

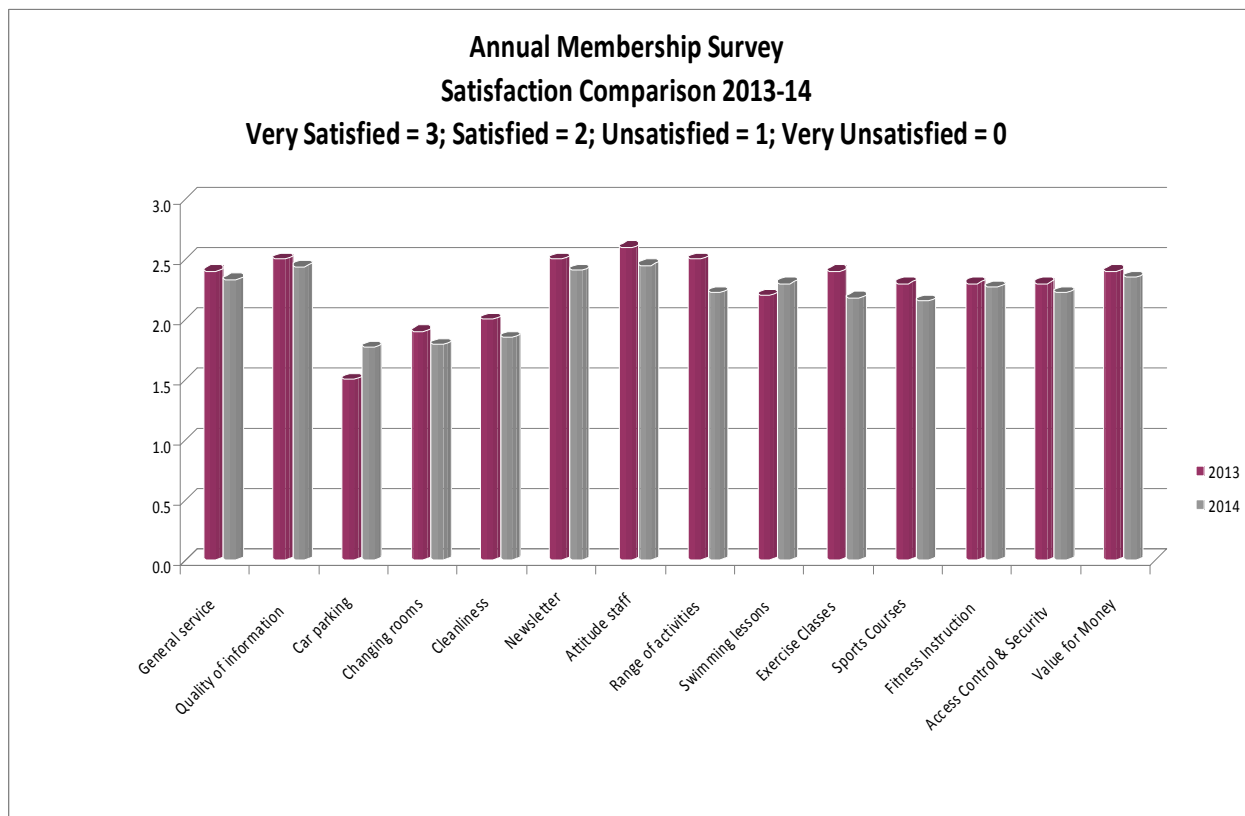


Member Survey Report 2014

Dear Members,

Thank you to the 68 members who responded to this year's survey – available for the first time online via **Survey Monkey** - an 8% return which matches the improved response seen last year. Even more significant is that 60 out of 68 of you (88%) preferred the online method.

Despite the significant change in response style above the results remain amazingly similar to recent years with an **overall satisfaction average** of 2.20 out of 3 (where 3 is very satisfied), and a **value for money** rating of 2.4. We thank you for these wonderful results which are very encouraging to the team. Here are all the satisfaction ratings compared to last year:





We do acknowledge the small decreases in some areas, but members remain satisfied across the majority of criteria, with the usual 3 suspects still lagging behind: **Car Parking, Cleanliness** and **Changing Rooms**. Good to see **Car Parking** improving from 1.5 to 1.8 though as more and more people discover the stress free parking on the College main site, just 300m walk from the club entrance.

The **Range of Activities** rating remains high at 2.2 despite a slight drop from last year. We will look into the causes of this drop.

Clearly we still need to do more with regard to **Changing Rooms & Cleanliness**. Two improvements in the pipeline: 1. work is currently taking place to improve the air quality in the dry changing rooms, and 2. it looks likely that we will be adding additional staffing from September to improve cleaning frequency.

So on to the narrative questions. Clearly it is difficult to respond to every suggestion, so the 3 most popular answers to each question have been identified and addressed.

Question 6: *Please describe one key change you would like to see happen during 2013.*

Additional pool opening	12
Improve Maintenance	9
Improve cleanliness	8

Many people requested a daily morning swim. Unfortunately this is impossible at present because the College is using the pool for swimming squad training. Wherever possible more time will be given over to member swimming, as demonstrated by the new earlier evening opening times introduced last year.

Maintenance and cleaning remain an ongoing challenge. As each area of the club undergoes refurbishment we are gradually getting on top of it. Next in line for major improvements are the two synthetic pitches.



Question 7: *Please comment on the opening hours of the facilities (bearing in mind the restraints of shared use with the College)*

Later opening hours for gym and swimming	22
Earlier opening for gym and swimming	11
Public Holiday opening	11

These top three are unchanged from last year but with higher numbers. Any further changes in opening hours from the current programme would result in increased membership fees which we are anxious to avoid.

Question 8: *What are your comments regarding the activity programming?*

Positive/satisfied comments	8
More/later classes	3
Cycling classes	1

Lots of very positive comments here, thank you. We are always seeking to add to the variety and quantity of classes and activities.

You may have noticed also that the number of personal trainers, freelance swimming instructors, racket sports coaches, therapists and health practitioners available to book via the club continues to increase and full details are on the website.



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Question 9: *Please give us your feedback regarding the quality of the facilities*

Positive comments	24
Improve maintenance and refurbishments	12
Improve cleanliness (odours)	4

Again we are delighted with your positive feedback about the facilities which reflects recent improvements to the Weights Room, Therapy Room and TBSG pavilion. We will continue the process of continuous improvements. After the main Astro renovation this summer a modern new look is planned for the entrance lobby.

Question 10: *Please use this page for any other comments and/or suggestions you may have.*

Satisfied and thank you	3
Exercise class suggestions	2
increase pool temprature	1

Not as many answers to question 10 as normal but all the comments are useful as we continue to improve the club. Once again, thank you to all who responded to the survey.

Gary Sharpe
Sports Club Manager

June 2014