



External Survey 2021

As part of the club development process the club wanted to find out what other people and organisations in the community wanted or needed from the club. A survey was distributed directly and via social media platforms in March 2021. This is a brief summary of the results.

Responses

7 from organisations

132 personal responses

Activity

Lots of interest in things we do not currently provide, especially SUPs, Swimming and Kayaking.

Many people wish to do multiple activities

Good interest from potentially new members in our existing activities of sailing and rowing

Experience

While we didn't ask this question, many people have commented, unprompted, that they are looking for beginner level taster or come and try sessions.

Several comments from people wanting to do this as a family group.

Some comments from people who 'sailed as a child' etc and could be tempted back.

Clubhouse

There was overwhelming desire for access to the clubhouse, with most people wanting to make use of toilets and changing facilities, showers, followed by the lounge/catering.

Many comments from open water swimmers would be prepared to pay for access to changing, showers, toilets.

People would like to use it to socialise 'lovely place to have a drink in the evening'

Barriers

Very few. The majority of responses cited no barriers. Only very small numbers expressing concern on health grounds, but the major issue reported was lack of awareness. A few comments about the joining fee being perceived as expensive and sailing more generally being considered an expensive sport.



What can we do to enable more activity?

There was a desire for taster sessions/come and try different activities.

Some comments looking for the safety/reassurance of a RIB for swimming/paddle boarding. Several comments about wanting to hire equipment or have access to club equipment.

Scope to bring in external instructors for some activities we don't run directly.

A few comments about pricing. Suggestions of an introductory block of lessons, or two months trial were suggested as alternatives to an annual fee.

A couple of comments from organisations looking for taster/introductory sessions for teachers/youth leaders first, before developing activity for children.

Other observations

Several comments about how amazing the location is.

People grateful that we reached out to the community

Almost everyone supplied an email. We have approx. new 130 email addresses from people keen to be involved, which is brilliant!

People heard about the survey almost exclusively on Facebook (incl. various FB groups, notice boards)

We didn't ask about gender of people responding, but from an unscientific reading of email addresses, most appear to be female.