

DQSC Survey 2022

Results: For HC, CC, SC Review and Feedback

Overview

- Between 70 and 80 people completed the survey (76 most likely).
- Assuming that most will have been one person per membership, this equates to around 20% of memberships, or 10-15% of members; a reasonable return.
- Where percentages are shown against 'satisfaction' questions, they are percentage respondents who replied 5 (very satisfied) and 4 (satisfied). Propose that over 75% should be considered good performance.
- Summary provided at the end of each section, with proposed implications for the strategy.

On the water

Welcome to the Members Survey 2022

71 OK! 71

Which water sports do you already participate in (whether or not linked to DQSC)?

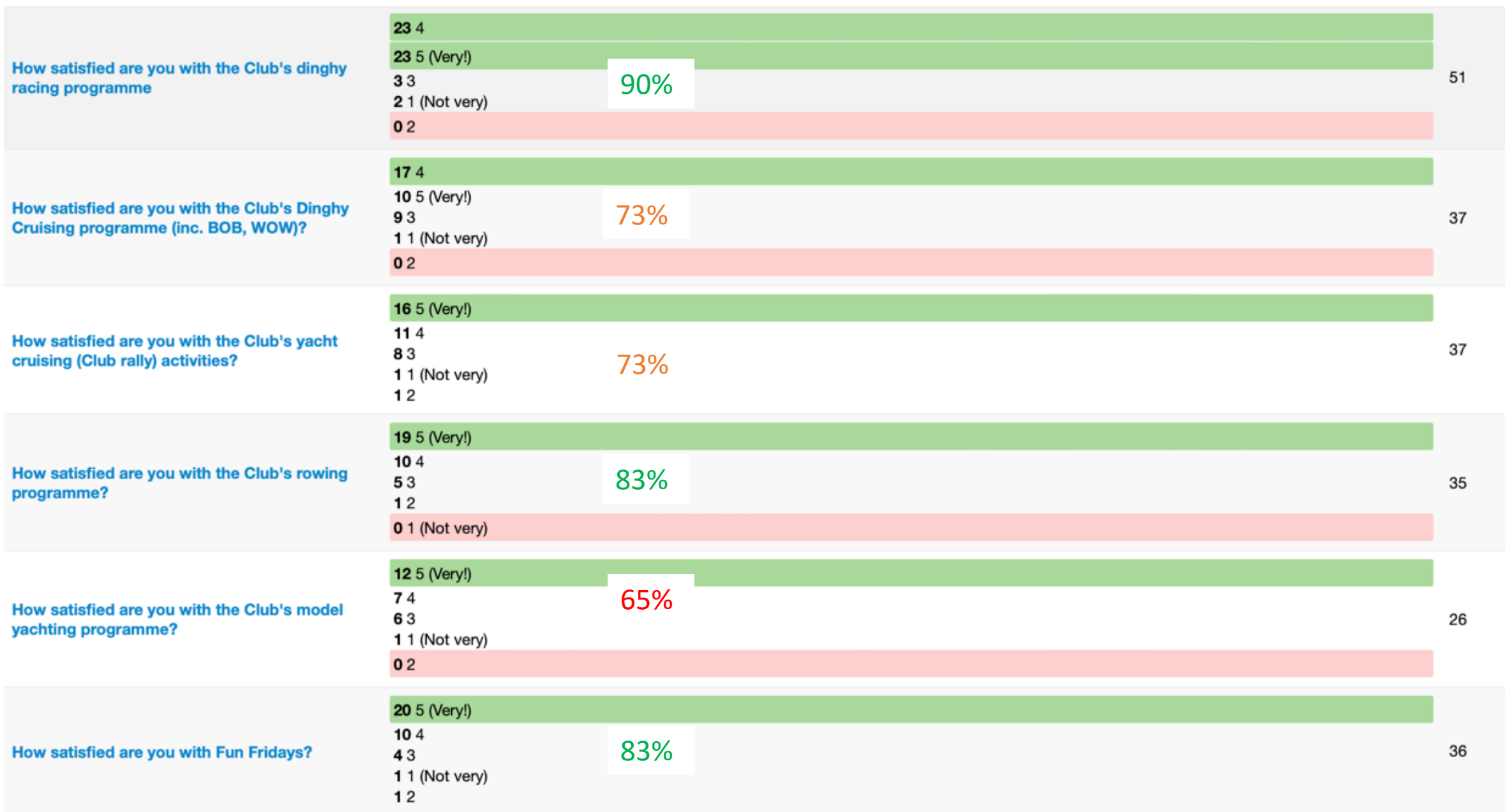
56 Dinghy Sailing (all types)
44 Yacht sailing (all types)
27 Paddleboarding
25 Kayaking
22 Rowing
15 Open water swimming
13 Motorboating
9 Model yachting
5 Windsurfing
1 Kite surfing
1 Wing sailing/surfing/foiling 218

