Background

Members were invited to take part in an online satisfaction survey.

The survey was commissioned by the RYA and conducted by TLF Research, an independent agency which specialises in measuring satisfaction.

Overall, 89 clubs, and a total of 6259 members took part. 22968 surveys were sent out to members and the overall response rate was 27.3%.

This report summarises the key findings for Dart Sailability. More data will be provided by the RYA.

The online survey ran from 31st May to 1st July.

41 Members took part.

35.3% Response rate. TLF Research sent out 'unique' links in order to accurately track response and compile findings by club.

Methodology

Members were asked to score their satisfaction with the club on a scale of 1 to 10 (1 being 'Not at all satisfied' and 10 being 'Completely satisfied').

Members were also asked to give scores for importance to help the club understand what matters to them. (1 being 'Not at all important' and 10 being 'Extremely important').

As well as scores, members were also asked to give comments to provide useful context around low scores and help the club understand the background.
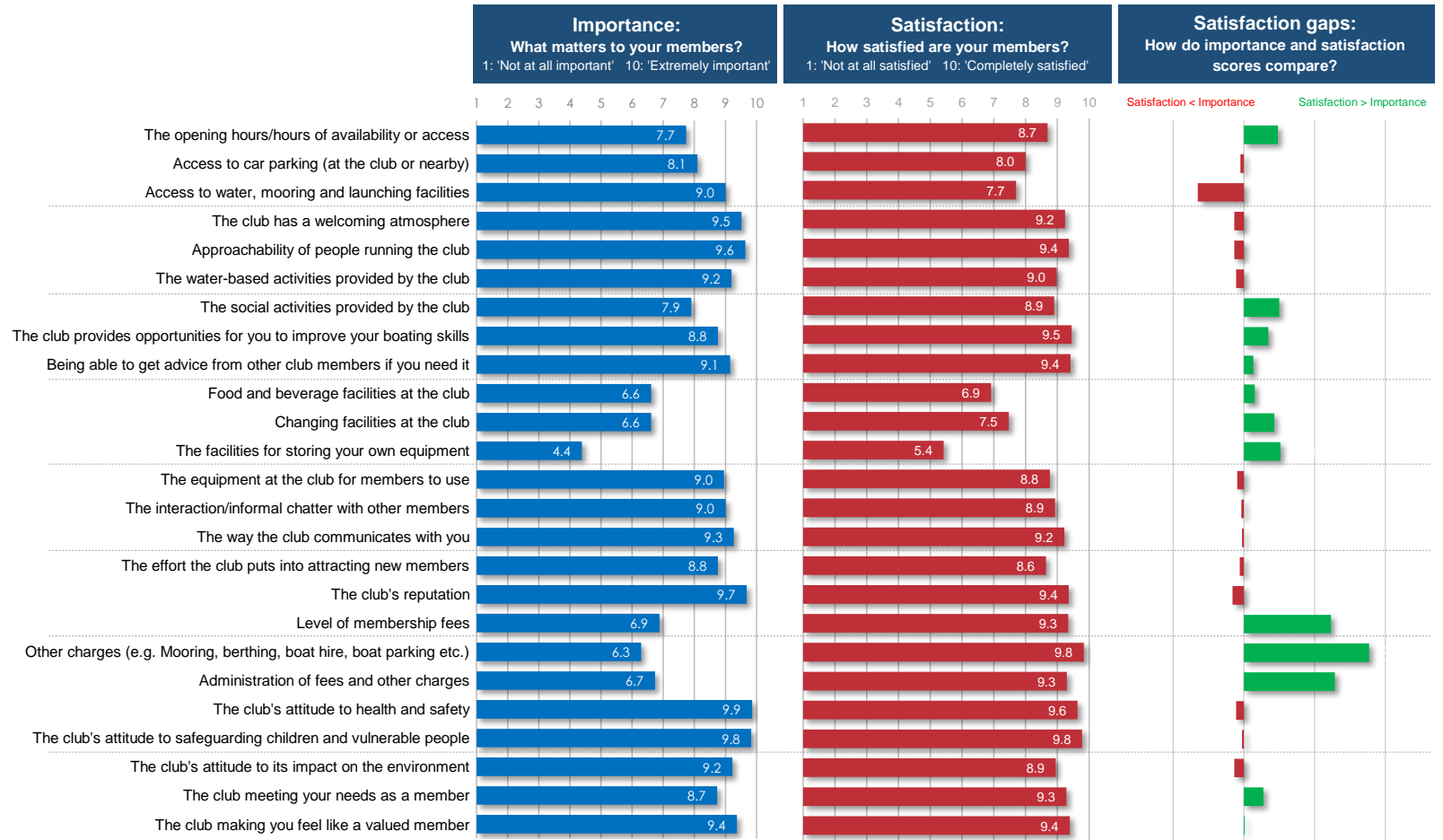
The questionnaire also included questions around loyalty (i.e. remaining a member, recommending the club to others) and many other factors to provide a greater depth of understanding. All responses were given with anonymity assured.

