

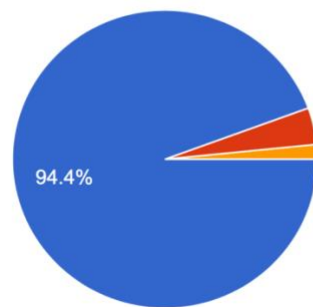
Summary of Results: 2021 ATC Member Survey

Overview of the survey: The purpose of this survey was to get feedback on the organization and services offered by the Aldershot Tennis Club (ATC) from **ADULT** members. As such, the ATC executive struck a small sub-committee of volunteers where the first step was to survey the club membership to obtain their general feedback in 4 key areas: 1) Court Usage & League Play 2) Tournaments and Inter-club League Play, 3) Membership Experience (Social events, Lessons/Clinics & Communication) and 4) Respondent Demographics. A pdf version of the e-survey has been provided (Appendix A). This survey was distributed using Google Forms. Responses were collected between January 16th and February 2nd, 2021. All responses were reviewed by members of the survey sub-committee. A summary report was presented to the board on February 16, 2021. This was the club's first time undertaking a survey of the ATC membership. As such, there are some limitations in the approach used. For example, the question and comments about the level of satisfaction with lessons/clinics with the club pros was removed, as it was unclear if the responses were related to the current or former club pros. We should have also added 'stay the same' as a response option to some of the questions. Below, is a general summary of the survey results.

Demographics of Survey Respondents: We had total respondents of 252 members respond to the survey of which 51% were male, 48% were female. Those who responded were aged 18 and older; the majority were aged 65-74 (32%) and 55-64 (26%) and 45-54 (16.3%). The majority of respondents were Summer **and** Winter members (94%).

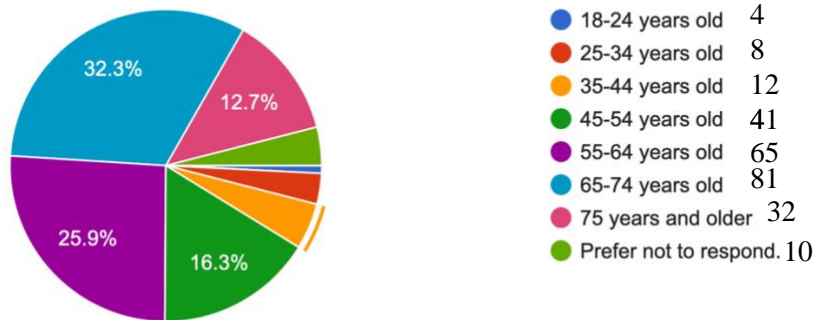
Please indicate which most applies to your perspective:

