



September 2023

# Survey Report

Roehampton Club



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# Executive Summary

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## Executive Summary

The 2023 survey reached 3,830 members and was completed by 1,563 members, representing a response rate of approximately 41%. The overall survey results are statistically significant to +/- 1.91% margin of error at a 95% confidence level, meaning the results would not vary more than +/- 1.91% if the survey was answered by the entire membership, 19 out of 20 times.

Each proposed project has been listed below in order of support. All projects received relative support from the majority of the membership. Four of the six proposed projects received immediate support from the majority of the membership: the refurbishment of clubhouse social areas (68%), continued environmental projects (62%), extra padel tennis and pickleball courts (58%), and the two-tier indoor golf centre with adjoining short game practice area (53%). The health club extension received the lowest level of support from the membership, with nearly a quarter (23%) indicating that they don't think it will be of benefit to the Club. Comments for each project were generally positive, with members indicating support for most but uncertainty surrounding the prioritization of each.

Project	I would like to see the Club move forward with this project	I like this project but it is not a priority in the next three years	I don't think this will be of benefit to the Club
Refurbishment of Clubhouse Social Areas	68%	26%	6%
Continued Environmental Projects	62%	30%	8%
Extra Padel Tennis and Pickleball Courts to Meet Demand	58%	31%	12%
Two-Tier Indoor Golf Centre with Adjoining Short Game Practice Area (SGPA)	53%	28%	19%
Clubhouse Changing Rooms Refurbishment	50%	40%	10%
Health Club Extension	39%	39%	23%

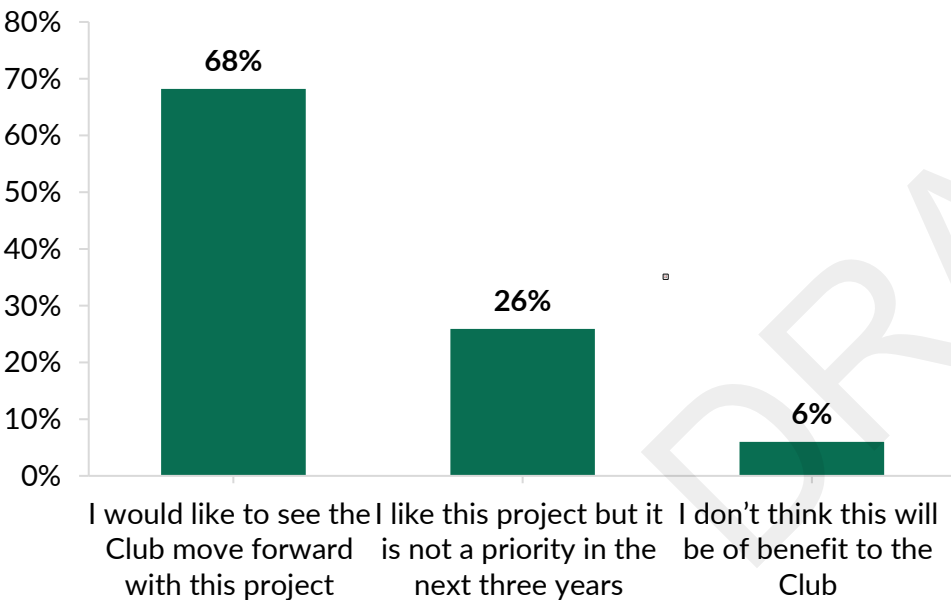


# Question-by-Question Report

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## Refurbishment of Clubhouse Social Areas