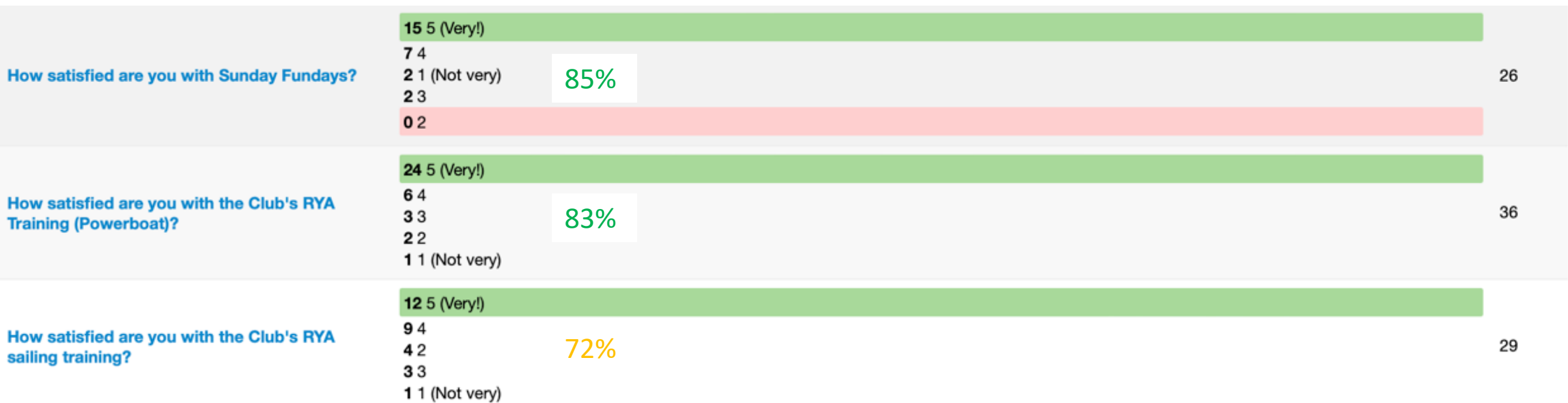
Are there any water sports you anticipate doing for the first time in 2022?

9 Rowing
6 Wing surfing/sailing/foiling
4 Model yachting
3 Dinghy sailing (not racing)
3 Paddleboarding
3 Kayaking
1 Dinghy racing
1 Yacht cruising
1 Yacht racing
1 Kite surfing
1 Windsurfing
0 Open water swimming
0 Junior Week 33

Which Club organised water based activities do you or your family participate in, or anticipate participating in? (select all that apply)

38 Dinghy Racing
30 I spend time on the water, but not in Club organised activities
25 Rowing
25 Fun Fridays
22 Yacht Cruising (Club Rallies)
20 Dinghy Cruising (inc. BOB/WOW)
15 Junior Week
10 Sunday Fundays
9 Model Yachting 194





On the water summary

- Participation:
 - Dinghy sailing the most popular, yacht sailing not far behind
 - Paddlesports really strong
 - Openwater swimming and motorboating also in double figures
- What will members be trying:
 - Rowing is the sport most will be trying, with other 'non-competitive' activities also featuring
- What club activities:
 - Most who replied race, but those who don't participate in club activities are the next biggest group
 - Popularity of rowing and fun Fridays etc. also clear
- Comments:
 - Quite balanced
 - Feels like appetite for more organised events across all paddlesports
 - Some simple ideas (e.g. QR codes in club) that can be implemented quickly
- Implications for the strategy:
 - Ensure that offer continues to be diverse
 - Expand planned events for paddlesports
 - Look to work on those areas with less than 75%:
 - Model yachting
 - Dinghy cruising
 - Yacht cruising
 - Pressure on volunteering will increase: likely more tracking required and ensuring those qualified do qualified roles. More analysis is currently underway by JR

Training

What DQSC Training activities have you participated in?

