

KENILWORTH TENNIS SQUASH AND CROQUET CLUB

SUMMARY OF ONLINE MEMBER SURVEY – SUMMER 09 (16.10.09)

A thank you to all who took the time to participate in the recent club survey, designed to gather your opinions and future needs for the Kenilworth Tennis Squash and Croquet Club. It is your club and what you think does matter and can influence the future direction of the club, hence the survey.

Summarised below are the results of the survey which reveal some interesting insights to what really matters for our members. It shows that what we have to offer at Kenilworth is close to what our players and social participants want and inevitably indicates some areas where improvements can be made. Following the interpretation of these results there will be some recommendations put together in conjunction with other developments at the club.

An additional survey focusing on social events at the club provided further insight into members preferred activities. Results to follow.

If your opinions differ greatly from those shown here and you wish to have your feelings registered please feel free to make your comments known and take this opportunity to register your important thoughts.

Introduction – Club members were invited by email to take part (Spring 2009) in a survey to express their views and opinions on a range of facilities and services offered at the club. The main findings are covered and their responses are summarised below under the appropriate headings. In addition members were allowed to input 'free' text and were invited to comment as often as possible. This solicited some significant comments and substantiates the statistics, in addition to contributing some valid suggestions and exciting ideas. Please view comments comments, shown separately.

This survey was launched prior to the electronic squash booking system has recently been successfully launched at the club.

SURVEY RESULTS

Sports Play - The Majority of respondents played more than once a week at the club. Less than half the respondents used the coaching facilities, of those who did use club coaching many considered it of outstanding quality and value.

Tournaments - The majority of respondents participated in club tournaments and or club nights, over half of these had a good experience when participating in the event. A small proportion considered it to be a poor or unsatisfactory experience.

Teams - Approximately three quarters of respondents did not play for club teams. Of those who did play for club teams a high proportion rated the experience good and many felt it to be outstanding however some, roughly a sixth found it to be only an average experience.

Social Activity - The majority of participants attended social events. Bonfire night was the most popular and enjoyable with Quiz night coming 2nd in terms of popularity and enjoyment. A recent club survey focusing on the social aspects of the club provides further information on this area.

Club Bar – Over half of those surveyed used the bar regularly (once a week or more) 8% of respondents did not use the bar at all. A third of those replying considered the bar to be only average and a small proportion considered it poor.

Website – A fifth of respondents visited monthly and under a half less frequently, a small proportion never visited and some didn't consider it useful.

Club Function Room – Over three quarters had not used this facility, with almost three quarters having no requirement for the function room. These facilities were considered good by three quarters of those using it and the other quarter considered them only average.

Recommendation/Value – The majority would recommend the club for membership to others and a high proportion considered the club value for money, however a quarter considered it only average value.

Comments -

Julie Elliott – Club Marketing

Detailed comments follow:

Detailed answers to Q9

Are there any new sporting activities you would like to see at the Club? Could the sporting side of the Club be improved? If so, how? Do you have any further comments or suggestions about the sports side of the Club?

a gym??

Badminton would like to see more members actively involved in running the club - too many leave it for a few!

Basketball

Boules

Boules More sociable sporty events Tennis excellent-ladies side

Bowls?

fitness suite

General fitness Gym

glass back squash court would bring more opportunity to the club for tournaments and would bring associated benefits in profile of the club - could attract more members, greater bar takings etc. A gym would be an advantage, again to broaden appeal of the club, although I wouldn't personally use it. I think that the revenue per floor area would be financially viable.

Gym facilities

Gym or exercise equipment

Gymnasium?

Have no problem with the introduction of other sporting activities at the club, but I rate the club highly because of the facilities, arrangements, etc. for the current sports. Would like to see a more modern squash court booking system.

I have a fast changing work life which means I organise games usually at 2-3 days notice. I therefore use a lot more tokens than stickers. The newish rule where I can only buy tokens with stickers really, really, really hacks me off. Please find a solution, I know I am not alone in this.

I would like to see a gym at the club

Include a bit of charity fundraising at the squash/racketball fun nights. Over time this could raise a significant amount of money; even just increasing the entry price would raise a bit of money. Perhaps having an 'adopted' charity for the club would be good

Indoor tennis courts

Integrating the Sport with the bar - making it more easily viewed from the Club such that perhaps having an addition squash court joining the bar and opening the view of the tennis courts from a more comfortable indoor setting

Make booking courts easier, eg, online booking system

Make it easier to book courts. It seems very complicated as to who can play and when.

