



# Broomhall Park Tennis Survey

61 Responses from

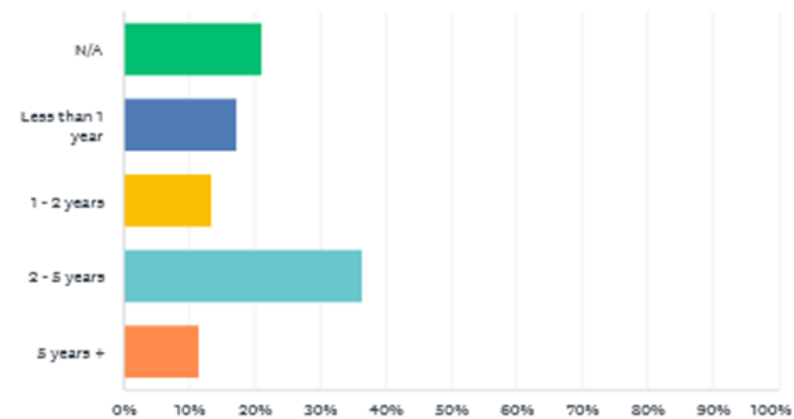
Q1: Do you currently hold a Season Ticket for Broomhall Park Tennis?



People replied who were subscribers

Q2 : How long have you been a Season Ticket holder for?

Answered: 52 Skipped: 9



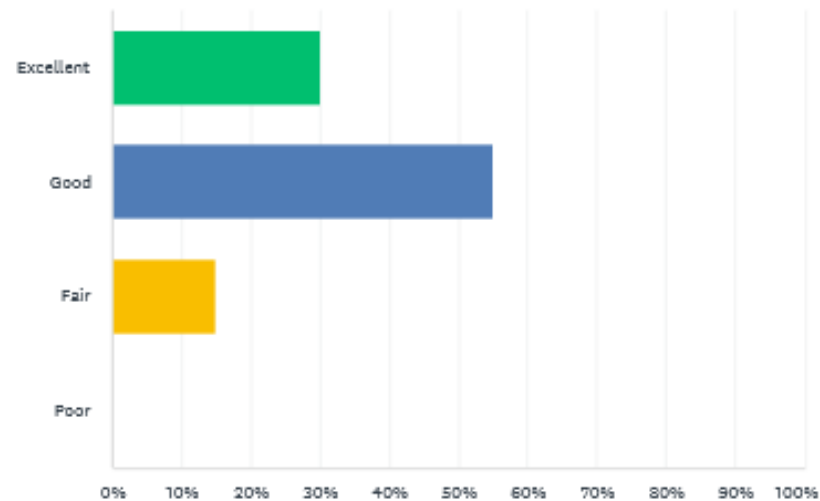
ANSWER CHOICES	RESPONSES	
▼ N/A	21.15%	11
▼ Less than 1 year	17.31%	9
▼ 1 - 2 years	13.46%	7
▼ 2 - 5 years	36.54%	19
▼ 5 years +	11.54%	6
TOTAL		52



We are retaining 36.5% subscribers for 2-5 years

# Q3 How would you rate the current offer of tennis activities available?

Answered: 60 Skipped: 1

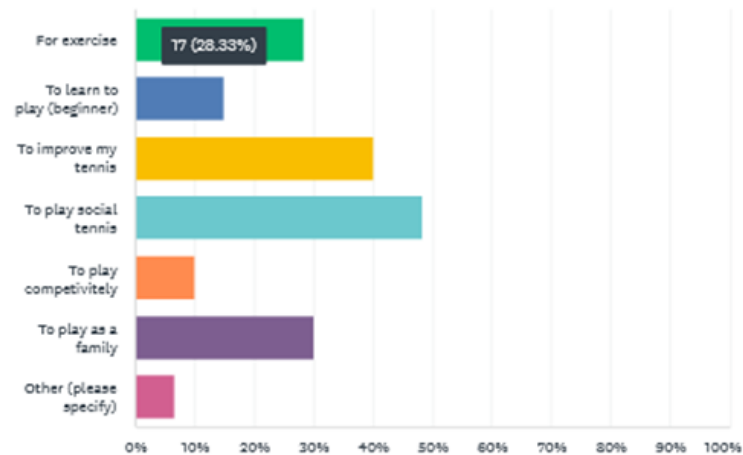


ANSWER CHOICES	RESPONSES
▼ Excellent	30.00% 18
▼ Good	55.00% 33
▼ Fair	15.00% 9
▼ Poor	0.00% 0
TOTAL	60

85% rate the tennis activity as Excellent or Good

# Q4 Why did you join Broomhall Park Tennis?

Answered: 60 Skipped: 1



ANSWER CHOICES	RESPONSES
▼ For exercise	28.33% 17
▼ To learn to play (beginner)	15.00% 9
▼ To improve my tennis	40.00% 24
▼ To play social tennis	48.33% 29
▼ To play competitively	10.00% 6
▼ To play as a family	30.00% 18
▼ Other (please specify)	Responses 6.67% 4
Total Respondents: 60	

for fun and to meet other players

I'm not a member but I attend a private group lesson learn to play and for exercise

When my grandson visited

Because of Charlie and his wonderful team.

Q5 Do you think Broomhall Park Tennis is welcoming and accessible for beginners/inexperienced players?

