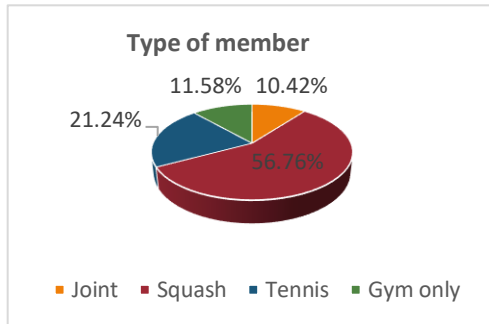


WATCHING SPORTS EVENTS ON TV IN THE CLUB LOUNGE – SURVEY REPORT

1. RESPONDENTS



There were 266 responses to the survey – 76% from men and 24% from women.

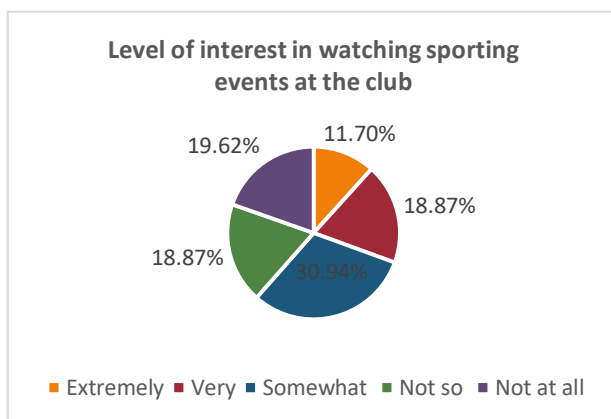
Nearly 57% were from squash members; just over 21% from tennis members; around 10% from joint members and 12% from gym only members. In the general comments area, one respondent pointed to the fact that we had left out the ‘social member’ category from the questionnaire – a regrettable omission.

Just over half (53%) came from members aged in the 55+ bracket and nearly 31% from those aged 41-55; around 13% of respondents were aged 26-40.

Conclusion/recommendation

On the positive side, the survey has attracted a good number of responses from across the different membership categories. The relatively low response by tennis members in relation to squash members probably reflects their level of use of the clubhouse facilities. The liaison committee should perhaps consider how this might be addressed – for example, ensuring that new tennis members are shown round the clubhouse when joining.

2. LEVEL OF INTEREST



A majority (60%) of members have some interest in watching sports events on TV at the club – around 30% of these are extremely or very interested.

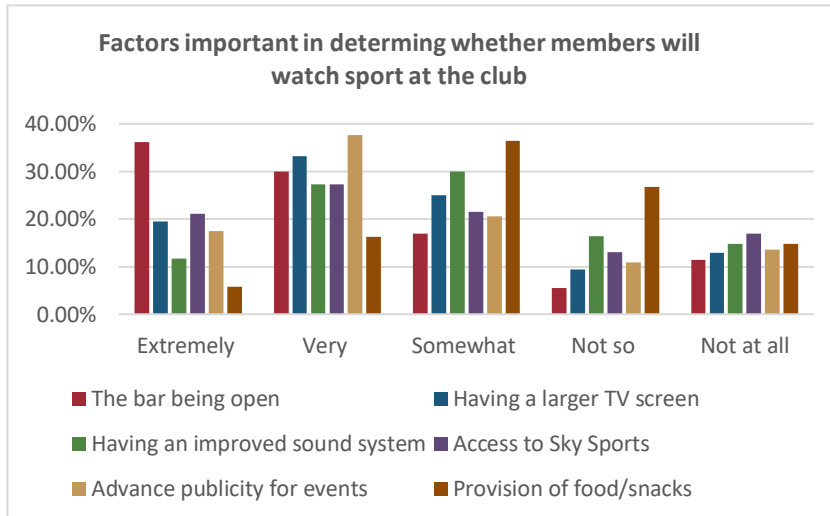
A substantial minority (40%) have little or no interest.

Conclusion/recommendation

Given that a majority of respondents have expressed interest in watching sporting events at the club and a third have a strong interest, it would indicate that further effort should be made to develop this aspect

of club life. Furthermore, most respondents (80%) (see below) said that they would not be deterred from using the club bar if more sporting events were shown.

3. DETERMINING FACTORS



Unsurprisingly, the key factor here is whether the bar is open – around 66% of members feel this is extremely or very important, with a further 17% thinking it somewhat important.

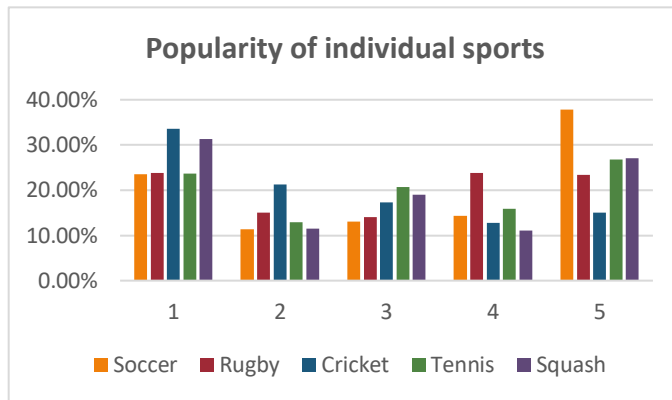
A similar number of respondents (53%) attach the same high level of importance (extremely or very) to having a larger TV screen and to receiving advance publicity for events (55%). A smaller percentage (48%)

consider it extremely or very important to have Sky TV with a further 21.5% thinking it somewhat important. An improved sound system is a high priority for around 40% of respondents, with a further 30% attaching some importance to this. The provision of food and snacks does not appear to be a high priority for most people.

