

# MEMBER'S SURVEY 2020

*A Summary of the results of the 2020 Member's Survey*

This report summarises the results of the 2020 Members survey undertaken in January 2020. Details of the responses have been provided separately.

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05 March 2020

Version 1

A circular logo with a double-line border, containing the letters 'ESC' in a bold, sans-serif font. The logo is positioned on the right side of the page, overlapping a vertical green gradient bar and two thin white lines.

ESC

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## INTRODUCTION

The 2020 Member's Survey was sent to 519 members by email. 222 members completed the survey on-line and a further 7 individuals completed the survey on paper and their surveys were entered into the survey analysis by staff in the office. This represents a 44.1% response rate. The 2017 survey was completed by only 116 members.

Two reminders which included a link to the survey were sent to members by email using the survey software and a third reminder was sent by MailChimp to attempt to catch members in case the other emails had been directed to their Junk mail folder.

The final reminder included a request to parents whose email address had been provided for a junior that they ask the junior to complete the survey.

A breakdown of the respondents is shown below

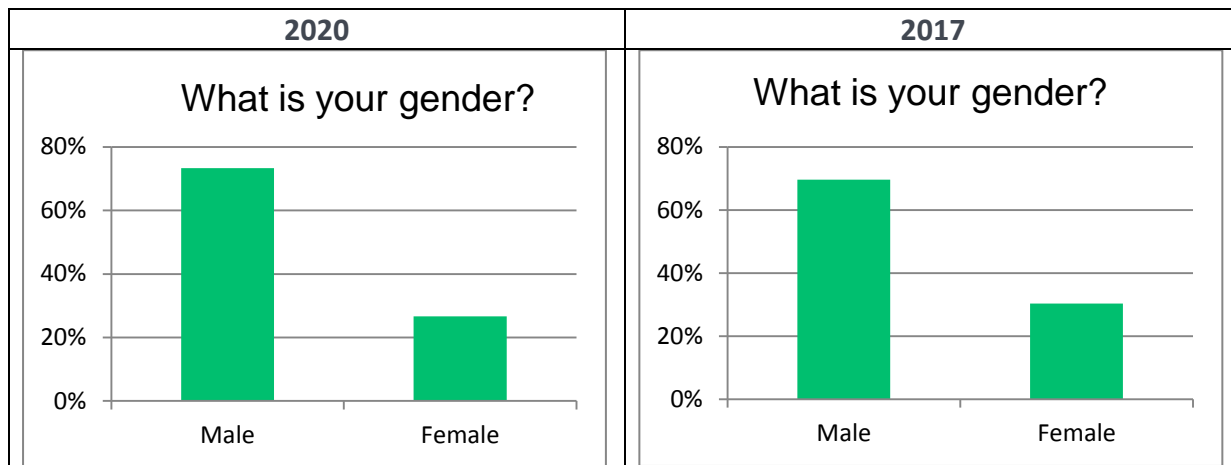
Activity	% Respondents	No. Respondents
Badminton	43.67%	100
Racketball	21.83%	50
Squash	32.31%	74
Tennis	26.20%	60
No sport - Social Member	6.11%	14

Member's made many suggestions and comments when completing the survey. Rather than including them all in this report, an attempt has been made to group them and include the items where there were multiple similar suggestions.

There are a number of good suggestions that were only mentioned once and the club committees are encouraged to review all of the comments.

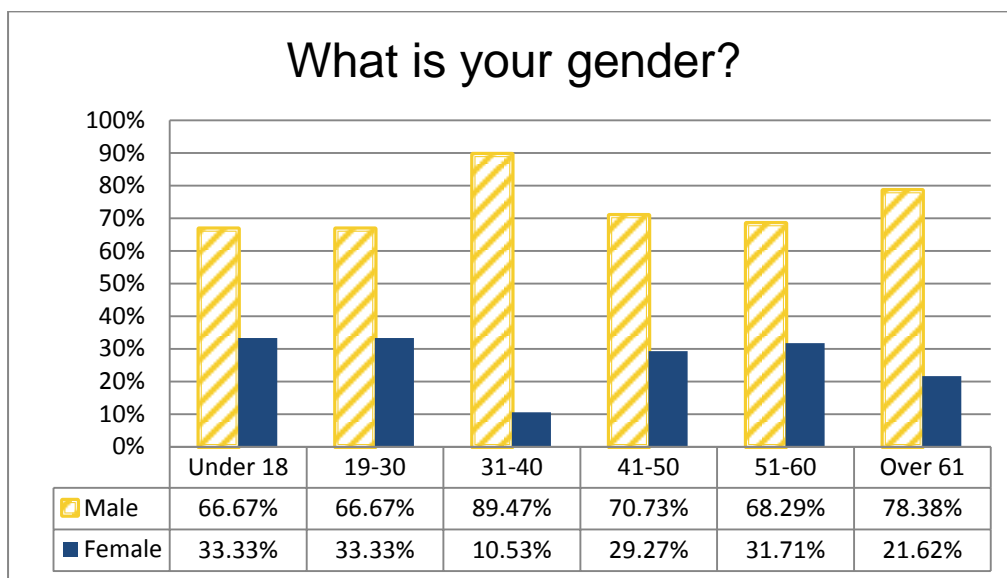
## GENDER

As proportion of the respondents, there are a slightly higher proportion of males than in the 2017 survey.



