

The Western Baths Club Membership and Satisfaction Survey

A total of 749 members participated in the survey. This represents around 38% of adult members.

Members' views

Most common reasons for being a member:



Use of swimming pool



Fitness benefits

There was a very high level of satisfaction with most aspects of the club.

More than 90% satisfied



Helpfulness of club staff
Ambiance/atmosphere at the club
Swimming pool
Turkish/Russian suite
Sauna Suite
Bar/bistro service

80-89% satisfied



Day-to-day management and administration
Hygiene and cleanliness
Mixed sauna
Communication to members

70-79% satisfied



Bar/bistro food quality
Bar/bistro value for money
Exercise classes
Sports clubs
Sports hall
Changing rooms - upstairs
Toilet facilities

60-69% satisfied



Club governance/work of the committee
Events
Free exercise room
Billiards room
Gym
Opportunities for engagements/influence/consultation

Less than 50% satisfied



Changing rooms - downstairs (gym)
Services and facilities for children/young people

MEMBERSHIP CARD

91% planned to renew their membership



85% agreed that opening times met their needs



81% agreed that members tend to behave considerately and are courteous to other members and staff

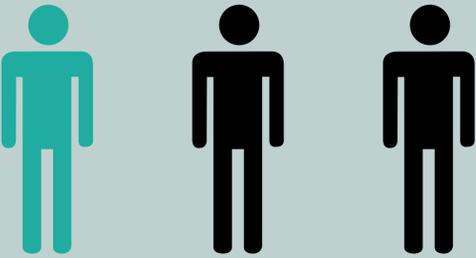


54% agreed they felt that their views as a member were listened to and valued



52% agreed that the club had a clear strategy and vision

Use of the Club



1 in 3 members showed seasonal variation in how often they visited the club



Levels of use were highest in winter and autumn and lowest in summer



In winter, half of all members visited the club 3 or more times per week

Older members and those who lived close to the club visited more frequently



Most common times for use:
Weekday evenings
Weekday afternoons



Women were more likely than men to use the club in mornings



Family members were the most frequent weekend users

The most commonly used facilities in the club were:

Swimming pool
Frigidarium
Turkish Room



The least commonly used facilities in the club were:

Creche
Billiards table
Billiards room reading/wifi
Sports hall

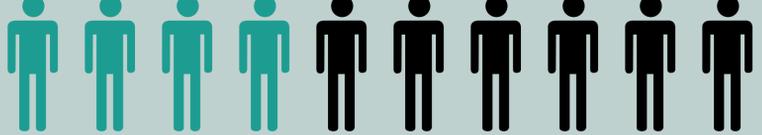
15%
belonged to clubs within the Western Baths

25%
used partner clubs

Participation in activities/classes



7 in 10 women



4 in 10 men



Class times was the most common barrier to participation.

Future Developments

Respondents were asked to indicate their top (up to three) priorities for future developments at the club, from a list of 11

More commonly selected priorities

- Upgrading the gym equipment (33%)
- Increasing the size of the gym (31%)
- Upgrading the Turkish/Russian baths suite (29%)
- Introducing therapeutic services (26%)
- Upgrading the toilet provision (26%)
- Improving the gents changing facility within the Sauna Suite (24%)

Less commonly selected priorities

- Upgrading the gym changing facilities (21%)
- Removing the billiards table to facilitate a change of use of the room (19%)
- Upgrading the area with tables/chairs outside the bar doors (17%)
- Extending opportunities at set times for mixed-gender usage of the senior (18+) club facilities (15%)
- Reviewing and adding to the services for junior members, including classes and activities (14%)



47% of members aged under 45 prioritised upgrading the gym equipment



45% of male members prioritised improving the gents changing facility within the Sauna Suite



50% of family members prioritised reviewing and adding to the services for junior members

Key themes from members suggestions for future development:

 gym	 food/drink	 members behaviour/rules	 provision for children/families
 communications	 maintenance/repairs/decor	 changing rooms	 mixed gender usage
 swimming pool	 exercise classes	 staff	 consultation with members

Respondent Profile

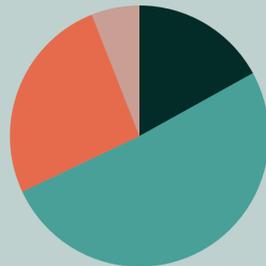
Members aged under 45 were under-represented. However, the sample was representative in terms of gender and membership type.



49% male



51% female



age group

18-44 (17%) 45-64 (51%) 65-74 (26%) 75+ (6%)

Postcode



51%



26%



22%



4% had an unmet access need



51% individual members



31% partnership members



18% family members