Maybe a table tennis ladder?

More fun tournaments & exhibition matches

More people should take part in club sessions particularly on wed evenings and sunday afternoons and club events such as sunday tournaments in particular team players who are subsidised by the club and better men. General club standard of play could be improved if better players took part, There are loads of fixed fours and when you are included this is fine but when not for whatever reason it sometidmes makes it hard to get a decent standard of tennis.

More team players should play in the internal ladders. There should be an automtic booking system, to enable booking of courts over the web.

no

NO

No

No suggestions

Pilates/fitness sessions.

Pool table?

R Ball doubles

Sports side is sufficient

The addition of the singles ladder is a good idea. How about a mixed ladder?

I was very disappointed to come up to the club on bank holiday Monday, and find NOBODY at the club. Not one person. So, my partner and I went to another local tennis club instead that afernoon, played in an organised tournament (50p entrance fee) followed by a barbeque (hot dogs and burgers 50p each, including salad) and 5 of the people attending, were from KTSC!!! (£3 guest fee for the whole day). It was vey well attended and a great time was had by all. Spoke to the chairperson there, and they run events like this regularly, for the good of the club, make no money from it, just cover the costs. (Balls were even provided and some given as prizes). When I enquired back at KTSC why we couldn't make use of our fabulous facilities like that, I was told "tried it before, don't make enough profit" So my lovely club sat there, like a ghost town completely empty, as it often is at weekends and holidays. Very sad.

The Club would benefit from an additional squash court, viewing

gallery/seating, and any other additional infrastructure to provide a venue suitable for hosting national competitions.

The junior side of tennis is great and the ladies improving. However if you have a young family full membership is not always affordable/practical. i would like to see off peak members able to take part in an ad hoc way in w/e and other tournaments, paying an increased entry fee. They may only enter one thing a year but be able to juggle childcare to accomodate this. This is a big difference to paying £100 extra and perhaps playing twice in peak times as I did last year - won't make that mistake again.

WHY NOT TRY ANOTHER SPORT AS WE HAVE SEEM TO HAVE QUITE A LOT OF OVER 50'S PETANQUE MIGHT WORK

Would like to fitness classes such as circuits, or Pilates etc.

Detailed answers to Q10

If you have attended social event(s), which event did you enjoy attending most? [Other]

Festival

Detailed answers to Q14

Are there any social activities you would like to see at the Club? Could social activities be better? If so how? Do you have any comments or suggestions about the social side of the Club? Please write your comments in the box below

By integrating sport - having an extra squash court perhaps with seating which could then be used to host screened sporting events

Events need to be changed regularly to try and encourage younger members and more lively participation. Events like 'skittles evening' seem to be popular. Could there be promotional evenings of beers? cocktails?

Food available

Food should be available, at least on weekends if not all the time

hot drinks available at the bar, with quality tea, coffee and real milk.

I feel the club is doing its best to cater for varying interests.

It would be great if more members supported their club by using the bar more often - such informal use would improve the atmosphere further and benefit the club significantly.

Just more of the same, eg quizzes, socials etc. Would be nice to have some food - but realise limitations of kitchen and commitment needed. Think function room could be more used - hire out more for classes etc. for eg could have yoga sessions there.

Local folk group evenings

Many years ago food was a very large part of the bar and made the bar feel much more alive. I would like to see food being made available even if it was just eg Thur, Fri, Sat

More activities which involve mixing and meeting new members - events tend to be pre-organised (booking a table for a group). More events with music - jazz band / young musicians entertainment / classical. Social events with activities.

More events would probably be good. Not sure what, just feel better use of the overall club could be made.

More family events - quiz, treasure hunt?

more open larger bar area and allow music as background. Use of kitchen facilities for team squash for team players - let's get more out of this. separate kids play area - would need extra attached building - maybe a large pavilion style - could be cost effective?

More promotion of activities, more input from members about what they want

new members welcome - meet other new members

New Years Eve party

Nights like race nights, casino nights. More social nights related to themed music, dancing with food, possibly fancy dress

no

No additional comments on social activities

No suggestions

Quiz & Skittles Evening was very enjoyable. Kenilworth's got talent night?

Richard makes an amazing contribution in keeping the bar upbeat. Beer prices are at a huge premium over local bars and some members are going elsewhere for a beer after playing.

