

Summary

Members Survey 2023/24

'Having fun' and
'improving health and
well-being' are the main
motivations for being a
member of BTC

Most members either
agree or strongly agree
that the quality of the club
communication is good
(96% combined)

'Tennis coaching and
cardio tennis' was chosen
as the top-ranking option
for focus of future
member services

The average score when
asked if members would
recommend the club to
others was 9.5 (scale 1 to
10)

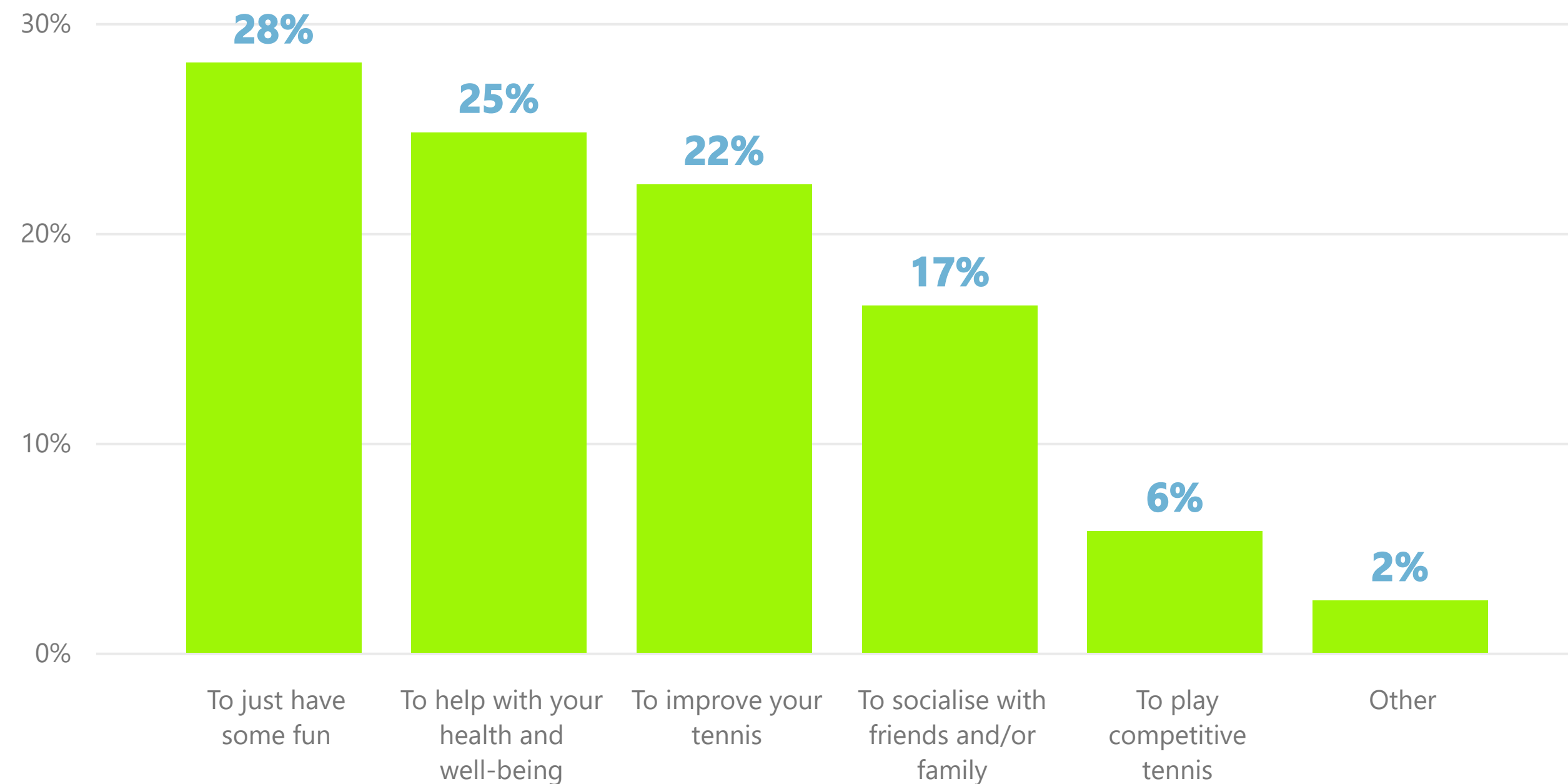
62% of BTC members
identified that they played
on a weekly basis

Email is the most
prominent method of
communication used by
our members to receive
their club information
(44%)