251 responses

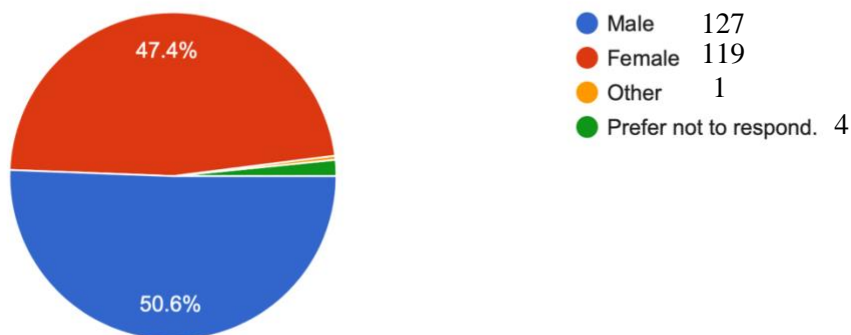


Summer & Winter member	237
Summer only	10
Prefer not to respond.	4

Age group
251 responses



To which gender identity do you most identify?
251 responses

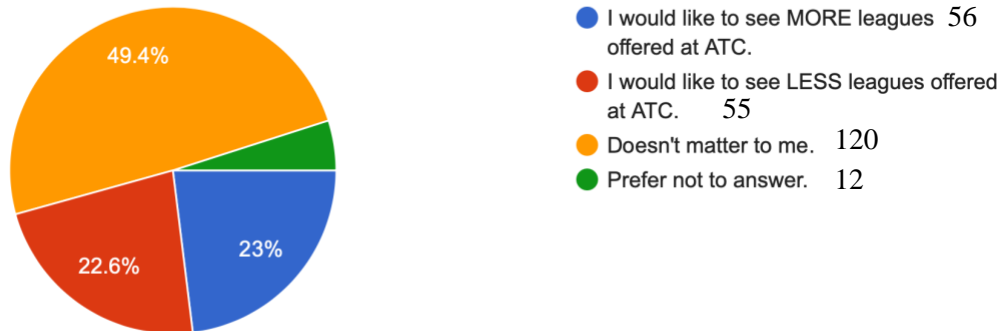


Section A) Court Usage and League Play: In this section, members were asked to reflect on league offerings in the 2019 tennis season (pre-pandemic) and share their insights on allocation of court time and these leagues.

- Equal number of members said they wanted more leagues with a similar amount wanting less leagues (Note: members were not asked explicitly in this section if they wanted the leagues to remain the same)
- In the comments section, 21 members indicated that they would like no change in leagues. Many were pleased with league offerings and how they were organized and run. Specific comments were made about the Tuesday ladies league with the preference being to revert back to the previous format. A competitive women's league for daytime play and the addition of a mixed league (e.g., Saturday evening) were also mentioned
- For the Men's league – most were positive comments - although one respondent mentioned that it was hard to move up from a lower level due to pairing and sparing by opponents
- many members feel leagues shouldn't run during 'prime time' (no clear 'prime time' identified by the ATC at this time)

Thinking back to the league offerings during the 2019 tennis season (before the pandemic), would you like to see MORE leagues offered at the ATC? (e.g., co-ed, open league)

243 responses

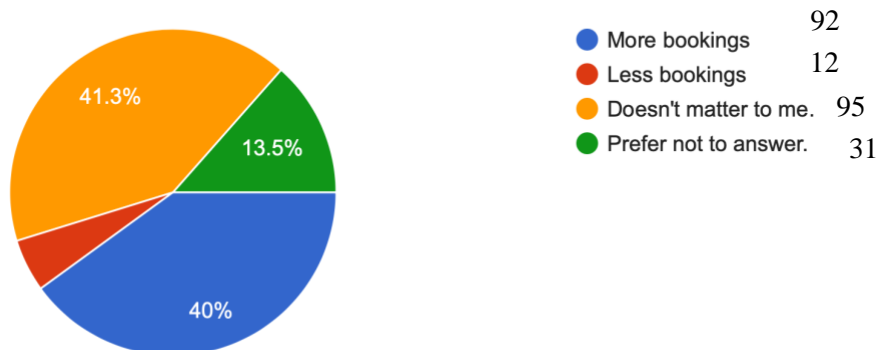


Respondents were asked if a cap is needed on the # of leagues to which a member can sign up?

- 50.8% do not want a cap on the number of leagues for which a member can sign up
- 25% do want a cap and 21.6% do not care (Note: we did not offer a 'remain the same' option)
- From the 68 comments – 42 were related to the need to balance court availability and those that wanted a cap felt that it should be 2 leagues
- Fair access to sign up for the leagues is important especially for members who are still working, (e.g., some mentioned that members who work should be given priority for playing in an evening league over members who already play in multiple day leagues if there aren't enough spaces)

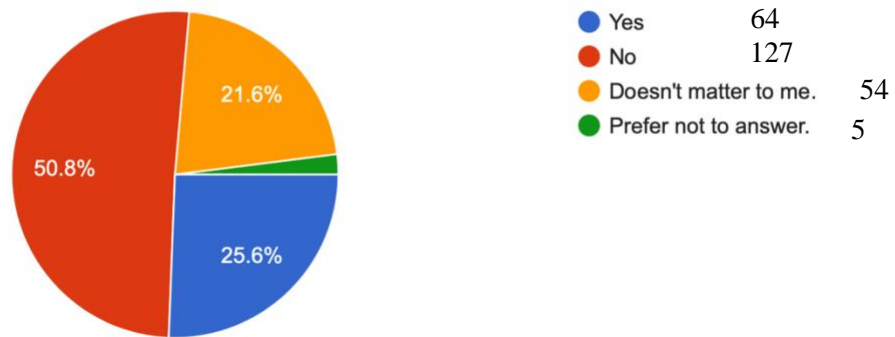
There is currently a cap of 3 times per week that an adult member can schedule to play in a 7 day period, excluding league play. Would you like to see this changed?

