

Results of Membership Survey March 2007

1:00 Survey forms were issued for every category of member along with the annual renewal forms in January 07. The purpose was to find out members views and then develop and implement a plan to improve the activities and services offered by the club.

Membership Classification	Total membership/category		Forms returned by membership category	
	Nos.	%	Nos	%
Male bowlers – ordinary	68	13%	28	13%
Male Bowlers – senior	49	9%	15	8%
Male tennis players	55	10%	24	12%
Lady tennis players	35	7%	15	7%
Lady Bowlers - Ordinary	22	4%	6	3%
Lady Bowlers - Senior	35	7%	21	10%
All Students – bowls & tennis	36	7%	22	11%
All Junior and primary - bowls & tennis	91	17%	29	14%
All House members	138	26%	45	22%
Total	528		205	

There was an overall 39% response rate to the survey and was representative of all membership categories within the club. This is a very good result for this type of survey and can be taken to a valid reflection of the views of the membership at January 2007. The results are shown in table format by membership category and have been forwarded to the respective committees for appropriate action which will be co-ordinated through the club sports development plan and business plan.

2:00 Junior/Primary membership (both sports)

This category represents one of the biggest sporting groups within the club (17%) and consists of children aged 5 yrs – 15 yrs of age. They are predominantly tennis players with only 1 primary and 3 junior bowlers. There was a 32 % response rate from this group as follows

Junior/ Primary (27 tennis & 1 bowler) Total 28		Yes No		Main reason given for not playing competitively	
Do you play competitively?		13 (46%)	15 (54%)	36% available but not selected 21% No interested 53% don't feel confident	
Do you currently attending tennis coaching courses? (No reply ---2) If no would you like to?		15 (54%)	11	There is a demand for tennis coaching and a small number interested in bowls coaching.	
Would you like bowls coaching? (N/R 4)		9	2		
Would you like to learn to 1 coach? 2 umpire? (no reply 7)		4	21		
Sporting usage Average time		2 + times per week	1 per week	1 per month	Less than 1 per month
Courts		6	10	5	5
Bowling green (No reply 2)				1	
Comments to improve club management		Give children more than 1 day for playing Indoor junior room / provide more coaching Don't feel involved in" the club"/ Saturday junior tournaments/can't play in the evening in the club			
Social Activities	Parties/Discos	Summer BBQs	Quizzes	Multi sports evenings	Education/health seminars
	9	22	13	15	6
Recommend the club to others		Yes 18	No reply 11		

The primary and junior sections form the basis for the future of the club and it is important they enjoy the experience. Just about 40% of those who responded to the question on court/green usage only use them once a month or less – this is quite low and perhaps indicates a need for a more structured approach to primary and junior activities as well as the current coaching programmes.

The bowls section is very under - represented in this particular age group and the club does need to promote and develop bowls for boys and girls to ensure the future of the sport.

3:00 Senior Male members

The category consists of male bowlers who are in receipt of the state pension the vast majority would be retired from employment and can avail of the use of the green throughout the day. Approximately 30% of the members in this category replied to the survey.

Senior Male Bowlers				
Total 15	Yes	No	Main reason given for not playing competitively	
Do you play competitively?	7 (46%)	8 (54%)	12% available not selected 25 % not interested 38 % not confident/skilled 25% health/age	
Would you like to attend a coaching programme?	Basic skills		Advanced Skills	
	Yes	No	Yes	No
	2	13	3	12
Would you like to learn to	Coach? Yes		Umpire? Yes	
	2		3	
Sporting usage	2 + times per week	1 per week	1 per month	Less than 1 per month
Average time (no reply 1)				
Courts				
Bowling green	11 (73%)	1	2	1
Comments to improve club sports management	Introduce a rinks tournament 1 night per week Indoor games T/tennis darts etc			

Social Activities	Parties/Discos/dances	Summer BBQs	Quizzes	Multi sports evenings	No replies
	6	9	6	4	2
Hire the hall for a function		Yes 11	No	No reply 4	
Recommend the club to others		Yes 14	No reply 1		

80% of this membership group use the green 1 or more times per week. Only 46% state they play competitively which is low compared to senior female bowlers where 71% of them play competitively. A small number in this group have expressed an interest in learning to coach and umpire which could prove invaluable in helping the club develop a bowls coaching programme.

