



# CASE STUDY:

INNOVATIVE WAYS OF INCREASING  
PARTICIPATION AND MEMBERSHIP

**LEAMINGTON SQUASH CLUB**



**SQUASH**  
NEW ZEALAND

# OVERVIEW

Leamington Squash Club identified that in order to attract new members and retain existing members, an internal focus on providing a high-quality environment and offering enjoyable experiences to foster membership satisfaction is the key. To achieve this the club needed to understand the thoughts of their members and provided them with an opportunity to provide feedback how the club could meet their expectations. A survey was administered through Survey Monkey and included questions which ranged from juniors, coaching, the facility, programmes and activities to the people themselves. As a result the club have already actioned the small suggestions and now look to use the feedback to plan longer-term.

## CHALLENGES

### Member Engagement

Keeping members engaged so that they feel valued and giving them the opportunity to discuss how they feel.

### Time

The majority of members are busy 'with many balls in the air' and struggle to justify spending time on court when other life concerns take priority, especially when distance is an issue.

### Survey response

Helping members see the value in doing the survey and offering honest feedback to improve the club.

## SOLUTIONS

### Survey

In order to better understand what the member experience is like, Leamington Squash Club conducted a survey covering all aspects of club life.

### Online

The survey link was sent via email and conducted online so members could complete it in their own time and in the comfort of their homes.

### Incentive

Two small prize packs (squash equipment) were offered for those who provided personal details at the end of the survey.

## RESULTS

3

Of 5 short-term projects already actioned.

6

Members come forward and put their hand up to volunteer.

55%

Response rate on survey.

## CONCLUSION

The Leamington Squash Club are looking at membership differently and have committed to generating a great member experience at their club rather than as a number. Opening the discussion with their members through a club survey was just the beginning. There has been some very useful information gathered from member suggestions which will now be incorporated into the club's 2, 5 and 10-year plans.

Club President Anthony Blackmoore said they "should have done this earlier. Making the survey anonymous encouraged members to give truthful comments. It has provided the club with such invaluable feedback and has also created a greater awareness of what happens behind the scenes. We will look to do this every couple of years to check where things are to keep our members involved and enjoying their experiences at our club."

Anthony suggests that "we didn't get great buy-in from juniors. If we did it again, we would write a letter and give to juniors to take home so they could give it to their parents and complete the questions relevant to them."

# SAMPLE SURVEY

## Membership

### 1. What is your gender?

- Female
- Male

### 2. What is your age?

- Under 10
- 11-14
- 15-18
- 19-34
- 35+

### 3. Are you a:

- Junior member
- Student
- Social member
- Full member

### 4. If social, have you thought about joining the grading list and playing inter-club and / or tournaments?

- Yes
- No
- N/A

### 5. What would make the transition easier from social play to inter-club?

### 6. Do you think the membership fees are good value?

- Very good value
- Good value
- Average
- Expensive
- Very expensive
- Other (please specify)

## Day to day running of the club

**7. Do you know who the committee are, and how to make contact with any of them should you need to?**

**8. Do you think the committee are doing a good job?**

- Yes, a very good job
- Yes, a good job
- Average job
- No, need some improvement
- No, not at all

Feedback:

**9. Are you happy with the current club emails to find out what's happening within the club?**

- Yes, but once a fortnight updates would be enough
- Yes, but once a month updates would be enough
- No, I don't want emails at all
- No, I would rather a clubs newsletter on the notice board
- Other (please specify):

**10. Are you interested in joining the committee?**

- Yes
- No
- Maybe in the future

**11. If yes, would you be interested in a hands on role?**

- Chairperson
- Men's Club Captain
- Ladies Club Captain
- Secretary
- Treasurer
- Junior Development Coordinator
- Bar Manager
- Other (please specify):

## Squash Club Facility

**12. For people new to the sport or new to town, is the Squash Club easy to find?**

- Easy to find
- OK, but could do with more visible signage
- Difficult, badly in need of better signage
- Really struggle to find the club

**13. Do you think the Squash Club is up to scratch with its' presentation?**

- Yes
- No
- Other (please specify):

**14. What projects would you like to see considered over the next 18 months?**

**15. What projects would you like to see considered over the next 5 years?**

**16. Of the tournaments we currently offer, which do you enter, or consider entering?**

- Open (no points at the beginning of the year)
- B-Grade (open to those on the grading list, counts for points, held in May)
- Farmers Tournament (no points, held end of June)
- Birthday / Christmas Tournament (no points fund end of year breakup)
- Club Champs (no points, open to those on the grading list and juniors)
- All of the above

**17. What other tournaments or events would you like to see offered?**

**18. Are the current bar prices OK?**

- Too cheap
- Cheap
- Average
- Expensive

**19. Does the bar offer a good selection of non-alcoholic and alcoholic drinks?**

- Yes, a good selection of both
- I would like to see more non-alcoholic drinks available
- I would like to see more alcoholic drinks available
- I would like to see more pre-mix drinks available
- Other (please specify):

**20. Any other comments, suggestions?**

## Juniors

**21. Were you aware the club offered junior coaching for all juniors up to 17 years?**

- Yes, and I'm aware what nights and when
- Yes, but not sure when these are held
- No I didn't

**22. Does the Monday & Thursday afternoons suit other school / sport activities going on?**

**23. Does the Monday & Thursday afternoons suit parents for drop off / pick up?**

**24. What do you enjoy about junior coaching?**

**25. What do you not enjoy about junior coaching?**

**26. What else would you like to see made available for juniors?**

**27. Would you be interested in taking the juniors as a paid part-time role?**

## Feedback

**28. Any other comments, suggestions, ideas, feedback?**

**29. You do not have to give your details if you wish to remain anonymous, but if you want to be in the draw for one of two prizes for completing this survey we will need them.**

Name:

Email Address:

Phone Number: