



## **Brookfield Lawn Tennis Club**

### **Survey of Members**

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## Introduction

The Brookfield committee is continuously working hard to encourage participation in tennis at all ages and abilities by promoting the enjoyment of tennis to all its members in a safe and welcoming environment.

As part of this process, we offered our members the opportunity to have their say on a number of different elements of the club. This was done by a survey of 10 questions that was sent to all adult members, covered the following areas:

- Participation and demographics of the club
- Facilities
- Adult tennis activities

We would like to thank all the members that took the time to respond to the survey. It has provided the committee with invaluable information that will help shape Brookfield Tennis Club in the future.

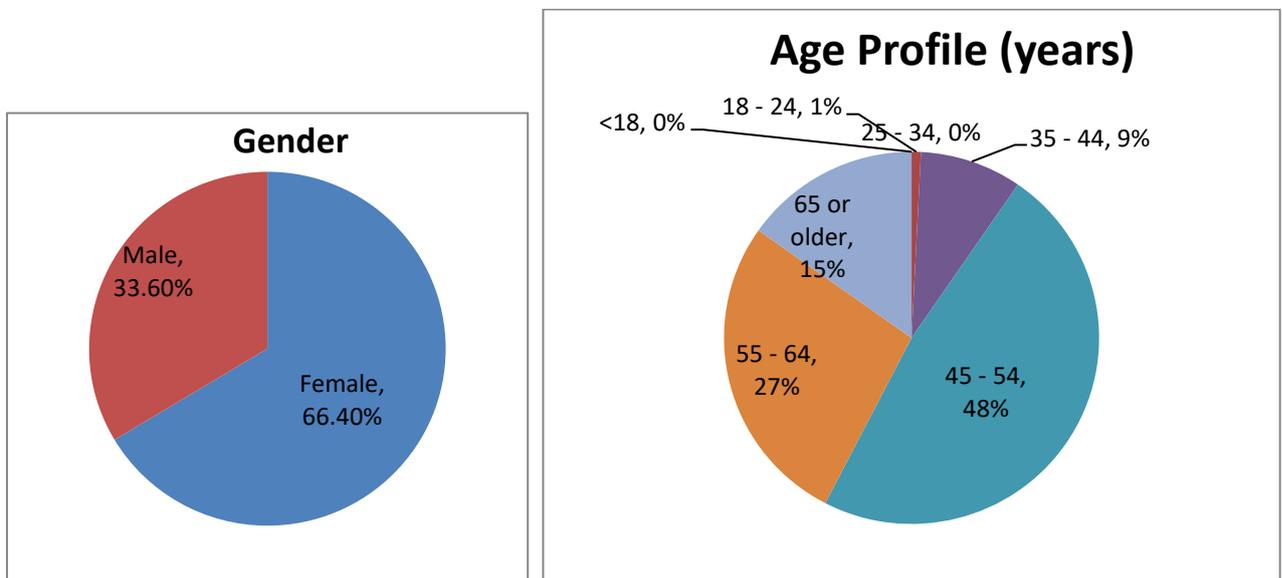
## Survey Overview

The survey was open to all members, whether senior, social or not playing at the moment. It did not cover the junior section of the club as we felt it would be better to meet with the parents and junior committee separately.

## Profile of Respondents

There was an excellent response to the survey: 125 members responded from a cross section of the club as outlined below.

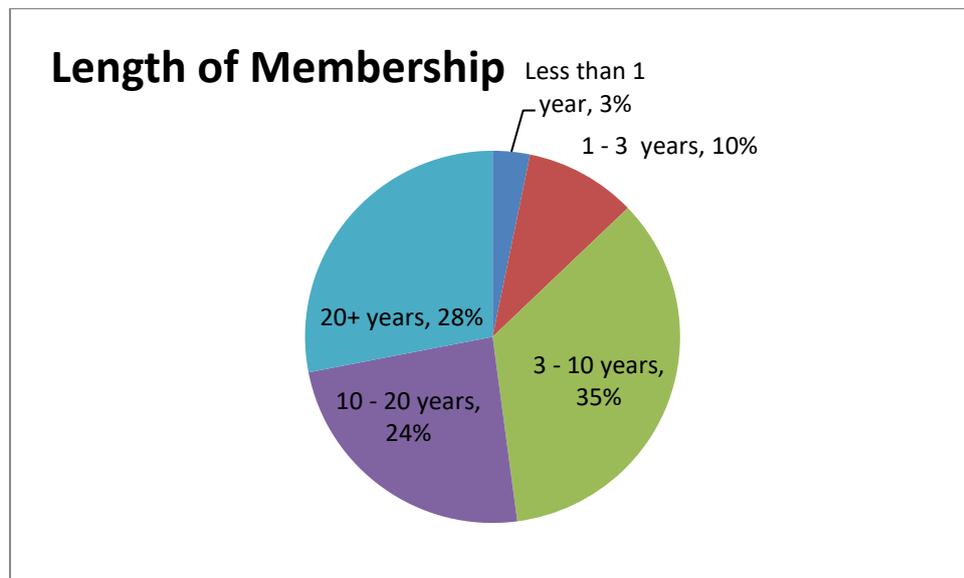
- Ladies accounting for two thirds of the total number of respondents.
- Over 90% of the respondents are over 45 years old.