95%

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People who answered - No

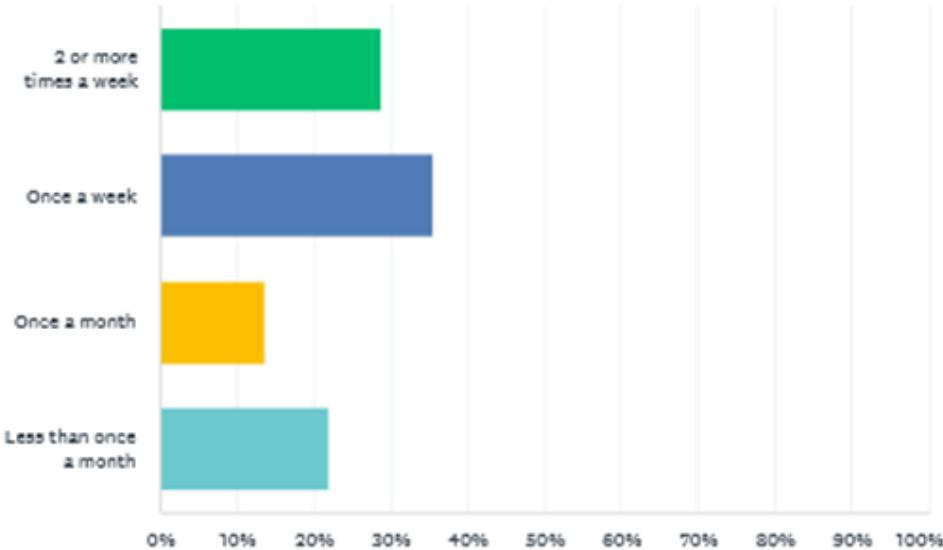
I think yes in general but I heard that the Tuesday socials weren't very welcoming for beginners so I wouldn't attend those even if I joined

Too much coaching and not enough social offerings or pay and play courts

Don't know

Q6 Please can you tell us how often you play tennis at Broomhall Park?

Answered: 59 Skipped: 2

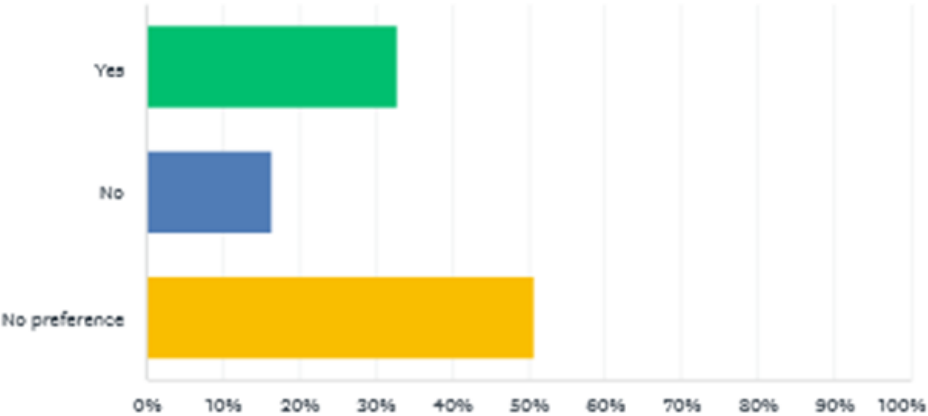


ANSWER CHOICES	RESPONSES	
2 or more times a week	28.81%	17
Once a week	35.59%	21
Once a month	13.56%	8
Less than once a month	22.03%	13
TOTAL		59

35.5% of people who responded play weekly

# Q7 Would you prefer to pay for your Season Ticket on a rolling basis from the date you join rather than September - August?

Answered: 61 Skipped: 0



50% had no preference when they pay for their season ticket and 32% would prefer a rolling bases

ANSWER CHOICES	RESPONSES	
Yes	32.79%	20
No	16.39%	10
No preference	50.82%	31
TOTAL		61



Q8 Do you think costs at Broomhall Park Tennis are **good value for money?**  
(Tick more than one if relevant to you)



People who answered – Other 8%

you should not need to be a member to have lessons
Would like to see more social season ticket holder tennis nights available to all not to just 12 people on a Tuesday
I appreciate there is a cost of maintenance but the high season and pay and play costs are off putting (possibly especially so for beginners). I drive to Sunninghill to use their free courts other than for my weekly lesson
I think Members should be allocated with a certain number of free guest passes per annum
Remove guest fees

Q9 What are the **most important** aspects of your Season Ticket? (Tick more than one if relevant to you)

**Local Facility 58%**

**Price 39%**

**Availability of coaching 32%**

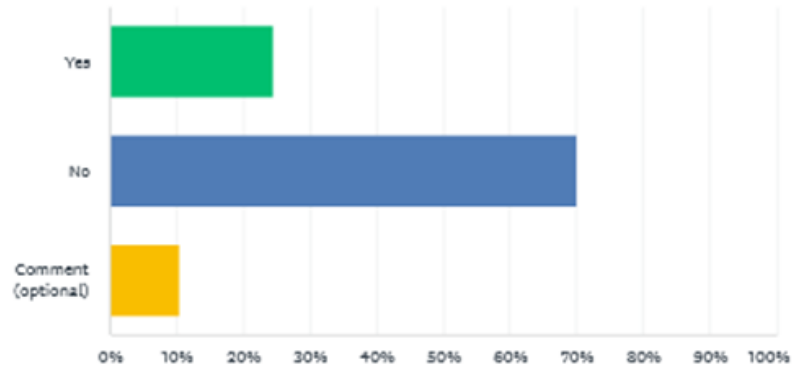
**Quality of Coaching 32%**

**Social Interaction 32%**

**Improving Standard 28%**

Q10 Would you like to see Peak and Off-Peak playing times (and a different charging structure?)

Answered: 57 Skipped: 4



### Peoples' comments

**70% had no preference**

- Everyone should pay the same rate to accommodate wear and tear
- More for turn up and play
- Subscribers cost with priority booking and coaching in peak times

Q11 Are you able to book a court when you require one?



**Said Yes**

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### Peoples' comments

- Sometimes in school holidays is limited due to clubs
- Evenings and weekends
- Sometime coaching sessions are cancelled and courts are free
- Summertime

Q12 Have you experienced any issues with the booking system?

**Said No**



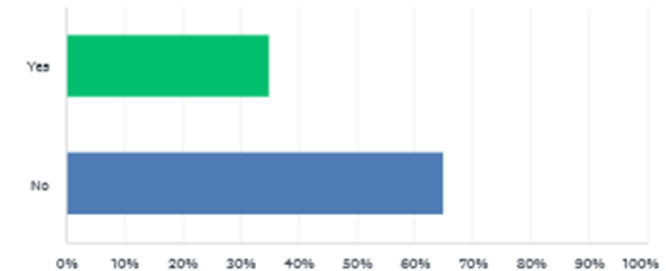
### Peoples' Comment

- If you pay a guest fee and then it rains, you cannot cancel for a refund
- App is down sometimes so have to book via web browser
- Could be via a simple app
- Occasional login problems
- When you cancel a court the booking system still counts that as one of your 3 sessions per week which is annoying
- You can't book an empty court after the relevant hours has already started

Q13 When thinking about the length of each booking would you like to book 30-minute slots?