### Gender by Age Group

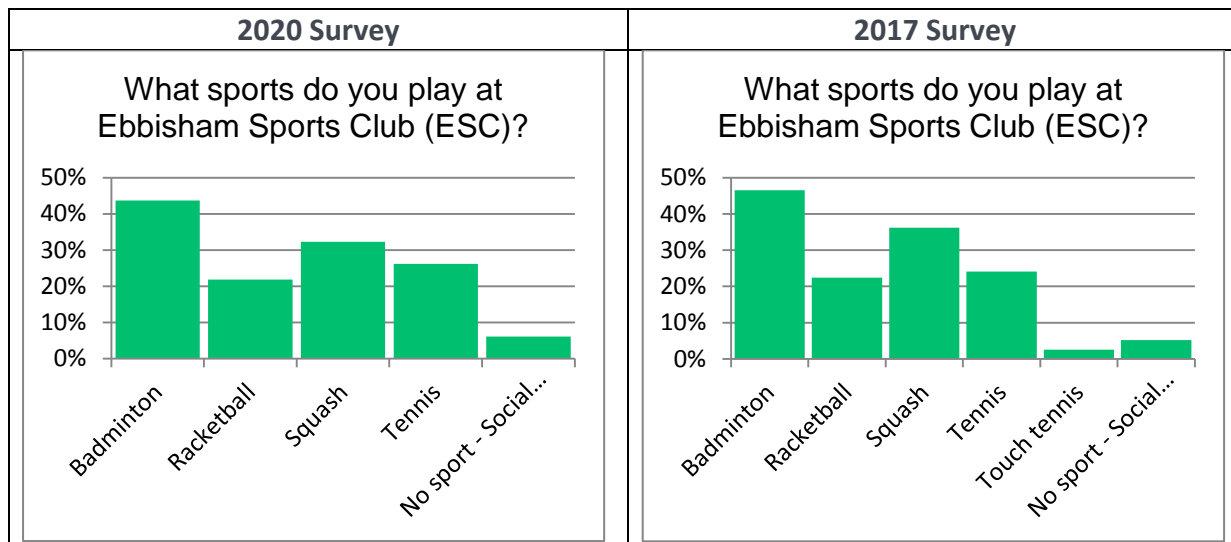
The 31-40 and the over 61 age groups have a significantly smaller proportion of women than of men



## SPORTS PLAYED

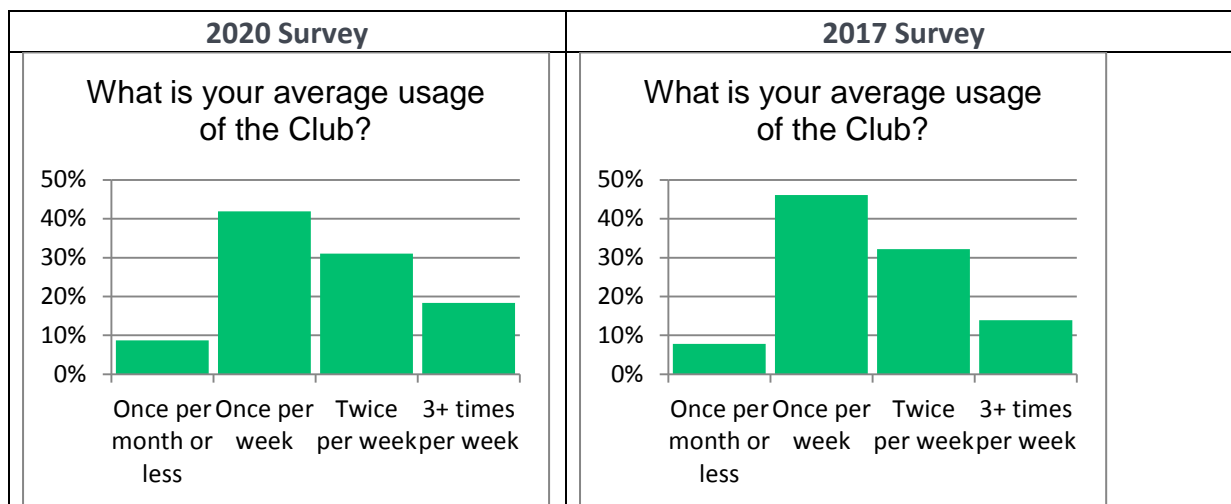
The proportion of members playing each sport has not changed significantly since 2017.

Note that touch tennis was not included in the 2020 survey.