4:00 Ordinary Male Members – Bowls & Tennis

There was a good response rate of 43% from this membership group 54% bowlers 46% tennis players.

Ordinary Members (male) Total 52 (28 bowlers 24 tennis)	Yes		No		Main reason given for not playing competitively
Do you play competitively?	34 (68%) 22 B 13 T		16 (32%) 6 B 11 T		12% available not selected 19 % not interested 19% % not confident/skilled 50% conflicts with work/care arrangements
Would you like to attend a coaching programme?	Basic skill Yes		Advanced Skills Yes		
	Tennis	Bowls	Tennis	Bowls	
	4	6	6	10	
Would you like to learn to	Coach? Yes		Umpire? Yes		
	Tennis	Bowls	Tennis	Bowls	
	1	8	3	4	
Sporting usage Average time (no reply 1)	2 + times per week	1 per week	1 per month	Less than 1 per month	
Courts	8	10	5	7	
Bowling green	21	2	1	6	

Comments to improve club sports management		Committees should focus more on sports development Create an individual singles bowls league Have a resident coach, Get younger crowds into club, strengthen social committee, better changing facilities, review charge for light tokens, more in house coaching sessions, club rinks night and more structured bowls practices, have a civic tournament. Honours board for tennis section.			
Social Activities	Parties/Discos/dances	Summer BBQs	Quizzes	Multi sports evenings	Educational seminars
	52	32	25	17	21
Hire the hall for a function		Yes 34	No 10	No reply 8	
Recommend the club to others		Yes 51	No 1	No reason given for "No"	

About 68% of this group play competitively for the club. The main reason given for not playing competitively is match times conflict with work commitments etc

There are quite a few comments coming from this group several requesting a review of the light token charges (tennis players) and others requesting specific rinks evenings for bowls.. About 79% of members in this category for both tennis and bowls use the facilities 1 or more times per week.

There is a healthy demand for basic and advanced coaching for both sports. A number have expressed an interest in becoming a coach in their sport and this would be very useful for developing our own in-house coaching programme.

5:00 Ordinary Female Members Tennis and Bowls

This group represents all female members non pension age excluding students however 75% of respondents are from the tennis section only 6 lady bowlers returned forms.

Ordinary Members Female Total 21 (6 bowlers 15 tennis)			Main reason given for not playing competitively
	Yes	No	
Do you play competitively?	8 (40%) 4 B 4 T	12 (60%) 2 B 11 T	12 % no time 42 % not interested 20 % not confident/skilled 20% conflicts with work/care arrangements

Would you like to attend a coaching programme?	Basic skill Yes		Advanced Skills Yes			
	Tennis	Bowls	Tennis	Bowls		
	8	3	5	5		
Would you like to learn to	Coach? Yes		Umpire? Yes			
	Tennis	Bowls	Tennis	Bowls		
	1	3	1	3		
Sporting usage Average time (no reply 1)	2 + times per week	1 per week	1 per month	Less than 1 per month		
Courts	3	4	4	6		
Bowling green	4	1		1		
Comments to improve club sports management	Review price of light tokens, host high profile events, have more family sporting nights, more organised play (tennis) have adult beginners tennis classes					
Social Activities	Parties/Discos/dances	Summer BBQs	Quizzes	Multi sports evenings	Educational seminars	Yoga/keep-fit/dance
	18	12	12	7	11	14
Hire the hall for a function	Yes 16	No 2	No reply 3			
Recommend the club to others	Yes 20	No 1	A tennis member had reservations about recommending the club			

60% of people in this group do not play competitively and the main reason given is “no interest” in competitive play and this is mainly the tennis membership as the lady bowlers are more likely to play competitively. The lady tennis players also under use the facilities with 67% of them using the courts once a month or less compared to only 17% of lady bowlers under using the green. There is a healthy demand for coaching in basic and advanced skills for both sports. There is possibly a demand among this group for a more structured approach to club events especially for ladies’ tennis.

6:00 Senior Female Members

There was a good response rate of 60% from this membership group. Similar to the male senior members most are retired and can use the facilities most days.

