

Member Survey Results

Tunbridge Wells Squash Club — May 2026

OVERVIEW — 84 RESPONSES

84

TOTAL RESPONSES

8.2 / 10

AVG SATISFACTION

7.5 / 10

AVG BAR IMPORTANCE

66%

MEMBERS 10+ YEARS

8%

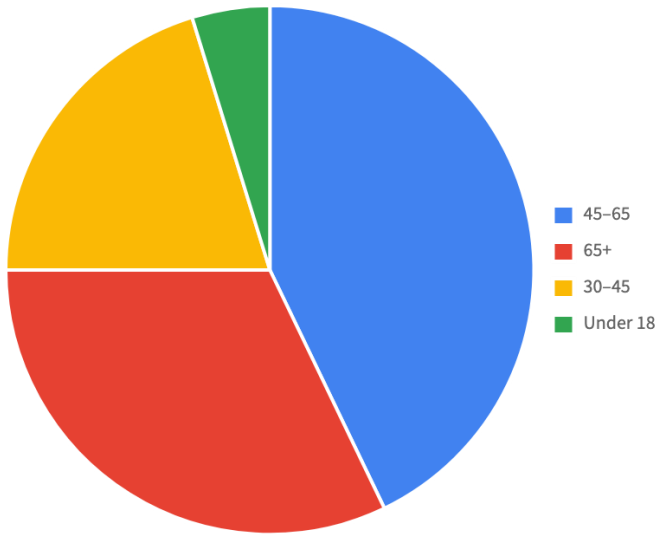
FEMALE RESPONDENTS

34%

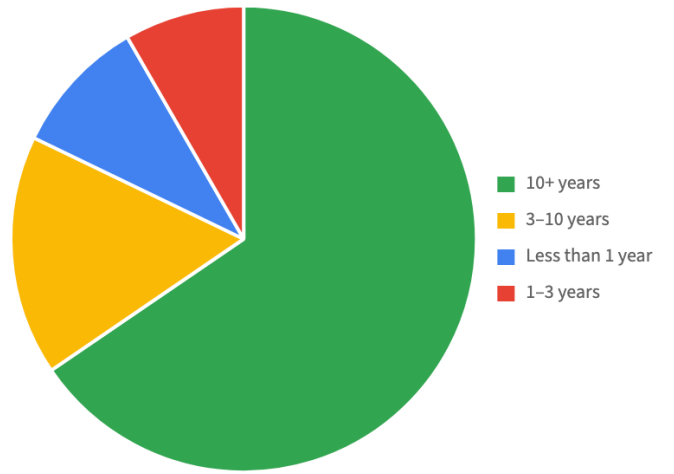
INTRODUCED SOMEONE

DEMOGRAPHICS

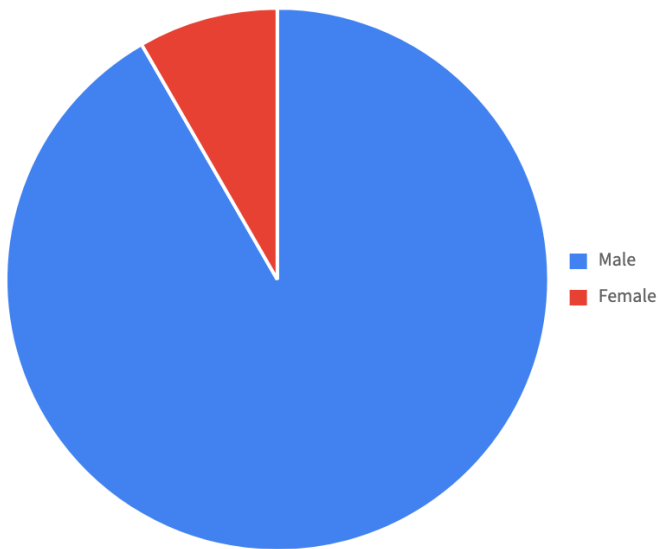