Summer Ball & Xmas dance are very the major events but in the past few years have become "jaded" and too repetitive in following the "last years" format. Bands have to be good in keeping tempo & not just playing for THEIR enjoyment & have seen very few people on the dance floor (live bands have to be good to be successful). Disco's have to be able to pick up the mood of the evening & the dancers - recent disc jocks have not been very good (I was asked more than once last year "what tunes would you like us to play).. more research is required to ensure the Club obtains suitable performers

Social activities could be much better. The Christmas party was quite dull - food was only average. I have only been to one and would not bother again. Quiz nights are much more fun. Best food was fish and chips - the ploughmans was only average.

Sorry there was no summer ball this year. Quiz nights seem well subscribed so perhaps we could have more of them.

Summer tournament/barbeque (see answer in sports section of this survey) Bar seems to be rarely open! Often unable to get stickers etc. Bar prices can be outrageous, someone asked recently for a bottle of "red plonk" and was told it was over £12! Really?

Sunday afternoon tennis is good particularly with Zena's cakes! It would be nice if more people had a drink after playing on wed club nights. Tues and Thurs morning tennis friendly but could be nicer with coffee afterwards tho most people rush off early and there is no ready made coffee facility.

The bar isn't open during the day when I play - would be nice to have somewhere for coffee available. There is little to encourage off peak members to use the social facilities as they are never open in relevant hours.

The bar needs to be revamped. V dated and not welcoming (decor not staff!) Need availability of upmarket coffee making facilities too. Jar of Nescafe not too good!!

We need promotions to get people into the bar, as well as looking at how the bar may be made more appealing - music for eg? I don't like coffee, but surely this would be a big pull for the seeming masses of Mums who bring thier kids down.

We would like to see food revived as the club was buzzing when meals were available.

Detailed answers to Q16

**What information on the website do you find useful?
(Answered "other")**

It's useful when I look - I just forget to look!

Detailed answers to Q17

Is there anything you would like to see on the website that isn't there now? Could the Club's website be improved? If so how? Do you have any further comments, suggestions or ideas about the Club's website? Please write your comments in the box below

ability to book online

Calendar of future events

contact numbers for members. league lists team match lists and useful links for sports shops etc.....Steve could also use to advertise his shop stuff?

Court booking facility would be good.

Court booking system League Ladders in the future Phone/E-Mail addresses of league members to contact them.

Haven't got into the habit of regularly visiting the website. I tend to get information about club events from visiting the club.

having been a major player in getting the croquet web site up and running with it's "live/active" format here is no further comment thanks to Keith for all his patience and skills

I feel it is very comprehensive now!

I think it needs to be a bit more "funky" and the latest info to "hit" you more. It looks a little like a posh members club from the website, a little staid perhaps. Also big news stories are not easy to pick up with the mass of unnecessary text on the home page. Less text here, more big links, and pics please. Though I have to say a great effort for an amateur site, and a thankless task updating it, so although above may seem harsh, you've got to be cruel to be kind!!

I think the website is pretty good. However, tennis diary and "latest tennis news" suggests there is nothing at this club for a male like myself that would like to play team tennis. Yet I know there must be Mens Teams. Aren't there?

It's quite good web site and very useful to me.

It's quite user friendly.

no

No

On the coaching page, an update on the various coaching qualifications that are held by members of the club (currently out of date). Specific ages for the mens' and womens' tennis league with a link to the league table.

Online court booking, but I know it's on the way....!!

Online leagues, court booking

tennis tournament/court booking.

The online booking system will be good. I would also like to see online league tables that can be updated after each match

Think the club website is excellent. Well done.

Think the website is good-well updated-very important. Like the photos to see events ongoing.

website is very good - especially for people looking for a club - very informative and well laid out.

Detailed answers to Q19

Please can you indicate why you haven't used the Club's facilities for a private function?

[Other]

about to use it in July.

found other

no cooking area for pvt catering

The back room, needs refurbishing, it's not pleasant

Detailed answers to Q23

**We really welcome your ideas. What are your top three suggestions to improve the Club?
Please enter in the box below.**

1) Catering facilities 2) Enhanced bar ambience 3) Gym / leisure facilities

1) Expand our facilities to include additional squash court, gym and cafe 2) Have a bar facility that welcomes people in - staff on the customer focussed side

1. Bar to be "modernised". Less dentist feel, perhaps a coffee machine, perhaps wireless internet, a more family oriented approach. 2. Some development of an aerobics area to help offer activities to the members of families currently not engaged in the club. 3. More family oriented social events - i think this years new style summer event a great idea.