Key Scores for Dart Sailability

89.5

Customer Satisfaction Index (CSI)

The CSI takes into account what is important to your members. It is calculated by taking all the satisfaction scores in the chart and applying a weighting to each one based on importance. So, satisfaction for the most important factor gets the heaviest weighting. The CSI is a universal, recognised method of satisfaction measurement.

	Importance: What matters to your members? (1: 'Not at all important' 10: 'Extremely important')	Satisfaction: How satisfied are your members? (1: 'Not at all satisfied' 10: 'Completely satisfied')
The opening hours/hours of availability or access	7.7	8.7
Access to car parking (at the club or nearby)	8.1	8.0
Access to water, mooring and launching facilities	9.0	7.7
The club has a welcoming atmosphere	9.5	9.2
Approachability of people running the club	9.6	9.4
The water-based activities provided by the club	9.2	9.0
The social activities provided by the club	7.9	8.9
The club provides opportunities for you to improve your boating skills	8.8	9.5
Being able to get advice from other club members if you need it	9.1	9.4
Food and beverage facilities at the club	6.6	6.9
Changing facilities at the club	6.6	7.5
The facilities for storing your own equipment	4.4	5.4
The equipment at the club for members to use	9.0	8.8
The interaction/informal chatter with other members	9.0	8.9
The way the club communicates with you	9.3	9.2
The effort the club puts into attracting new members	8.8	8.6
The club's reputation	9.7	9.4
Level of membership fees	6.9	9.3
Other charges (e.g. Mooring, berthing, boat hire, boat parking etc.)	6.3	9.8
Administration of fees and other charges	6.7	9.3
The club's attitude to health and safety	9.9	9.6
The club's attitude to safeguarding children and vulnerable people	9.8	9.8
The club's attitude to its impact on the environment	9.2	8.9
The club meeting your needs as a member	8.7	9.3
The club making you feel like a valued member	9.4	9.4

Satisfaction gaps: How do importance and satisfaction scores compare?

Satisfaction < Importance   Satisfaction > Importance

Average importance scores tell us what is important to members (as scored by members themselves).

Average satisfaction scores tell us how well the club is performing by indicating how satisfied members are.

Gaps show us the difference between importance and satisfaction scores by indicating potential shortfalls in performance and showing us where the club is doing well.

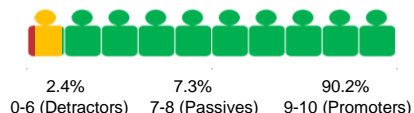Please note: Satisfaction requirements are sorted in questionnaire order.

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Loyalty

9.6 — **Likelihood to recommend**
(Average score out of 10)

Members were asked 'Based on your experience, how likely or unlikely would you be to recommend membership of Dart Sailability to friends or relatives?'

The breakdown below shows the % of members who gave low, medium and high scores. Those who gave high scores are called Promoters and those who gave low scores are called Detractors.
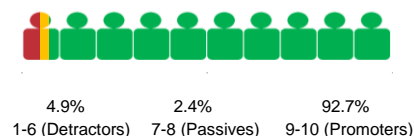
2.4%	7.3%	90.2%
0-6 (Detractors)	7-8 (Passives)	9-10 (Promoters)

87.8% — **Net Promoter Score (NPS)**

NPS is calculated by subtracting the proportion of members scoring 0 to 6 (detractors) from the proportion scoring 9 and 10 (promoters).

9.6 — **Likelihood to renew membership**
(Average score out of 10)

Members were asked 'When renewal is due, how likely or unlikely are you to renew your membership of Dart Sailability?'

4.9%	2.4%	92.7%
1-6 (Detractors)	7-8 (Passives)	9-10 (Promoters)

How satisfaction varies...

The Customer Satisfaction Index (CSI) for your club is 89.5

In the charts below, you can see how the Satisfaction Index varies between different members based on their characteristics or their activity etc. The higher the Customer Satisfaction Index, the more satisfied the members are.
The sample size is shown in (). Sample sizes marked with a * are low so treat these results with caution.

By length of membership

Category	CSI
Less than 1 year (2*)	77.7
1 year to less than 3 years (12)	90.0
3 years to less than 5 years (10)	87.9
5 years to less than 10 years (9)	89.6
More than 10 years (5)	91.5

By frequency of visit

Category	CSI
More than twice a week (4*)	91.5
Twice a week (10)	85.7
Once a week (14)	90.4
Fortnightly (2*)	89.3
Monthly (2*)	95.8
Less frequently than monthly (1*)	84.6
It varies - as and when I can (6)	88.9
Not at all (0*)	

By age

Category	CSI
Under 24 (0*)	
25-34 (1*)	97.3
35-44 (0*)	
45-54 (2*)	86.9
55-64 (10)	85.4
65+ (21)	89.3

By gender

Category	CSI
Female (13)	90.3
Male (26)	88.6

By skill level

Category	CSI
Beginner (2*)	89.2
Intermediate (24)	88.8
Advanced (10)	89.2

Satisfaction compared with other clubs

Customer Satisfaction Index (CSI)

We generated a CSI for each club that took part in the survey.