Age



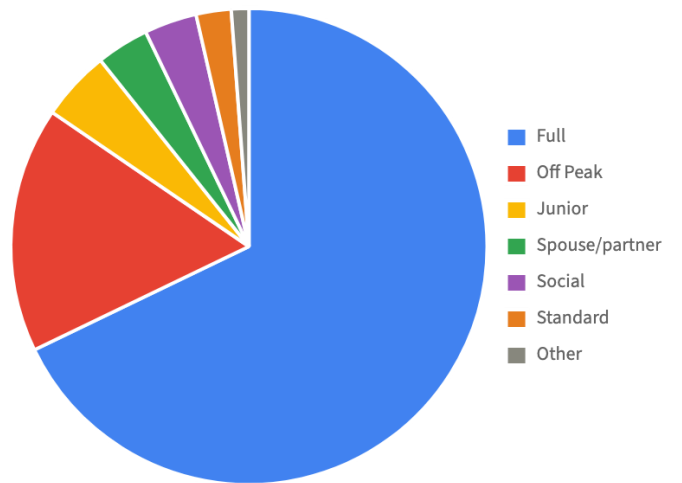
Tenure



Gender



Membership type



SATISFACTION

8.2 / 10

AVERAGE SCORE

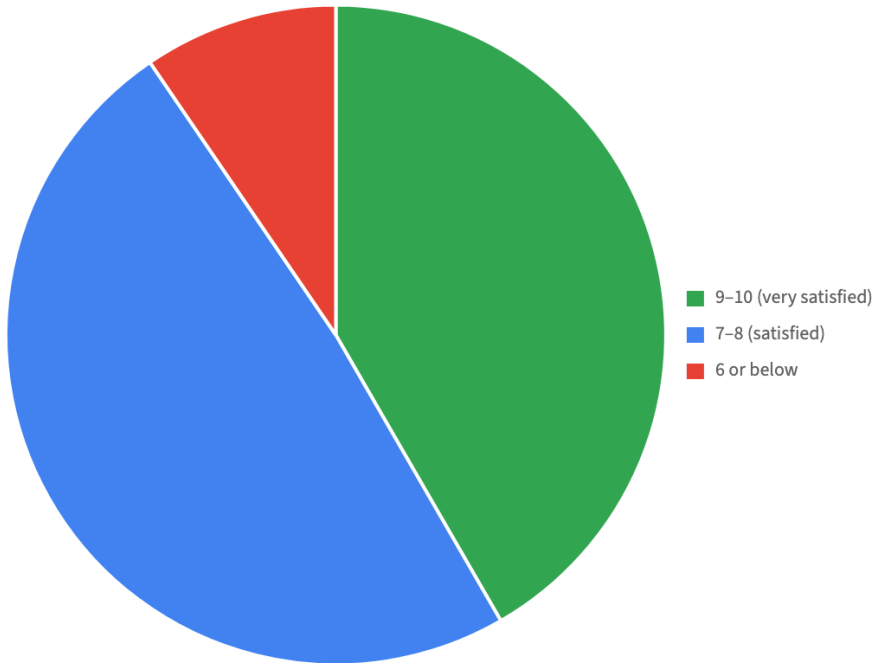
35

SCORED 9 OR 10 (42%)

8

SCORED 6 OR BELOW (10%)

Overall satisfaction distribution



7.5 / 10

AVERAGE IMPORTANCE

36

SCORED 10 (43%)

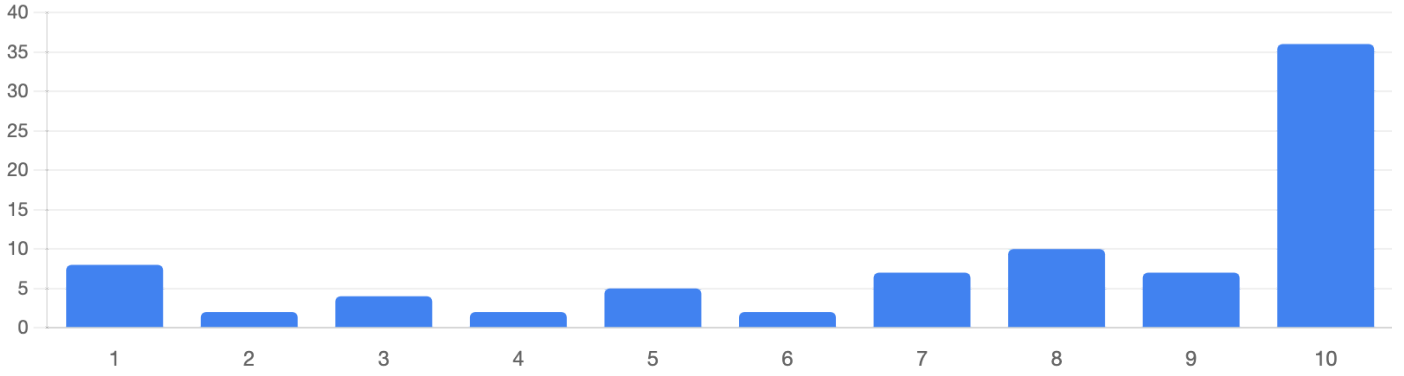
14

SCORED 3 OR BELOW (17%)

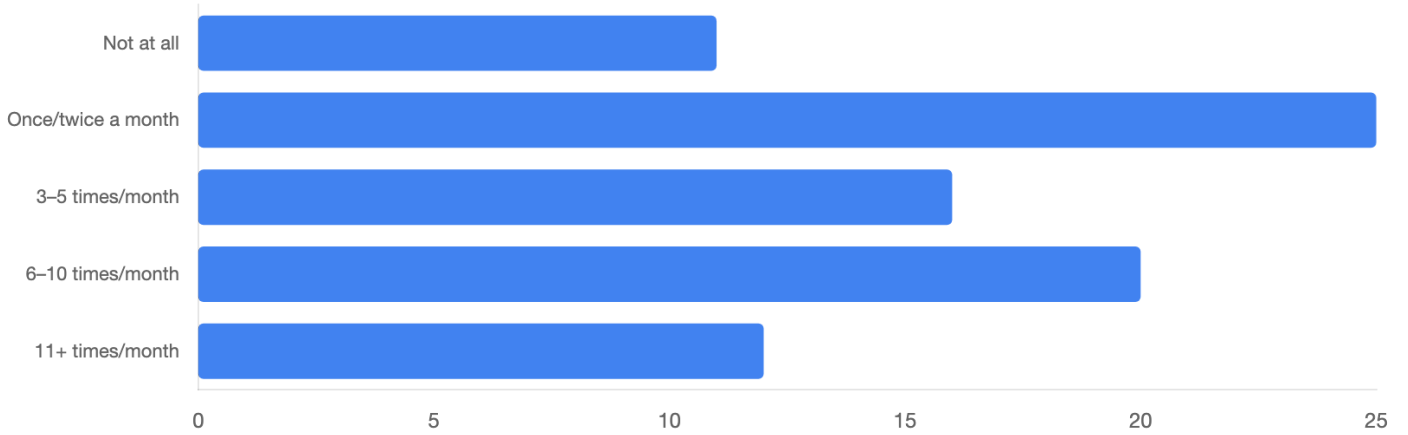
11

NEVER USE BAR (13%)

Bar importance scores (1-10)



Bar usage frequency



PLAYING HABITS

32%

PLAY BOX LEAGUES REGULARLY

19%

PLAYED FOR A TEAM (PAST 12 MONTHS)

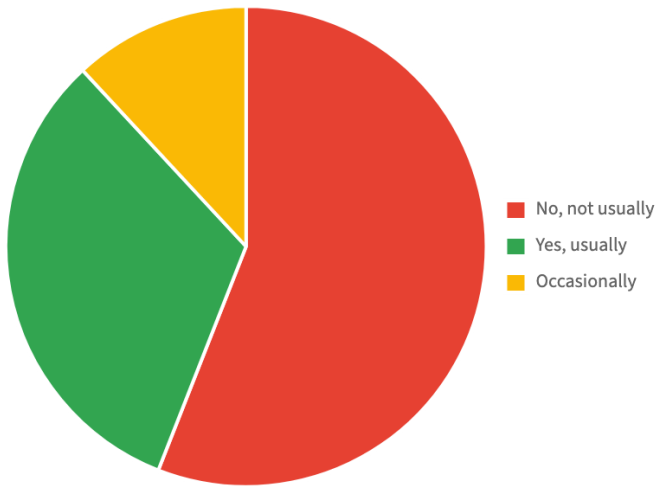
12%

ATTENDED CLUB NIGHT (PAST 12 MONTHS)