230 responses



Should there be cap on the number of leagues a member can sign up for as a regular?

250 responses

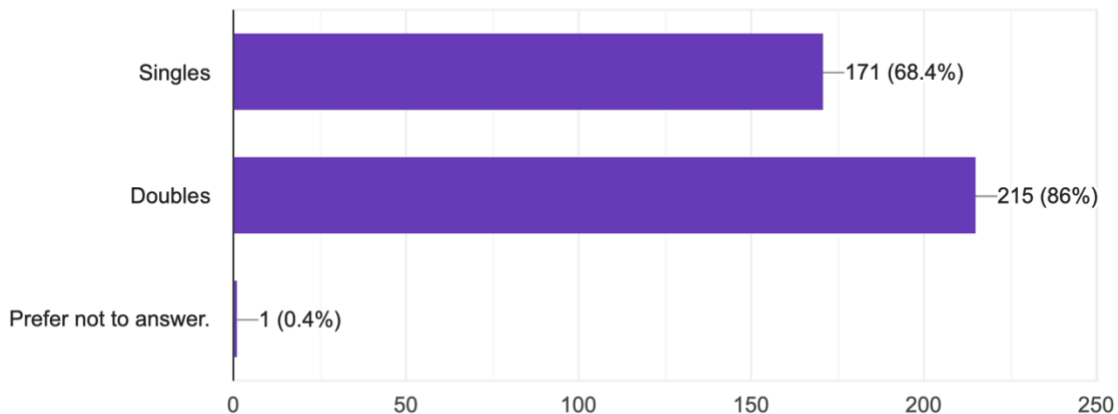


Court Usage

- 68.4% of respondents play singles and 86% indicated they play doubles. For singles, the preferred time frame was 60 min (56%) as compared to 31% who said 90 min. For doubles, 50% preferred 90 minutes, as compared to 43% who preferred 120 minutes
- 40% wanted a cap of more than 3 bookings per week while 41% indicated that it did not matter to them although 'remain the same' was not an option when answering this question
- Recurrent theme is the emphasis on ensuring court availability is fair, equitable, and transparent
- Several commented on the **7 AM booking time**, and asked if it could be later, especially on weekends

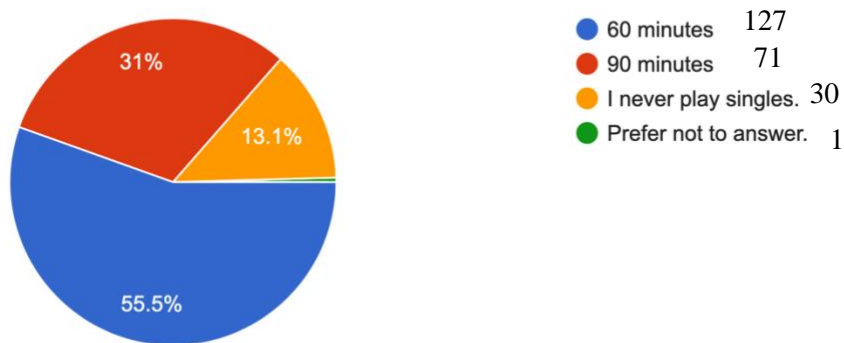
At the ATC, which of the following do you play? [you can check more than one!]:

250 responses



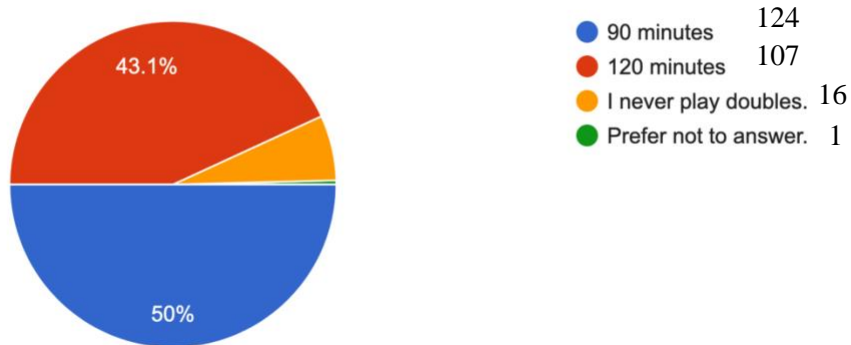
If you play singles, how long do you prefer to play?