## USAGE OF CLUB

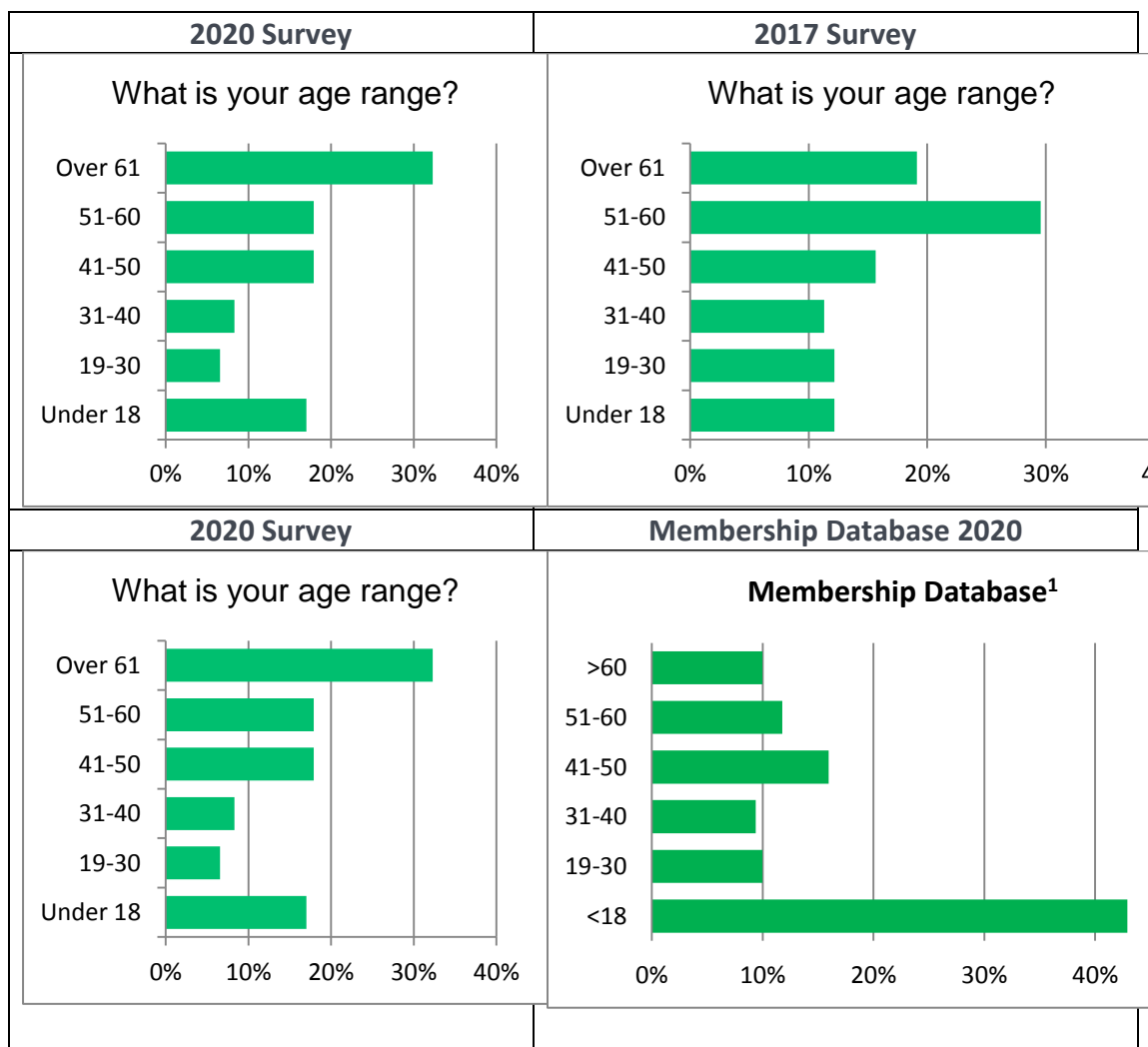
There is little change in the frequency of use of the club with the exception of the proportion of respondents using it three or more times per week which has increased.



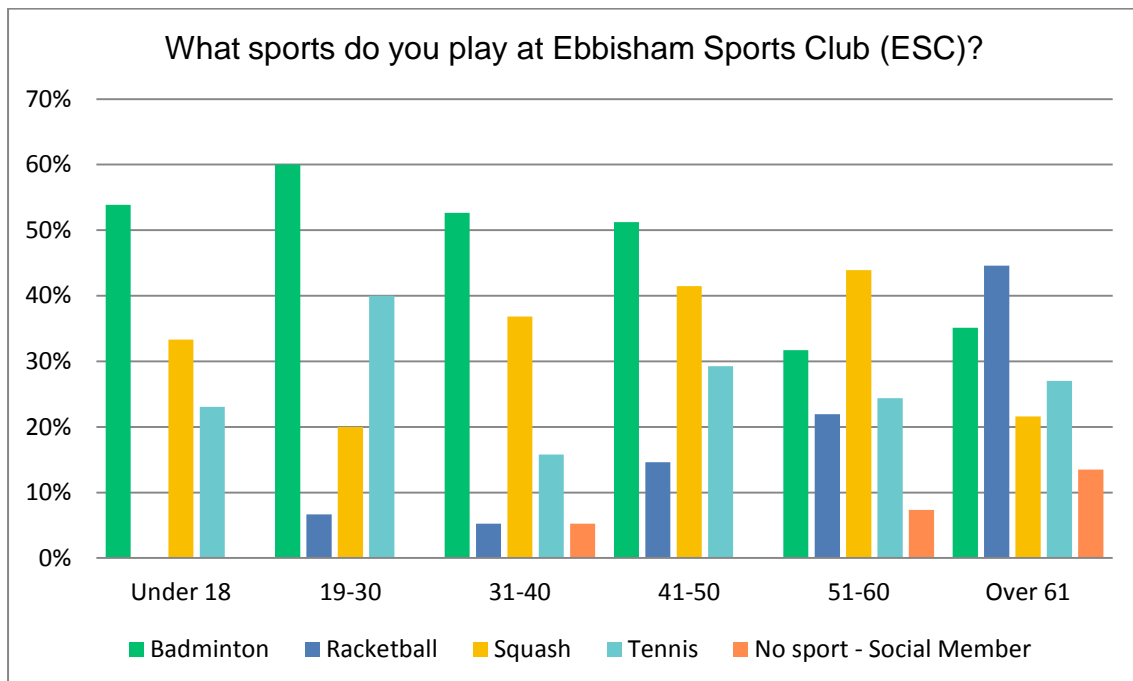
## AGE RANGE

When reading these charts one should note that the first pair of charts (2017 and 2020 responses) reflects the proportion of respondents and not the proportions of the Club membership.