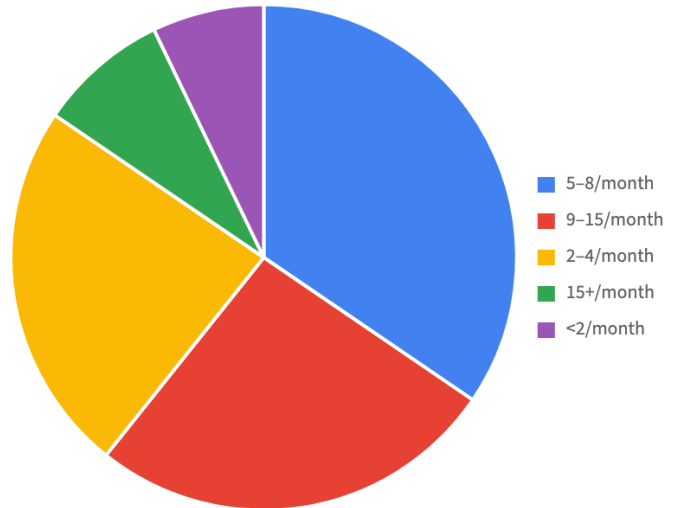
44%

ENTER TOURNAMENTS

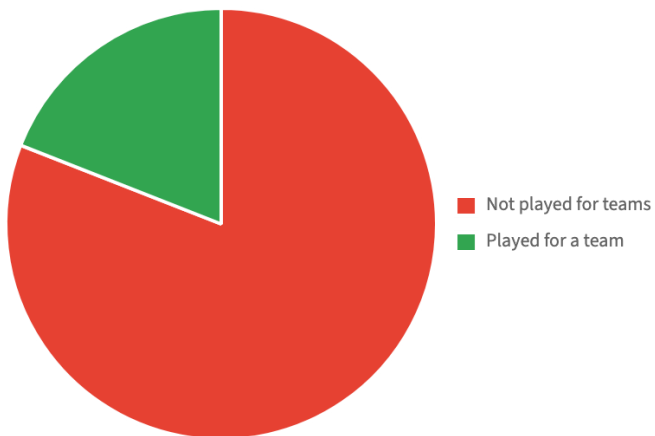
Box league participation



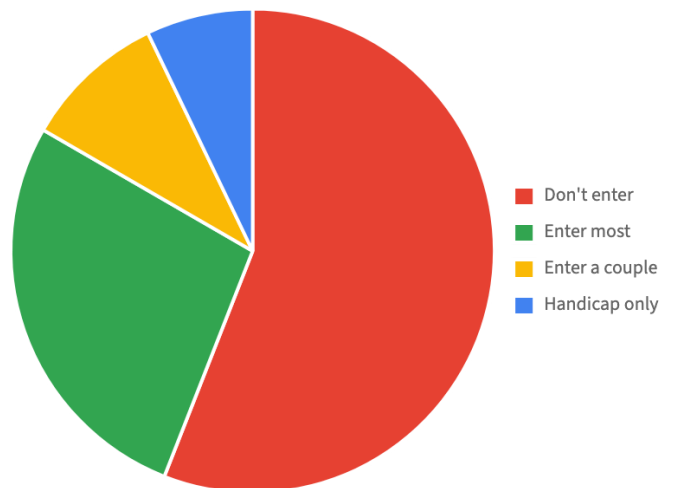
Play frequency



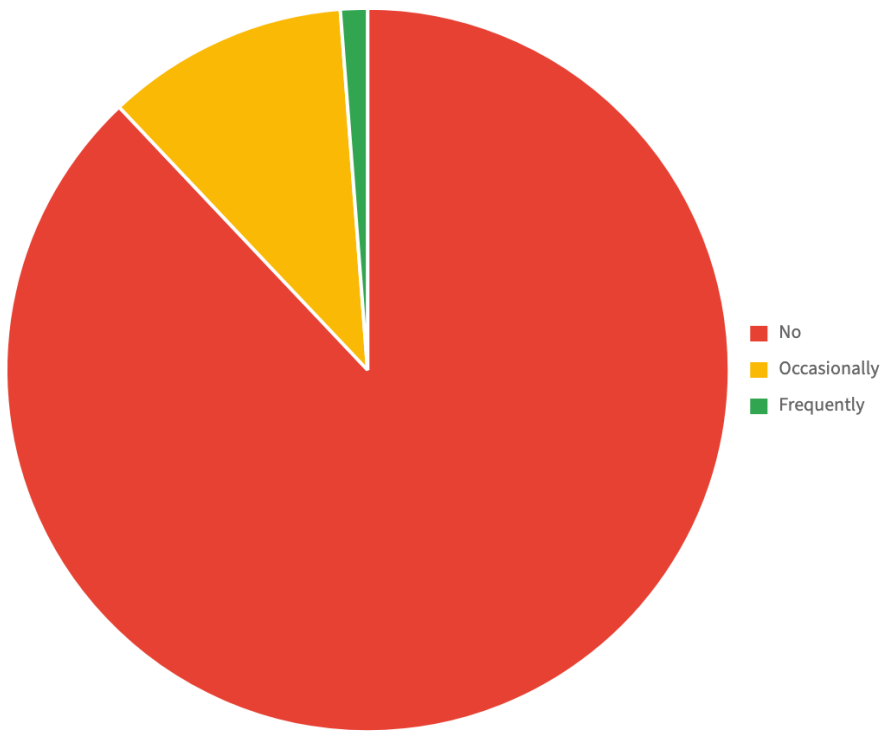
Team squash (past 12 months)



