

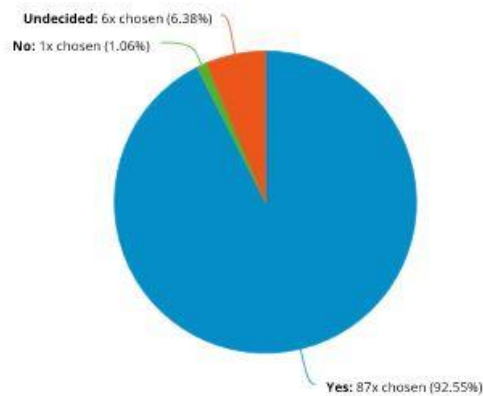
Club Survey Summary 2018

Dear Members,

We have had nearly 100 responses to our recent Club Survey and I thought you might be interested in the feedback we are receiving and the actions we are taking to continue to improve your club.

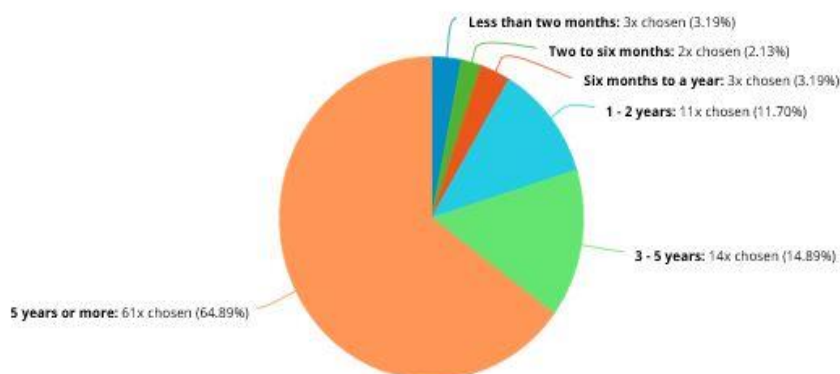
Do you see yourself being a member of the club long term?

Number of responses: 94



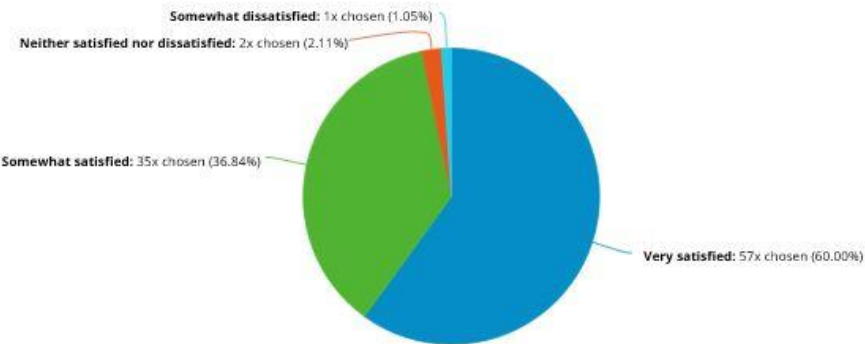
How long have you been a member of the club?

Number of responses: 94



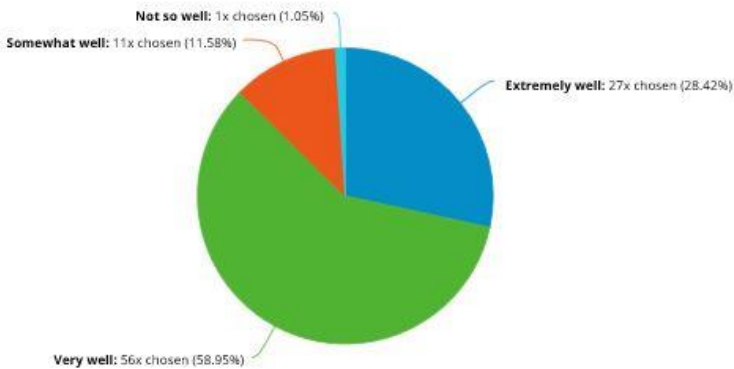
Overall, how satisfied or dissatisfied are you with your club?