Conclusion/recommendations

If we are to show more sporting events at the club, the survey shows that a larger TV screen would be important in attracting viewers. A substantial minority also attach a high level of importance to an improved sound system, so this should also be considered. Having the bar open is a must. Advance publicity about events will also be useful in attracting viewers but food is by no means a necessity. Opinion is split on the need for Sky TV (this will be discussed in more detail in section 5).

4. POPULARITY OF INDIVIDUAL SPORTS

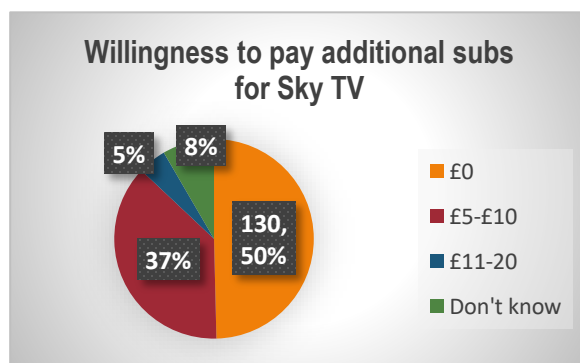


Soccer and Rugby received the highest ratings with 52 and 47% of respondents respectively rating them 4 or 5. Tennis came next with nearly 43% and squash with 38%. Cricket lagged behind with approximately 28% giving it the higher ratings. Alternative sports suggested in the comments include: athletics, baseball, boxing, cycling, golf, grand prix/F1, hockey, MotoGP, netball, Olympics, superbike, and swimming.

Conclusion/recommendations

Given the fact that most respondents want the club to focus on specific events rather than weekly or monthly events (see section 6) it will be difficult to accommodate the wide variety of sports which have been proposed by the respondents. Furthermore, we would need to consider the length of time events take as well as the time at which they are broadcast. We should perhaps draw up an annual programme based on key events in the calendar for the four most popular sports indicated in the survey (soccer, rugby, tennis and squash), adding any other events on an ad hoc basis but aiming to present a variety of different sports.

5. WILLINGNESS TO PAY ADDITIONAL SUBS FOR SKY TV



While 42% of respondents are willing to pay additional subs to have access to Sky, few of these are willing to pay more than £10. Half of the respondents are not willing to pay any additional subs for this facility.

Of the 31 comments made relating to this question, over half were negative with respect to the need for Sky, several stating that they had Sky at home already. One respondent said we should focus on attracting more female members – perhaps by

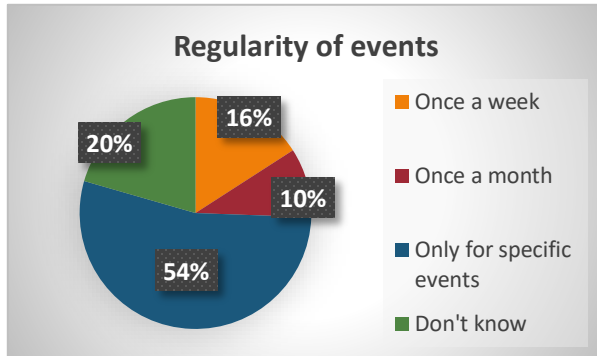
improving the shower facilities by providing individual cubicles.

Conclusion/recommendations

Whilst nearly half of respondents (48%) felt that having Sky TV was an extremely or very important determining factor in whether they come to the club to watch sporting events, not all of these (42%) were prepared to pay additional subs to cover the cost – and only just over a third were prepared to pay an extra £5-£10 extra. Half of all respondents are not prepared to pay anything extra and many of the

comments reflected strong opposition. In light of this, without a strong majority in favour of increased subs, it would seem unwise to pursue such a policy.

6. REGULARITY OF EVENTS AND USE OF BAR



The majority of respondents would only like to watch specific sporting events at the club.

Nearly 80% of respondents said that they would not be deterred from using the club bar if more sporting events were shown.

Conclusion/recommendations

It is clear from the survey that whilst there is interest in watching sporting events at the club, most members want to restrict the programme to specific events.

7. OTHER COMMENTS

Forty-two respondents left comments in this section – many expressed negative views relating to the acquisition of Sky. The comments extracted below have been selected because they offer different ideas or approaches or they sum up some of the general feeling.

‘Great idea, focusing on the club as a community will always ensure we succeed and keep moving forward. These ideas are great and just as to what’s already and great club.’

‘Feel there is benefit in changing our name to ‘Duffield racquets and social club’ and we could do with holding hold more joint club open days (involving all of our qualified rackets coaches) plus promote our very good value & affordable social memberships to our local community better. I speak to quite a lot of men in the village who I bump in to out in the pubs or in the snooker club and they say they’ve never been in the club.’

‘Why do we need to encourage more people to use the bar? It always seems busy enough especially during Happy Hour. Maybe if we had Happy Hour prices all the time that would help encourage bar users. Most people after a game of squash just want to relax and enjoy a pint or two with their opponent.’

‘I am not interested in watching sports in general and would not consider it fair to have to pay higher membership fee to fund other people watching it. (Statistically more appealing to male users).’

‘Why not have happy hour bar prices for major sporting events.’

'The bar has a good relaxing atmosphere that is an escape from the usual rowdy sports pubs. Please don't change it.'

'Think that refurbishing the lounge/bar area with better, more comfortable furniture and more welcoming atmosphere should be considered.'

Gill Holt

June 2018