Tournament entry



Club night attendance (past 12 months)



MEMBERSHIP GROWTH

29

INTRODUCED SOMEONE (35%)

14

INTRODUCTION LED TO JOINING

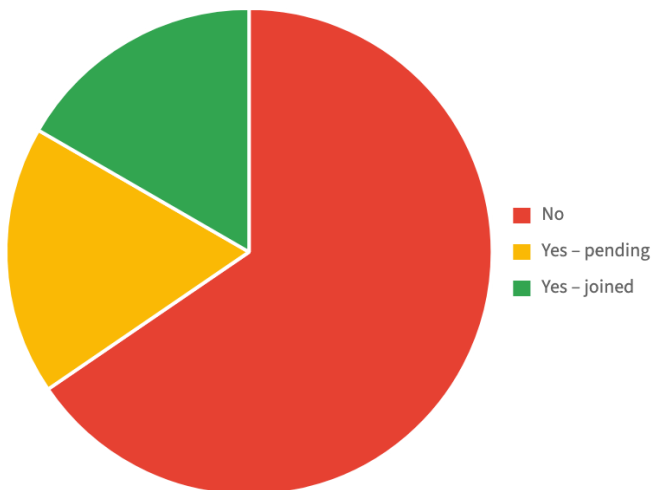
15

INTRODUCTION PENDING

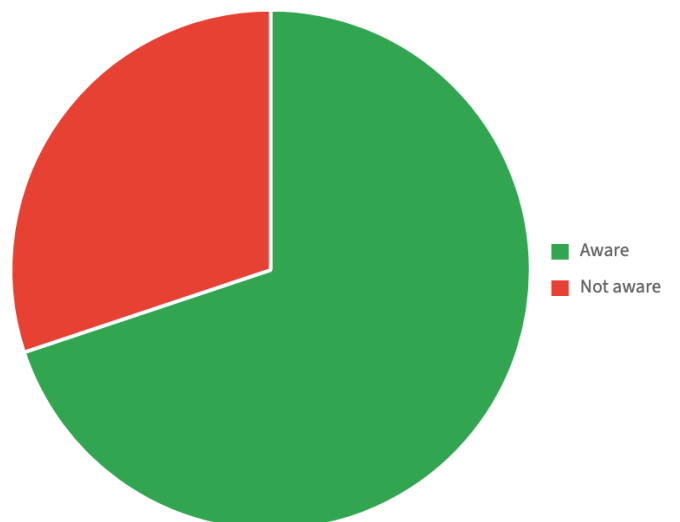
25

UNAWARE OF £30 REWARD (30%)