Number of responses: 95



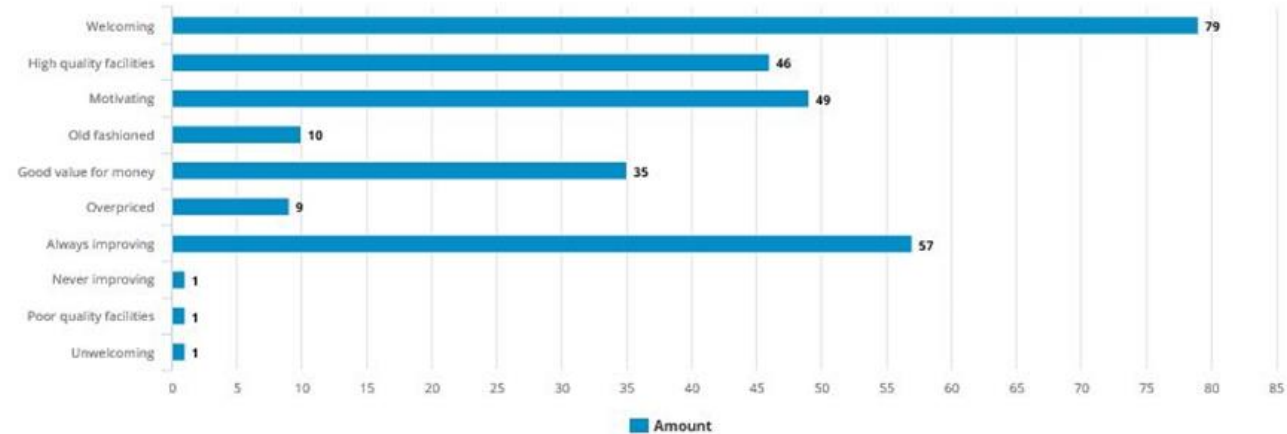
How well does the club meet your needs?

Number of responses: 95



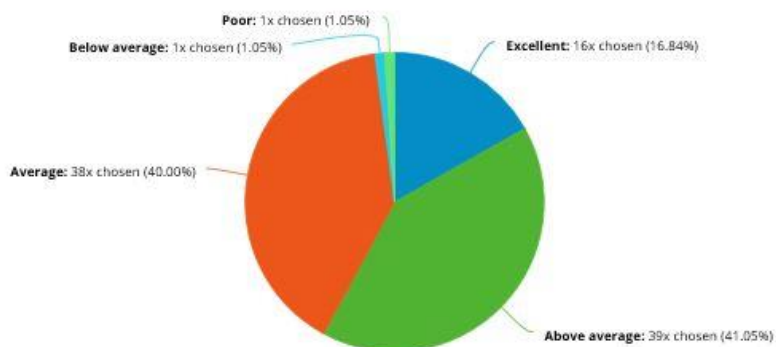
Which of the following words would you use to describe your club?

Number of responses: 95



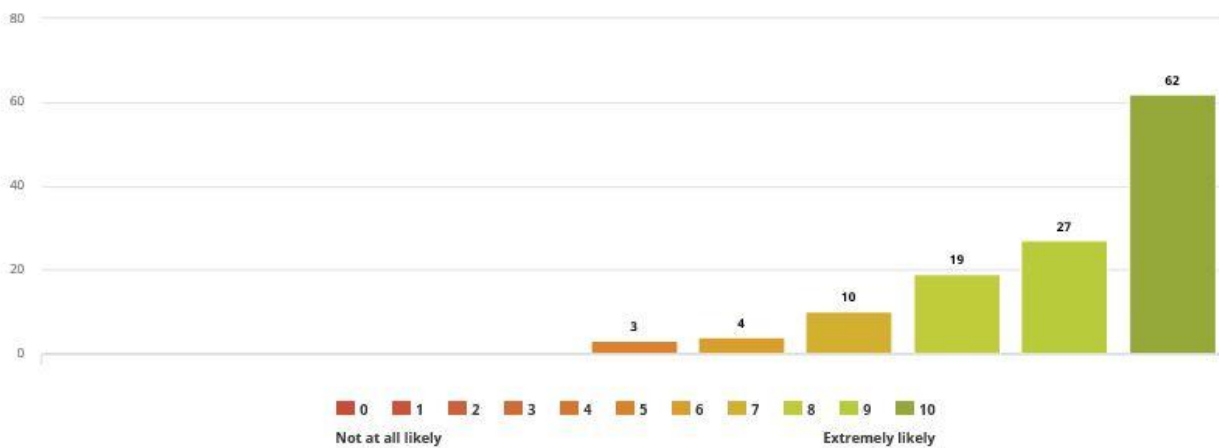
How would you rate the value for money of the club?