39 RYA Powerboat (L2 or Safety Boat)

11 Sailing

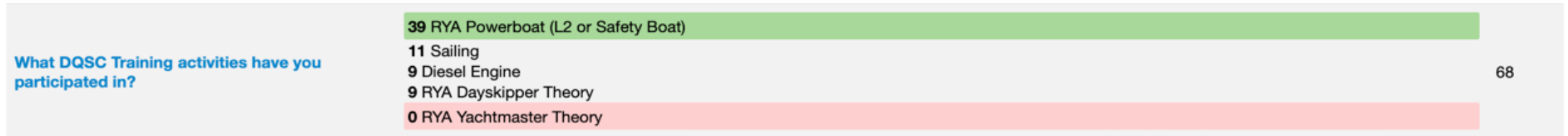
9 Diesel Engine

9 RYA Dayskipper Theory

0 RYA Yachtmaster Theory

68

Training summary



- 57% of respondents had done PB courses (aligned with our needs for running racing)
- Comments show possible interest in additional training across a wide range of activities
- Implications for strategy:
 - We may need to develop a specific sub-strategy for the training centre to look again at operating model and offer – to be discussed with TC Principal and others

Social

THIS SECTION IS ABOUT OUR SOCIAL ACTIVITIES... **72 OK!** 72

Which social events are you interested in this year, assuming no restrictions (tick all that apply)? 280

- 39 Summer Party (25 June)
- 38 Christmas Drinks (17 December)
- 35 BBQ (27 August)
- 30 Laying Up Supper (19 November)
- 29 Fun Fridays (throughout the season)
- 29 Autumn Social (22 October) - Details of the event will be published nearer the date
- 23 Cruiser social (21 April) - Meal and talk by Tristan Gooley, The Natural Navigator
- 21 AGM Lunch (27 November)
- 19 New Members Evening (14 May)
- 10 Darts Match (15th April) - Our annual match against Emsworth Slipper!
- 7 Junior Socials (30 April, 15 October)

How satisfied are you with the social programme? 66

28 4

24 5 (Very!)

11 3

2 2

1 1 (Not very)

79%

How satisfied are you with the galley offer? 69

30 5 (Very!)

25 4

11 3

2 1 (Not very)

1 2

80%

Does the galley offer value for money? 71

45 5 (Very much so!)

19 4

3 3

2 1 (Not really)

2 2

90%

How satisfied are you with the bar offer? 67

23 5 (Very!)

22 4

16 3

4 1 (Not very)

2 2

How satisfied are you with the bar offer?



Social summary

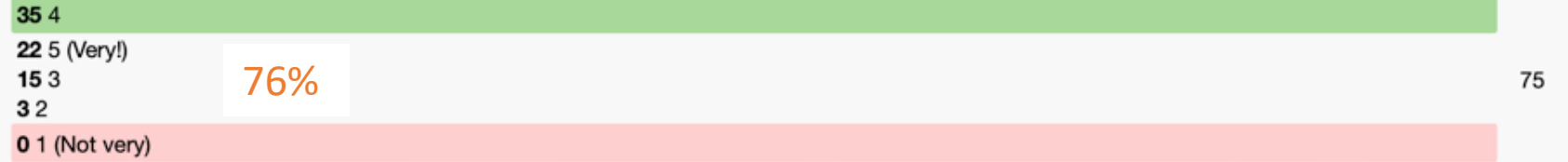
- Good spread of interest across all events
- Satisfaction good, so doing something right!
- Galley:
 - Comments show some clear opportunities for breadth of offer and opening hours
 - Only 3 'yes' and 6 'maybe' to being galley supervisor; 27 committed 'no'
- Bar:
 - Opening frequency, hours and offer all clearly issues we need to address
- Implications for strategy
 - 'Events' part of social looks strong, should keep doing what we're doing
 - Clearly a need and opportunity to look at the 'regular' offers of bar and galley
 - Should look at things such as:
 - Extension of operating hours
 - General house duty vs dedicated bar
 - Overall model: would a bar and galley franchise be a better option?

Club Facilities

THIS SECTION IS ABOUT THE CLUB'S FACILITIES...

72 OK! 72

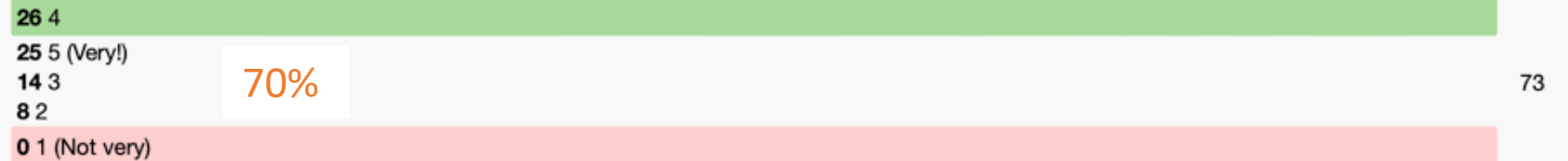
How satisfied are you with the overall Club premises?



How satisfied are you with the Clubroom?



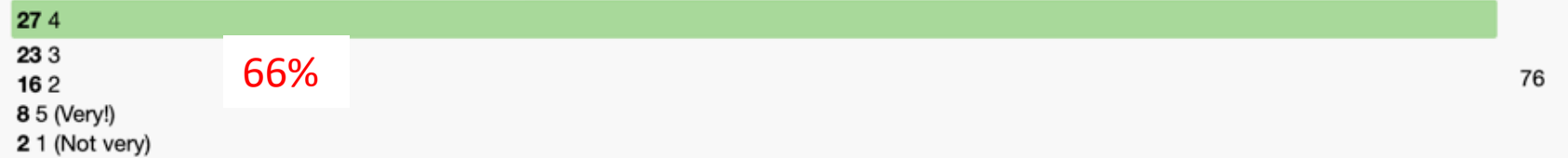
How satisfied are you with the the Lounge?



How satisfied are you with the Changing Rooms (before planned works)?