Introduced anyone in past year



Aware of £30 referral reward



COACHING

61%

NOT INTERESTED

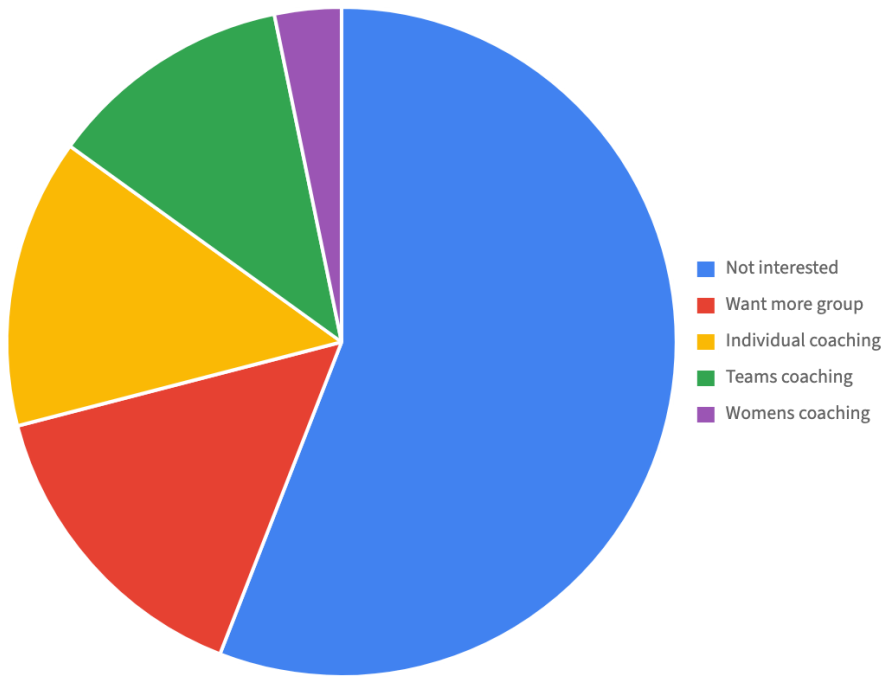
22%

CURRENTLY PARTICIPATING

17%

WANT MORE GROUP COACHING

Coaching



KEY THEMES FROM OPEN TEXT

Most common

FRIENDLY / WELL RUN / GREAT COURTS

Most requested

MORE SOCIAL EVENTS / BBQS / TOURNAMENTS

Multiple mentions

CHANGING ROOMS NEED UPDATING

Multiple mentions

RAISE AWARENESS – SOCIAL MEDIA / PRESS

Multiple mentions

DRAUGHT HARVEYS REQUESTED

Mentioned

WOMEN'S MEMBERSHIP COST A BARRIER

APPENDIX: MEMBER COMMENTS

Open text responses from the survey. Edited only to remove blanks and non-substantive entries.

What would encourage you to play more?

- Younger legs!
 - More club events — a Saturday early evening event, especially over the summer — play, have a pint and maybe a hotdog.
 - More social squash tournaments
 - Cheaper courts — £5 is too much
 - More communications around all the things the club already does.
 - Possibly reduced rates on courts at certain times or days? More club events and beginners coaching.
 - Maybe racketball?
 - It would be great if the bar was open more regularly.
 - More club nights
 - Better membership options — the OP membership has completely changed the dynamic of the club.
 - On club nights there was a cash prize if your name got called out of the hat.
 - Thursday evenings, especially if you run the accelerated programme again.
 - Make membership monthly so potential members may find it easier to join, like all other clubs do
 - More competitions and events organised by the club.
 - A few more squash events would be good to bring people together maybe with some food
 - Make it easier to find other players.
 - If more women my level joined the league
-

Box league improvement suggestions

- Add the box league results onto the screens around the club to promote more awareness.
 - When I used to play prior to sciatica the leagues were well run and good fun. Encouragement to use the bar afterwards. Maybe discounted drinks?
 - It would be great if the higher standard players joined the boxes
 - Arranging matches makes me leave the leagues in frustration but I do drift back in.
 - Make them linked to Squash Levels and club rankings
 - Make Squash Levels notifications mandatory when entering box leagues.
 - Players that have been reached out to on multiple occasions and still cannot play their matches should be penalised by a few points.
 - Unfortunately all dependent on standard in leagues — it seems currently the better players don't enter
 - Communication as to when juniors can start to enter the box leagues.
 - No, I think they're the most organised they've been for some time
-

Club night improvement suggestions

- The seating is rubbish — it needs to feel like a lounge, not a dodgy working men's club
 - Add food to the club night. Usually poorly advertised, relying on people "just knowing" when it is.
 - Regular reminders could be helpful
 - Add some coaching and drills — more organisation — maybe some fun games
 - Update furniture in bar area.
 - More regular reminders sent out earlier. Ensure someone is available to organise and welcome people.
 - Consistent bar opening, showing sports, more club events
 - Organised TV sessions for international rugby, football and other key sporting events. Food paid in advance.
 - It was very popular when we had our own coach organising and our own bar manager who arranged a lucky dip.
 - Communication as to how old/what level juniors need to be to take part in club night
-

Tournament improvement suggestions

- Spread them out a little — it can be a challenge getting games in if you are in a few competitions
 - Perhaps have some games coordinated in the evenings so more people are at the club and bar is open
 - Communication of the event build-up, during and post. Consider these as a real opportunity to sell the club.
 - I'm unaware of the tournaments or how to take part — sharing more information would be a good starter.
 - Stagger the tournaments throughout the year. Running all of them at the same time makes it very difficult.
 - Doubles should be run over the course of a few nights to encourage bar spend
 - More notice on timings — say 3 months prior to start
 - Advertise more, welcome non-members as an introduction to squash via social media and local papers
 - The bar could be opened for junior tournaments to attract more entrants.
-