229 responses



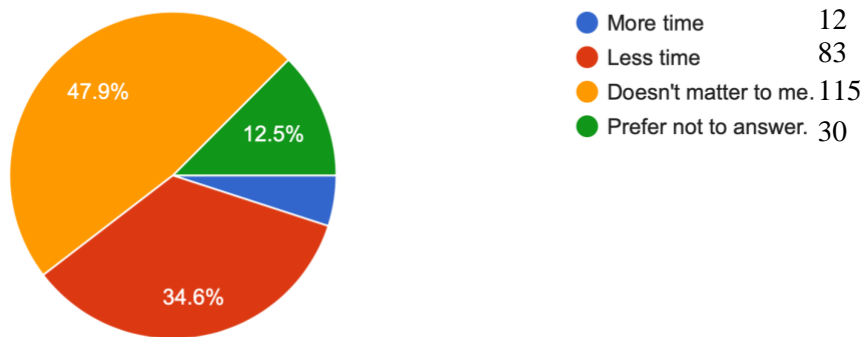
If you play doubles, how long do you prefer to play?

248 responses



From your perspective, do you think the court time allocated for club pros at ATC is appropriate? (i.e., this refers to the 35 hours per week of court time for clinics as well as their additional 3 court bookings)

240 responses



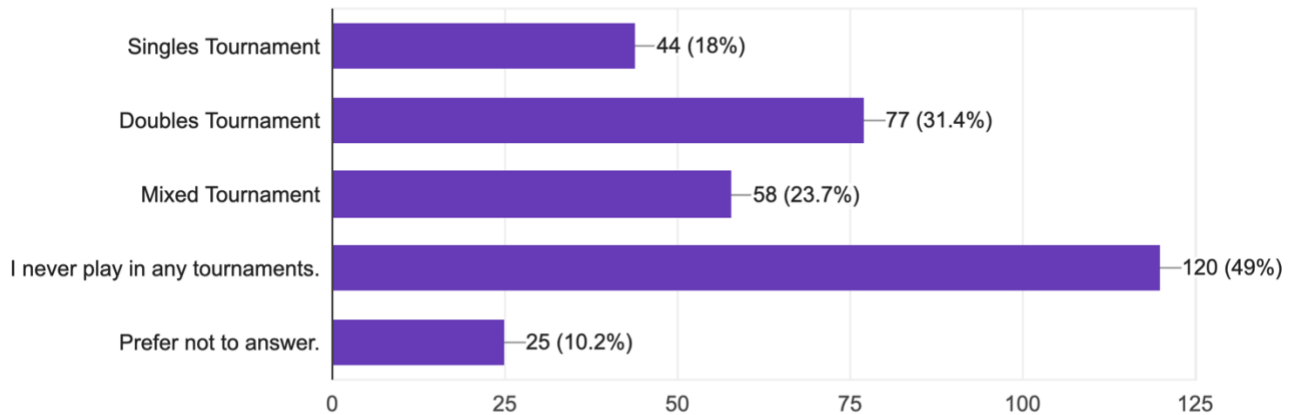
Section B) ATC Tournaments and Inter-club League Play:

Tournaments

- 49% of respondents indicated they **DO NOT** play in tournaments
- Large number against 4 game cap, many opinions on scoring and tournament organization (e.g., match length)
- If people sign up, they should be accommodated (i.e., no restrictions on how many can sign up for a tournament)
- Comments that the previous pros ran fun tournaments that promoted participation. He accommodated those who signed up.
- Some feel tournaments use up too much court time and a full weekend tournament is hard to commit to
- Should have more fun tournaments in summer like adult/child

