



HIGH WYCOMBE LAWN TENNIS CLUB

MEMBERSHIP SURVEY OCTOBER 2021 – ANALYSIS FOR WEBSITE

Context of Survey

The survey was sent to all "Full, Off-peak, U21/25, Parent Hitting and Coaching members. **206 members** in total (134 men/72 women).

We received 76 responses – 37% of the total membership

Breakdown

67 responses from full members

7 responses from off peak members

1 response from a coaching member

1 response from a hitting parent member

40 responses were from men / 32 from women / 4 people didn't specify gender

43% have been members for 11+ years

16% have been members 6-10 years

17% have been members for 3-5 years

24% have been members for 1-2 years

- 24% of those who responded belong to another club

Headlines

- **How important are the following considerations for you when joining a tennis club?**

Priorities of all members who responded are:

1. **Good court facilities**
2. **Court availability**
3. **Ease of booking courts**
4. *Standard of play*
5. *Social play*
6. *Price*
7. *Team play*
8. *Coaching*
9. *Bar*
10. *Social Events*
11. *Juniors*

	Price	good Facilities	Standard of Play	Team Play	coaching	juniors	social play	social events	bar	court availability	ease of booking courts
1-2 years	6 th	1 st	5 th	8 th	7 th	11 th	4 th	10 th	8 th	3 rd	2 nd
3-5 years	6 th	1 st	4 th	9 th	7 th	11 th	5 th	8 th	9 th	2 nd	3 rd
6-10 years	6 th	1 st	3 rd	8 th	7 th	11 th	5 th	9 th	9 th	2 nd	4 th
11+ years	7 th	1 st	3 rd	6 th	9 th	11 th	5 th	10 th	8 th	2 nd	4 th
Off Peak	7 th	2 nd	6 th	11 th	3 rd	10 th	5 th	9 th	8 th	2 nd	1 st

- **"The club is a friendly environment where I always feel welcome"**

82% of all members scored HWLTC 5/5 or 4/5

88% of men scored HWLTC 5/5 or 4/5

78% of women scored HWLTC 5/5 or 4/5

	scored 5	scored 4
1-2 years	32%	47%
3-5 years	50%	25%
6-10 years	50%	42%
11+ years	50%	34%
Off Peak	28%	57%

- **The club is run entirely by volunteers and only exists because of their efforts. Either now or in the future, would you be willing to put back into the club in a voluntary role or as a team captain?**

36% of those who responded said yes / 45% said maybe / 19% said no

- **What social events would you like the club to hold and would you be willing to help organise?**

37 people answered this question.

Most popular events:

Quizzes, BBQs, cheese & wine, music evenings/live bands, Christmas party, curry night, bowls, Chinese New Year, more tournaments/squad events, singles tennis events, family events, food/drink at social sessions.

- **The club membership fee offers good value for money**

92% of all members who responded scored 4/5 or 5/5

71% of off-peak members who responded scored 4/5 or 5/5

- **How likely are you to renew your HWLTC membership in 2022?**

87% of all members who responded scored 5/5

86% of off-peak members who responded scored 5/5

- **How likely are you to recommend HWLTC to someone else?**

41% of those who responded have already recommended HWLTC

59% are likely to do so

- **How did you become aware of the club?**

Knew a member - 29 responses

Internet/Google - 22 responses

Social media - 1 response

Other** - 24 responses

(** local club, passing by/saw sign, through coaching, advert in newspaper)

- **I feel well-informed about club events and updates via the website and email.**
80% of those who responded scored 5/5 or 4/5.
- **Do you attend club social sessions? If you do, which sessions? What would encourage you to attend**
66 people answered the question. 68% of those who did said they attend social sessions.

WHAT IS YOUR FAVOURITE THING ABOUT BEING A MEMBER OF HWLTC?

66 people answered this question. Lots of good feedback and similar comments.

Comments relating to People/Ethos

- Enjoyable and competitive play with mostly friendly people on good courts all year.
- Good friendly club.
- Good people, all are welcome. Not pretentious as some of the other local clubs can be.

Comments relating to Facilities/Equipment

- Convenience and good courts.
- Easy to book courts. Good availability.
- Floodlights.
- Beer prices.

Comments relating to Playing Opportunities

- Always someone available to play.
- Lots of opportunities for social play, with wide variety of players. People going to social play typically have a positive attitude, seeking enjoyment of playing for themselves and other people.
- Social play on Saturday and Sunday afternoons.
- Friendly atmosphere, great group of ladies and get lots of opportunities to play without having to organise them all privately.

Comments relating to Coaching

- Coaches are superb ... Josh as well as Ross who has been an excellent coaching addition.

WHAT ONE THING COULD IMPROVE YOUR EXPERIENCE OF BEING A MEMBER AT HWLTC?

54 people answered this question.