- The Under 18 age group is under represented in both surveys but more so in the 2017 survey. (For example the number of U18 respondents increased from 14 to 39 in 2020 whereas the number of 19-30 respondents increased from 14 to 15). A specific effort was made to encourage junior members to complete the 2020 survey and this may account for the increase in proportion of the under 18 members in the 2020 survey. An increase in proportion in U18s would automatically affect the proportions of the other age groups.
- The 61 and over age group is over represented.
- Whilst the club has dates of birth for most junior members, the Club only has dates of birth for two thirds of its adult members. This impacts the Membership database chart in the second set of charts<sup>1</sup>
- Note the decrease in the representation of the 51-60 age group and the increase in the over 61 age group.
- Excluding juniors, the age profile of the members is increasing. In Epsom and Ewell, 18.3% of the population are in the 65+ group whilst 20.6% of the population are in the Under 16 group (ONS).

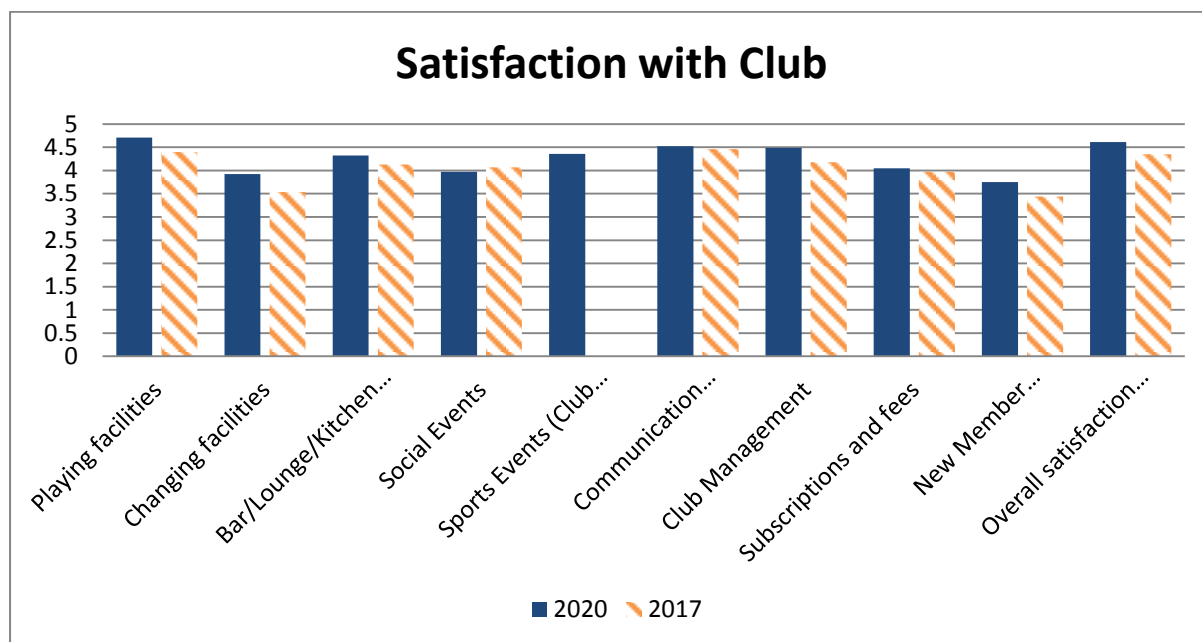


## Sport by Age Group



## SATISFACTION WITH CLUB

The satisfaction scores across the board have improved for each category over those received in the 2017 survey. In the 2020 survey Social Sports events was split into 2 categories, Social Events and Sports Events in the 2020 survey. The score for Sports events in the 2020 survey was higher than the combined score for 2017 whereas the score for social events was lower than the combined score.



The scores above are the weighted average scores for each category. The two worst performing categories where changing facilities and new member recruitment although both improved over the 2017 survey. More detail is shown below.