1. Encourage more social/sporting events at weekends and holidays, for the average member, not just juniors. Maybe one or two of the coaching staff attend, now and then. 2. Abolish evening nights for Ladies only and Men only, and make them just "club nights" The former results in many members paths, never crossing, and the club multi-clubbed!. 3. Rethink bar opening times, or alternative way of buying tokens for lights, stickers or balls

1. Ensure booked squash courts in peak times are used - fine those who book them and then do not use them. 2. Allow children under 12 of members to be members free of charge. 3. Check every "member" has paid their subscription - a number of people boast they have not paid their membership for a number of years and no one from the club has chased them. This would be difficult to administer but surely it is necessary??

1. glass back squash court 2. improve bar area and open up kitchen 3. extend building and add gym and recreation area which could be used by mixture of adults or children

1. More colourful curtains and/or pictures in the bar. 2. Redefine the peak period for both squash and racket ball - there is no one on the courts most of every evening and weekend.

1. more mens teams, also team selection tends to favour juniors, which i've heard is a policy (standard notwithstanding), which can be annoying for adults who pay much higher fees.

1. more social events 2. ideas to promote the use of the Club lounge and bar it needs people to be bring it to life ..(no ideas from me) 3. a bit more consideration & control in the car park by VISITING parents for junior coaching ... IT IS NOT THEIR CLUB

1. Web based Court Booking system. 2. Glass book court 3. Gym 4. Tennis/Squash Parties for kids

1. I joined the club many years ago and the induction was particularly poor. To find all the information regarding leagues, court booking etc. etc. it relied on me asking questions from other members and reading information from various notice boards. This may have improved now but I have found myself answering similar questions to other new members over the years. 2. The scheme of purchasing an equal number of stickers and tokens is an ineffective method of ensuring members sticker their courts. As most players in the leagues will know, there are those who book courts and those who rely on other people to make all the arrangements. This leaves those booking courts with an large number of excess tokens and vice versa.

ADD SWIMMING POOL COVER ONE COURT

Addition of a glass back squash court and seating to draw national events and high profile matches to Kenilworth. Online court bookings. Extend the existing excellent support for young players to protect the club's future, and also the support for our nationally ranked juniors.....plus, a knighthood for Roger More.

BAR - Motivate staff to play background music and provide more "intimate" lighting conditions. (Shut curtains in the winter months!!) Leave bar door open to show it is open - particularly important when earlier opening time is operational - it needs promoting. Bar snacks - have a microwave available to cook/warm up things like cornish pasty, toasted cheese sandwich (in a packet), sausage rolls - simple things to put on a paper plate for members to snack on. Coffee & cakes/cookies - you have so many parents sitting around the carpark waiting for kids - why not invite them in for a drink and nibble. Positive selling of tickets for social events over the bar. Much of the above needs a proactive approach (rather than negativity) from bar staff and maybe the key to this is how you motivate them - targets? a share of increased turnover/profits? bonus based on performance?

Bar is very staid; could be more welcoming, needs brightening up

Convert one of the croquet lawns to a bowling green Have a glass backed exhibition squash court. One fee to cover tennis, squash & r'ball

Could be cleaner in changing rooms. Could be tidyer in lower room.

Easier booking of squash courts (online?)

Encourage people to join in and be friendly Encourage existing better players to play at open club events not just competitions Encourage team members to take part in club tennis

Encourage Saturday afternoon club tennis Encourage tennis team members to take a more active part in club play/tournaments More use of lower bar

Food available at busy times. Improve the "table tennis" area - needs better lighting, decor out of date, looks like a store room some of the time. just looks like a corridor to the tennis courts. Why not "box" off an entrance so its more private. Squash area is more inviting. make club more secure - too many entrances other than main door, and main door isn't very inviting.

Food On line booking for courts Coffee/Drinks machine outside of the bar to allow hot drinks to be purchased

Hot water without boiling cattle.

Id like to see some investment in the gents changing and toilet area. I know its down to money but thats what id like. The bar is a bit bland, not Richard, but the setting needs a a revamp, bit like a social club at the moment. Perhaps a pool table?

