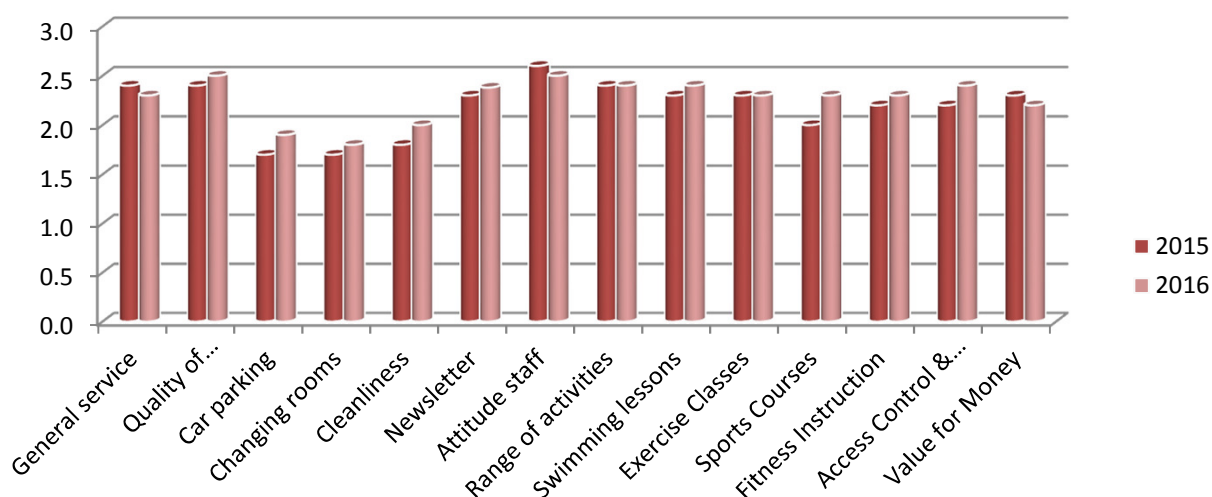


## Annual Member Survey Report 2016

### Annual Membership Survey - Satisfaction Comparison 2015-16

Very Satisfied = 3; Satisfied = 2; Unsatisfied = 1; Very Unsatisfied = 0



*Dear Members,*

Thank you to the many 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 club in the coming months.

The graph above shows the average rating across the key operating 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 and we acknowledge the need to improve these where we can.

*Please turn over for responses to the most common specific suggestions.*

**Question 6: Please describe one key change you would like to see happen during 2016**

The 3 most common requests were to improve the quality and cleanliness of the changing rooms, provide better parking, and extend the opening times.

During the summer we have responded by adding a daytime adult swim. We are also introducing more supervised hours in the fitness rooms this year.

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

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

Pleasingly, the most common response here was positive about opening hours (9).

There were 8 requests for more swimming time, which we are looking at closely.

Some people queried the policy of public holiday closing. This is because many members are away on holiday weekends, and to open would add significantly to costs and prices for all.

**Q8: What are your comments regarding the activity programming?**

Again the positive comments were prevalent, with requests for more/later exercise classes gaining a mention.

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

Very supportive comments received here, with improvement suggestions including some specific equipment, hair dryers and clothes hooks, which we will follow-up.

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

Requests here for better cycle storage, improved mirror cleaning, more mat space and free weights,

Lots of very kind comments about the recent improvements in fitness kit and the quality/friendliness of the team, for which we are extremely grateful.

*Many responses included a request for members to behave in a more courteous manner towards fellow members, e.g. to shower first before swimming, be considerate in lane swimming, to wipe down fitness kit after use, etc.*

*We thank you for your cooperation in this respect.*



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