Number of responses: 95



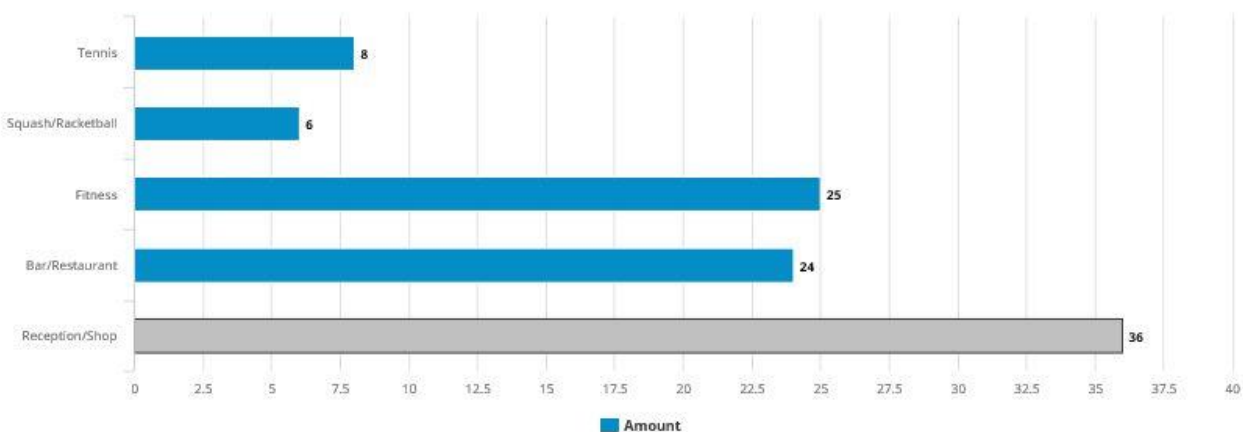
How likely is it that you would recommend us to a friend or colleague?

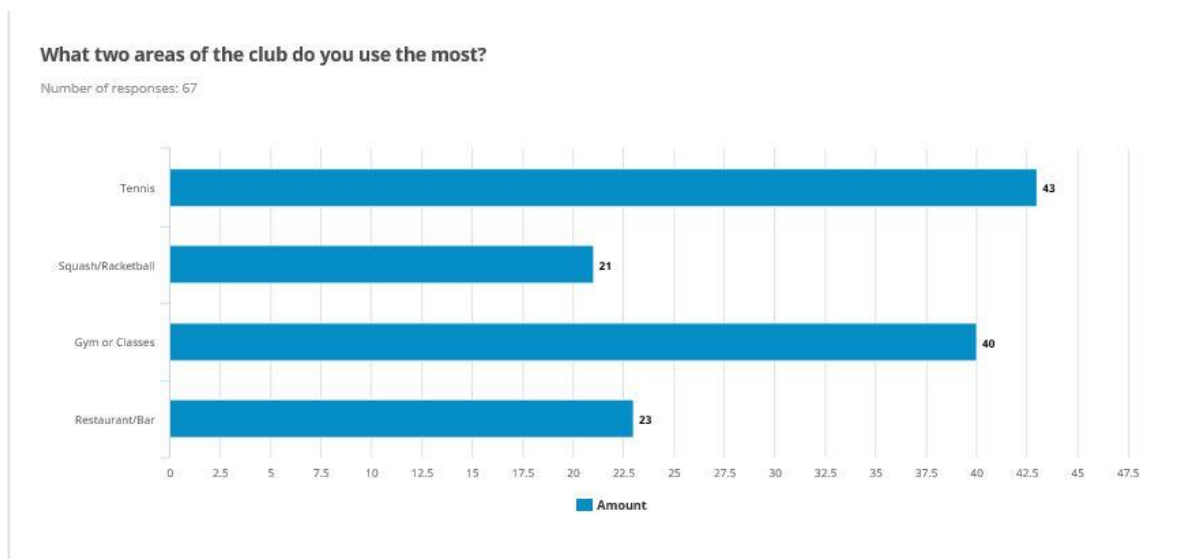
Number of responses: 125



What areas of the club do you feel need improving?

Number of responses: 57





The list below identifies areas of the club where you have made comment and what we are going to do.

Q: – Will we be improving the men’s and ladies changing rooms? A: We are improving the ladies changing room and showers first then we will gather design ideas and quotes on upgrading the men’s changing rooms.

Q: – Can the Wi-Fi be more reliable? A: We will contact Concero our IT provider to survey the club Wi-Fi again.