Indoor courts. Revamp bar. Coffee machine. The whole environment needs updating.

keep going

Livelier social scene to bring members down to have a drink/use facilities. Promotional evenings-not always big events. Mid summer sporting event to bring all the sections together Whilst keeping the sports facilities well updated -the interior at times needs attention-outside entrance tiles, lost clothing piles, furniture in lower lounge and balcony need replacement

Make it a one membership club. As a squash playing member it seems ridiculous that I cannot play tennis and this had led to lack of contact between tennis, squash and croquet members.

Modernise/redecorate the table tennis room. Set up 1 or 2 digital screens around the club broadcasting recent achievements/events.

More modern court booking system.

More Social Events Better disabled access for private functions

Offering food

produce a handbook for members explaining the rules for court booking and simplify these. Are they deliberately opaque? reduce the number of 'handicap' tournaments to one per year and start celebrating a strong tennis standard attract more players to club sessions

Re Q. 21 would recommend the coaching and now the ladies doubles ladder/off peak tournament. Would not honestly be able to say that the club is welcoming to new off peak members. Top 3 suggestions. Open tournament that isn't just at a weekend and that is open to all categories of member. If off peak members found they enjoyed it they might upgrade membership.... Have coffee facilities available in the day time.

Remove the current coaching sessions from the peak playing times. Majority of coaching at this time of the day, is for youngsters, and while this has got to be good for the future of the club, it does not provide any increase in bar takings, as the children being coached will not contribute. The coaching of youngsters could be carried out outside the peak court times. The club should take every opportunity to increase revenue behind the bar. The more courts available at peak times, the more adults will be able to play and the more the bar will be used.

Score boards for team matches - that might attract more spectators

Serve food at the bar Clean the saune on a regular basis

Snacks to be available Squash booking online Greater link between sections

somewhere secure for belongings while on court

Update sticker/token system - smart card/online system Carnival float for Juniors - good opportunity to promote club More progressive mini-squash

Wider range of social activities aiming to combine different club sections.
Encouragement of members to use bar facilities for social meetings

Detailed answers to Q24

Finally, do you have any other comments, ideas or suggestions that you would like to make about the Club? Please write your comments in the box below

An excellent club, good facilities and atmosphere, and friendly members. Would have no hesitation in recommending the club to others.

As written earlier, hot water boiler would be nice to have, so that we can have a cup of tea or coffee whenever we like.

During peak time it is annoying to see courts booked but unused. Perhaps an internet based booking system would make it easier to book and cancel courts from wherever one is.

Generally very satisfied.

I am nearing the end of my playing days at Kenilworth and tend to use the club purely for games and a social "bar session" afterwards. I don't see this pattern changing unless they introduce bowls!

In spite of saying you are welcoming to new members that isn't always so. James' Rusty Raquets have been fantastic but there now needs to be more for people to go on to do.

it is a great place to spend time and make new friends - my comments are only aimed at improving it not at criticising the present set up. Volunteers at the club work very hard and deserve more recognition!

It's a great friendly club with super facilities compared to all its neighbours-thats number 1 but encouraging youngsters, young adults and young families needs to be a priority to sustain the membership.

Kenilworth is an attractive venue and well maintained. It is normally a pleasure to play there and much more pleasant than alternative clubs such as Beechwood. It is good to have the facility of day time play as well particularly for new members but evening tennis is poorly attended considering the size of the membership and saturday tennis is a non event - consideration should be given as to whether it is worth maintaining as a club session. Any new member coming would be very disappointed if they attended - I personally gave up sats ages ago.

life membership for the winner of the CAR PARK TREE competition a. why did they do it? b. put a name to each of the "tree sculptures"

Need to get younger members (mid 20's to 30's)

No, other than to thank all the people on various committees for all their obvious hard work

Recently attended an excellent and well attended comedy night at Balsall Common Tennis Club - could do something similar at KLTSC

Sometimes it's difficult to book a squash court, and then when you come along there are some courts not being used. Could the Club look into providing an online booking system? It would be easier to re-use courts at short notice.

Sorry - I don't really have thoughts about improvements - I'm pretty happy that the

club is offering what I'm currently looking for.

The club must keep the fine balance between being user friendly and not going too corporate. The club must stay as a club for the members.

Think maybe a safety rail could be a good idea on the decking.

When many people give up free time to make the Club function, it would not be right to be too critical.