Events you would like to see

- A weekend BBQ and fun competition
 - BBQ, friendly tournaments, family events
 - I've hosted a few evening tournaments with food — gets a good reception each time.
 - Quizzes, socials, BBQs, coaching sessions, doubles
 - How about a 100 Club with the draw on a Friday. Friday nights historically used to be packed.
 - A social new members event would be good
 - Group coaching for different levels would be great.
 - Weekend social tournaments with a BBQ
 - Summer BBQ with a squash day booked
 - BBQ / Quiz night
 - More social events would help bring people together. Tournaments and BBQs are a good way of doing this.
 - Could we install a dart board in the bar and run an internal league
 - Quiz night, dart board — it's the fastest growing sport
 - We have the Christmas Handicap Doubles which is tremendous fun. A similar tournament in Spring or Autumn would be good.
 - I hope the ladies sessions continue as it takes time to build enough confidence to try the box league.
-

Coaching improvement suggestions

- We need to get more adults taking coaching. Can we offer group coaching for beginners?
 - Bring the adult group coaching back
 - Not all 1-1 coaching to be within working hours. The group team coaching was really good on Monday evenings but then stopped.
 - Changing the time and days of the women's coaching would be beneficial — 4-5pm on a Saturday is limiting.
 - Add coaching to club night
 - There needs to be a stricter cap on numbers at the team coaching — 5 on a court is too many.
 - Lower team squash court time and replace with adult coaching on one court.
 - Advanced team nights with the coach present for coaching and organisation
 - Reduce the cost
 - Paid group coaching sessions for women on a regular basis
 - Junior coaching booking system for Friday mornings could be tweaked.
-

Bar improvement suggestions

- Have it open later on a Saturday, especially if we encourage more people to play later afternoon/early evening.
 - Invest in the furniture around the bar and upstairs. Getting degraded.
 - Get Harveys back on tap. Members would be happy to pay for the installation.
 - Staff it during popular periods (Friday evening, team games etc). Otherwise a rota of willing key holders.
 - Bring back the keg Harveys
 - Ensure it is open during junior events like box leagues
 - Consistently open and open until later
 - Have ice and lemon! Even if the lemon is frozen!
 - Draft Harveys
 - Have a better selection of non-alcoholic beers such as Estrella
 - Run it in-house with an honesty system with drinks available at any time
 - Get a bar manager like we had with Tim Donald
 - Keep it open!
 - Alcohol free on tap
 - Guinness nitro instead of cans
 - Seating as currently set up doesn't facilitate chats with people not in your group
 - Encourage more people to use it by making all cash prizes bar credit rather than account credit.
 - A few more healthy options perhaps
 - Parents/carers make good use of the bar — it would be a big plus if open during tournaments/box leagues.
-

What would make it easier to introduce new members?

- A better external brand for the club. Active communications both internally and externally.
 - Sign up for 12 months, pay for 10 — give a discount in the first year.
 - More advertising. Lots of people have no idea our club exists.
 - More club nights as taster sessions
 - A vibrant social scene utilising the club for functions.
 - Free weekly open sessions for local businesses — a number of members were recruited this way in the past.
 - Not making us have to pay extra to bring a guest.
 - There's currently not that many options for women who are beginners so joining isn't great value.
 - No guest fee if thinking of joining
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Ideas for expanding membership

- Tie-ups with other local sports clubs. Shorter intro memberships — 2/3 month tasters.
 - Get better with communications. Run a marketing campaign, build the TWSRC brand.
 - Lower membership rate for female members as the value for money isn't as high.
 - Increase club advertising/awareness via social media and free local media. Create A5 leaflets.
 - Student discounts, trial free membership for a couple of weeks, social media strategy.
 - Complimentary lessons for beginners, bar vouchers, new member nights
 - A WFH (work from home) league ensuring the courts are used more
 - Better digital marketing. Maybe an open day with relevant advertising.
 - Contacting large employers to make sure employees are aware of the club.
 - Marketing, website SEO, discounts for new members.
 - Partner with Oakfield gym across the road
 - Hold a regular open day
 - Talks to schools and fliers
 - Better target junior members' parents.
 - Discounted first year membership.
 - Update the website to be more attractive to potential, younger members.
 - Advertise in local free magazines
-

What was the main driver for your satisfaction score?