When thinking about the length of each booking would you like to book 30-minute slots?

Answered: 60 Skipped: 1

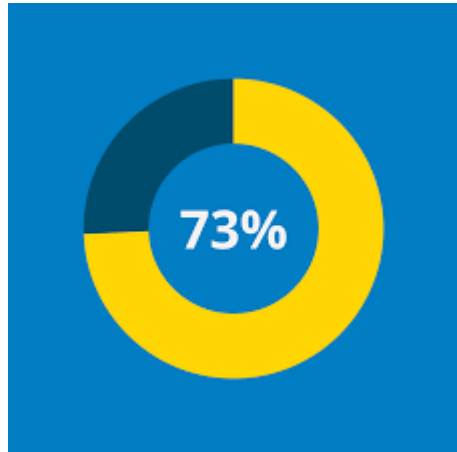


ANSWER CHOICES	RESPONSES
Yes	35.00% 21
No	65.00% 39
TOTAL	60

**Yes 35% and No 65% however  
30 min slots may help to  
rebook court for no shows ?**



Q14 Do you think a maximum of a 90-minute slot is adequate?



**Yes**

**This will help to free up more availability therefore 30 min slots will be needed**



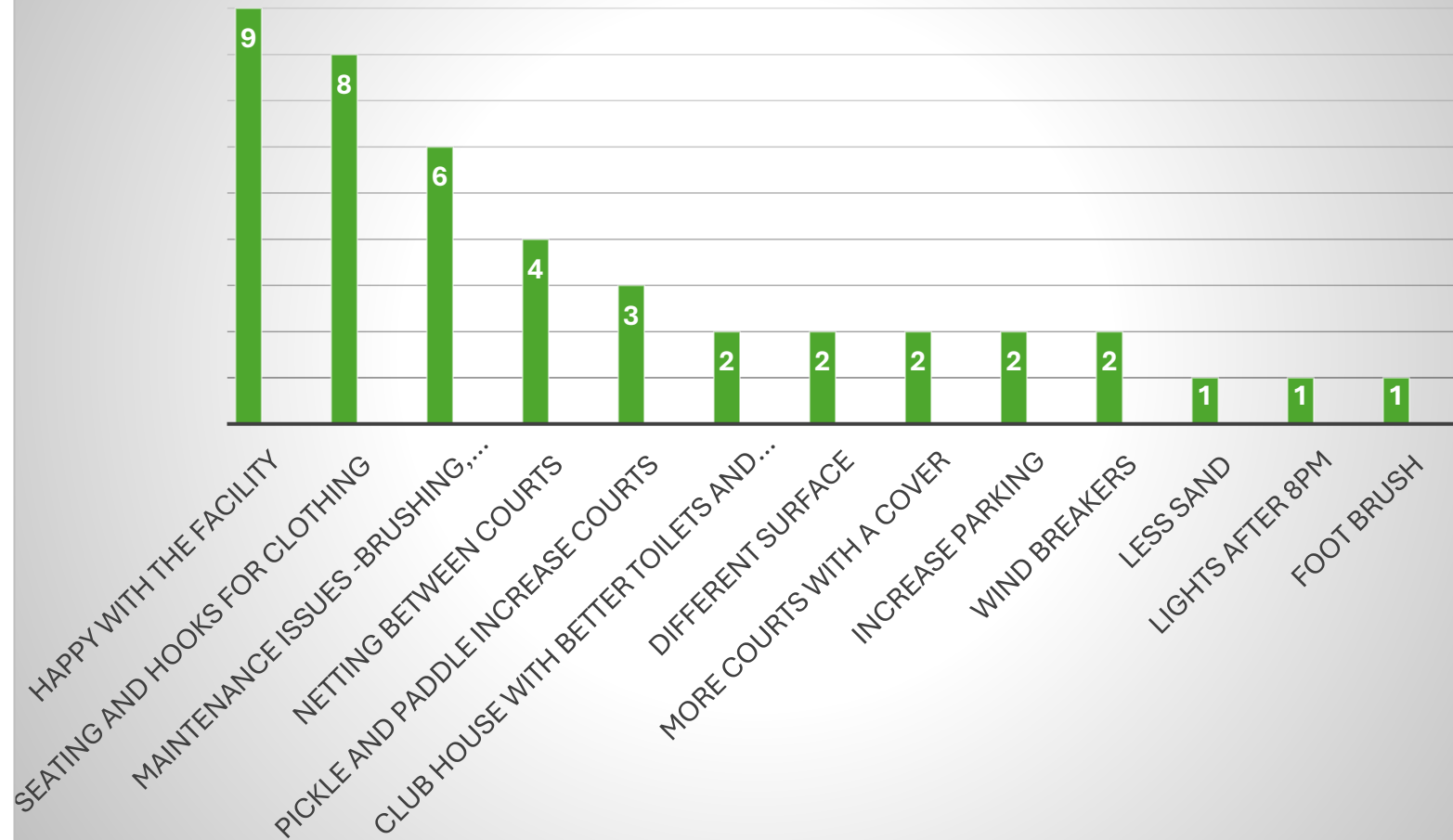
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Q15 Do you **like playing on the new Tiger Turf surface** which was installed in November 2023?



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## Improvements



Q16 Is there anything you would like to see to improved in regards to the playing surface or the Broomhall Park Tennis facilities?