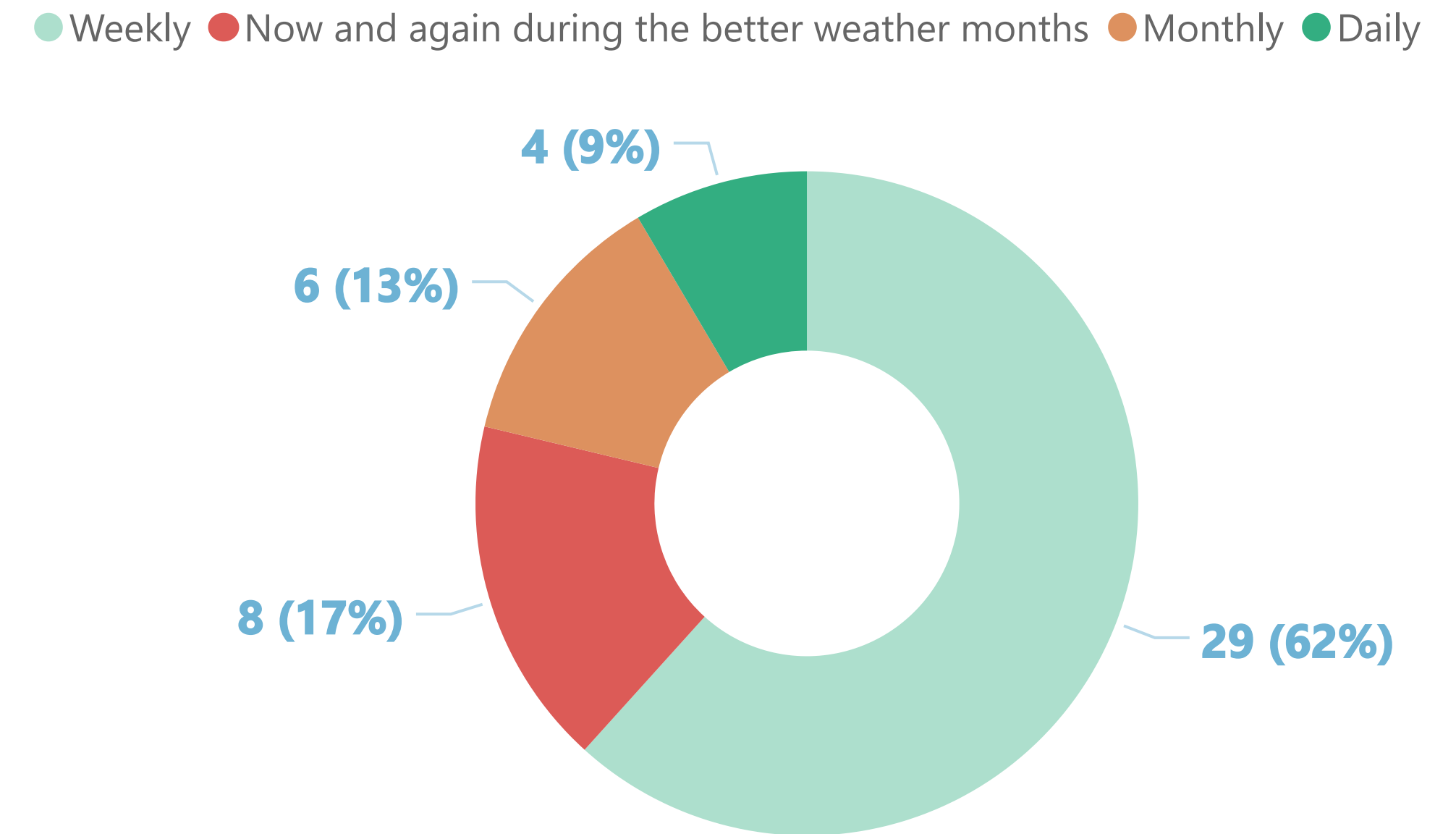
'Resurfacing the club
courts' was chosen as the
top-ranking option for
future investment at BTC

100% of respondents
identified that they had
either renewed their
membership or intended
to renew for the 2023/24
season at BTC

What is your main motivation for being a member of BTC and wanting to play tennis in general?



How often do you make use of the facilities at Brucehaven Tennis Club?