**Please indicate your level of support for the refurbishment of clubhouse social areas as described above:**



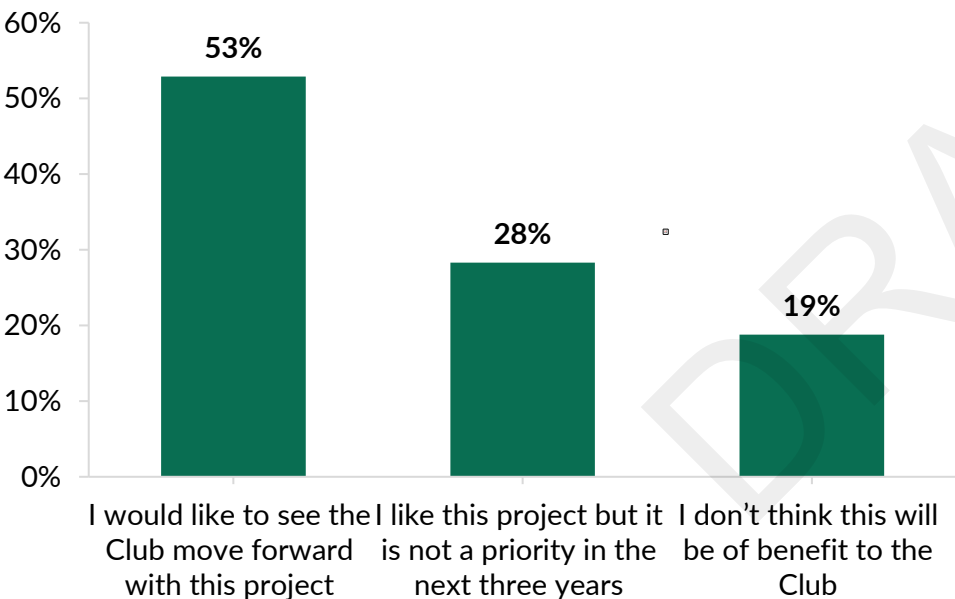
**Please provide any comments you have on the refurbishment of clubhouse social areas below:**

**Common themes from the comments are listed below:**

- Bar and social areas in particular need improvement
- Some current facilities look tired and lack ambiance
- Important to expand outdoor dining options and create a larger terrace
- Desired improvements to quality and pricing of F&B in addition to the facilities, focusing on the menu
- Balancing costs with investments
- Make new areas attractive to potential members
- Added catering outlet in the garden area received mixed support
- Address noise levels and acoustics in certain areas, such as the café

## Two-Tier Indoor Golf Centre with Adjoining Short Game Practice Area (SGPA)

**Please indicate your level of support for the two-tier Indoor Golf Centre with adjoining Short Game Practice Area (SGPA) as described above:**



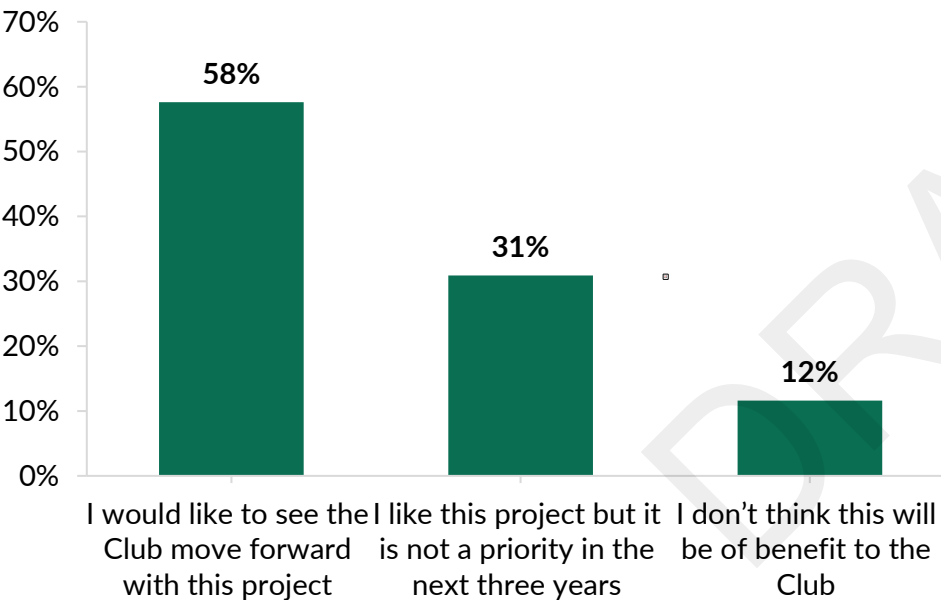
**Please provide any comments you have on the two-tier Indoor Golf Centre with adjoining Short Game Practice Area (SGPA) below:**

**Common themes from the comments are listed below:**

- Those who were less in favour of the Indoor Golf Centre were mainly concerned about cost
- Need for improved practice facilities at the Club overall
- Strong support for indoor golf bays during winter, inclement weather, or for teaching purposes
- Some concerns about space required for this project and how it would impact other areas of the Club
- Mixed opinions on facility size, with some members supporting the proposed 13 bays and others suggesting fewer.
- Emphasis on the importance of making the Indoor Golf Centre accessible to a wide range of members, and not just golfers
- Some suggestions to add a tennis hub which could be seen as a complementary addition to the Indoor Golf Centre

