

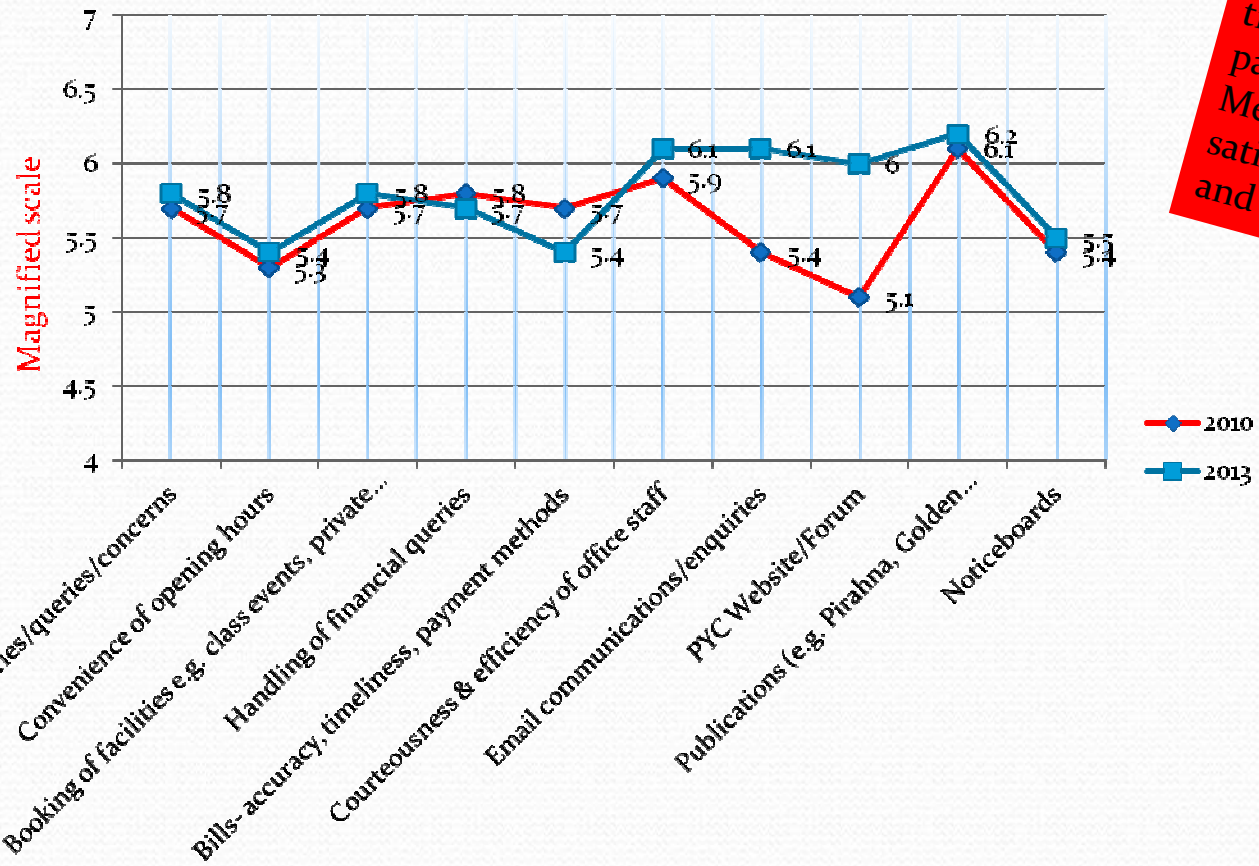
PARKSTONE YACHT CLUB MEMBER SATISFACTION SURVEY 2010 & 2013

Sara Briscoe
GC Membership

- We undertook the first membership satisfaction survey in 2010 and we repeated it in 2013.
- This presentation shows a side by side analysis of the two surveys.
- The survey asked how satisfied members are with the range of club services:
 - Administration and communications
 - Clubhouse, bar, catering & socials
 - Yard, haven & moorings
 - Racing, safety & training
 - Fees & pricing
 - Flag officers and GC

- The following charts show the average scores for satisfaction for each aspect of the club's provision
- Members were asked to indicate their satisfaction on a SCALE of 1-7 (1=Very dissatisfied, 7= Very satisfied)
- An average score of 3.5 would indicate that members are neither satisfied or dissatisfied.
- All scores were over 4.6 with only two scores below 5.
- This indicates that those members who responded to the survey are very satisfied with the club provision.
- The following charts 'magnify' the upper part of the 'satisfaction' scale in order to illustrate finer differences between the two surveys.