# Q17 Can you tell us what is working well at Broomhall Park Tennis?

## Gates Flood lights and surface 11

- Nice surface
- Facilities are clean and well maintained
- Parking is easy
- Good lighting / floodlit
- Easy to book
- Good pin code gate

## Coaching 11

- Welcoming fellow players and coaches – community feel
- The coaches
- Coffee shop
- Coaching sessions
- Good coaches friendly and polite and welcoming
- **Coaches are the only reason to have season ticket**

## Club Spark 4

- Booking system for courts
- Availability of sessions
- Cleanliness
- Gate access
- Having the Curly cafe

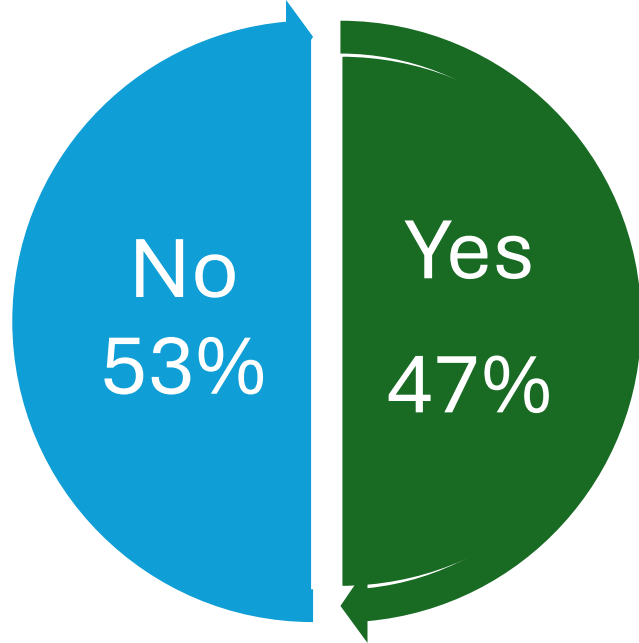
## Experience 2

- Everything is great and it is superb

## Management 2

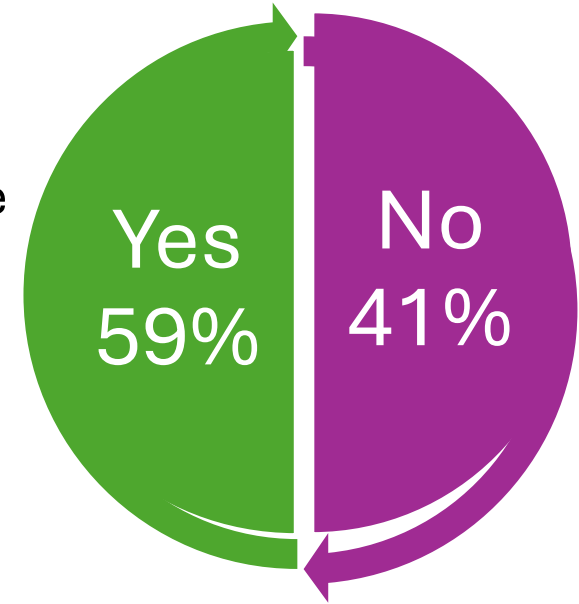
- Poor communication between officers and players
- Well Run well maintained

Q18 If the floodlights were in use in the Winter until 9pm instead of 8pm would this encourage you to play later in the evenings?

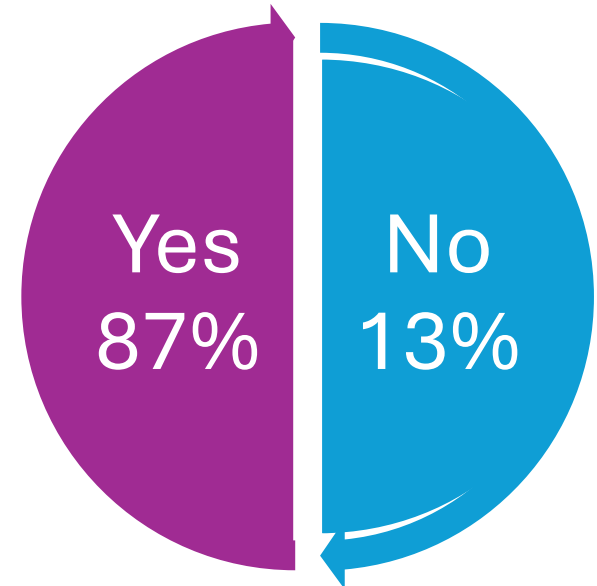


**?** Is it financial worth thinking of extending the hours as it was nearly 50:50

Q19 Do you participate in any coaching sessions?



Q20 Are you aware of the coaching sessions on offer?



Q21 Which of these coaching sessions do you attend?

### People who said – other

- I would like to join the social evenings but feel it has been monopolised by the strong male platers



**How can this be organised differently, so it is fully inclusive irrespective of ability**

ANSWER CHOICES	RESPONSES
Junior holiday clubs	5.66% 3
Social evenings for Season Ticket holders	26.42% 14
Junior coaching groups	5.66% 3
Individual coaching	41.51% 22
Adult coaching groups	26.42% 14
Private group coaching	11.32% 6
Cardio tennis	16.96% 9
None	26.42% 14
Other	1.89% 1

## Q22 Do you have any comments about the current coaching sessions?



People told us they enjoy the coaches , they are excellent, brilliant and the team are great. Coaching sessions are fun and a good level.