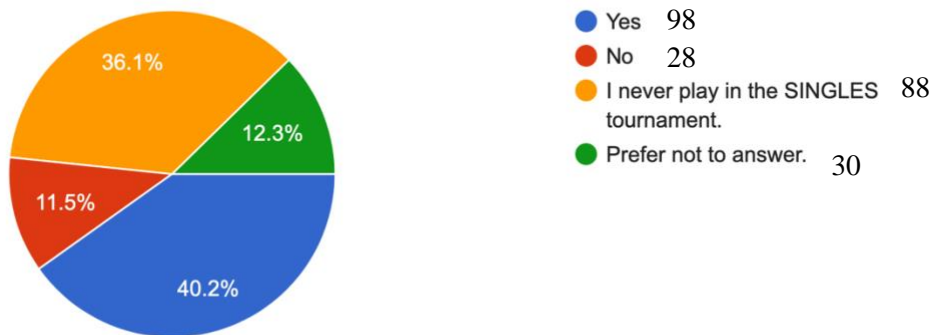
In the last 5 years, please indicate in which of the following tournaments you have participated at the ATC [You can check more than one!]

245 responses



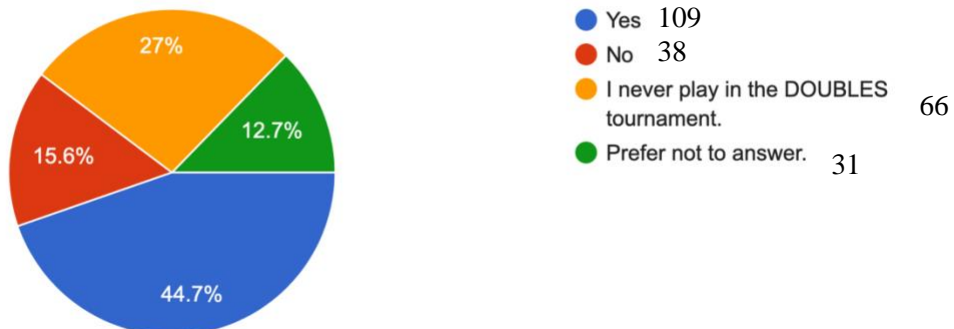
Should male and female SINGLES tournaments occur at the same time?

244 responses



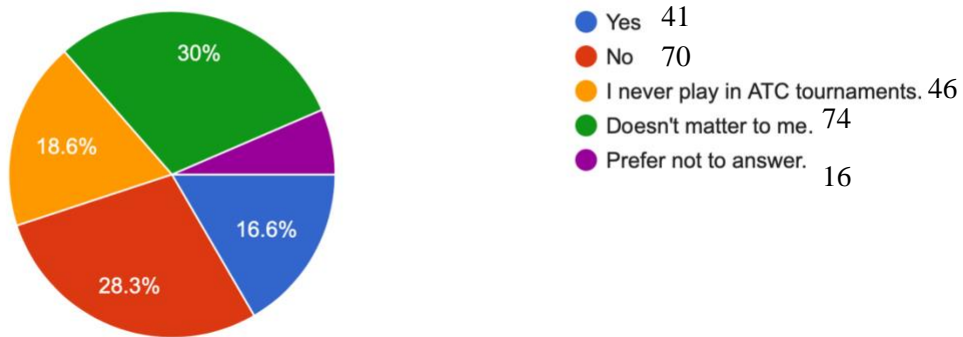
Should male and female DOUBLES tournaments occur at the same time?

244 responses



Do you agree with having a 'four-game' cap at tournaments?

247 responses

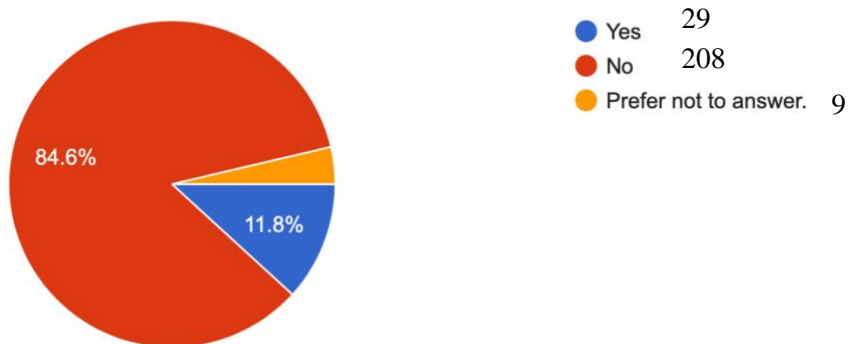


Inter-club League Play

- 11% play in the inter-club league
- Comments indicated concerns about fairness in how participants for these leagues are chosen

