

BFTC Member Survey Results

Dear Members

The Committee would like to thank all who participated in the recent survey for their time, honesty and excellent ideas. Your thoughts will be invaluable in shaping the future of your tennis club.

We received a total of 67 surveys which will now be analysed in detail to help the Committee draft a strategic plan for the future of the club. In the meantime we would like to share a summary of the raw results from those who responded. In addition, a raft of great feedback was received in the form of comments and suggestions.

A full copy of the results is available [HERE](#) on our website.

- **95%** are either **Satisfied** or **Very Satisfied** with our club.
- **91%** of the membership feel that the membership rates represent **good value** or are **about right**.
- **75%** stated that **access to local tennis** is amongst the top 3 reasons for being a member with **74%** also citing the **friendly local nature of the club** being in their top 3.
- **92%** are either **satisfied** or **extremely satisfied** with **ease of court booking** and over **77%** are also satisfied or extremely satisfied with **court availability, coaching** and the **website**.
- **90%** of respondents would support limiting bookings to 90 minutes either all the time or at peak times to maintain the opportunity to play.
- Over **71%** rate **social tennis with a player of a similar level** in their top 3 important areas of play with **60%** putting **Box leagues and tournaments** in the top 3.
- Members' experience of all activities at the club are rated highly with 90% rating **Court booking** and **Social Tennis** as **Good or Excellent**.
- **Junior Group coaching** scored well with a **77%** approval rating however **After school activities** and **Holiday Clubs** scored poorly.
- Ranking highly amongst members' views on future focus areas is **A club that provides opportunities to meet and socialise with others** with **Active coaching** and **Multiple organised Tennis Activities** also scoring highly.
- Over **56%** believe that we should be involved with all listed community activities with **access to tennis for schools** scoring 89% and **Tennis for those with disabilities** also scoring highly at **73%**.

- Maintaining a good level of membership as well as attracting new members is vital to the club and **84%** agree that a **try before you buy membership rate** is a good idea.
- A slim majority suggest that Box league matches should continue through Club Championships (**54%**) and of the options offered the highest percentage of members would choose to run the club champs from September to October.
- **83%** feel that the amount of tournaments is **about right** with **84%** also feeling they have enough opportunity to play.
- **48%** feel involved in external competitive tennis but **31%** do not, or feel they have not had the opportunity.
- **77%** of members have affiliated with the club on the LTA website.
- **84%** of members feel they have enough opportunity to play social tennis.
- **95%** note that the **booking facility** and **condition of courts** is **Good or Excellent**.
- **69%** believe the Club House serves its purpose, but we have had many excellent suggestion for improvements to both the club house and wider facilities.
- **69%** would like the opportunity for **off court social activities** with a significant preference for **simple social gatherings**.
- The preference for communication for **monthly newsletters** and **updates** is via **email** but members prefer **WhatsApp** for **playing** and **coaching opportunities**. **90%** feel that communication levels are **about right**.
- **85%** would support all names being noted on bookings to support Health and Safety and booking management.
- The majority of club benefits are very well known however only **60%** of respondents realised that benefits include **reduced coaching rates compared with non-members**.

Finally, thank you for all of the comments left across a series of questions. These will all be looked at as we fully analyse the meaning of these results and draft a strategy for your approval at an EGM.