## Q23 Are there any other coaching sessions you would like to see offered?

33 Responses in total for these two questions



### Improvements to consider

**More socials / club nights and for all abilities / levels**

**No limits in numbers on social nights**

**Regular coaches on the coaching evening, relook at structure**

**Children's sessions**

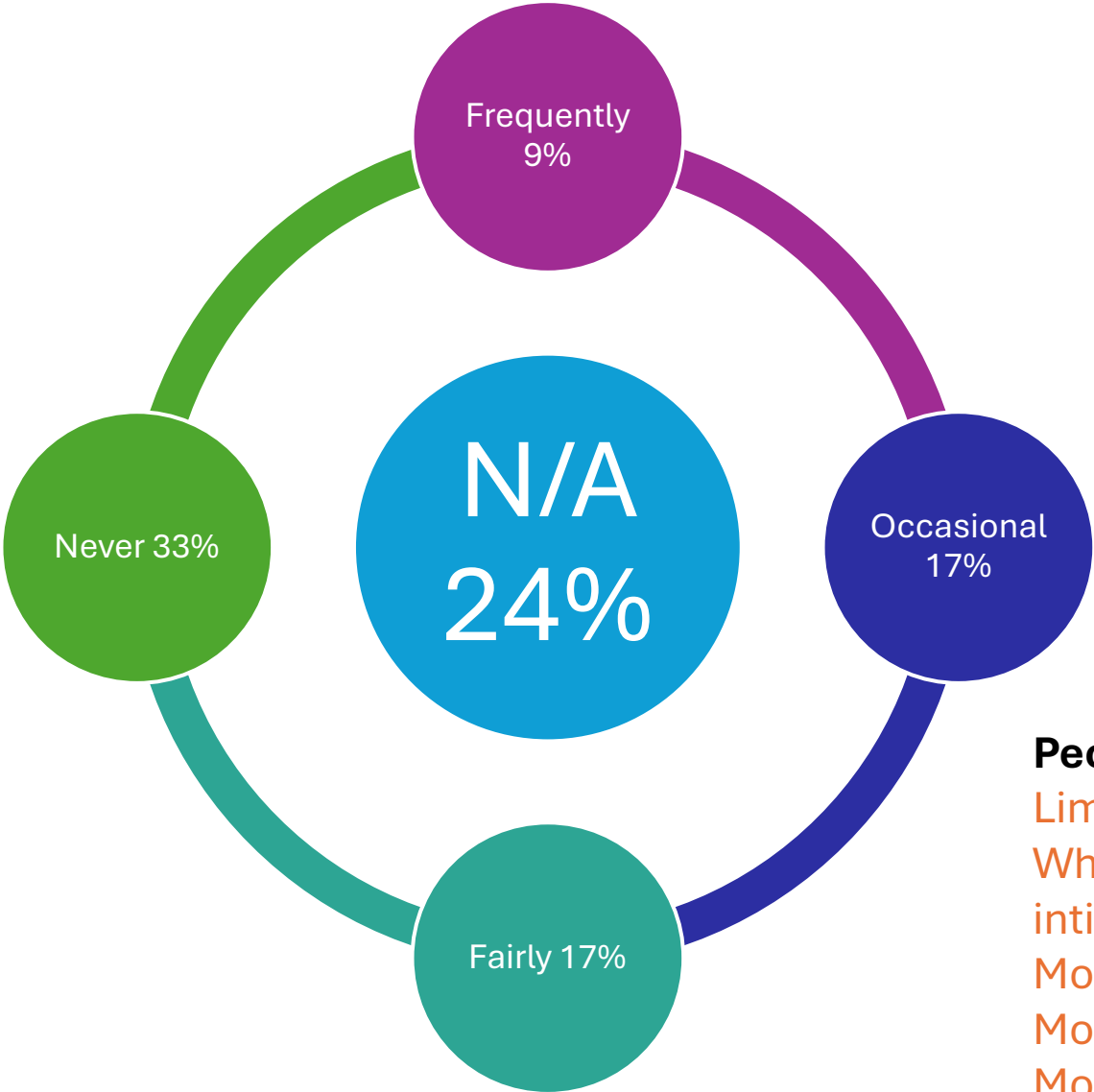
**Improve communication**

**More sessions in the evening and strength and conditioning for juniors**

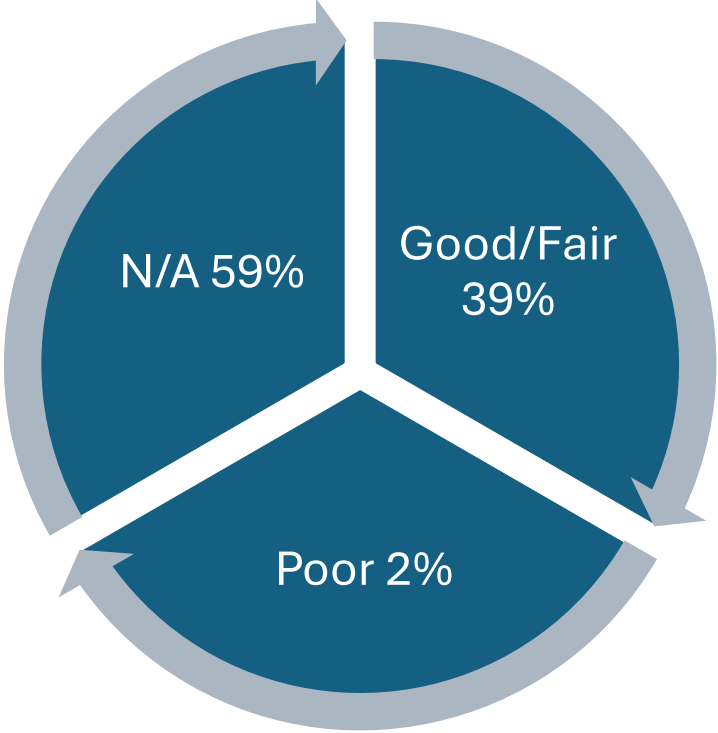
**Monthly cost for coaching so we can join several sessions**