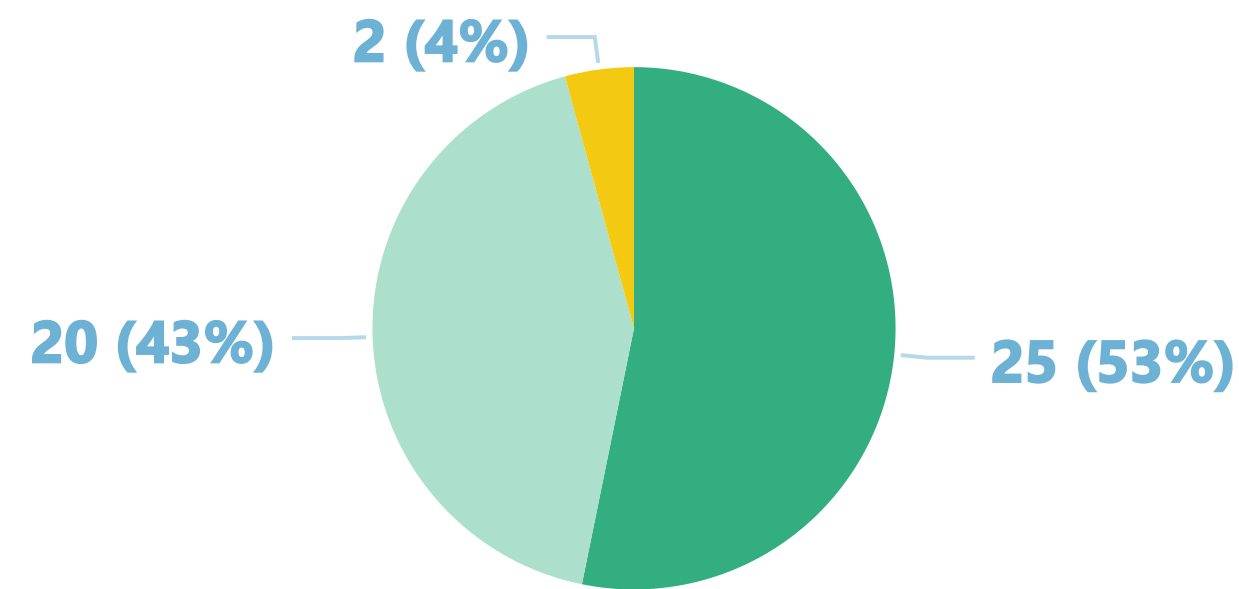


Summary

- The responses received identify that 'having fun' and 'improving health and well-being' are the main motivations for being a member of BTC
- 'Playing Competitive Tennis' was the least selected option for motivating the members to join
- Of the responses received, encouragingly 62% identified that they played on a weekly basis, however several other members identified that they only play now and again during the better weather (17%)

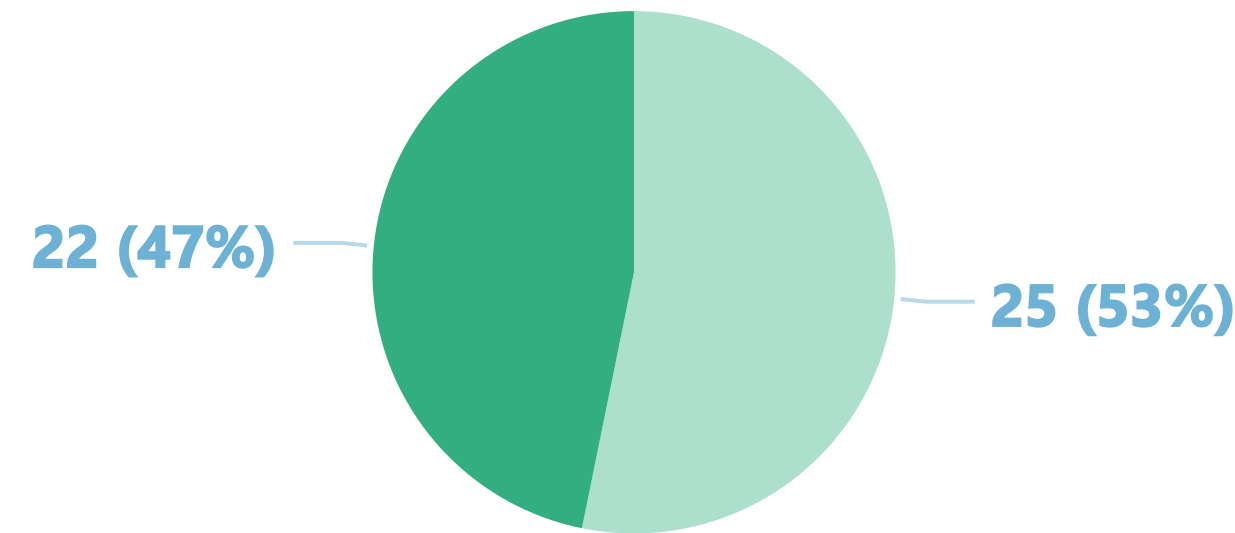
The quality of the club's communication is good