ADMINISTRATION & COMMUNICATIONS



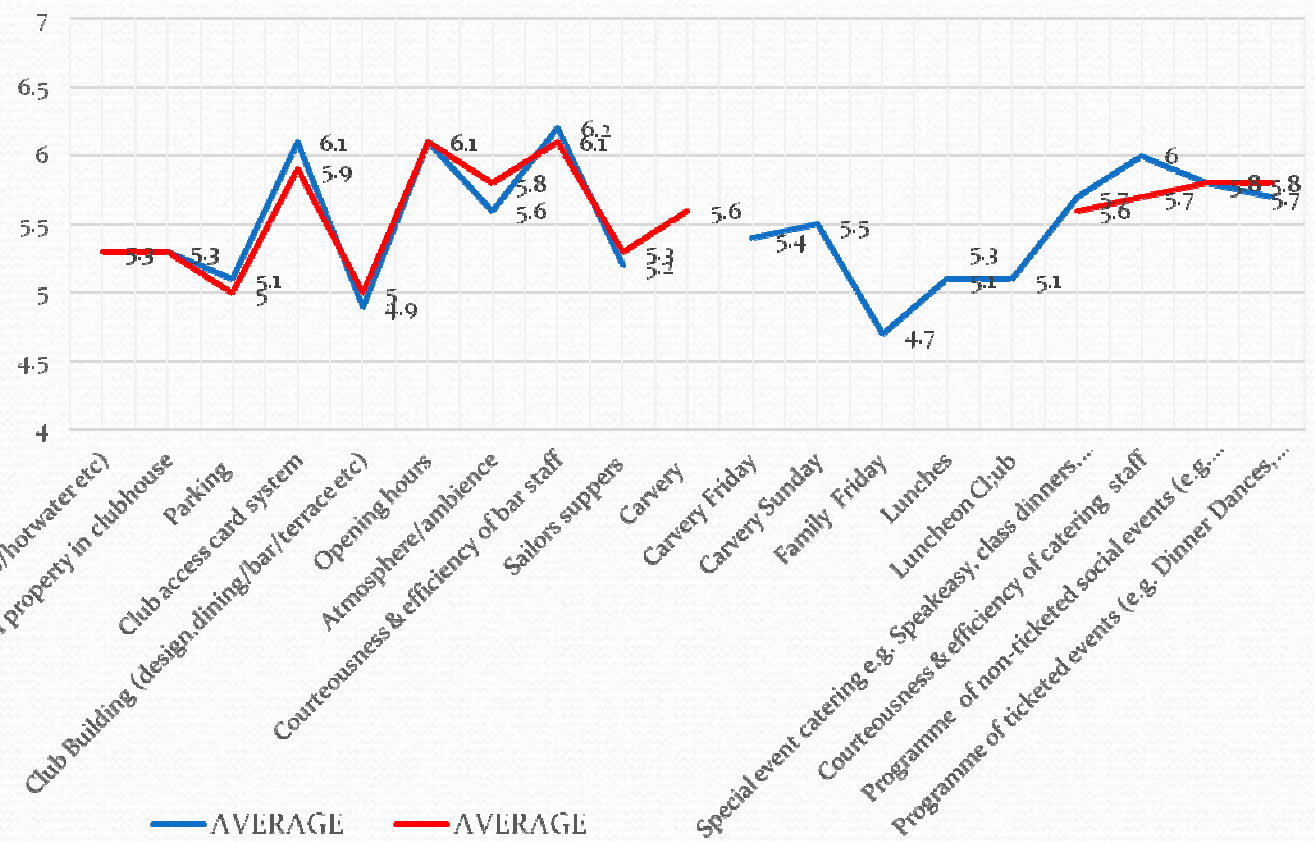
Slightly less satisfied with billing accuracy, timeliness and payment methods. Members more satisfied with email and website

SCALE 1-7 (1=Very dissatisfied, 7= Very satisfied)