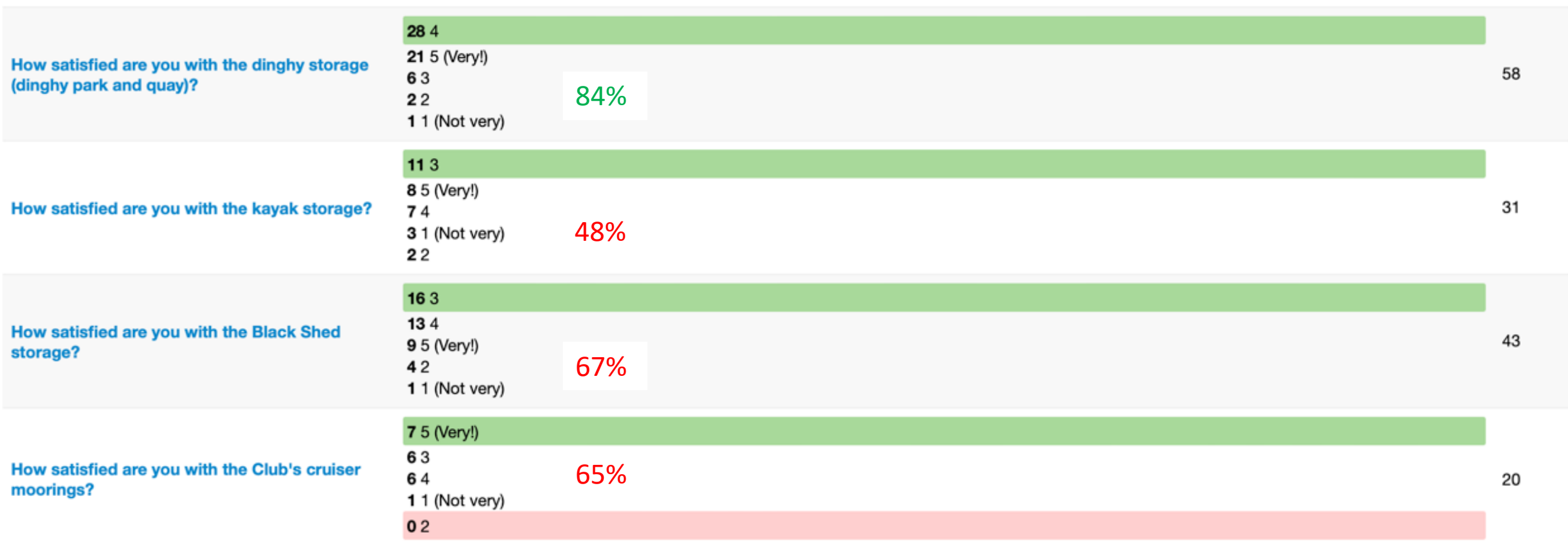


How satisfied are you with the Toilet facilities (ground floor)?



How satisfied are you with the workshop facilities?





Facilities Summary

- Overall, members want more and better, but 76% positive for 'overall' shows most have balanced view
 - % positive for changing rooms and toilets show right focus
 - May be an issue with the kayak racking – worth contacting those members with kayaks to explore more
 - Moorings result may just be around low numbers, but could be influenced by this year's pricing error
 - Feedback well aligned with satisfaction scores
- Implications for strategy:
 - Shows that balance of VFM/cost of membership with investment in facilities will continue to be crucial, as will communicating that balance
 - Members want more, but are they willing to pay?

Communications

THIS SECTION IS ABOUT HOW WE COMMUNICATE WITH YOU...

71 OK! 71

What methods of communication do you use to find out about what's happening at the Club? (tick all that apply)

72 Website 292
67 eNews (our frequent email news updates)
46 WhatsApp groups
45 Quay News (our twice-a-year in-depth magazine)
44 Yearbook
9 FaceBook
5 Twitter
4 Other

Which of these do you use most to obtain information about the Club and its activities? (choose one option)

27 Website 77
18 e-News (our frequent emailed news updates)
15 WhatsApp groups
12 Yearbook
2 Quay News (our twice-a-year in depth magazine)
2 Other
1 Twitter
0 FaceBook

Would you like to have Quay News delivered in hard copy?

48 No 76
21 No preference
7 Yes

How satisfied are you with the way the Club communicates with you?

32 5 (Very!) 77
29 4
11 3
4 2
1 1 (Not very)

79%

Communications Summary

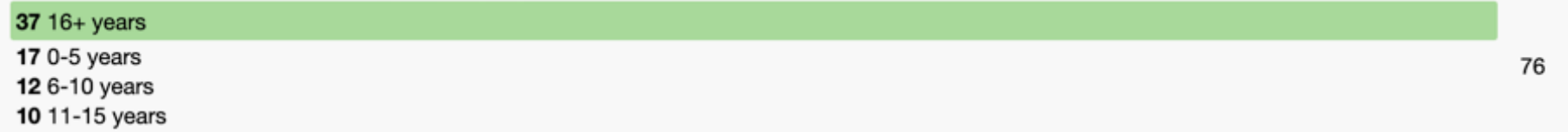
- Website most popular way of getting information
- Web and e-news make up about half of votes cast
- WhatsApp very highly used
- Other social media very low usage
- Only 9% want hard copy QN
- Feedback fairly balanced, but
 - tends towards more regular emails in future
 - Many comments on the need to improve the website
 - Two comments asking to be able to select the comms they get and don't get
- Implications for the strategy:
 - Website rebuild essential
 - More to be done on embedding SCM
 - More structure to most communications required
 - Comms cannot be by WhatsApp alone, we need to cater for those who don't use it
 - Consider trying to recruit a strategic comms lead from the membership to take this on, thinking about both how we:
 - communicate with/market to existing members and
 - how we communicate with/market to potential future members

Being a member

THIS SECTION IS ABOUT BEING A MEMBER AT DQSC...