Comments relating to People/Ethos

- Clearer communication about club development plans with regards to improving facilities, i.e court resurfacing.
- More social events.
- More members supporting their club.

Comments relating to Facilities/Equipment

- Up-grade the clay courts.
- Red courts are well looked after but when dry they can be slippy at the baseline and in the service box.

- Please could the external noticeboard be refreshed.
- Spikes on top of the floodlights to stop bird mess on the courts.
- Change flood lights to LED.
- TV so the members can watch the tennis, also a ping pong table.
- Better balls for social play?

Comments relating to Playing Opportunities

- Daytime social tennis.
- Organised team sessions, specific for with team/standard you are.
- More friendly tournaments.
- Ability to play more singles tennis.
- More matches for younger players during winter and keep match practice on during winter evenings if organised.

ANY OTHER COMMENTS OR FEEDBACK FOR THE CLUB?

28 people answered this question. Many positive comments.

Comments relating to People/Ethos

- It's been really good to see more juniors playing at the club and looking forward to seeing how box leagues work out. Seems like the club is putting lots of effort and energy into being a great place for people to play tennis. I have met some nice people, improved my game and look forward to doing it more.
- Encourage more members to play an active part in all aspects of running the club and join in with social events/tournaments.
- Encourage more members to share the load, especially newish members who bring new ideas.
- Recommend creating forums through social media (Facebook and WhatsApp) to encourage members to be in touch with each other better. It must very hard for a new member to organise games with other players.

Comments relating to Facilities/Equipment

- Can tennis balls/equipment be purchased at a reasonable members rate?
- It's great that we have two different court surfaces to play on, offering a variety of play, and the club should continue with this policy going forward.
- We should be utilising the clubhouse more, ensuring new members always feel welcome.
- The clubhouse needs a TV.
- Clubhouse is getting a bit dated - any plan to improve it somehow.
- The outside area should be improved. Part of the lawn can be replaced with hard standing and additional tables and chairs put out. Also extra comfy seating in the clubhouse would be good.

Comments relating to Playing Opportunities

- Opportunities for singles play is mainly at 'fringe times'.
- it is a wonderful facility and I do enjoy playing there.

Comments relating to Juniors/Coaching

- adult and junior coaching sessions could be promoted more.

Other Comments

- keep up the good work.
- Well done in 2021 despite all the challenges.
- More variety of beer.
- Maybe ask for volunteers to run the bar when demand is highest. People would stay and chat for a while on the odd evening if this was readily available.

COACHING / JUNIORS

- **Have you or your children had tennis lessons at the club? If not, what would encourage you to have lessons or, if so, what did you enjoy most?**

56 people answered this question. 90% have had coaching or their children have had coaching.

- Met lots of nice people, improved our tennis and joined in tournaments and other events because of coaching. Group sessions are great value for money and allow you to meet people at the club.
- Useful tips for doubles play.
- Gaining knowledge / fun environment.
- Variation in structure of each session which makes it interesting I can implement what I've learnt and feel that I've made progress encouragement and I have fun in my lesson as well.
- I enjoy improving my game.
- I have participated in adult group coaching and individual coaching, and it's great that we have the opportunity to do both at the club.
- I had tennis lessons and so has my daughter. I enjoyed the encouragement I got from the coach and so did my daughter.
- More sessions on weekdays during the day.
- All the coaches are very friendly and professional.

- **What do you look for in a coaching session and what do you want to achieve from you and/or your child attending coaching sessions?**

46 people answered this question.

- A coach who can identify weaknesses in and develop your technical skills, develop tactical skills and make it a fun session. Be challenged by someone better than yourself and get motivated/encouraged.
- Tactics.
- Fun, enjoyment and improvement.
- Good knowledge of tennis game.
- When my child was being coached I found it very important that the coach treats all players equal regardless of their ability and encourages everyone to play to their best ability.
- Improve my social play and would hope less prone to injury as playing with correct technique.
- Small group sessions tailored to ability but with the emphasis on becoming a more effective player.
- Competent coach who doesn't just run through a programme then start it over again once it's finished.
- Encouragement is very important. Coach needs to understand your level, aspirations, limitations.
- Understanding of ladies doubles match play.

- Children provisions are not yet developed properly and family club membership / offer does not strike me as attractive as in other clubs. Since change of head-Coach the age for group sessions went up so that my children were unable to join in this year's summer. I would wish that sessions are made available for children age 3+ and same time parents of children standing these sessions can have access to some of the remaining courts for social play.
- After many attempts, I haven't been able to book a coaching session

- **Would you be interested in your child playing competitive tennis?**

This question was not relevant to 78% of those who responded

12 people who responded said yes / 5 said no

- **A thriving HWLTC junior membership is very important**

51% scored 5/5 or 4/5

49% scored 3 or less