### 2020 Survey

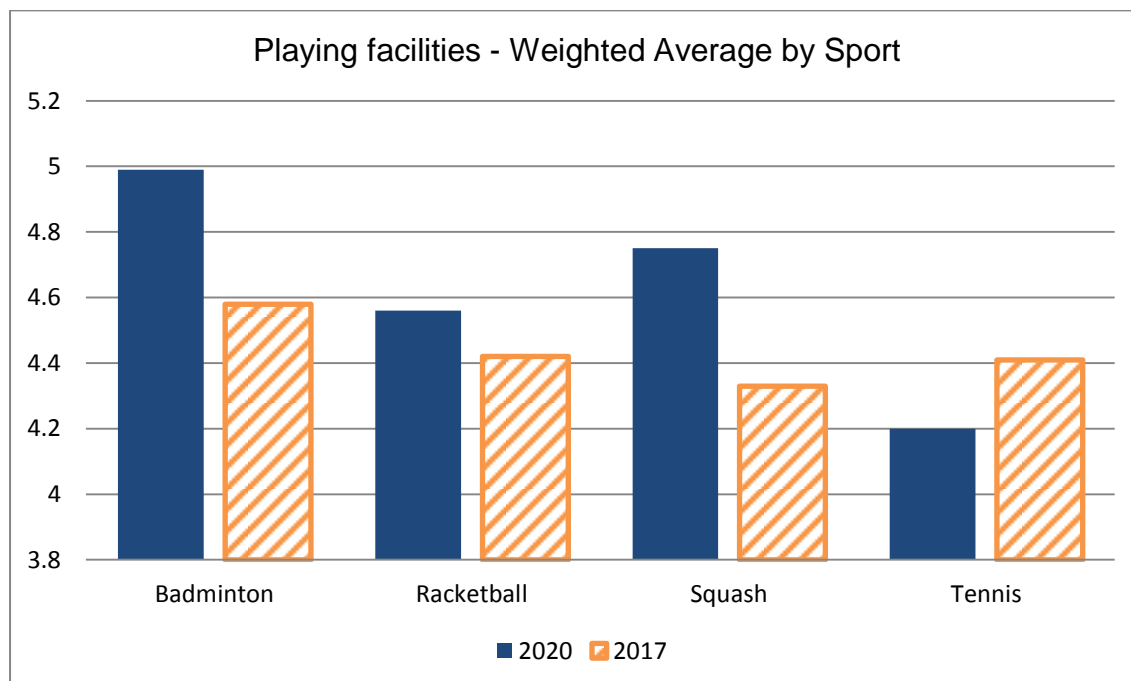
	POOR	FAIR	AVERAGE	GOOD	VERY GOOD	EXCELLENT	TOTAL	WEIGHTED AVERAGE
Playing facilities	1.93% 4	2.90% 6	3.38% 7	25.12% 52	47.34% 98	19.32% 40	207	4.71
Changing facilities	1.94% 4	3.88% 8	23.79% 49	45.15% 93	21.36% 44	3.88% 8	206	3.92
Bar/Lounge facilities	1.46% 3	1.94% 4	9.71% 20	45.63% 94	32.52% 67	8.74% 18	206	4.32
Social Events	2.19% 4	4.92% 9	18.03% 33	47.54% 87	22.40% 41	4.92% 9	183	3.98
Sports Events (Club Leagues and Annual Tournaments)	1.05% 2	3.16% 6	8.42% 16	41.05% 78	38.42% 73	7.89% 15	190	4.36
Communication (emails, website, newsletters, etc.)	0.00% 0	3.29% 7	9.86% 21	31.46% 67	41.31% 88	14.08% 30	213	4.53
Club Management	1.46% 3	0.97% 2	9.22% 19	36.41% 75	39.32% 81	12.62% 26	206	4.49
Subscriptions and fees	1.92% 4	7.69% 16	18.27% 38	34.62% 72	29.33% 61	8.17% 17	208	4.06
New Member recruitment	4.35% 8	5.43% 10	23.37% 43	45.65% 84	17.93% 33	3.26% 6	184	3.77
Overall satisfaction with the Club	0.96% 2	1.91% 4	5.74% 12	32.06% 67	44.98% 94	14.35% 30	209	4.61

