



Club Satisfaction Survey 2013

British Gymnastics (BG) is a membership-based organisation, keen to ensure we are delivering the best possible service to our members. Working within the fast-paced sport industry, we are constantly challenged to evolve in order to meet the increasing needs of our members. Through the development of a set of clearly defined strategic priorities, investment projects and sustainable infrastructure, we are working hard to meet the increasing needs and levels of service, required by our membership.

To this end, we took the decision to undertake an independent review of how well you think we are performing. As a BG affiliated club, your view is vital in providing us with insight into our current levels of service and how they impact upon your club operations and management. Your views and feedback are also essential in helping us shape our future plans to deliver what you need, when you need it.

In April 2013 we asked 250 BG affiliated clubs across England and Northern Ireland, to tell us how satisfied they were

with the services provided by BG. The primary objective was to learn which areas we need to focus on to provide a better service to our members. To guarantee this process was carried out in a professional and impartial manner, we appointed The Leadership Factor Ltd, an agency which specialises in customer satisfaction measurement, to carry out the exercise on our behalf.

The results of this survey have given us a baseline for how we are currently performing and we are actively using these results to develop and implement a key set of actions to address the areas you have identified for improvement. We plan to repeat the survey next year, to measure how much progress has been made.

British Gymnastics would like to thank you for taking the time to be involved in the survey and help steer the ongoing development of our customer service provision at British Gymnastics.

What makes our clubs happy?

We are starting to make progress in delivering our new brand values: 'Welcoming, leadership, progressive, proud, supportive, unifying and inspiring'.

"If I ever have a problem they are at the end of the phone. They are always there to help"

– [Supportive]

"I do think that they provide something more than a sport and they are very good"

– [Proud, Unifying, Inspiring]

"I am running a brand new club, and I have had to phone them (British Gymnastics) on a weekly basis. They have been so helpful, and even if they can't answer a question straight away, they will call you straight back. They have been fantastic for any information that I need"

– [Welcoming, Supportive, Leadership]

"They are very proactive and everything that I need for my club is always dealt with speedily"

– [Progressive, Supportive]

What we need to focus on to improve satisfaction

The results of the survey showed us which factors drive satisfaction amongst clubs. The main factors which were found to have the biggest impact on improving satisfaction are shown below. British Gymnastics will now focus on these three areas to improve the satisfaction levels of clubs.

Understanding needs of the member clubs

- This was found to be very important to clubs
- More interaction with British Gymnastics was requested by clubs

Responsiveness to requests from clubs

- One of the most important factors for clubs
- This has a strong correlation with overall satisfaction

Make member clubs feel valued

- Clubs want a closer relationship with British Gymnastics
- Many comments were linked to understanding needs of the member clubs and responsiveness to requests from clubs

Plans for improving satisfaction

Your input is valuable for planning and implementing improvements. We will use this insight to focus our efforts on the things that matter most to you.

You said...

We listened...

Understanding needs of the member clubs

"I don't feel that anyone ever asks if there is anything specific to my club that they can do"

- Work is well underway on creating improved communication channels to make sure the diverse needs of clubs are understood, addressed and factored into our business planning
- BG will be requesting information from clubs about how you operate which will enable us to identify your needs, so that we can offer a more appropriate service

Responsiveness to requests from clubs

"When you request information, they are slow to respond or do not respond at all"

- BG will conduct further research on the different interactions clubs have with us to understand the areas that need improvement
- BG will invest in a dedicated customer service department to enable us to respond to your requests quickly and accurately
- BG will continue to build on the services we provide free of charge to our member clubs, through the new GymNET Club Management system, to give clubs better management tools and business support

Make member clubs feel valued

"We are not valued as a club because we are not listened to"

- BG will continue to develop effective ways to gather your views, making sure feedback is listened to, understood and acted on
- BG will work with representative groups from clubs and stakeholders to ensure the value we provide to clubs is clear, measurable and brings real benefits to our members

This section explains how we carried out the survey

Exploratory research was conducted by British Gymnastics between February and September 2012. This involved in-depth consultation with clubs to understand how they operate, the challenges and opportunities they face and what is important to them in relation to the service we provide. This research was needed to make sure that the club satisfaction survey focussed on the right issues. Questions in the survey were based on 20 factors that were found to be important.

These are the factors assessed in the survey

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| <ul style="list-style-type: none">• Frequency of communication• Accessibility of communication• Keeping you informed of developments at British Gymnastics• Different methods of communication used• Understanding the needs of your club• Approachability of British Gymnastics• Feeling valued as a customer member• Level of interaction with staff• Professionalism of British Gymnastics• Guidance on business matters related to running a club• Guidance on management of Health & Safety at clubs | <ul style="list-style-type: none">• Guidance on management of member welfare at clubs• Responsiveness to requests• Knowledge of British Gymnastics staff• Cost representing value for money• Pro activity of British Gymnastics in promoting gymnastics• Quality of education for coaches• Order processing times (Gymnastics Enterprises Ltd - GEL)• Range of programmes for participants• Opportunities made available through the British Gymnastics national events programme (e.g. competitions, festivals, displays) |
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The Leadership Factor Ltd carried out telephone interviews with 250 clubs in England and Northern Ireland, with interviews taking place during April 2013. Clubs were asked to score British Gymnastics' performance (i.e. how satisfied they are) against a list of 20 requirements. They were then asked to score them again for importance.

Contact us

If you have any questions or comments regarding the survey please contact Seyram Atubra, Research Manager by emailing seyram.atubra@british-gymnastics.org