Do you play in the Interclub league through the ATC? (e.g., Lakeshore league)

246 responses



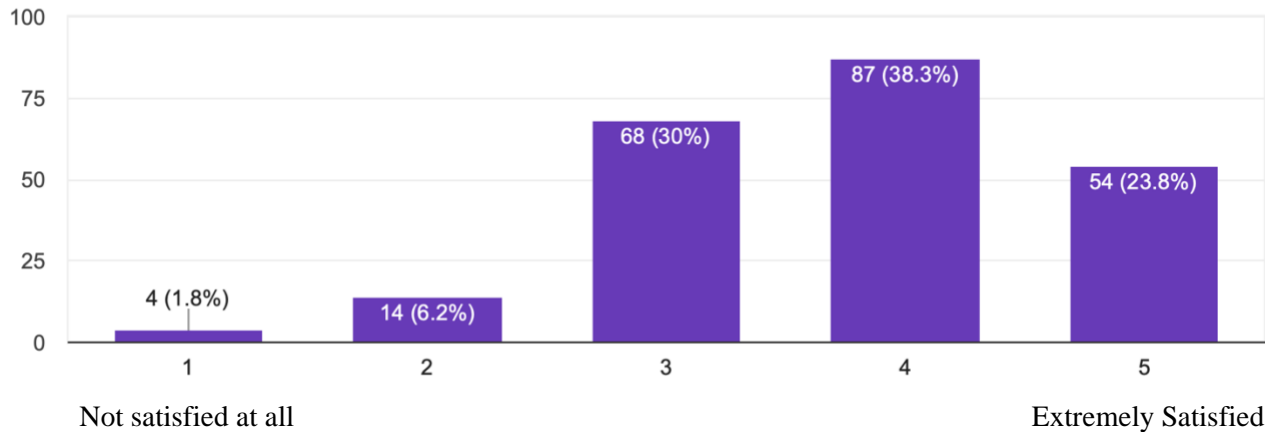
Section C) Membership Experience: Social Events, Lessons/Clinics, & Communication

Tennis and social events

- 62% rated the social events highly (i.e., 4 and 5 (out of 5)); 31% as 3 (out of 5)
- Overall, very positive comments about social aspect of the tennis social events
- Two negative comments about having alcohol mixed with tennis and several comments about lack of organization around the tennis at these events

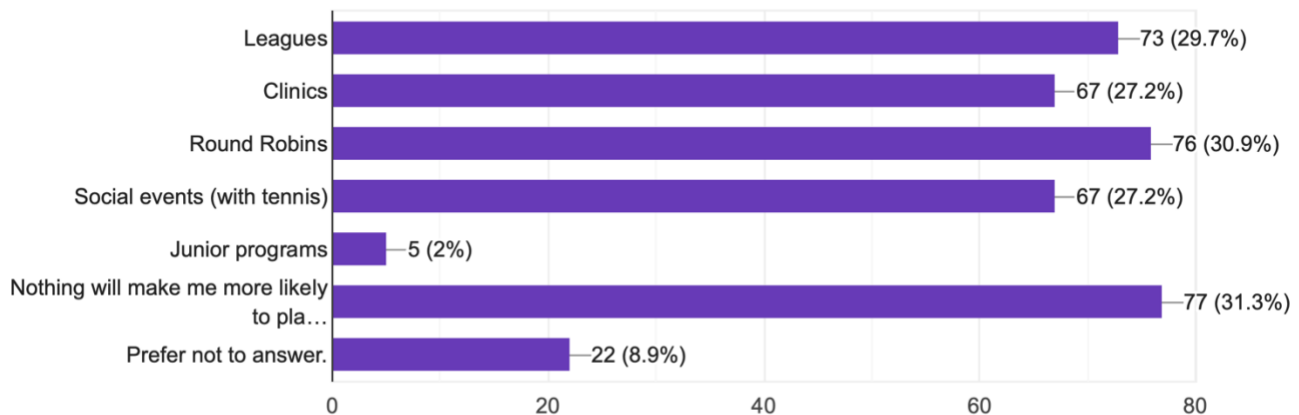
Please indicate your level of satisfaction with the combined tennis and social events offered prior to the pandemic at the ATC.