House: Clubhouse, catering, bar, socials

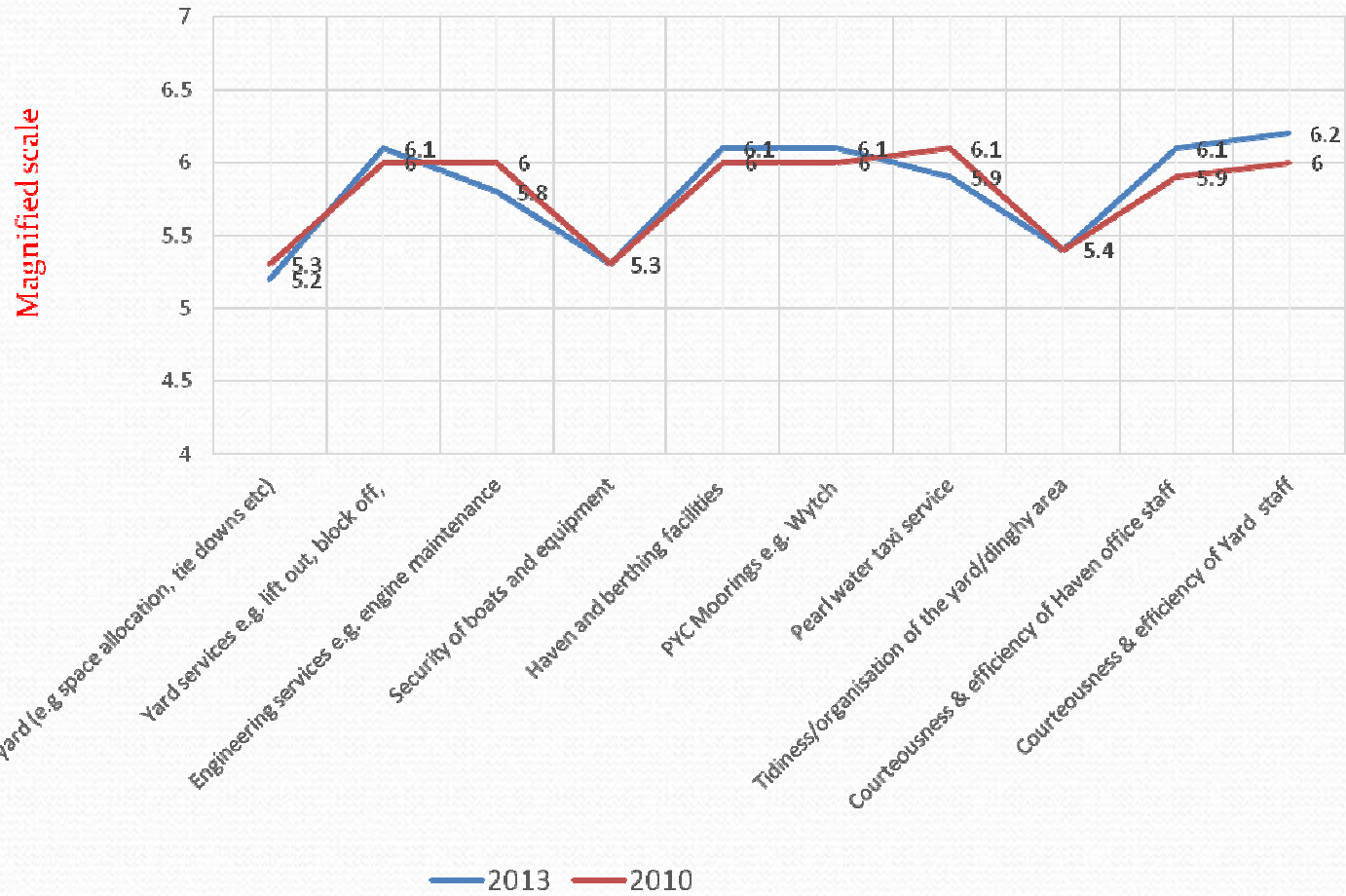
Very similar averages scores 2010 & 2013. Lower scores for Club building & parking. We added 'Carvery Friday', 'Carvery Sunday' & 'Family Friday' to the 2013 survey so no comparative data for these.

