

## CSC Member Survey Response – Brief Synopsis

### Who responded to the survey?

We had 74 survey responses, out of a possible 167 members, representing a creditable 44% of the membership. 60% of the respondents take part in dinghy sailing, 34% take part in cruising, and 28% row.

The vast majority of respondents are over 50; very few younger adults responded; and a small handful of juniors. There is not much ethnic diversity, perhaps even a little less than might be expected from the ethnic profile of our catchment area. And nearly three-quarters of the respondents were male. This demographic profile clearly demands attention.

### Dinghy Sailing

**Importance:** Recreational sailing is important to most dinghy sailors, followed by dinghy racing, itself closely followed by events and regattas. Junior activities and day/weekend trips also appear to be fairly important. And although fewer people scored it as important, the use of club dinghies was still relatively important to nearly half the dinghy sailors – a factor to be noted if these sailors rely on club dinghies to be able to sail at all.

**Satisfaction:** Levels of satisfaction amongst dinghy sailors is high with respect to recreational sailing, dinghy racing, events/regattas and junior activities. Although still on balance positively satisfactory, the use of club dinghies and day/weekend trips scored lower satisfaction ratings.

**General:** Issues raised included racing formats/formality and class diversity; and communication around activities.

### Cruising

Responses from significantly more respondents than is reflected in the number of club moorings suggests a wider interest than just mooring holders.

**Importance:** Cruising single-handed or with family/friends is important to most cruiser sailors, followed by the summer cruise, this closely followed by cruiser day or weekend cruise in company; cruiser racing was overall the least important activity to cruiser sailors.

**Satisfaction:** Levels of satisfaction are generally on the positive side with respect to cruising single-handed or with family/friends, and with cruiser racing. However, summer cruise and cruiser day or weekend cruise in company scored on the negative side for satisfaction. And all activities except for cruiser racing were rated less positively in terms of satisfaction as compared with how positively important they were.

**General:** Issues raised included moorings and participation.

### Rowing

**Importance:** Most rowers regard the open rowing sessions as the most important rowing activity, whilst longer day or multiday trips, and regattas or events at Chanonry or elsewhere are all only slightly important in comparison. Racing and race training are generally not regarded as particularly important.



**Satisfaction:** Rowers are very satisfied with the open rowing sessions and the use of the St Ayles rowing skiffs, and moderately satisfied with the other elements of rowing, slightly more so in relation to regattas and events (at Chanonry and elsewhere).

**General:** Many rowers cite health/exercise and social reasons as their motivation; and various suggestions were made relating to communication and management of activities.

## Training

**Importance:** On-water informal training and coaching sessions are the most important training activities for members, closely followed by shore-based training; formal RYA training is deemed relatively less important.

**Satisfaction:** Members are very satisfied with the training in general, but particularly with the on-water informal training and coaching and shore-based training.

**General:** Many members regard training as important for the club, regardless of whether or not they actually participate themselves.

## Facilities and Social

**Importance:** The most important facilities for members are the slipway, the toilets, the parking area and the harbour, closely followed by dinghy storage, changing facilities, the members' lounge, catering and social events. Winter cruiser storage ashore and cruiser moorings are relatively less important, though this may simply reflect the proportion of cruiser sailing respondents.

**Satisfaction:** Members appear to be pretty well satisfied with the facilities, particularly with the catering, dinghy storage and the harbour. None of the facilities members were asked about in the survey scored overall negatively.

**General:** Some practical issues that need addressing, such as the condition of the slipway, were highlighted, along with a number of suggestions about how to manage some of the facilities, including to improve accessibility.

## Volunteering

An impressive 77% of respondents volunteer their services in one form or another. There is an overwhelmingly positive attitude towards volunteering, and many constructive comments given that help to provide a picture of the crucial role that volunteering has within the club, and many useful suggestions on ways to help improve this vital aspect.

## How much do we rate the club as a whole?

Members were asked to rate friendliness, communications with members, value for money and on-water experiences. In all categories the ratings averaged over 4 out of a possible maximum of 5. And the average likelihood of respondents recommending the club to a friend averaged 4.41. All of which at least suggests that most of those who returned a survey feel positively inclined towards the club!