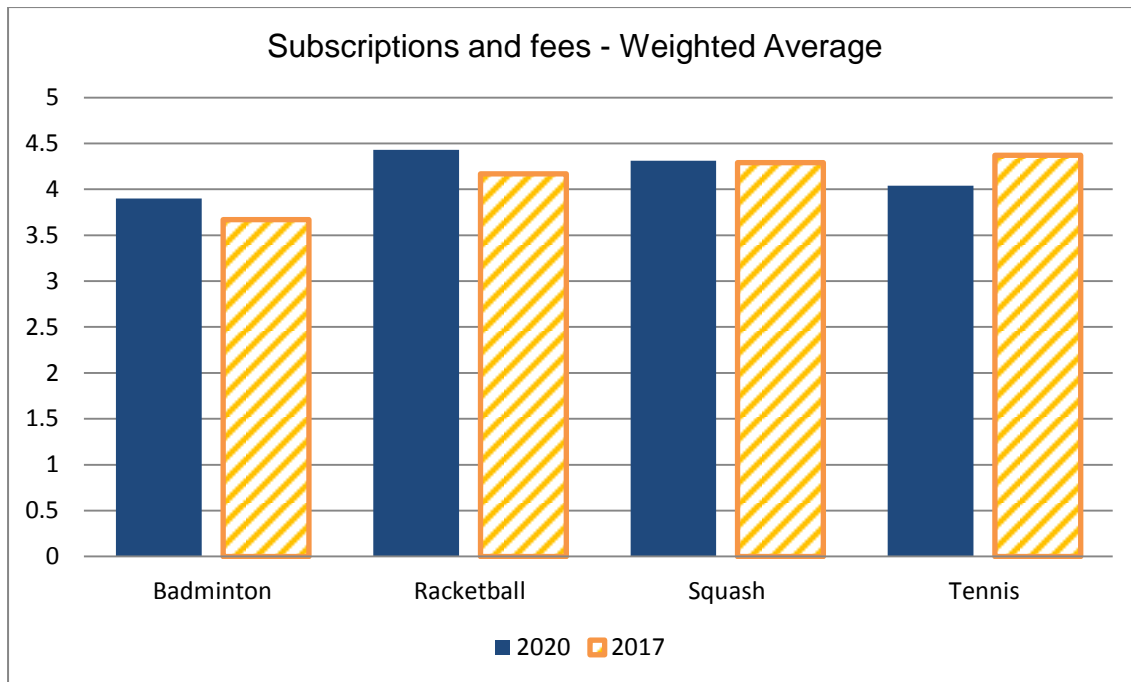


## 2017 Survey

	POOR	FAIR	AVERAGE	GOOD	VERY GOOD	EXCELLENT	TOTAL	WEIGHTED AVERAGE
Playing facilities	0.93% 1	1.85% 2	10.19% 11	39.81% 43	37.96% 41	9.26% 10	108	4.40
Changing facilities	3.74% 4	6.54% 7	38.32% 41	36.45% 39	13.08% 14	1.87% 2	107	3.54
Bar/Lounge/Kitchen facilities	1.82% 2	2.73% 3	10.00% 11	52.73% 58	31.82% 35	0.91% 1	110	4.13
Social/Sports events	0.00% 0	5.71% 6	18.10% 19	42.86% 45	30.48% 32	2.86% 3	105	4.07
Communication (emails, website, newsletters, etc.)	0.91% 1	4.55% 5	9.09% 10	31.82% 35	40.00% 44	13.64% 15	110	4.46
Club Management	1.89% 2	5.66% 6	11.32% 12	42.45% 45	31.13% 33	7.55% 8	106	4.18
Subscriptions and fees	1.83% 2	10.09% 11	19.27% 21	33.94% 37	27.52% 30	7.34% 8	109	3.97
Club Development	5.61% 6	8.41% 9	23.36% 25	31.78% 34	23.36% 25	7.48% 8	107	3.81
New Member recruitment	12.62% 13	8.74% 9	27.18% 28	33.01% 34	10.68% 11	7.77% 8	103	3.44
Overall satisfaction with the Club	0.00% 0	3.64% 4	10.00% 11	40.91% 45	38.18% 42	7.27% 8	110	4.35

However breaking down the differences by Sport might show a different story. Take playing facilities for example. Whilst there has been an increase in satisfaction of the playing facilities amongst most members, there has been a reduction in satisfaction amongst tennis players.