Magnified scale

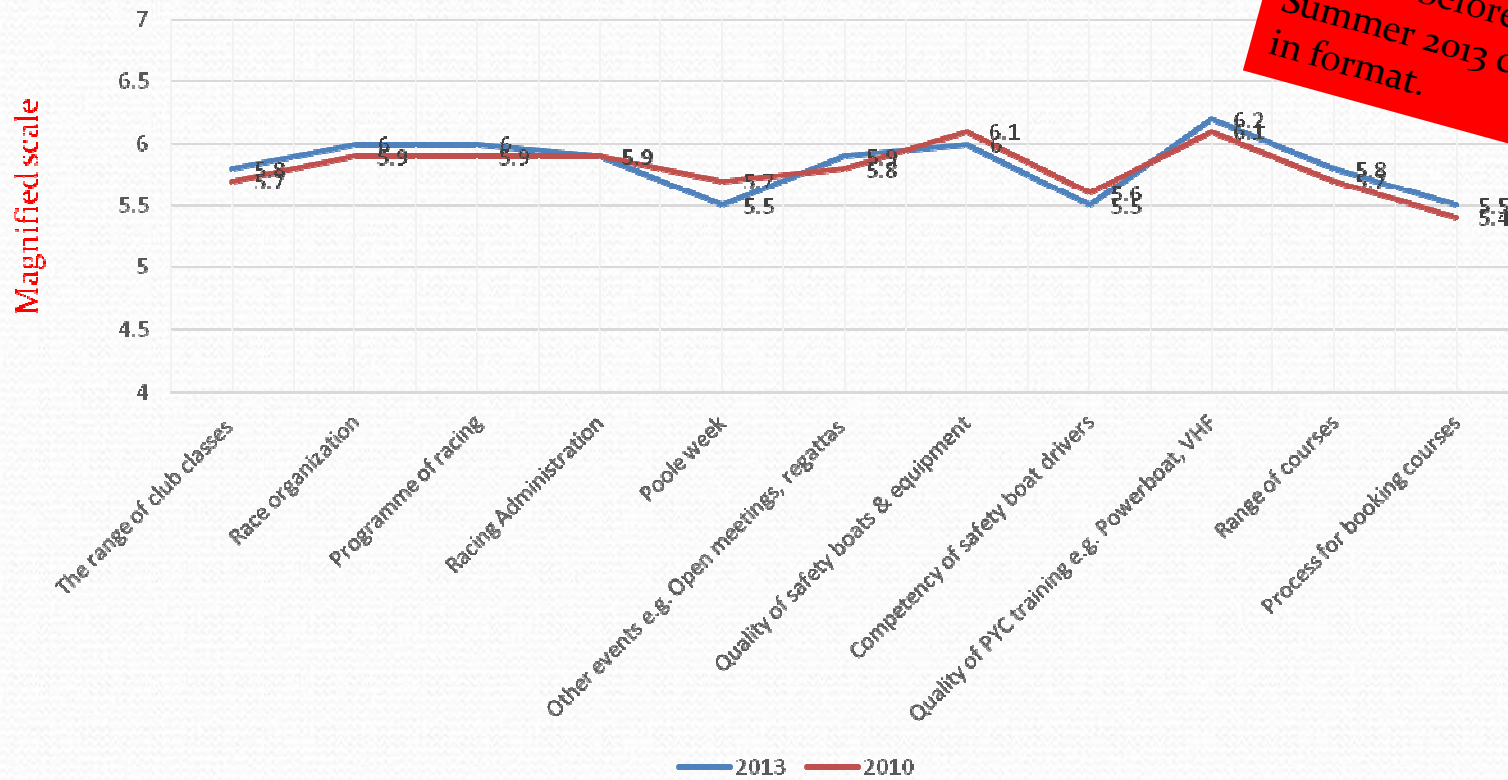


YARD/HAVEN/MOORINGS

Very high average scores for Yard/Haven/Moorings in both years.