- Well run
- A good combo of competitive squash and a friendly social club
- I love the box leagues and the mini tournaments and how friendly the club is
- Great club, coaching could be more accessible
- The club is sociable and the courts with a bar above is a great setup.
- Been playing for over 10 years — commitment to squash, great coaches and sessions, great tournaments
- I'm a new member — super friendly, great box leagues, easy booking, well priced
- I enjoy the club and think it is great. The cost for women members puts people off.
- Great friendship over many years
- I'm a new member and enjoying it. Very friendly. Would focus on raising awareness.
- Community of the club and good facilities
- There have been issues over the past two years that keep dragging out and becoming bigger than they should be.
- The courts, the changing room and the bar are all good.
- Courts are in pretty good condition, leagues are well run, ladies coaching is back up and running.
- The committee is clearly trying to move the club forward — steady flow of reinvestment.
- More players should be encouraged to use the bar.
- The club is an integral part of my life and I have met some fabulous people over the years.
- I enjoy playing squash and the social side of the club
- Well run, pleasant engaged membership
- Facilities are adequate, court booking is easy, good junior section and adult team achievement.
- I'm part of a good playing and social group. The bar is a very important part of this.
- It's a squash club — does what it says on the tin well.
- The club is not what it was which may well be simply down to changing times.
- The continued existence of the bar but more playing members need to use it.
- A long history at the club, recognition that some people put a lot in.
- Good courts, good changing rooms, ok bar and good membership.
- Committee run it very well.
- I have thoroughly enjoyed my visits to the club over the past 30+ years
- It's one of the best clubs I have played at but could be improved
- Great courts, great guys, loads of opportunity to play many players of similar or greater level.
- Generally great facilities and very friendly
- Friendly, encouraging and open to juniors
- It's a great club with history but needs to be brought into the 21st century.
- The club lacks atmosphere, something it never suffered from in the past.
- The location and facilities are excellent but the social side needs a complete overhaul.
- I think the committee are doing a good job in a difficult time for squash generally.
- It is a good well maintained squash club with a nice bar area.
- The friendships gained and enjoyed after my doubles games.
- Very happy at the club. Very welcoming. Lovely viewing area.
- I enjoy playing squash each weekend and socialising with other members after playing
- The huge increase in OP membership cost vs the zero increase for full members.
- I'm new to the club — everyone has been so welcoming and the facility is fantastic
- Simple to access, appreciate being able to play in an organised league, friendly.

- I like the courts, members and the bar. Changing rooms a bit tacky.
- It doesn't have the same buzz as of old.

Other suggestions for improvement

- Charge a higher annual membership fee. Offer a lower "hardship" fee to those unable to.
- We need to attract more young juniors.
- Scrap off-peak membership, have just one membership option.
- More social events, especially in summer.
- Club afternoon at my old club was always Saturday afternoon — people would stay after for drinks.
- Abuse of car park space usage during peak playing times seems to be getting worse.
- Try and get more racketball played.
- Friday evenings curtailed by kids coaching — perhaps could be moved to another day/weekend.
- Run junior competitions, junior doubles
- Is there scope for a padel court which may attract younger players?
- Make the table tennis easier to access.

Premises and facilities suggestions

- A small gym and sauna would really make it feel like more of a club.
- The men's changing rooms are in need of maintenance and a spruce up. One of the benches has been broken for months.
- Better quality hairdryer in the women's changing room. More regular cleaning. Water fountain. Spare balls and rackets to borrow.
- Perhaps a digital dart board or other pub games such as table football to encourage longer stays.
- Men's changing room — raised wooden slats in the shower area would be good
- Privacy in ladies changing remains an issue with new glass doors on courts.
- The car park is used by too many non-members. Give each member a couple of membership stickers.
- The gents handdryer blows cold air. Could we have a booking screen downstairs?
- Court 3 floor is a bit rubbish
- Re-do the lines in the car park. A decent-size TV to watch sport.
- If we are going to encourage junior squash we need a vending machine for sweets and energy drinks.
- Ball warmer
- The ladies dressing room showers need to be cleaned more often.
- Stop the bridge players parking
- Increased bar offering (cafe items) — even if just for tournaments/box leagues.
- Individual showers
- Retail options and stringing on site at the club
- Floor on Picton needs addressing
- Parking of cars that clearly do not belong to members is a problem.
- Improved changing rooms and showers. Maybe more lockers