

## Gym Survey – Key findings/recommendations

### Introduction

Two surveys were carried out in January using Survey Monkey: the first was directed at current gym users (117 responses received), the second at members who were not currently registered users (123 responses received). Because nearly 70% of responses came from members over the age of 46 and half as many women as men replied, the data was broken down by age group and sex to see if the views of these groups differed markedly from the general findings.

### Reasons for using the gym

The main reason for using the club gym was for general fitness purposes. Losing weight was the next most common reason. This was also the case for members who use other gyms.

### Equipment

1. The majority of gym users think that overall, the gym equipment is 'satisfactory' but only a quarter think it 'good' and very few 'very good'. A higher percentage of gym only members thought the equipment was 'good' than any other type of member. We should aim to improve these ratings – seeking to ensure that at least half of our members consider the equipment to be 'good'.
2. The wave machine is the least popular piece of equipment and should be considered for replacement.
3. The calf-press was the least popular piece of air-resistance equipment and could be considered for replacement.
4. The multi-gym appears to be under-utilised but is more popular with the younger age groups – consideration should be given to offering more training on this machine.
5. The bikes were highly rated overall but women favoured the cross-trainers and treadmills – a number of people suggested that the old treadmill should be updated.
6. 16-25 year-olds rated the weights and benches most highly – many comments suggested that the provision for weights should be improved.
7. 26-35 year-olds favoured the multi-gym.
8. Suggestions for new equipment from users included a spin bike, a Smith machine, and a hamstring/leg curl machine. Non-users proposed; a leg press, an abductor, a Smith machine, a squat rack, a general bar and weights, an assisted pull up, steps, resistance bands, a studio/spin bike, a punch bag and mitts.

### Environment

The majority of users found the gym environment 'satisfactory'. Only 13.5% thought the heating/cooling 'poor'. More people were dissatisfied with the décor (30%). Space was also considered to be 'poor' by 38%, but in the comments most people recognised the limitations faced by the club. One user raised the issue of physical access to the gym, pointing out that climbing and descending two flights of stairs is off-putting to older members with joint problems.

### A/V facilities

Some thought needs to be given to the provision of A/V facilities – according to the comments some people were not concerned what facilities were provided as they used their own headphones, while others complained about a lack of courtesy when playing music. Several users thought the equipment needed updating – the majority of the younger users wanted to have a Bluetooth speaker installed – one user suggested a Sonos speaker.

### Value for money

The majority of users were 'very' or 'extremely' satisfied with the value for money provided, some issues were raised with regard to the funding model, e.g. whether an inclusive tariff could be offered to racquets members so they don't have to pay as they go. Some squash members also said that they would use the gym for a short warm up session but thought the cost was prohibitive.

### Non-users

Most of the non-users were just not interested in using any gym. Very few non-users thought we could offer any services or facilities that would encourage them to become users. However, some comments referred to the outdated equipment, while others indicated a lack of information and awareness of how to access the gym. Efforts should therefore be made to improve communication, informing members about the gym – why the induction is needed, how to book it, and how to use the booking system. This should be part of members' induction to the club for both squash and tennis players (nearly half of non-users said they hadn't been introduced to the gym as part of their club induction).

The other gyms used by members include David Lloyd, Nuffield Health, The Gym Group and Etwall.