227 responses



As a summer member or year round member, what would make you more likely to play at ATC in the summer? (Check all that apply)

246 responses



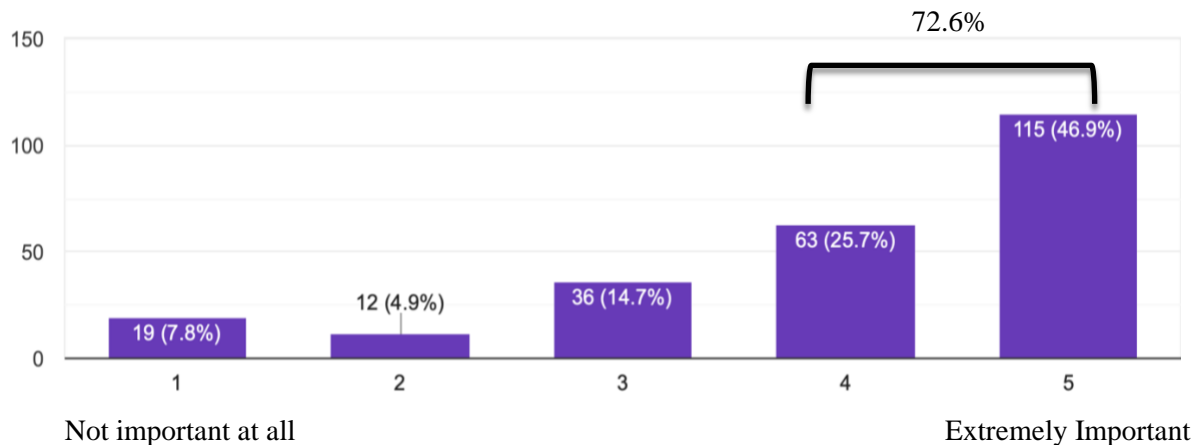
Lessons/Clinics

- Of the 248 who responded to this question, 2/3 have taken lessons/clinics of which 45% male and 55% female
- 80% of those that have taken lessons/clinics are in the 55+ age group
- As noted previously, the question as to the level of satisfaction with a lesson/clinic with an ATC club pro had to be removed from this analysis, as the framing was unclear as to whether it was referring to the current club pros or past club pros

Pro Qualifications

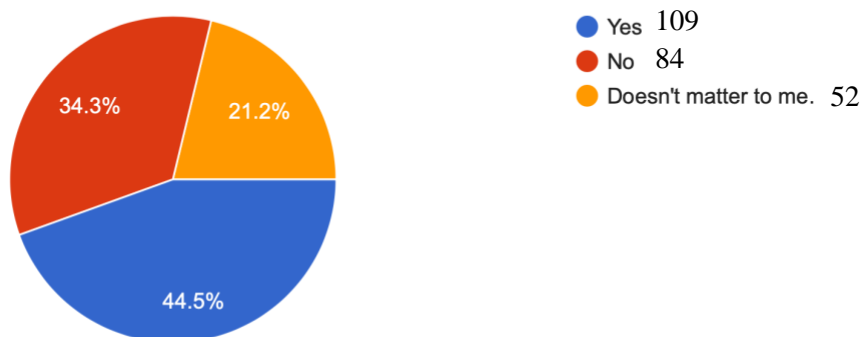
- 72.6% rated having a club pro with formal qualifications as important (graph below)
- In the comments section, many indicated this level should be a Club Pro 2 (CP 2)
- The question of whether the club needs 2 pros for a 4-court club was raised by multiple respondents
- There were some concerns that the current pros were only qualified to teach beginners
- Many also indicated that 2 pros should not take up 2 courts at the same time

Please rate how important it is to you as a member that ATC club pros have formal qualifications for tennis coaching (e.g., <https://www.tpacanada.com/becoming-a-coach/coaching-in-canada/active-certified-coach-requirements>)



If there were weekly clinics offered by the pro, would you be likely to attend? (e.g., doubles clinics, cardio, drill camp, stroke of the week)