## Extra Padel Tennis and Pickleball Courts to Meet Demand

*Please indicate your level of support for the extra padel tennis and pickleball courts as described above:*



*Please provide any comments you have on the extra padel tennis and pickleball courts below:*

**Common themes from the comments are listed below:**

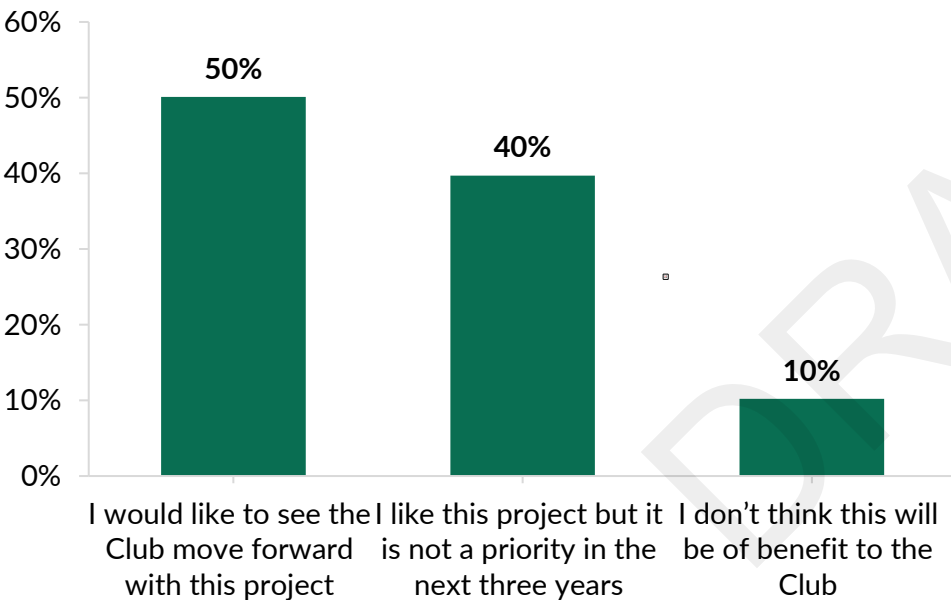
- There is high demand for additional Padel courts, with some members noting how difficult it is to currently secure a booking
- Club should cater to increasing demand for both sports
- Importance of selecting the right location for these courts was stressed
- Concern about noise and disturbance to nearby residents and potential loss of green space such as croquet lawns
- Need for covered courts to accommodate these sports year-round
- Varying levels of prioritization versus other projects



# Clubhouse Changing Rooms Refurbishment

*Please indicate your level of support for the clubhouse changing rooms refurbishment as described above:*

*Please provide any comments you have on the clubhouse changing rooms refurbishment below:*



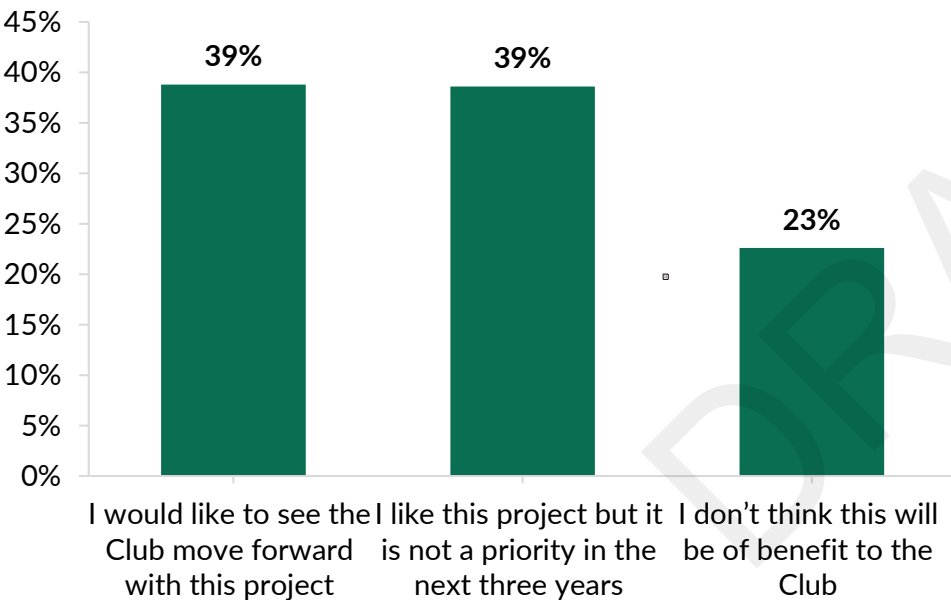
**Common themes from the comments are listed below:**