**Q24 If you are a Season Ticket holder, how often do you attend the Tuesday social coach-led evenings?**

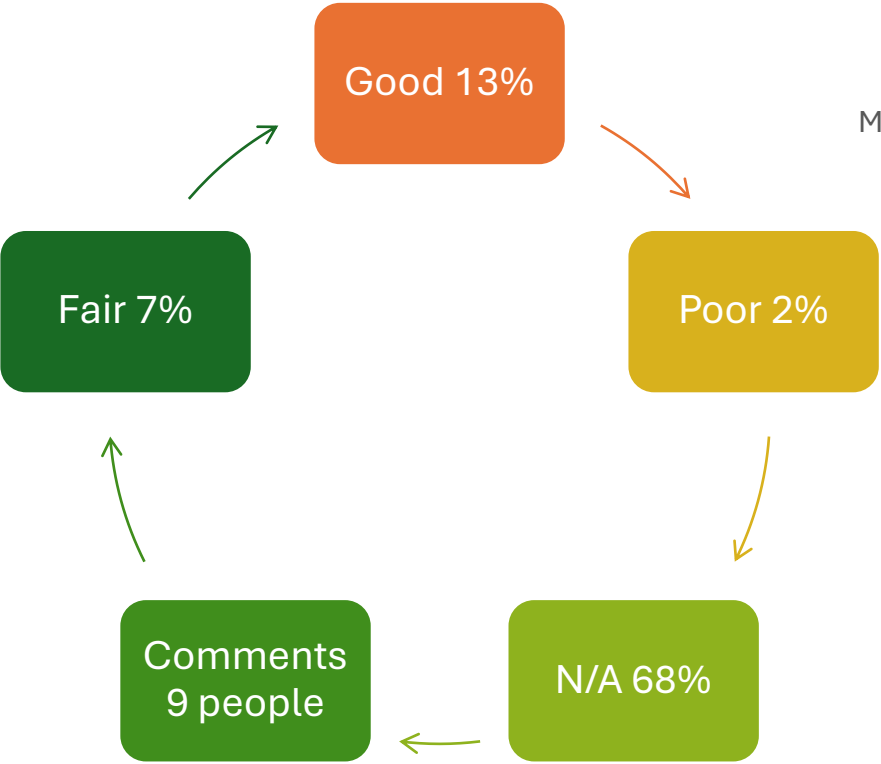


**Q25 If you are a Season Ticket holder how would you rate the current social coach-led evenings?**



**People who commented**  
Limited places too high level  
Whilst it is advantage to have coach led sessions. Standard intimidating and does not improve confidence  
More could be offered, expensive if you pay for each session  
More than 3 sessions it works out expensive  
More to be offered

Q26 If you are a Season Ticket holder how would you rate the box leagues?

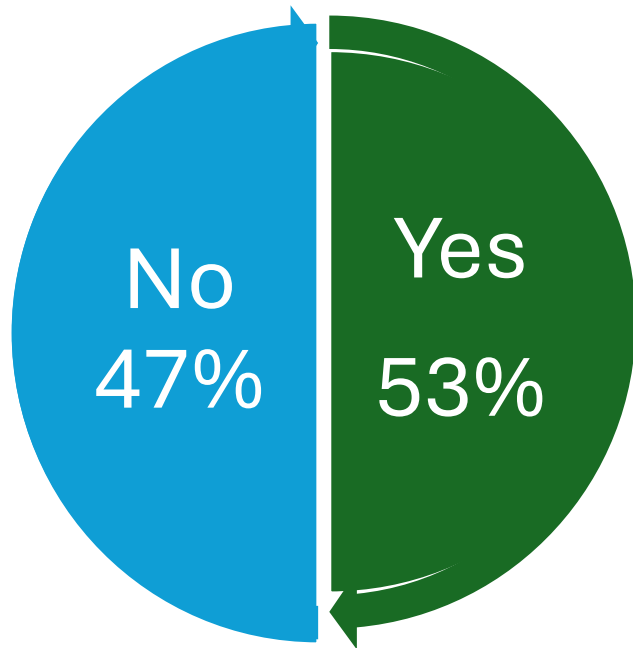


- I don't know about the box leagues
- Not aware of box leagues.
- I wasn't aware there was one would be interested
- never played them
- There should be levels
- There must be a trophy once a year
- I'd like to see doubles leagues
- A doubles box league would be a good idea.
- Find it hard to arrange matches at convenient times.

Q27 Which of the below would most improve your experience of social tennis?

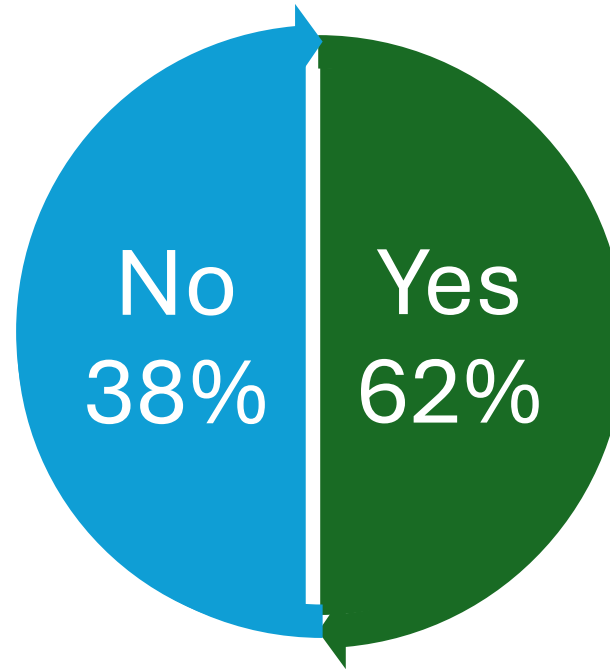


**Q28 Do you know how to raise an issue or problem in regards to your Season Ticket or court facilities?**



**Action: To communication how to raise a problem**

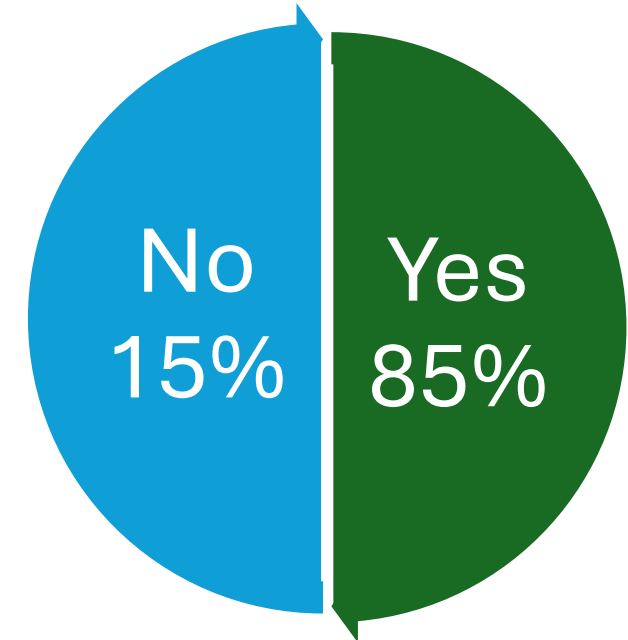
**Q29 If you have raised a concern was your issue listened to?**