Q: – Can the variety of exercise classes be increased and more classes at the weekend? A: We believe there is a very good range of classes delivered by our System Energize team which are supplemented by Pilates, Yoga and Zumba delivered by external instructors. We believe that the fitness classes on Saturday and Sunday morning meet the current weekend demand from members.

Q: – Can there be more fitness classes in the evening on weekdays? A: We have 11 free classes a week. We believe that classes after 8pm would not be very popular and there is limited studio availability before this time.

Q: – The gym and equipment could be refreshed and updated? A: We have upgraded all the Technogym pads, added plyometric boxes in the Pit and continually upgrade and add to our range of equipment as recommended by our members and the Fitness Committee. Our long-term plan is to replace all the strength equipment and add additional free weights equipment.

Q: – We have basically outgrown the gym as we attract more fitness enthusiasts. Similarly, most of the fitness class are well attended and again space is sometimes at a premium. Although we have always been considered a tennis and squash club, the fitness section now must be attracting 30-40% of our membership. Albeit dependant on financing the 'fill the gap' project appears well overdue. If we don’t improve we could start to go backwards? A: The Fill the Gap project would deliver an additional purpose-built fitness studio and a bigger gym, in the short term we plan to make better use of the space in the Pit to help satisfy the demand for gym users.

Q: – Some fitness classes don’t start on time and finish early at the same time, notifications about changing or cancelling classes is poor. More fitness classes would be good? A: Our team aim to start and finish classes at the scheduled times. Each year we have increased the number of fitness classes and have now made the 11 weekly System Energize classes free. The class timetable is different during holiday periods. We will aim to improve notifying members of any cancelled classes.

Q: – Continuous improvements have to be maintained for all areas, tennis, racketball/squash and particularly the fitness section? A: We have a Club Improvement Plan which is reviewed and updated each month and contains all improvement ideas identified by all the committees. We aim to complete as many as possible throughout the year.

Q: – Can more publicity be given to squash and racketball events? A: We use Facebook, emails and posters to promote all events and have added all league matches to our website and display match schedules on the doot to the courts. A new flyer has been produced with all squash and racketball dates for the year. Matt McFahn keeps the new whiteboard at the end of the corridor updated with the next events and I will continue to promote all squash and racketball events as much as possible.

Q: – Can we have a place to provide comments and feedback as they come to mind? A: We will create a feedback and ideas form in the bar for you to add new ideas. You can also contact us via the new website using the contact form and our staff are usually available for you to share your ideas on areas for improvement. You can also discuss your ideas with any of our committee members.

Q: – Having been a member for over 40 years I have seen a great many changes and feel it is important to engage with the 'older members' from time to time and listen to their concerns? A: We endeavour to listen to all concerns regardless of age; all changes and improvements are authorised by our committee volunteers who are generally long-standing members of the club.

Q: – I understand the junior tennis coaching is going really well... but there are times when more than three courts are being used for coaching whether outside or indoors...this can be frustrating? A: Our junior tennis programme is incredibly popular with nearly 300 juniors attending each week, our Tennis Committee frequently review the allocation of courts for coaching, we believe that the addition of two artificial clay courts will increase court availability for members.

Q: – There is a lack of internal competition/match play for the younger mini tennis/orange and green and more fun for the mini tennis encouraging them to compete in a fun stress-free atmosphere. The only match play last year was cancelled at the last minute when parents and children had turned up and never re-arranged. Better communication regards classes available and how children can progress and not just leave because they feel there is nothing for them? A: We have a busy tournament schedule for all levels of play but do have to balance this with court availability for members. We will investigate why the matchplay event was cancelled last year and will aim to have more matchplay events where possible.

Q: – As many full-paying members are unsuccessful in the ballot, please try to insist on a fair division of tickets e.g. one adult & one junior, or one adult and one social member should not go away with 2 pairs of tickets if other adults have not got any tickets? A: Our number of tickets has reduced over the years and we must also abide by the LTA rules. We encourage more members to Opt-In so that we can get more tickets and have created a Wimbledon Opt-In social to raise awareness. We ask that family's take a maximum of 2 pairs of tickets. We are not allowed to differentiate between adults and other categories. Our ballot has been recognised as exemplary by the LTA.

Q: – Can we increase the number of tennis courts available and maybe replace the real grass courts with a year-round surface? A: We are increasing tennis court capacity by resurfacing the two tarmac courts with artificial clay courts which will be playable all year round. In the long term there are plans to convert the real grass to artificial grass and install floodlights when finances allow and if members agree.