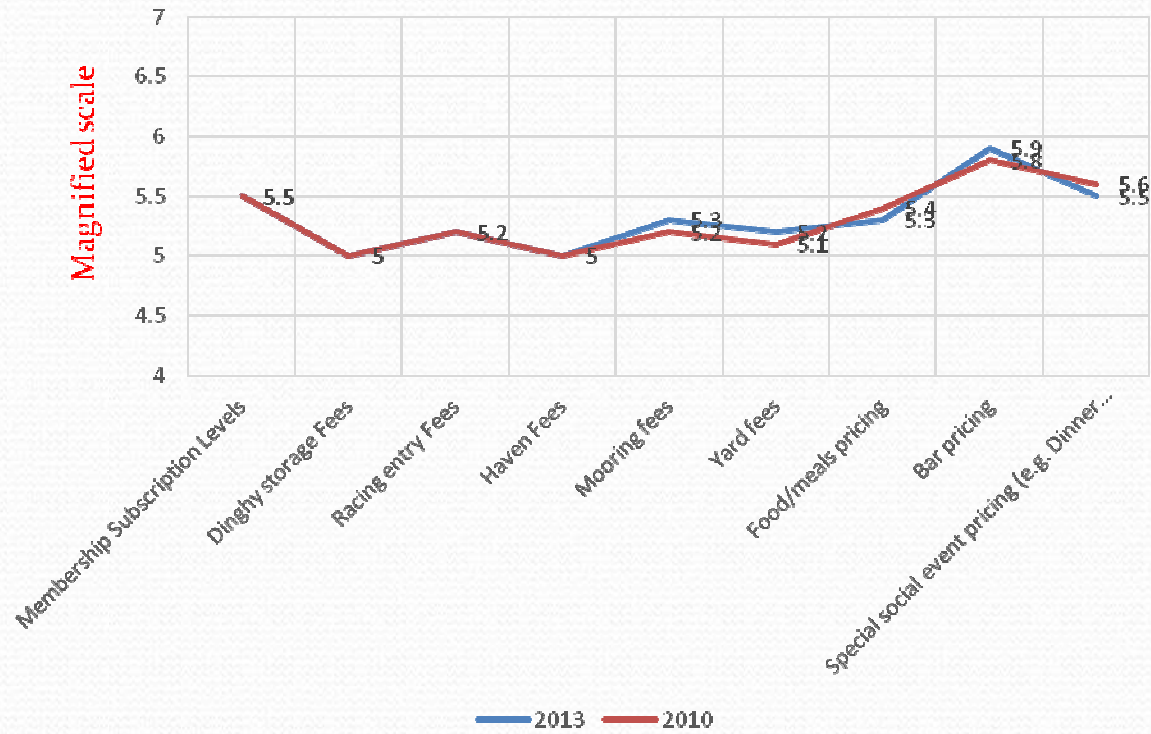
RACING/SAFETY/TRAINING



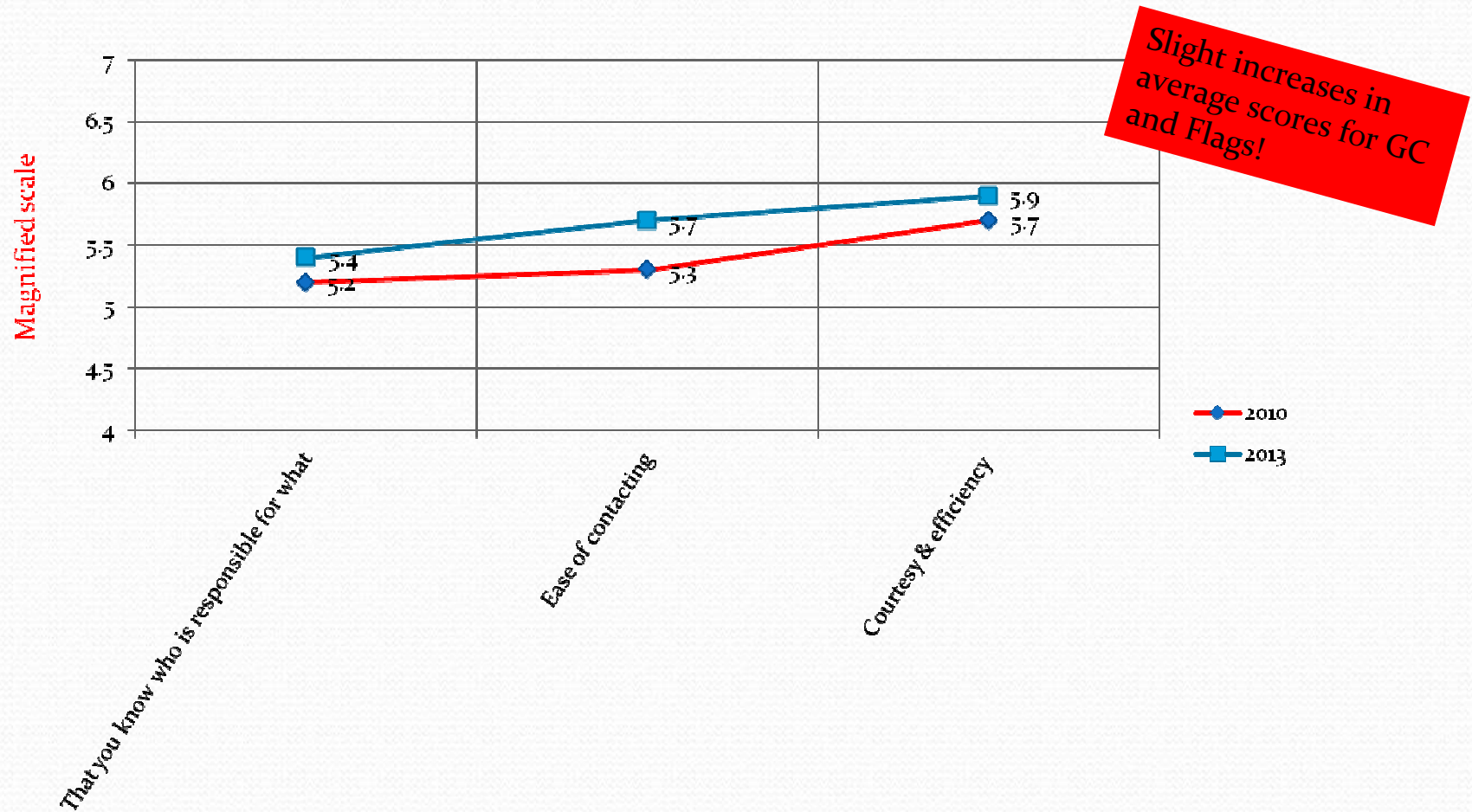
Very similar averages 2010 & 2013. Highest score for 'quality of training'. Poole week score is before the Summer 2013 change in format.