Strongly Agree Agree Neutral



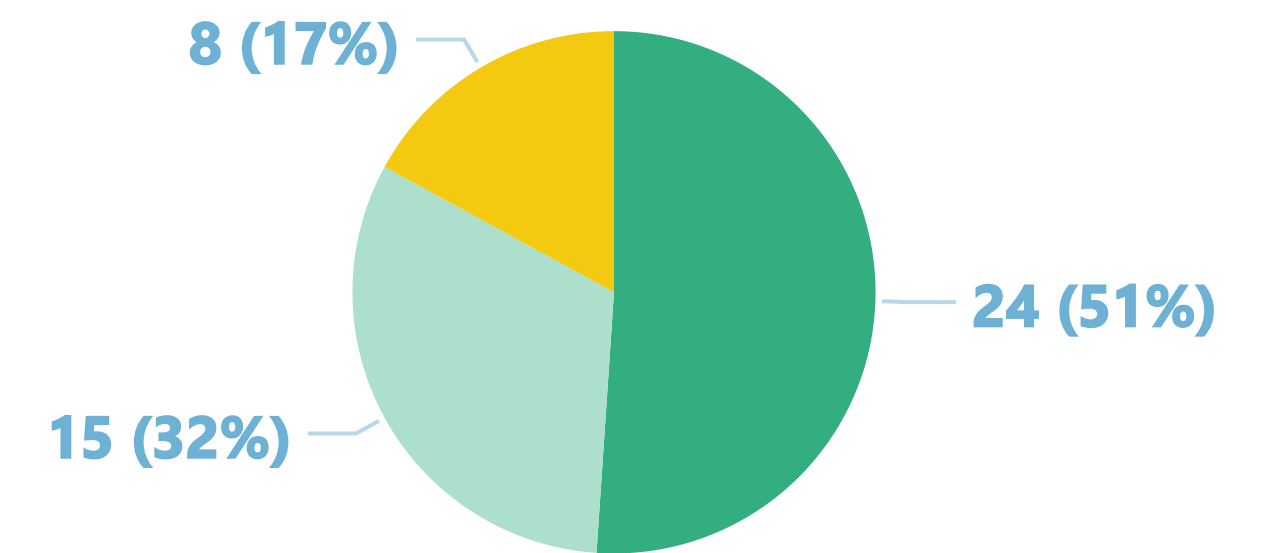
The frequency of the club's communication is about right