245 responses

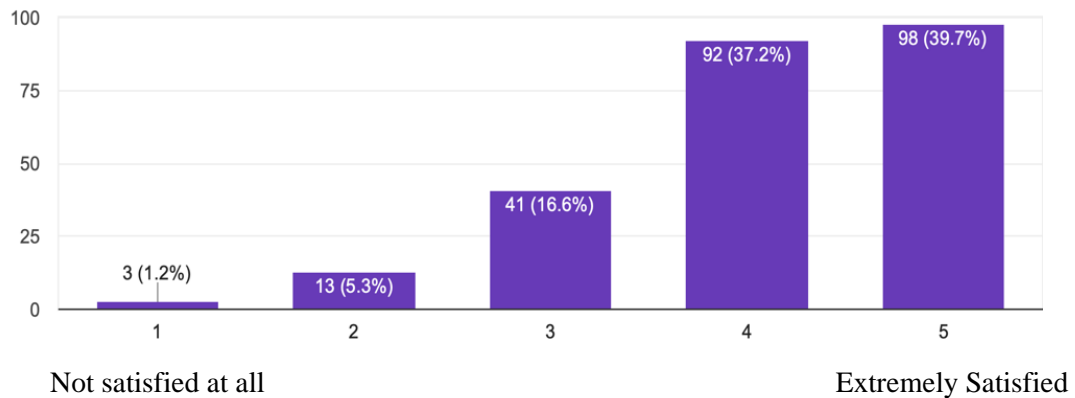


Communications by the Board with the membership:

- Suggestion that email formatting be changed to improve readability on smart phones and tablets
- Much improved communication by the current board, as compared to previous year
- Suggestions for monthly updates/newsletter
- Those on sabbatical want to be included in communications
- More transparency and honesty with regard to reno and communication around reno
- Minutes posted in a timely fashion on website (nothing since November)
- Membership not listened to was commented on by 2 people
- Complaint about lack of timely responses by president/board, especially to 'ask a question' section on the ATC website

Please rate your level of satisfaction with the communication to the membership by the ATC board.

247 responses



Final section: General Comments where Members were free to share their feedback:

- overwhelming positive response to idea of a survey, some think it should be done annually
- much appreciation for current board
- Mold issue was mentioned twice
- More active junior summer program
- One concern from an infection control point about the risk of transmission due to playing in a bubble
- A few comments about the need for more transparency concerning pro retainers; some felt the pros are getting big retainers with no visibility at the club and that running tournaments would be the expectation given the dollar value of retainer
- Some commented that it is member dollars that pay the pro retainer so members should have a say in what a pro does
- Disappointment with board that one of the previous pros was not allowed a membership and strong feelings that a membership be granted to this pro
- Several comments citing concerns with what happened with the previous pro and want assurances that such a situation will never happen again
- Single members have difficulty finding someone with whom to play (box ladder would be good for this)
- Booking of guest needs to be clearer, and a higher guest fee should be charged
- Maximize court usage – for example, there should never be 2 pros on courts at same time (this was mentioned by respondents in this general comments section, as well as in pro qualifications section)

Summary of key findings: This survey provided an opportunity for members of the Aldershot Tennis Club to share feedback with the board across a number of areas. Overall, the results suggest that members are very satisfied with the ATC. From the results, there are two key areas of concern that were voiced by members through the survey:

- 1) **Optimizing (and maximizing) available Court Time:** Organization of leagues, tournaments, as well as the time allocated for pros were raised by members as areas for the board to consider to ensure that court time is used effectively and efficiently.
- 2) **The Qualifications of the Head Pro:** The head pro is seen as having a critical role at the club in terms of determining programming, enthusiasm for tennis, and creating a friendly atmosphere. The majority of survey respondents identified having a pro with formal and recognized qualifications as very important and extremely important. The board has an opportunity to more clearly outline the qualifications for this position (i.e., determine if the position for the ATC club pro should be at least a Club Pro 2 [CP 2]).

Overall, survey respondents were very appreciative of the current Board's efforts to improve transparency and were grateful to the many volunteers that help keep the club operational. Respondents are excited to hear more about the upcoming renovations and to return to tennis when it is safe to do so. Our committee thanks all members of the ATC for completing this survey.