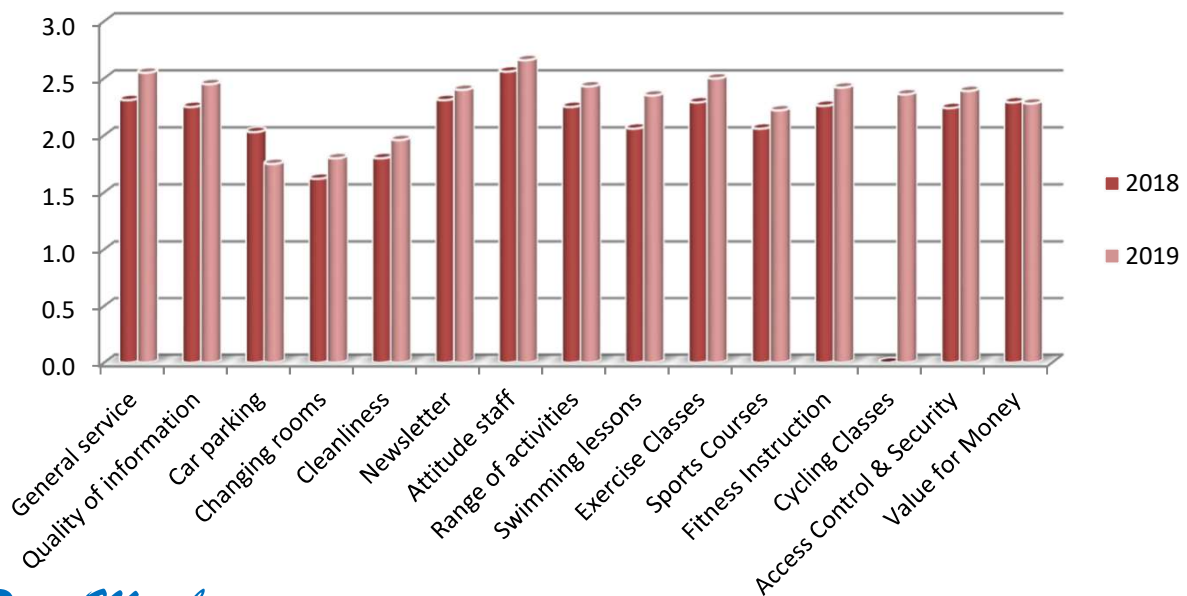


Annual Member Survey Report 2019

Annual Membership Survey - Satisfaction Comparison 2018 v 2019 Very Satisfied = 3; Satisfied = 2; Unsatisfied = 1; Very Unsatisfied = 0



Dear Members,

Thank you to the 108 of you who submitted your feedback to the annual member survey this year. The results are very pleasing, and the comments will help to guide the development of The Sports Club in the coming months.

The overall result of 2.3 matches the best ever feedback score in 2016.

The graph above shows the average rating across the key service criteria, and it is good to see that we have maintained or improved on the very high levels of satisfaction achieved last year in almost all areas. Service standards, information and attitude of staff are our key priorities and the very high scores on this are much appreciated.

Car parking and changing rooms remain the least satisfying aspects of the club experience so we acknowledge the need to improve these aspects where we can.

It is very good news that the new Cycling Studio has been so well received and supported with 40% "Very Satisfied" & 56% "Satisfied".

Annual Member Survey Report 2019

Question 6: Please describe one key change you would like to see happen during 2019

The 3 most common requests were to improve the quality and cleanliness of the changing rooms (19), provide better parking (14), and increase the range of exercise classes (6).

Parking remains a challenge, but a reminder that members may park in the College main site car park.

The 60+ cycling classes added last September has certainly helped in this respect.

Q7: Please comment on the opening hours of the facilities (bearing in mind the restraints of shared use with the College)

The overwhelming majority of responses here were positive and supportive (31).

The popular requests were for more early mornings, longer opening hours and more pool time. Recently, 3 long-term pool hirer clubs have ceased to operate and the time has been transferred over to members swimming. This policy will continue.

Q8: What are your comments regarding the activity programming?

Again thank you for the positive votes of support (31).

Requests included more Pilates, Yoga & Ladies Self defence which we will endeavour to achieve in 2020.

Thank you to all those of you who shower before swimming to help maintain the pool water quality. A prior shower removes traces of hygiene products & biological elements which otherwise make the water more salty.

Annual Member Survey Report 2019

Q9: Please give us your feedback regarding the quality of the facilities

Good/Satisfactory comments numbered 38 but there were 15 requests for general improvement in maintenance & cleanliness, which we know we can always improve upon. In 2019, the TBSG hall floor was replaced, the Squash Courts refurbished and a new carpet laid in Reception. There will be further improvements in 2020.

Q10: Please use this page for any other comments and/or suggestions you may have.

11 very kind comments about the friendliness & helpfulness of the team, for which we are extremely grateful.

Requests included a better car park facility at TBSG and improved cleaning.

Annual Member Survey - Average Satisfaction Score 2006-19