Female Senior Total 21 (20 bowlers 1 joint)		Yes	No	Main reason given for not playing competitively		
Do you play competitively?		15(71%)	6 (29%)	34 % not interested 16% health 50% no reason given		
Would you like to attend a coaching programme?		Basic skill Yes		Advanced Skills Yes		
		Tennis	Bowls	Tennis	Bowls	
			1		4	
Would you like to learn to (no reply 6)		Coach? Yes		Umpire? Yes		
		Tennis	Bowls	Tennis	Bowls	
			2		1	
Sporting usage Average time (no reply 1)		2 + times per week	1 per week	1 per month	Less than 1 per month	
Courts			1	1	2	
Bowling green		14	3			
Comments to improve club sports management		Organise friendly matches for new members Ladies evening sessions				
Social Activities	Parties/Dis cos/dance s	Summer BBQs	Quizzes	Multi sports evenings	Educatio nsemina rs	Yoga/ keep- fit/dan ce
	12	18	12	7	9	6
Hire the hall for a function		Yes 16	No 4	No reply 1		
Recommend the club to others		Yes 20	No	no reply 1		

71% of senior ladies play competitively and 86% use the facilities 1 or more times per week.

7:00 Students Male & female

There was a 61% response rate from this membership group and 86% of those were from tennis players.

Students male & female 22		Yes	No	Main reason given for not playing competitively		
Do you play competitively?		8 (36%) 2 B 6 T	14 (64%) 1 B 13 T	36% do not feel confident 28% live away from home/work commitments 36% not interested in competitive play		
Would you like to attend a coaching programme?		Basic skill Yes		Advanced Skills Yes		
		Tennis	Bowls	Tennis	Bowls	
		2		3	1	
Would you like to learn to		Coach? Yes		Umpire? Yes		
		Tennis	Bowls	Tennis	Bowls	
		5	1	4	0	
Sporting usage Average time		2 + times per week	1 per week	1 per month	Less than 1 per month	
Courts		4	3	3	9	
Bowling green		1	1		1	
Comments to improve club sports management		Club website / Junior indoor facility/ more tennis coaching / structured coaching targets				
Social Activities	Parties/Dis cos/dance s	Summer BBQs	Quize s	Multi sports evenings	Educatio nsemina rs	Yoga/ keep- fit/dan ce
	21	13	7	4	8	4
Hire the hall for a function		Yes 10	No 4	No reply 6		
Recommend the club to others		Yes 17	No 1	No reply 4		

A high proportion of this group (59%) use the facilities once a month or less mainly because they live away from home for part of the year or they have work commitments – most young people would be holding down part time jobs doing evening work etc. A number are interested in learning to coach tennis and this would prove very useful for the in house coaching programme.

8:00 House Members

House members represent 26% of the total club membership and form the largest single category within the club. They consist of male and female members spanning all ages and usually have partners or other family members who play sport within the club.

Many of the questions on the survey were related to sport and as such did not apply to this particular membership group however a small number – 4 – did state an interest in attending bowls coaching sessions. The house membership is a potential source for new playing members and should be encouraged to join coaching sessions and in house fun tournaments and events to try and encourage them to become sports members. The introduction of ladies only sessions for tennis and bowls and more structured organised evening sports events as requested above might help house members to take up one of the sports.

9:00 Social Events

Everyone was asked to indicate what type of social activities they would like to have in the club most people chose several types as follows

Seasonal parties/discos music	BBQ	Quizzes	Multi sports events	Educational Seminars Health etc	Dance classes yoga keep fit
171	132	98	51	61	40

Other comments:

Can't Cook won't Cook, singing competitions, Jazz, Bingo, Whist drives, Murder Mystery Evenings, Line dancing, Bridge classes, Quarterly Supper dances

When providing music make sure it is good quality.

Organise big screen viewing of top sporting events including rugby.

Need to advertise social events better members do not always know when entertainment is on.

The poor physical condition of the club house at the present does restrict the current ability to deliver a range of activities however as part of the sports development and business plans the General Committee will be looking to maximise the usage of the premises over the next 1- 2 years and will look to provide activities requested by the membership.