Agree Strongly Agree

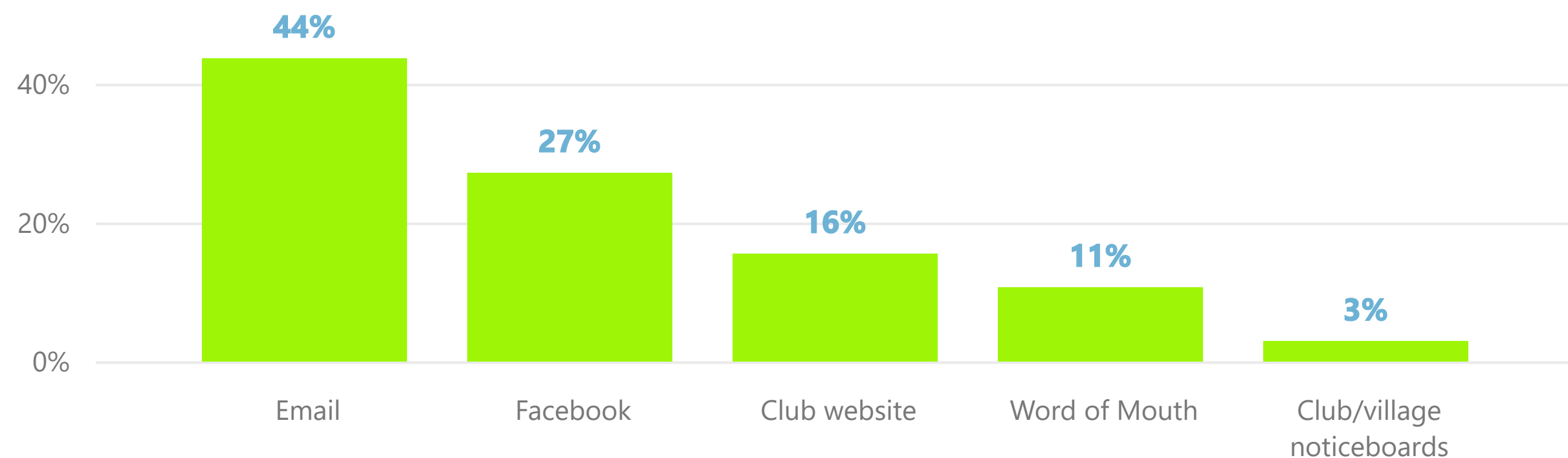


The club's responses to member queries are helpful and prompt

Strongly Agree Agree Neutral



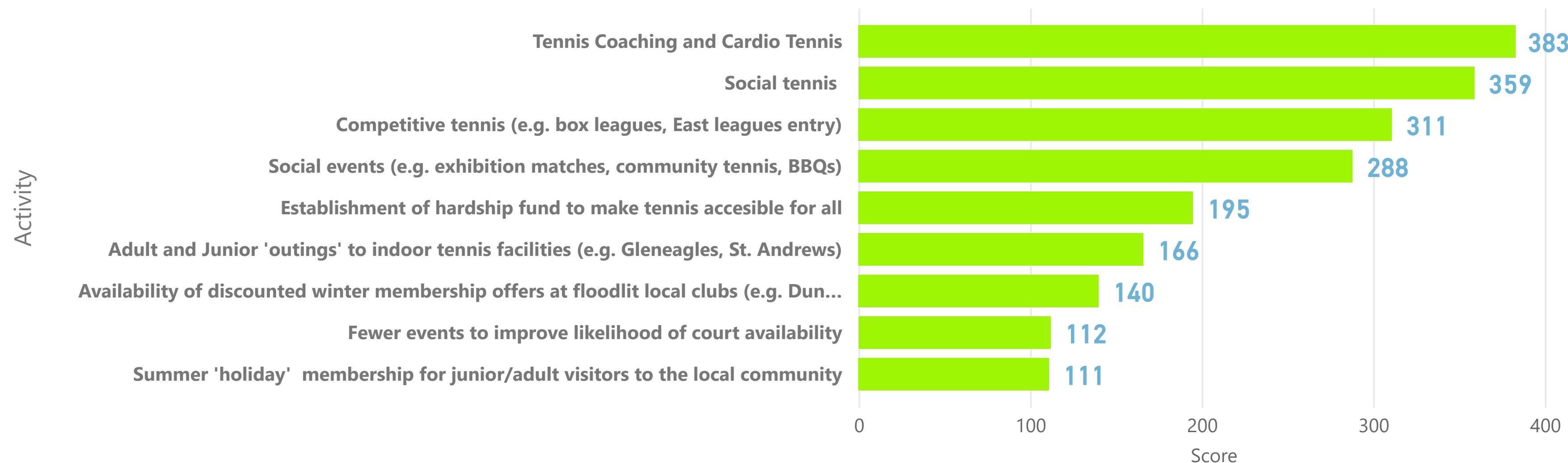
The preferred methods of communication for club news, activities etc.



Summary

- The responses received identify that most members either agree or strongly agree that the quality of the club communication is good (96% combined).
- Most respondents also had a positive response towards the frequency of club communication and how prompt and helpful the correspondence provided is, however 17% of members felt neutral about the latter.
- Email is the preferred method of communication used by our members to receive their club information (44%).
- Only 3% of the total methods of communication identified related to receiving information through local club/village noticeboards.

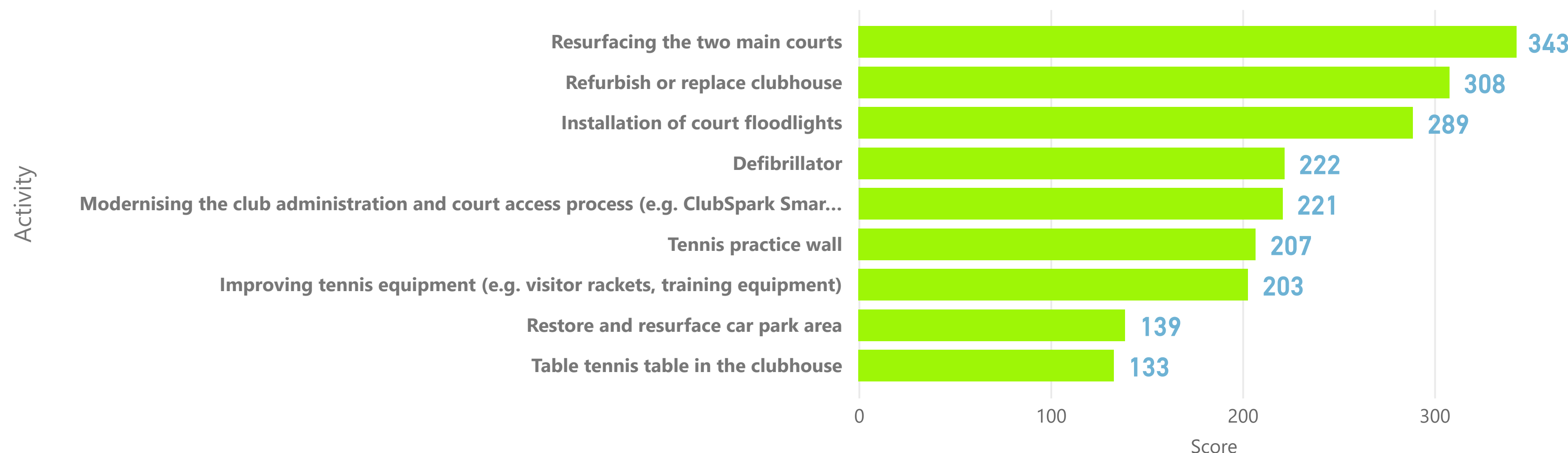
Rank of activities for tennis programme and member services development (score of 9-1 applied to ranking of 1-9)