Q: – Can you improve the shop area and sell rackets? A: We have improved the shop/reception by fitting new carpet tiles and creating a Head Rackets Shop with special process for members.

Q: – Can the receptions staff be more knowledgeable about events around the club? A: We are increasing staff training for our reception team and will improve our internal communication to them.

Q: – Club social events are in need of a big revamp. Recycling the same acts that we have seen many times before and having to arrange tables should stop if you want to attract some more young people? A: All functions can be booked individually or as small groups or as a whole table. We have introduced new theme nights this year, Mexican evening, Chinese evening, St Patricks Night, Indian evening, Italian evening etc. We are always looking for new acts and have introduced The Durkins, Tom Welsh, Frank Sinatra tribute, Niel Jackson (DJ) in addition to Liam Price, our resident DJ and singer. We hope to have an entertainer every Friday and are open to recommendations.

Q: – Can there be more social events for our junior members? A: Juniors are very welcome to most of our social events however we will look into adding more junior type events to add to the Junior Tennis Presentation evening.

Q: – I feel the 'old restaurant' could be tidied up as it is used by large parties (keep fit girls especially) on a regular basis for coffee. It seems to have been forgotten as improvements are continually made in the bar and restaurant area? A: We plan to upgrade the flooring and the furniture in the back restaurant once the bar and catering department financial performance improves.

Q: – Can we improve the food further and could we have some more snacks like protein bars and fruit etc? A: We are always open to innovative ideas having just introduced smoothies and soups at lunch time. We have a breakfast, lunch and evening menu which will be updated 2 or 3 times a year. We have fruit and healthy snack bars for sale on the bar most days.

Q: – Can the bar be improved? A: We have added a coffee machine, mirror, hanging wine glasses, gin glasses and LED lights. The bar is too small and would be made bigger during any future major building improvements.

Q: – Instead of spending so much time selling social activities to existing members try using the resource to market the club externally and grow the membership? A: We have a number of external private parties in the studio/bar, LTA events, christenings and networking events however we would like to increase the number of external bookings to promote the club but we are mindful that the bar and restaurant needs to be available for members use too.

Q: – Consider issuing club parking permits before we get people from the new houses parking by the indoor courts? A: We will be monitoring the parking by the new residents once the houses are sold. We are also in the process of purchasing the exit road so we have more control over vehicle parking.

Q: – The reduction in membership is a concern? A: Adult membership levels are the same as previous years however our junior membership has reduced a little this year; we have introduced two new categories, Under 8 and Under 14 to help resolve this.

Q: – Given the fact that the club makes a profit each year and has cash in reserve, given the fact that massive functions such as the ball only break even and given the fact the club offers lots of free memberships, it does grate slightly that each year the committee thinks long and hard about price rises, then adds £15 each year regardless. It is about time a price freeze occurred and more incentives were available for long term members? A: We aim to make a small profit each year and the increase in cash reserves is to fund a significant club house development in the future. We aim to keep function ticket prices low as a benefit of membership hence our functions generally break even or make a small profit. The club offers a very small number of discounted memberships which are proposed by the tennis, squash and fitness committees. Membership price increases are generally in line with inflation to help us maintain a small profit each year and cover expenditure increases. Long standing members can qualify for Senior Playing membership at age 65.

Q: – There is poor outside security and lack of useful cameras and monitoring equipment? A: We are gathering quotes to upgrade and improve our CCTV.

Q: – There is no salt for adverse weather conditions? A: There should always be bags of salt under the external stairs near the wishing well and under the sink at the indoor courts. We will install a proper salt storage bin by the tennis pavilion.

Other Comments:

“An excellent high quality club” “Keep up the good work, thanks” “Excellent club. Very welcoming. Mix in sessions are well run and a great way of meeting people. I’m really pleased I joined”

“We are very lucky to be part of such a fabulous environment” “Made many friends over 35 years a member”

“The organised group tennis events are excellent” “Loving the new catering in the restaurant/bar - big thumbs up for that” “The summer ball was a great event and a resounding success, more of the same please” “Matt McFahn's appointment as head coach was an excellent choice” “The fitness team are a big part of the club's future survival; they achieve a lot with limited floor space”.

Thank you for your feedback and we look forward to continuing to improve your club.

Keep healthy, play sport and make friends,

Marc Hughes, Operations Manager