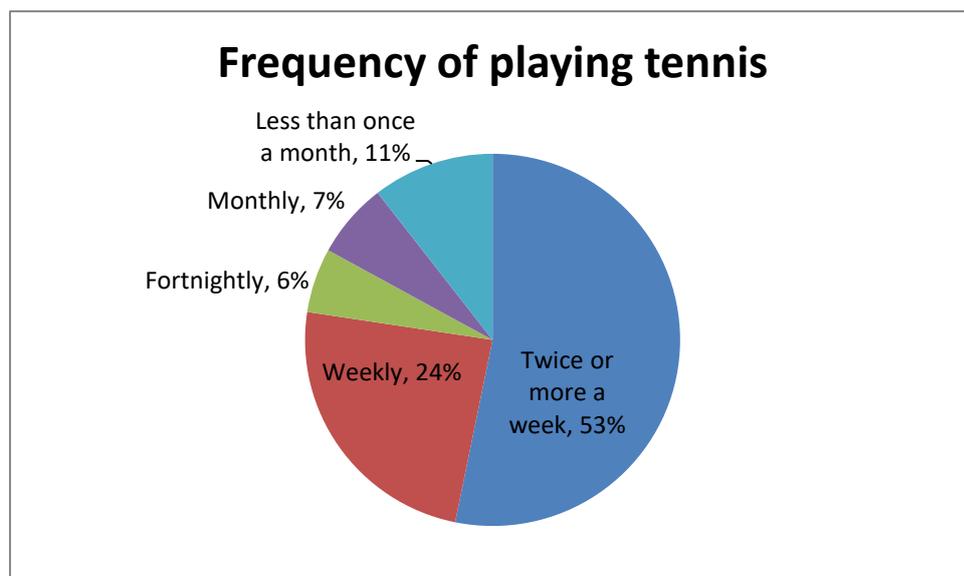
## Headline Results

- Members generally gave positive feedback on their membership of the Club and it seems they are generally happy. 94% of the respondents feel that membership fees are value for money.
- Over two thirds of the respondents feel that refurbishing the clubhouse is somewhat important or very important.

## Club Demographics



- A little over 50% of the respondents have been members for more than 10 years.



- 77% of respondents play once or more per week.

## Facilities

- 96% of respondents consider the quality of tennis courts to be good or excellent. This is the same number for the quality of the floodlights.
- 83% consider court availability to be good or excellent.
- 62% of respondents consider the shower facilities to be poor and 28% consider them fair.
- The bar gets 33% fair and 48% good rating.
- The kitchen gets 26% poor, 43% fair and 29% good rating.

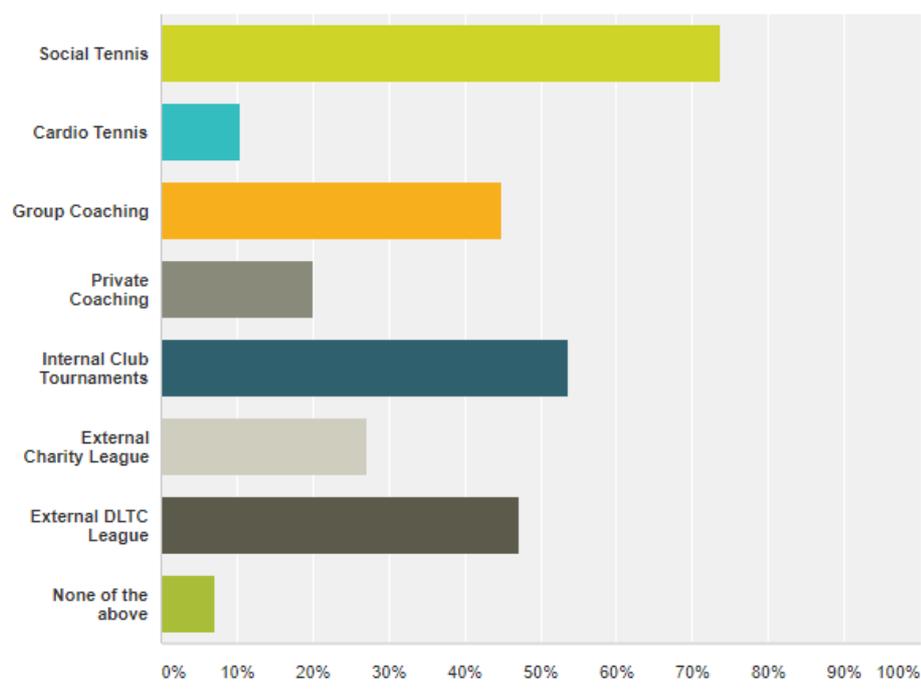
## Review of the Tennis Programme

When asked to rate various aspects of the tennis programme, the responses were as follows:

- 83% of respondents rated social tennis good or excellent.
- 61% rated cardio tennis as good or excellent.
- Tournaments were given a 91% good or excellent score.
- Group coaching is considered 73% good or excellent, while private coaching got 86%.
- Fun nights were rated 91% good or excellent.

## Review of Club Activities

There was a good spread of responses to the question about activities undertaken in the club as follows:



## Suggestions and Comments Received

The following key points are the areas where most feel that improvement is needed within the club.

- Club refurbishment.
- Junior Tennis to finish at 7pm.
- DLTC League Team Selection needs more transparency, along with more information on the Tennis Committee.
- More Charity League Teams to be entered.
- Members see Social Tennis as a very important aspect of the club and would welcome more social activities.
- Implementation of Smart card for use in club.
- Integration of older/new members.

We have not included any individual comments in this report to protect the confidentiality of the respondents. Your committee will be reviewing all the survey comments over the next few months.