**To address - People comments**

1. Still waiting for a bench and coat hooks
2. Communication with the parish office is poor
3. Often suggestions for improving the court are ignored sent multiple emails when new courts were being built asking for updates

**Q30 If the courts are booked out for any reason (maintenance / event) and you are unable to reserve a slot do you have enough notice period?**

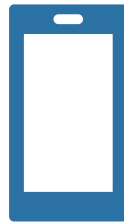


## Q31 Have you any suggestions on how we can improve communication?



### **communication**

To have a tennis committee  
For coaches to inform players



### **Communication**

Newsletter  
Tennis What App



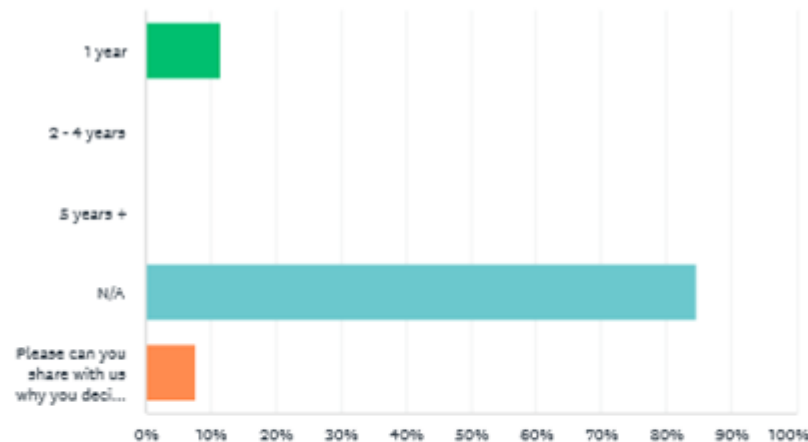
### **Coaching**

More social and box league  
Open courts at 6am

# Q32 For ex Season Ticket Holders - Please can you tell us how long you had been a Season Ticket holder before you decided not to re-join?

26 people responded

Answered: 26 Skipped: 35



ANSWER CHOICES	RESPONSES
▼ 1 year	11.54% 3
▼ 2 - 4 years	0.00% 0
▼ 5 years +	0.00% 0
▼ N/A	84.62% 22
▼ Please can you share with us why you decided not to re-join and if there is anything you would like us to do which would encourage you to re-join?	Responses 7.69% 2
Total Respondents: 26	

For those players who decided to leave they left after a year

Moved out of the local area

Children wont play in winter months

Did not like Sept – Aug renewal system

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Q33 The Broomhall Park Tennis rules and regulations can be viewed via our website. Do we need to add/clarify anything in the rules and regulations?

**Review the rules would be good**

**Para3.5** is unfair & gives advantages to certain groups of players.

*E.g. if you book 3x2 hours sessions gives 6 hrs. use a week, whereas if you book 3 x 1 hour's sessions a week this totals 3 hours.*

*You are penalized for booking 1 hr per session.*

To limit the number of hours per week.

Unfair advantage given to Windlesham boys and other groups of players – it appears sessions are booked 6 months in advance rather than 14 days as per the rules.

**51 people answered No**

**2 people made a comment**





**Q34 By not allowing Junior Season Ticket holders to bring a guest, does this cause any difficulties?**

**80% said NO (36 people)**

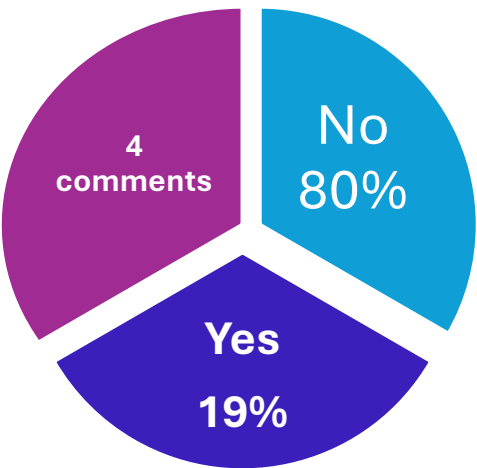
**Comments**

- 1. How can 1 junior hit against a new player if they can't invite them.
- 2. The LTA tennis programme are required to play matches against other players the same standard. They should be able to bring a guest.
- 3. It would be better to include guest in the price
- 4. Limits independence of Tennis
- 5. Need to encourage young players
- 6. This could introduce juniors to the game

**Q35 Do you think the current arrangement for guest fees works well? (Season Ticket holders pay £1.75 for their guests during the online booking process) 82% said yes (49 people)**

- 1. Adding additional guests to an existing booking is not possible
- 2. Difficulties in paying
- 3. Be able to pay after the booking (as if you book for 4 and only 2 turn up)
- 4. Easier payment system
- 5. System requires people to be honest about bring guest
- 6. When courts are free, I would like to bring my children but not pay for them
- 7. Free for people who only play once a week
- 8. Better to include it in the price

**Q36 Do you think we need to limit the number of times people can play as a guest of Season Ticket holders?**



- 1. No need to limit
- 2. Always have guest so I'd end up playing less
- 3. Only if people are taking advantage of the system
- 4. Absolutely not – without this it would be hard to find partners

# Summary of all the comments

These comments have been gathered from both the survey and the findings from the working group as well as outstanding issues raised from complaints and suggestions.

The information has been split into 4 different areas:

- On Court improvements
- Off Court
- Playing Tennis
- Communication
- General



## On Court You Said

## We Will

Net Dividers could this be explored - Barriers / netting between courts, this will help to prevent balls rolling onto other courts

To obtain quotes and propose to Full Council.

The need for better cleaning of courts and maintenance / Better maintenance – weeding and there is too much sand

Tractor to be purchased to help with brushing and efficiency of maintenance.

