



## Membership Survey 2023 – Summary

February 2023

1. **Survey Response:** over half adult members completed the online Membership Survey, ensuring statistically meaningful and generalizable results for analysis. The results included 17 responses from 'new members' who have joined the club within the last 12 months.
2. **Membership Profile:** the membership is equally split between male/female members and those who describe themselves as 'social' versus 'competitive' players, the latter playing in team matches with other clubs. Three-quarters of current adult members are aged over 50, with less than a tenth of adult members aged 18- 40.
3. **New Members:** half of 'new members' had an informal connection with the club prior to joining, such as a friend who is a member or they had played at the club before (e.g. for another club). Of those with no prior knowledge of the club, the internet is the primary source of information.

The main reasons given for joining Riverside are the convenient location coupled with its friendly atmosphere and a range of social play opportunities. There are no major issues with the current joining procedure, with the process helping to foster the perception of a friendly, welcoming club.

4. **Playing Tennis:** the club has a very active tennis membership, with 8 out of 10 members saying they like to play at least 2-3 times per week, and there is a good level of interest and (potential) participation in the various club tournaments, leagues and teams. For example, this year's social tournaments and club championships will be of interest to around half the membership.
5. **New Initiatives:** the most popular new initiatives revolved around encouraging the use of courts on Sunday, with a morning 'social' session and/or a Sunday summer league replacing the previous Sunday evening club play experiment.
6. **Social Events:** there is strong interest in maintaining the existing social events – summer garden party, Christmas drinks, quiz night(s) - and extending these with the re-introduction of the annual dinner and a range of new social occasions, such as the recent theatre trip.
7. **Communication:** email is universally seen as the best primary source of news about the club, with 90% of members happy to receive all club-related emails.

8. **Membership Satisfaction:** there is a high level of overall satisfaction with the club and membership. The fact that 98% of members believe they get 'good value-for-money' from their Riverside membership is indicative of the high levels of participation/playing and the varied opportunities for participation in social and competitive tennis.
9. **Future Plans:** two-thirds of members have some knowledge of the club's 5 Year Plan. There is a clear preference among members that future priorities should start with the resurfacing of courts 5 & 6, with clubhouse improvements seen as secondary. With regards to the spare land (adjacent to courts 7&8), it was interesting to note that a Padel tennis court was the most popular option – ahead of a 'social area' or an extra tennis court!
10. **Volunteering:** the majority of members indicate they would be prepared to contribute their time to the upkeep of the clubhouse, courts and grounds. In principle, this could equate to over a hundred members giving a few hours each year compared to the present number.
11. **Conclusion:** the survey indicates a highly active and satisfied membership, reflected by the positive comments and feedback from 'new members' on their initial induction and subsequent perceptions of the club. The core strengths of Riverside are as much to do with its friendly atmosphere and regular opportunities for social and competitive play, as it is to do with the facilities on offer. The results point to high membership retention rates and a healthy participation in new playing and social initiatives, such as Sunday sessions and social events. The results also suggest there may be scope to increase the membership fee in future, to cover higher running costs.