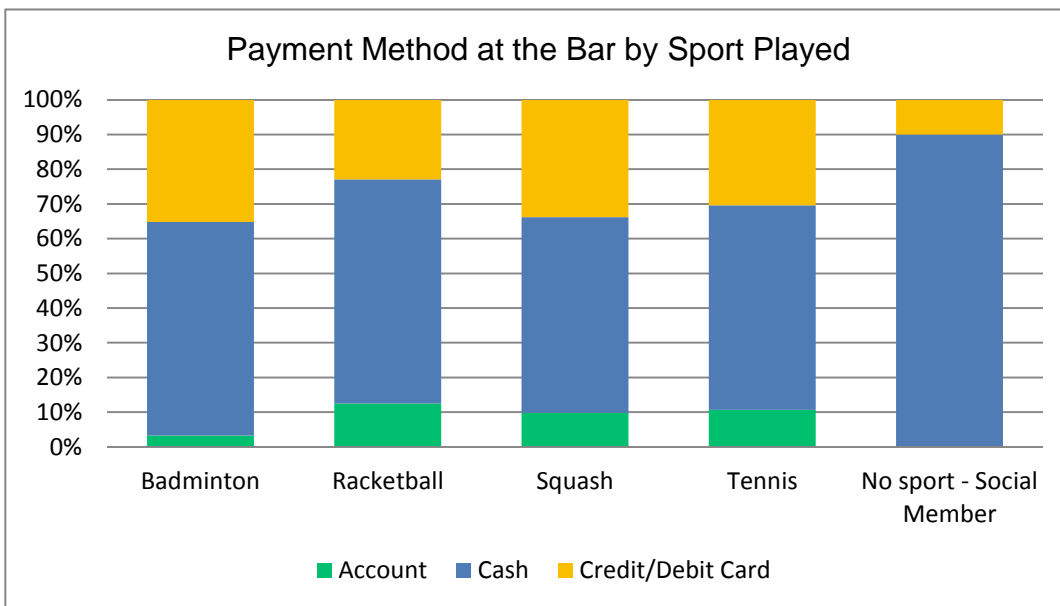




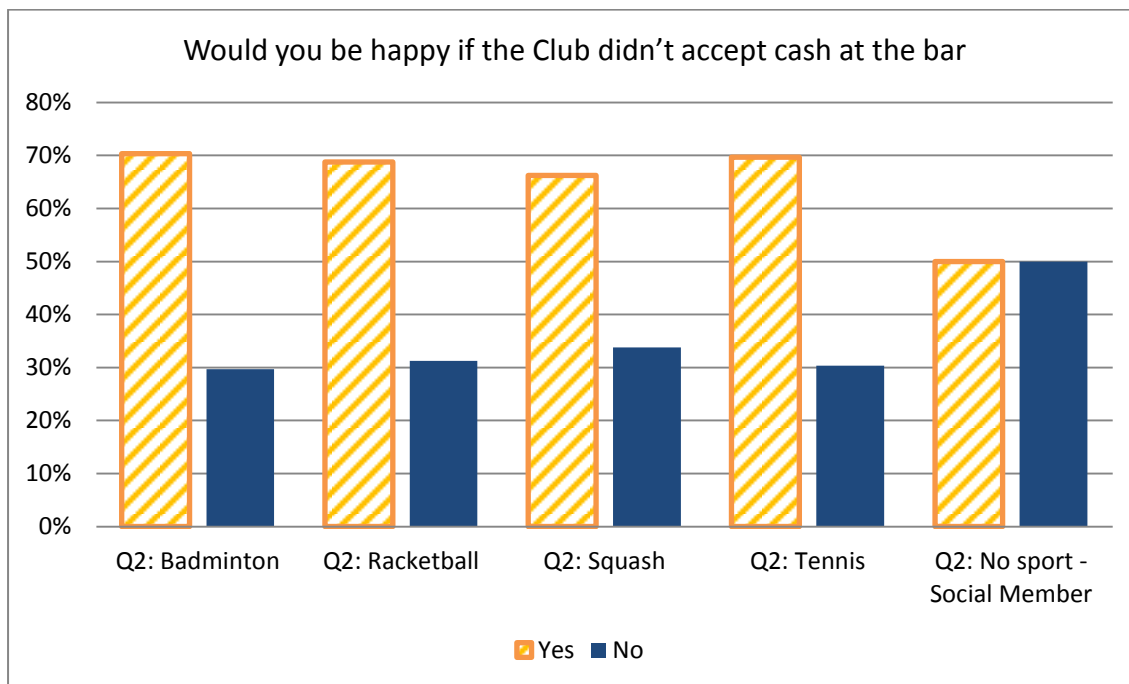
When considering Subscriptions and fees, there has been an improvement in satisfaction for Badminton and Racketball, Squash has remained about the same and satisfaction for Tennis has declined. Tennis still scores at 4 out of 5 whereas Badminton scores 3.9 out of 5.

## PAYMENT METHODS

- 44% of respondents were not aware that they could purchase goods from the club using their Club (court booking) account
- 38% were not aware that they could top up their account by direct debit
- Of those who used an account, the most popular method of topping up an account was by direct debit followed by card. Only 11% of all respondents topped up using cash, that's 19% of those who use an account.
- 60% of respondents use cash to make purchases whilst only 6% use their account.



68% of respondents would be happy if the Club only allowed purchases from the bar using either a card or cash.

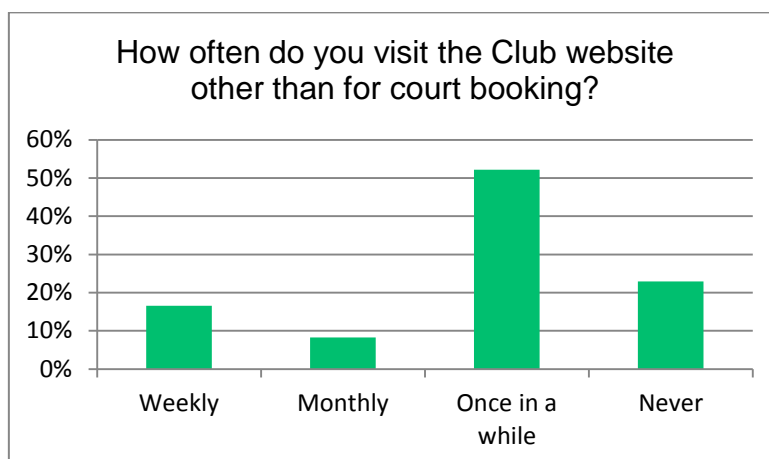
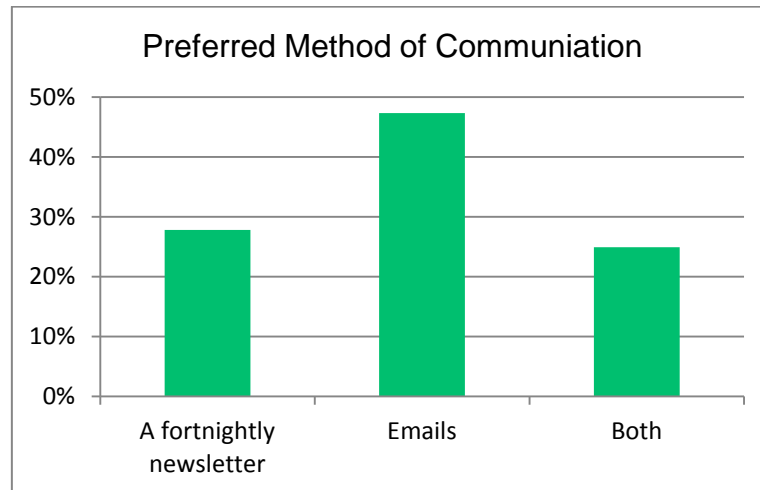