Ball Machine – *review rules* ?

Not practical currently. Health and safety issues. Management of hiring out the machine would be difficult.

Clock

No practical place to put a clock on courts.

Seating area for spectators seating , bench by each court

Refer to Recreation Ground Working Group.

## On Court You Said

## We Will

Hooks to enable players to hang clothes

To obtain costs and propose to Full Council.

More courts with a cover – all weather dome

Refer to Recreation Ground Working Group.

Extend lighting to enable play beyond 8pm in the winter and open at 6am

Planning permission would need to be required to extend flood light timings. Data analysis shows low usage early in the mornings and later in the evenings.

Add another court and have the surface as clay

Refer to Recreation Ground Working Group.

Sessions are booked 6 months in advance rather than 14 days as per the rules.

To set a rule for all. To propose to Full Council to extend booking window to 28 days before.

Off Court You Said	We Will
Increase racket facilities add paddle and pickle courts.	Refer to Recreation Ground Working Group.
Small Clubhouse – for changing and to increase and improve toilet facilities	Refer to Recreation Ground Working Group.
Difficult to park, overflow parking is needed. Allocate spaces for tennis players	Refer to Recreation Ground Working Group.
Wind breaks to improve play	To obtain quotes and propose to Full Council.
Extend fencing for seating area or bench	Refer to Recreation Ground Working Group.
Repaint parking lines in the parking area	Refer to Recreation Ground Working Group.
Purchase Foot brush and a waste bin near by	To obtain quotes and propose to Full Council.

## Playing Tennis, You Said

## We Will

Not enough Social and too much coaching.

Firstly, discuss additional social nights with coaches. Could Season ticket Holders run the socials themselves?

Season Ticket on a rolling basis from the date you join rather than September – August. When 16% said no. 50% had no preference and 32% said yes for this

Operational / admin item. Deputy Clerk to investigate the feasibility of this.

You should not need to be a member to have lessons

To be proposed to Full Council.

High season and pay and play cost are too off putting only 7 people said when 22 said its good value

The majority of respondents have advised the P & P costs are good value.

Members should have a certain number of guest passes per annum and remove guess fees, although 23 people said it is good value

Not practical currently. Guest fee costs are low at £1.75 per guest.



Playing Tennis, You Said	We Will
Be able to turn up and play with guest for free and short notice without it affecting the number of slots they have available	Maximum booking sessions per week to be reviewed (see below).
More of a community feel	To investigate increasing social nights (see above).
6-month membership	To investigate Season Ticket to be on a rolling basis from the date you join rather than September – August (see above).
Courts to be available up to 10pm and increasing socials will help increase people joining	Planning permission would need to be required to extend flood light timings. Data analysis shows low usage early in the mornings and later in the evenings.
A portal that you are looking for a tennis partner	To investigate increasing social nights (see above).
Review numbers of booking hours. If you book 1 hour in one session you get 3 hrs per week however if you book 2 hours slots you get 6 hours per week	To amend to 90min slots x 3, every 7 days. To be proposed to Full Council.
Regular groups booking 6 months in advance	To set a rule for all. To propose to Full Council to extend booking window to 28 days before.

## Playing Tennis, You Said

## We Will

More social sessions and box leagues with trophy and have double leagues

To investigate increasing social nights (see above).

To include guest cost in the price of subscription

Difficulty to manage this for different usage types. Guest fee costs are low at £1.75 per guest.

To pay after playing in case you 4 for people and only 2 turn up OR rained off

Not practical currently due to restrictions within booking system.

A coaching membership so you can do more coaching sessions that is affordable

To discuss idea with coaches.

Social sessions on Tuesday different levels is needed and **more often** with **more places** available

To investigate increasing social nights (see above).

Juniors to be able to bring guest

To be proposed to Full Council.

# Playing Tennis, You Said

# We Will

**Club Spark - Club spark booking system is not easy**

Limited alternatives available than ClubSpark.

Adding additional guest is difficult

Limitations within the ClubSpark booking system.

Be able to book on at short notice if people do not turn up

To amend to 30 min booking slots. To be proposed to Full Council.

When you cancel a court, the booking system still counts that as one of your 3 sessions per week

Limitations within the ClubSpark booking system. Under these circumstances Deputy Clerk can book you an extra court. [deputy.clerk@sunningdale-pc.gov.uk](mailto:deputy.clerk@sunningdale-pc.gov.uk) .

90 mins max – therefore 30 min sessions

To be proposed to Full Council.

# Playing Tennis, You Said

## Reviewing the rules and Regulations

# We Will

Amend clause 5.2

To be proposed to Full Council.

Amend clause 5.9

To be proposed to Full Council.

Amend clause 7.1

To be proposed to Full Council.

Amend clause 7.4

To be proposed to Full Council.

Delete clause 4.1

To be proposed to Full Council.

Delete clause 4.7

To be proposed to Full Council.

Review Clause 3.5 & 3.6 Due to survey and people are booking 14 days further in advance and to address the max play of 90mins

To be proposed to Full Council.

Review 4.4 coaching must be a season ticket holder

To be proposed to Full Council.

## Communication You said

## We will

Communication – how to raise a problem

Contact email address to be made clearer on website and ClubSpark.

Communication – Newsletter ,WhatsApp message ,  
Broomhall Tennis WhatsApp group

Proposed season ticket What's App group to organise  
socials etc.

Have a tennis committee to enable better  
communication

Working group to meet every 6 months open to any  
player to attend.

Allow coaching staff to aid communication

Not practical due to GDPR.

## You said – General

## We will

Preferred Hard courts or artificial clay

Refer to Recreation Ground Working Group.

Club House

Refer to Recreation Ground Working Group.

Pickle and paddle extra courts

Refer to Recreation Ground Working Group.



# Things we are doing well



Good Led Flood Lights

Surface is excellent

Facilities are clean and well maintained

Easy booking

Good to see the tennis courts being used

Nice coffee shop

Bravo – thanks for caring, thanks for all you do, doing a job – keep it up

Excellent coaches and availability of sessions

Great community facility