Summary

- 'Tennis coaching and cardio tennis' was chosen as the top-ranking option for a large percentage of responses (60%).
- 'social tennis' and 'competitive tennis' also ranked highly with higher percentages achieved for rank 1 and 2.
- 'Fewer events' and 'summer holiday membership' both ranked as the lowest scoring options in the responses received.

Rank of activities for future development of club facilities (score of 9-1 applied to ranking of 1-9)



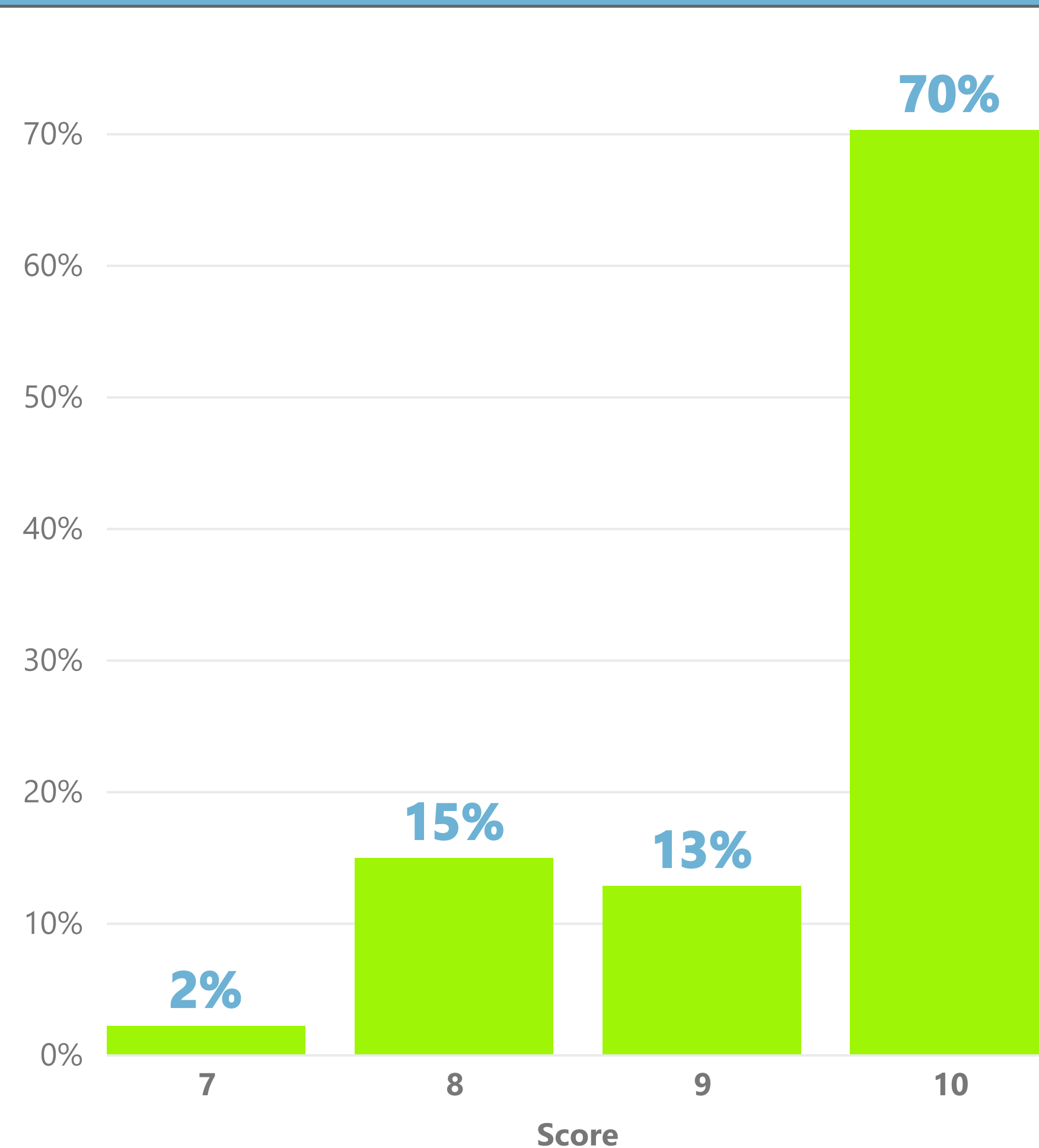
Summary

- 'Resurfacing the club courts' was chosen as the top-ranking option for 31% of the responses.
- 'Installation of court floodlights' and 'refurbishing the clubhouse' also ranked highly.
- 'Restore and resurface car park area' and 'table tennis table in the clubhouse' both ranked as the lowest options in the responses received.