FEES AND PRICING

Almost the exact same average scores for fees & pricing. Members most satisfied with 'bar pricing'!



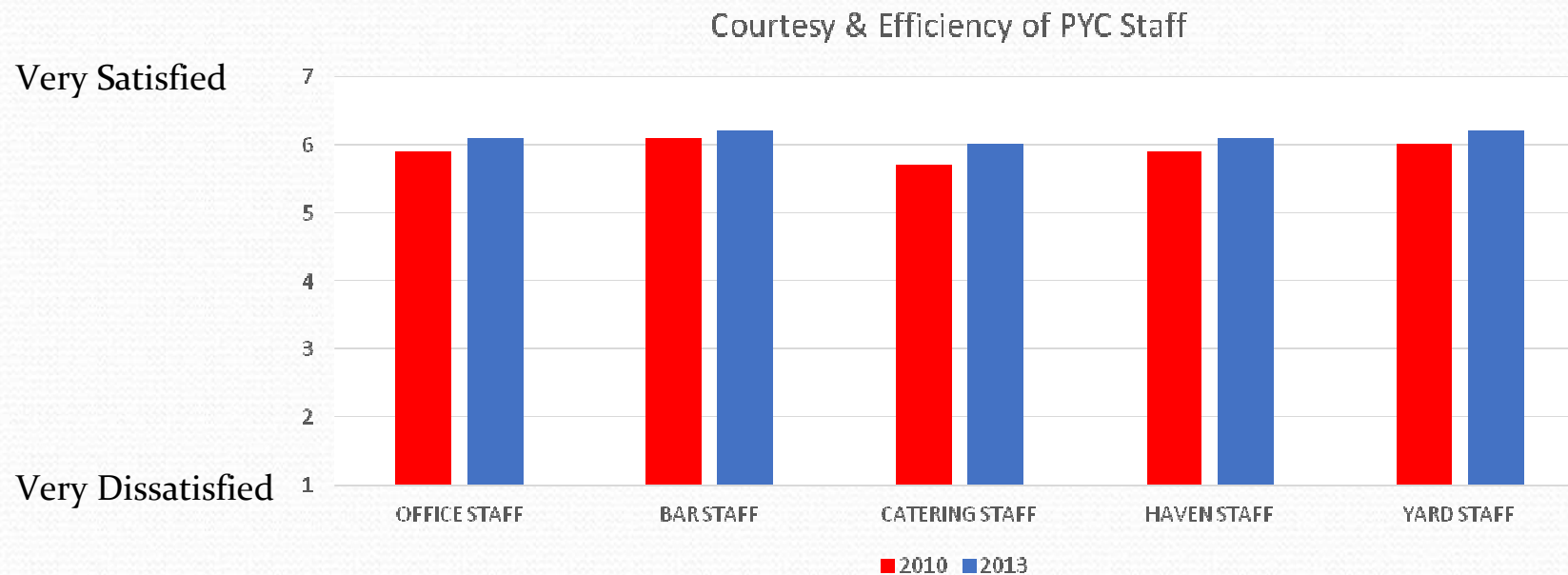
GENERAL COMMITTEE & FLAG OFFICERS



SCALE 1-7 (1=Very dissatisfied, 7= Very satisfied)

Special mention to PYC staff!

The chart below illustrates how members who responded to the survey continue to be very satisfied with the courtesy and efficiency of our staff across the club provision!



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- If you would like any further information please contact Sara Briscoe