**Primary reasons for reason for answering in support or against ceasing to accept cash**

In favour	Against
Already use card or account	Club should offer choice
Don't carry cash any more	Don't have a card
It's the way forward	How would juniors, visitors or daytime groups pay?
Happy to do what's right for the club	Couldn't manage my spending
More secure	Don't trust on-line payments – less secure
	Don't use card for low value items

## COMMUNICATION

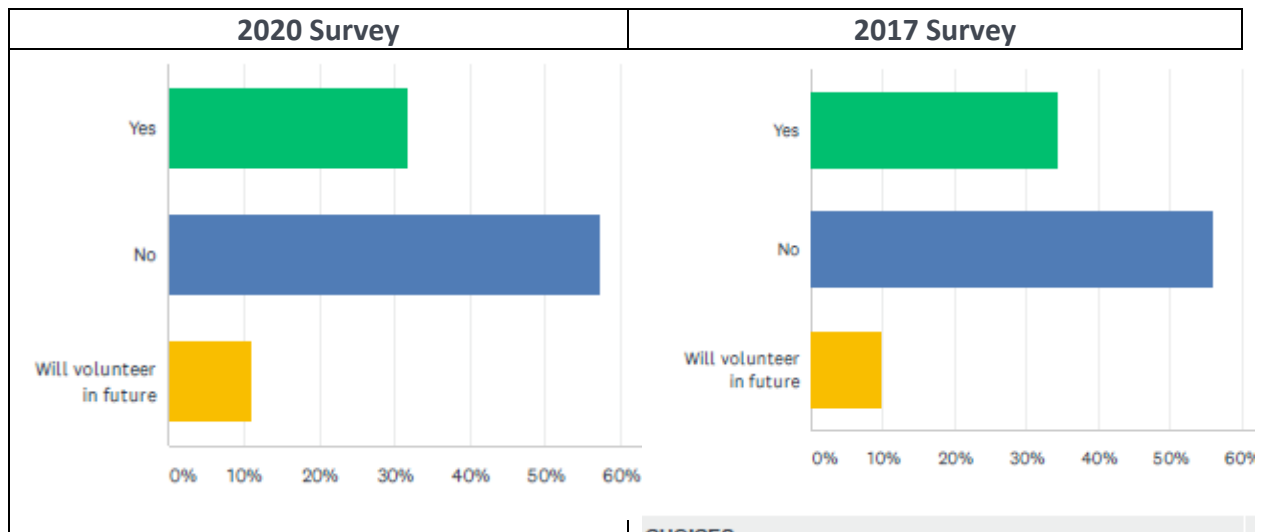
- 85% of respondents read most or all of the emails sent by the club.
- 63% of respondents felt they received either too many or way too many emails from the club.
- There was a mix of responses about the preferred method of communication as indicated below.



The Club website is not used a lot by members.

## VOLUNTEERING

The proportion of respondents willing to volunteer at the club has not changed significantly



## SOCIAL EVENTS

- This question was confusing and whilst some members suggested new social activities, others listed activities they attended.
- The most frequently mentioned social events were Quizzes and events with music (Discos , dances etc.)
- Social events mentioned that the club does not currently offer were poker nights, wine tastings and Horse racing evenings.
- Specific sporting events mentioned were Try-sports events, rackethons or events linked to live sports on screen.

## RECRUITING NEW MEMBERS

- The most frequently mentioned activity was promoting the club in one way or another. Advertising, greater use of social media and use of fliers were all mentioned many times.
- The other popular suggestion was to interact with local schools more, maybe through after school clubs.
- Attract more Corporate Memberships
- There is a feeling that better gym facilities would attract new members
- Dropping the joining fee or offering reduced 3 month trials.
- An incentive for members who introduce new members

## LIKES, DISLIKES AND SUGGESTIONS

Whilst there are many likes, dislikes and suggestions, this is a summary of the most frequent comments with some added commentary where appropriate. Where a particular sports section is relevant, this has been noted. A list of all of the comments has been provided separately.

The various sports committees and the management committee should be encouraged to read all of the comments as they are some good ideas that were only mentioned once.

### General

#### *Likes*

The most frequent "Like" was that the club was friendly with helpful staff and not "Corporate" in its feel.

The facilities also receive many complementary comments with the recent upgrades being mentioned although the men's changing rooms come in for some criticism.

The bar offers good value for money

#### *Dislikes*

The most frequent dislikes are the car park (bays too narrow and not enough car parking spaces and the quality of tea and coffee from the machine

Other repeated comments are members drinking heavily and then driving and bad language in the bar.

There is also a feeling the sections don't mix and there is a lack of forward thinking from the management committee.

#### *Suggestions*

The most frequent suggestion is that the bar should provide some form of hot food service such as Paninis and that alternative ways of providing tea and coffee should be investigated.

There are also requests for lockers

### Badminton

#### *Likes*

The quality of coaching is liked.

#### *Dislikes*

There seems to be an issue with members belonging to multiple sections leading to overcrowding (C section is mentioned) and mismatches in ability when players have attended from another section. It was suggested the cost of playing in a second section should be increased.

There is still some disquiet about regrading

This is some dissatisfaction over the selection of section reps and a lack of communication from the section reps back to the sections.

### Tennis

#### *Dislikes*

There are a number of comments complaining about the surface of the Tennis Courts.