- Current changing rooms are dated and in need of refurbishment
- Common concern is the state of the showers and toilets in the changing rooms
- Possible need for more lockers
- Mixed opinions surrounding prioritization and cost
- Some emphasis on how the changing rooms play a significant role in the overall member experience
- Demand for modernization and updated feel of the changing rooms
- Increase efficiency and functionality of the space (family areas, user-friendly layout)
- Concerns about cleanliness and hygiene of current rooms
- Suggestions to implement energy and water-saving features in the refurbishment to align with environmental and sustainability goals



# Health Club Extension

**Please indicate your level of support for the Health Club extension as described above:**



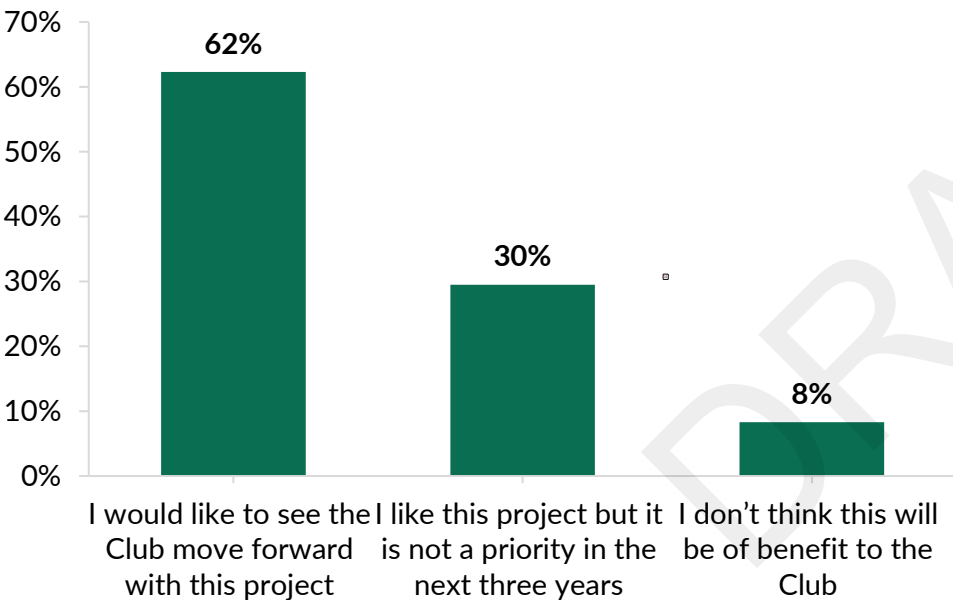
**Please provide any comments you have on the Health Club extension below:**

**Common themes from the comments are listed below:**

- Current gym space is insufficient, with a particular need for more space dedicated to free weights and functional fitness equipment
- Need for additional studio space to accommodate the demand for classes, especially during peak times
- The gym and health club are not consistently at full capacity, questioning the need for immediate expansion
- Varying opinions surrounding level of prioritization
- Concerns about potential disruption and the cost associated with expansion; questioning the ROI
- Some propositions of exploring alternative uses of existing club spaces before investing in expansion

## Continued Environmental Projects

*Please indicate your level of support for the continued environmental projects as described above:*



*Please provide any comments you have on the continued environmental projects below:*

**Common themes from the comments are listed below:**

- Environmental initiatives are a moral obligation and the Club should lead by example
- Technology is advancing rapidly; wait until more proven and cost-effective solutions become available, or explore alternative technologies
- Mixed opinions regarding additional EV charging stations and heat pump technology
- Some suggestions to prioritize environmental projects over other developments and expansions in the club
- Concerns about noise pollution, particularly regarding the installation of heat pump machinery
- Importance of improving energy efficiency and reducing the Club's carbon footprint
- Overall support these projects, especially if they result in long-term cost savings and benefits for the Club

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