The chart is a Customer Satisfaction Index (CSI) League Table showing the range of club scores from the lowest to the highest. It shows your club's position compared to all the other clubs' results (88 other clubs).

The highest CSI is 95.4 and the lowest is 70.4. The average CSI is 83.8.

Highest club CSI

CSI: 89.5
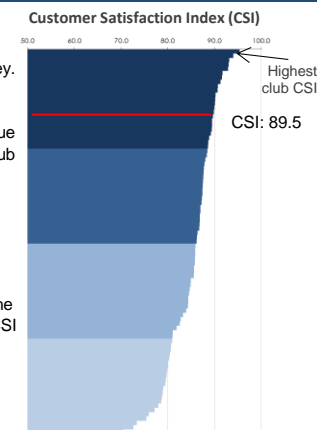
The club described in one word

Members were asked to describe Dart Sailability in one word.
The 5 most frequently mentioned words are shown along the number of times the word was given.

Word	Count
Friendly	9
Excellent	5
Fantastic	3
Welcoming	2
Fun	2

What these results will show you

These results show you what matters to your members; your strengths, weaknesses and where performance could be better [see Satisfaction Gaps over page].
The Satisfaction Index and the loyalty scores are useful headline scores especially if you conduct the survey again in future. You can compare or 'track' results.
These results are a snapshot of the findings. You can dig into your club's anonymised data set if you feel like you need to know more.
Be guided by what matters to your members. They will base their judgement of your performance on what is important to them. If you focus on their needs, your performance compared to the other clubs will take care of itself in time.
Our advice is to read the results with an open-mind, don't over analyse the results, but consider the themes and trends.
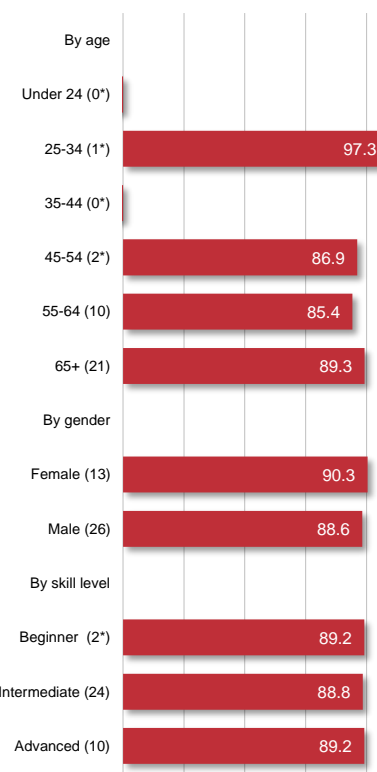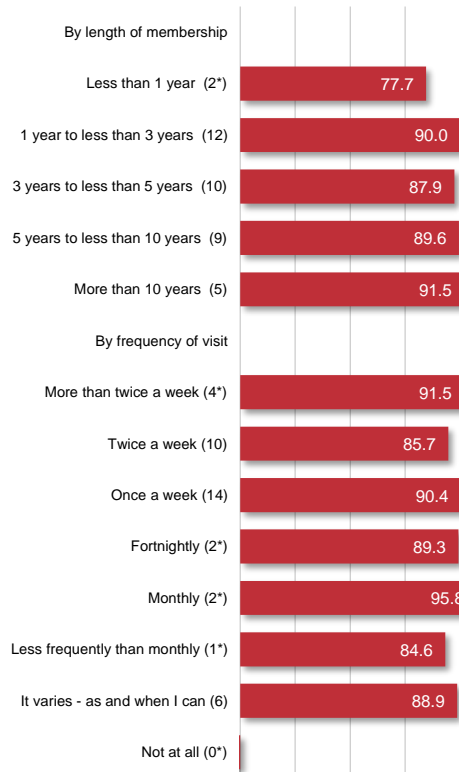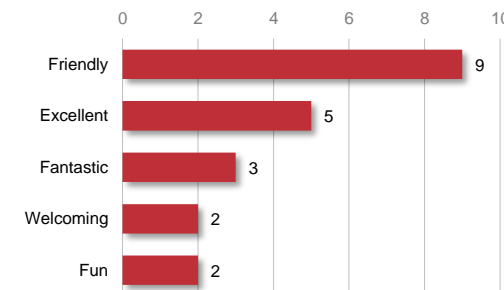
Remember giving feedback takes time and your members chose to give you feedback because they want you to know what they think and that shows they care about the relationship.

What to do next

Take time to review the findings including reading your members' comments (provided in a separate spreadsheet). What members have to say will give you lots of invaluable context and insight that will help you decide what to do next.
Consider what your members are saying and what action you can take to improve satisfaction and loyalty. There is always room for improvement and your club will benefit from changes you make.
Decide to focus on three or four areas where you can make a difference. Do not try to do too much. Consider what changes could be quick or relatively low cost to address - they could be 'quick wins'. Doing something is better than doing nothing - so be sensible about what you can change.

Thank members for taking part. Feed back the results of the survey to all members; it doesn't have to be in detail, just let them know the major headlines and action you are taking based on the findings. Remind members of your strengths too and what everyone likes about the club.

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