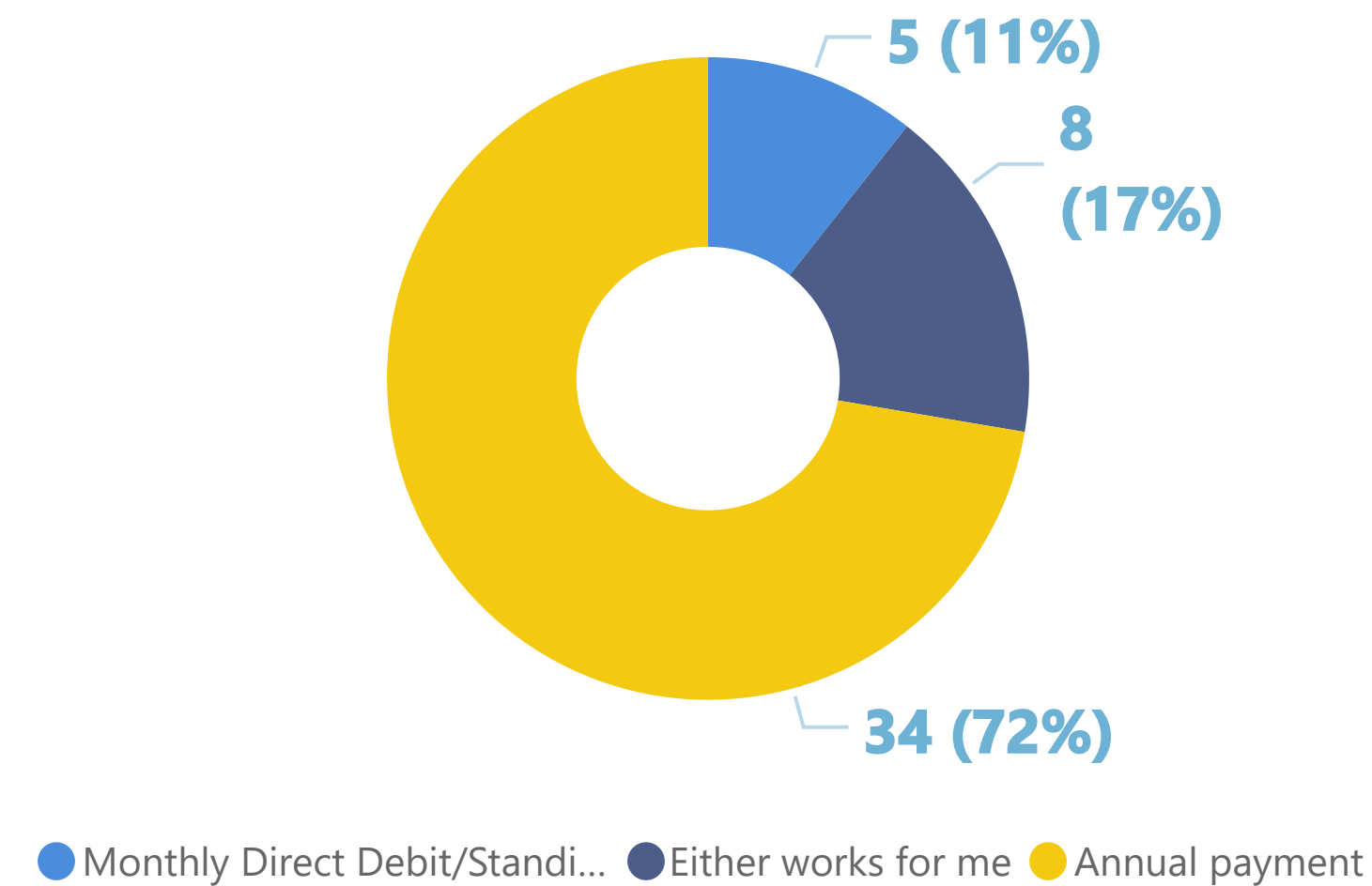
Club Membership

Members Survey 2023/24

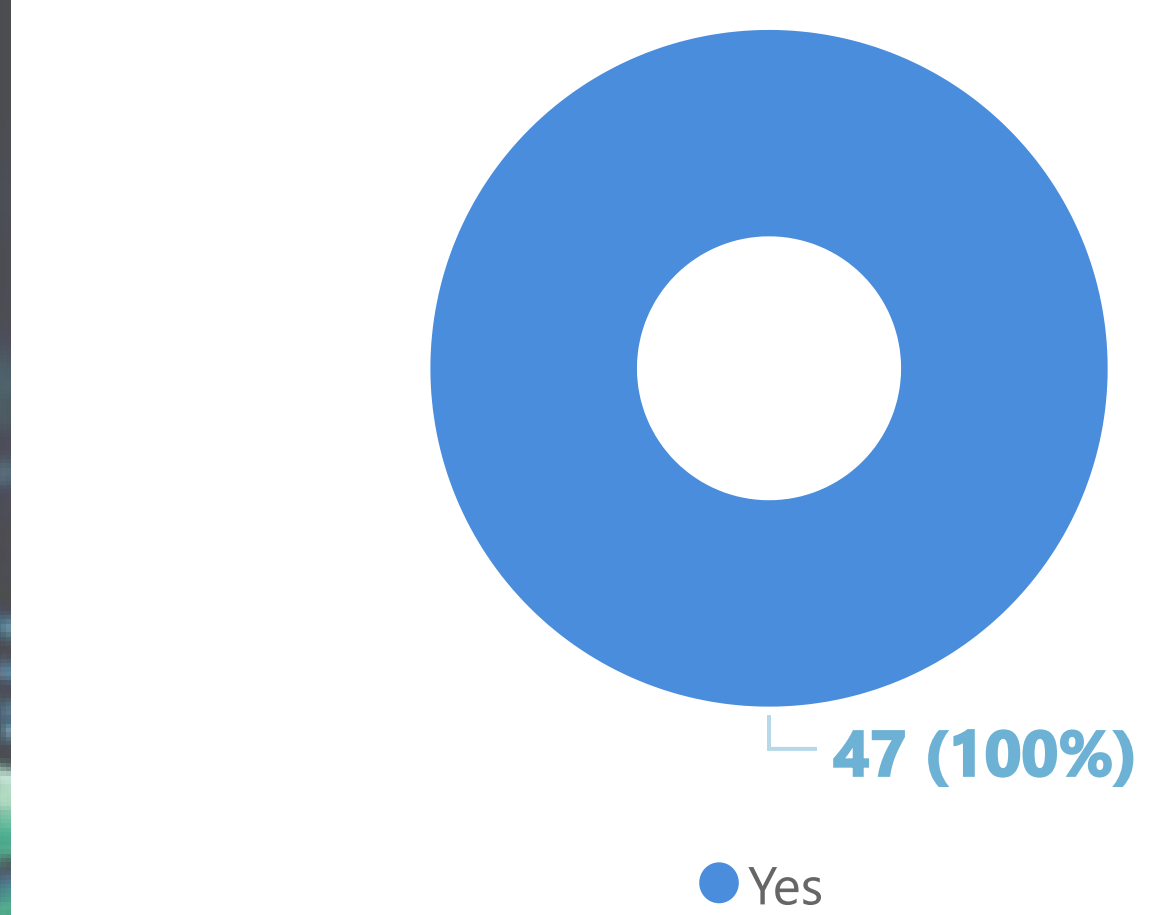
How likely is it that you would recommend membership of Brucehaven Tennis Club to others? (score 1 to 10)



How do you prefer to pay your club membership?



Do you intend to renew your membership for the 23/24 season?



Summary

- Encouragingly, many of the respondents (70%) provided a score of 10 when asked whether they would recommend the club to others. No score received was lower than 7.
- Most respondents (72%) prefer to pay for their membership on an annual basis, however 11% did indicate they would prefer the newly introduced direct debit option.
- 100% of respondents identified that they had either renewed their membership or intended to renew for the 2023/24 season at BTC.