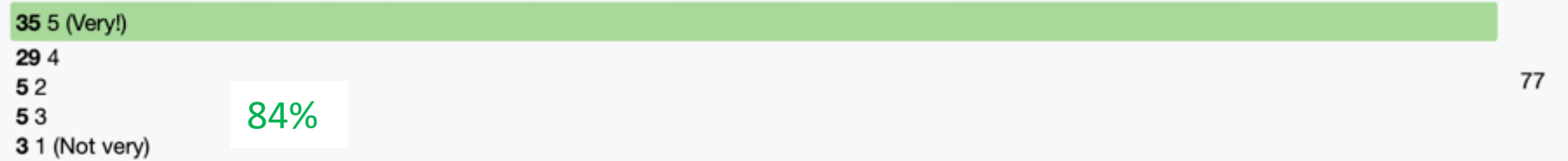
How long have you been a member of DQSC?



How satisfied are you with overall value for money of DQSC?



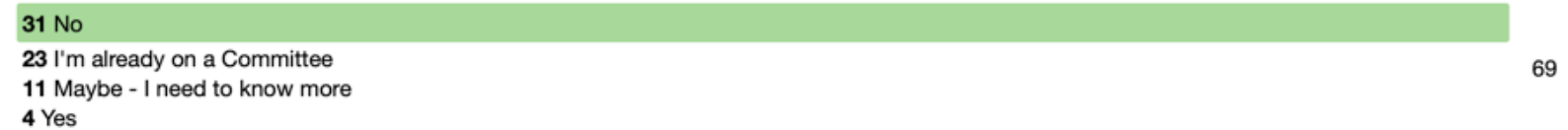
How easy do you find managing your membership in Sailing Club Manager?



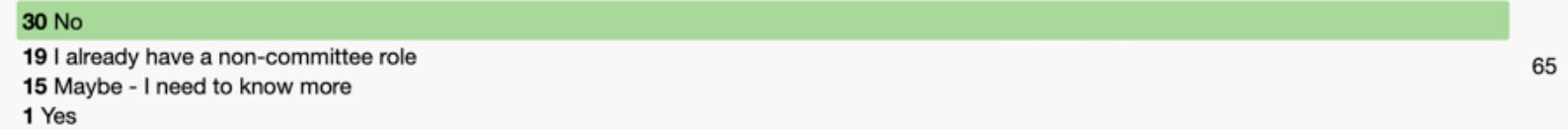
How easy is it to be a member of DQSC?



Would you be willing to assist by joining a committee?



Would you be willing to assist by taking on a non-committee role?



Being a Member summary

- Overall positive
 - Comments indicate some opportunities for better induction
 - Of those not already on a committee, 1/3 said yes or maybe
 - For non-committee roles, 53% said yes or maybe
 - Concerned by comment that a member has been told “if you just want to row, join a rowing club”
 - Comment on considering financial aspects of EDI is important
 - Offers re website rebuild useful
- Implications for strategy:
 - Website rebuild
 - Need better comms of our strategic aim to widen membership to those who just want to participate in paddlesports (could ask the commenter to take this on?)
 - Highlights need to replace Membership Secretary to support induction
 - Need to follow up with the individuals who said yes/maybe to roles

ED&I

ED&I Summary

- Of those who responded and did not select 'prefer not to say':
 - 67% male
 - 100% same gender as at birth
 - 76% married
 - 97% heterosexual
 - 89% over 45
 - 54% Christian, 40% no religion, 5% 'other', 0% other religions listed
 - 100% white
- Implications for strategy:
 - Not reflective of current or future national or, more importantly, local demographic
 - Implies need to consider how and where we market the Club
 - Previous note re financial inclusivity is also important: fees structure project needs to consider affordability, joining fee etc.

Next Steps...

- Flags to take to their committees, with DRAFT strategy document
- Publish Flag version of survey to members on website indicating how we are using it
- Flags communicate ideas, thoughts from May/June meetings to Comm, Vice, Hon Sec, as they arise and...
- ...in time for consolidated view and impact on strategy to be agreed at June/July GC meeting
- At AGM, deliver strategy + 'you said, we did' document