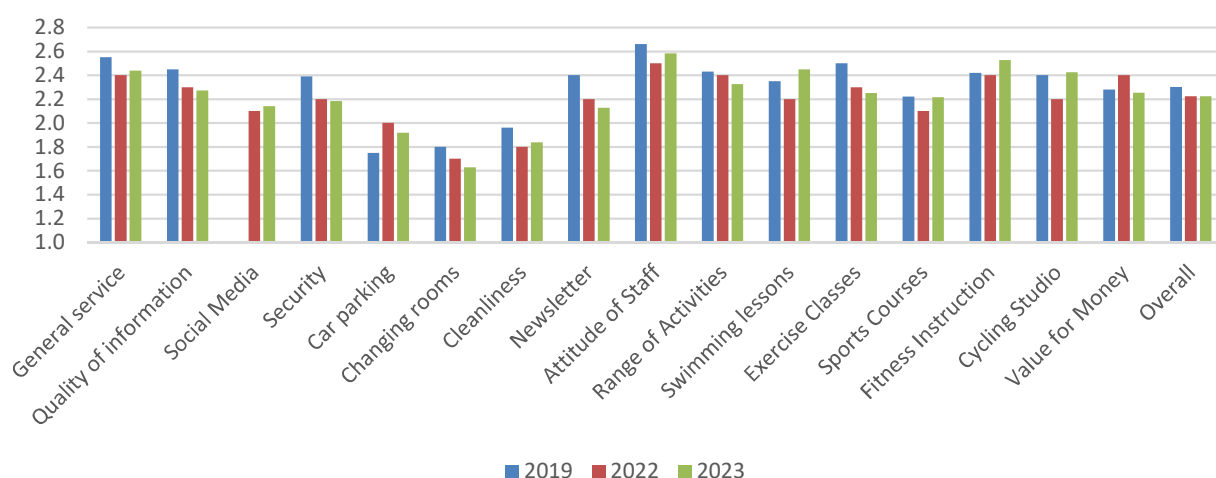


Annual Member Survey Report 2023

Annual Member Survey - Satisfaction Ratings 2019-23
(Very Satisfied=3; Very Unsatisfied =0)



Dear Members,

Thank you to the 174 of you who submitted your feedback to the annual member survey this year. This is the highest ever response and extremely helpful feedback.

The number of members is at it's highest total since 2014. Rest assured we are monitoring this closely and will enforce a waiting list when capacity criteria are met.

The **satisfaction graph** above illustrates a consistency to our performance - which is good to see – and highlights areas for improvement. Once again helpfulness of staff was the best score – they are a wonderful team.

Car parking and **changing rooms** remain the least satisfying aspects of the club experience. *Based on last year's feedback a major refurbishment of the swimming pool changing areas has been scheduled for Easter 2024.*

Annual Member Survey Report 2023

Q. One key change for 2023/24

Number one request was a changing room upgrade. **The Swimming Pool changing rooms have been scheduled for a full refurbishment at Easter 2024.**

Next highest rank was improved cleaning. The College has recently recruited a highly qualified Cleaning Manager who we are confident will make a difference.

Fitness kit update was high ranking and this is noted- we must look at this in the 2024/25 budget.

Holiday exercise classes were requested 5 times. **We are running a mini-programme during August** but room availability is limited due to sports camps.

Q. Comments on the opening hours

60% of respondents said the opening hours matched expectation and they were happy. We wish we could offer longer timings but this is a challenge due to the ever expanding College sports programme. Opening on public holidays is not currently possible. This is unlikely to change and helps to keep our prices at the high value level they are currently.

Q. Comments regarding the activity programming

Again, a high percentage (64%) expressed a high level of satisfaction with this aspect. At least 5 paid compliments to the club staff - Thank you.

There were a few suggestions for new equipment which we will look at.

A new double cable machine is on order for the Fitness Suite.

Q. Please give us your feedback regarding the quality of the facilities

32% said they were happy overall but 24% requested an update to the facilities, especially the Fitness Suite kit, which will be addressed soon.

Cleaning was again mentioned, see above.

Did you know....you can speed up your online booking process by clicking the star on your favourite sessions so that they pop up first when you log in?

Annual Member Survey Report 2023

Q Any other feedback or suggestions?

Thank you to the many of you who complimented the effectiveness and friendliness of the club staff. It is most appreciated. Some people felt that classes are cancelled too often, but we do strive to cover all scheduled classes and by far the majority do take place with cover instructors.

In Summary

The overall member satisfaction trend (see below) continues in the right direction, something the club team work very hard to achieve.

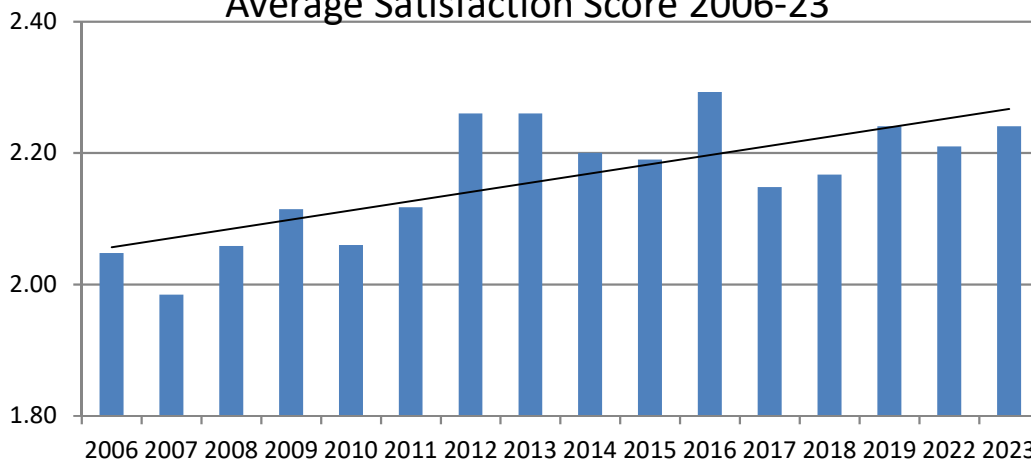
In preparing this report, we have used a tallying system to identify the most common areas of comments. These are the things we will focus on with our ongoing improvement. But that is not to say that other individual comments have not been noted - they have.

Thank you again to those who have helped us with this valuable exercise to all members for being part of the club.

Gary Sharpe,
Sports Club Manager
July 2023

Annual Member Survey

Average Satisfaction Score 2006-23



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