



CRC renovation survey responses

This document is a summarised report of responses to the Cambridge Racquets Club survey on our club renovations. There were 86 responses from club members. The survey was open from 28 July 2023 to 1 September. It was promoted via club newsletters to members.

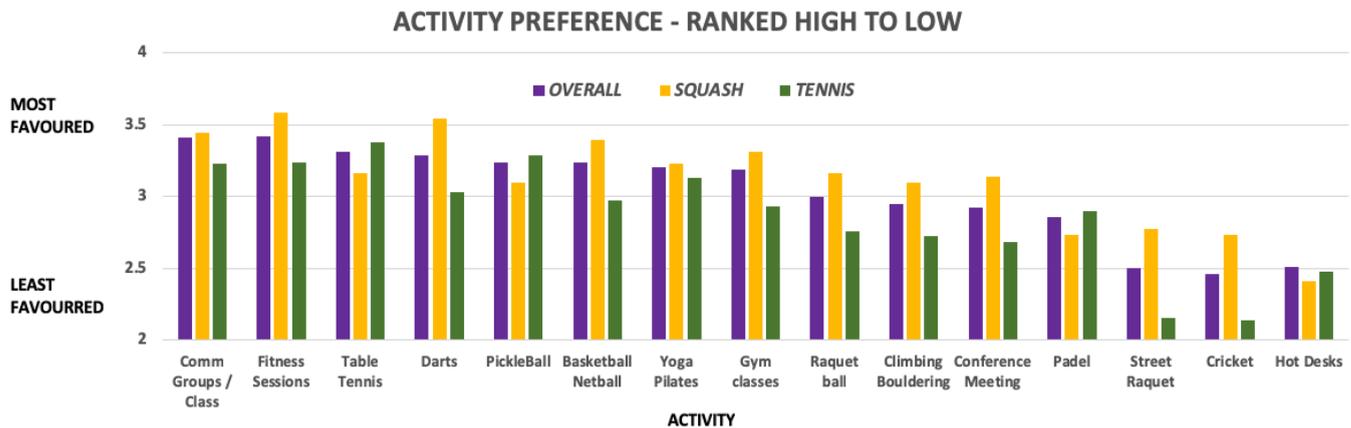
EXECUTIVE SUMMARY OF RESPONSES:

1. About our respondents/members

- An even balance of Squash and Tennis players responded.
- Socialising is important to a good portion of our members.
- There are a number of activities running at the club. Competitive squash (between clubs) is popular; relatively fewer tennis player compete at interclub level; regular games with friends is very popular.
- The average respondent has been a club member for 11 years.
- Weekends and evenings are the most popular times to use the club, there is less participation in the mornings and during the day. The club should therefore look to activities to fill these time slots.
- 12 % of respondents use the club more than 3 times per week. 50% use the club twice a week and 30% use the club once a week. Therefore, based on the average cost of our memberships, 12% of members pay \$2 per visit. 50% of members pay \$3 per exercise and 30% pay \$6.
- Most survey respondents are between 36-60. The average respondent is 48 years old. Only 25% of the respondents were under 40 years old, and only 2 % were under 25. This data indicates that the under 30 age bracket is a key population group that the club should seek to attract.
- 68% of respondents report their kids use the club and commentary and requests for improvement of kid friendly spaces was very high.
- Most people join the club facilities to play squash and tennis. For a lot of people it is also important for socialising and for fitness. Our members choose our particular club because of its location, the activities on offer, the management, and their fellow members.
- Respondents aspire for the club to be a friendly community hive, where people come to be active and socialise. They want a place that is vibrant and active. We received a lot of feedback saying members want a **more modern, inviting, warm and clean facility.**

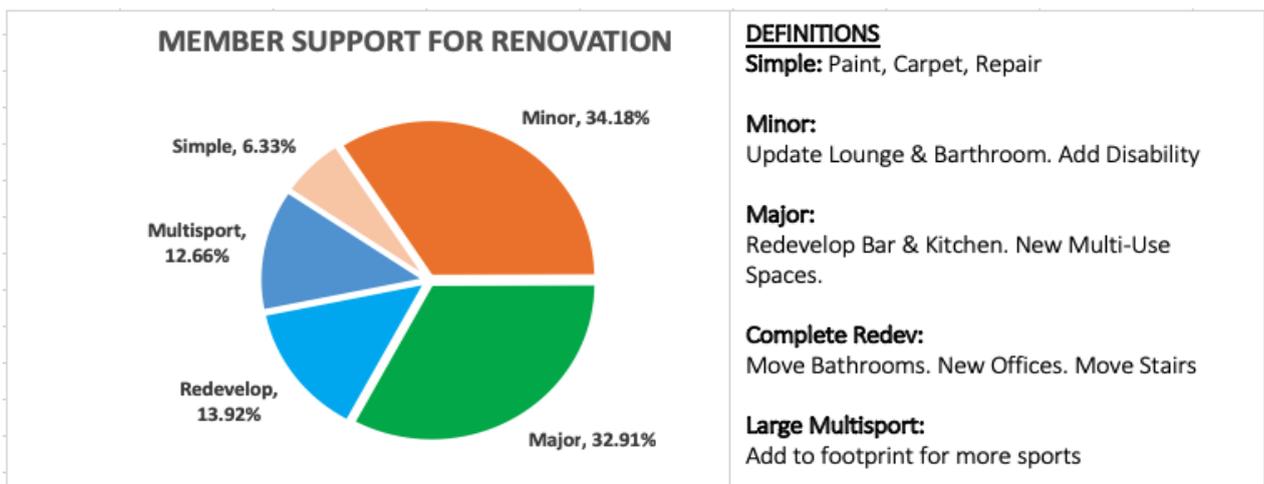
2. About activities:

- To attract more people to our club, members think we could increase the amount of socialising at the club (hosting events, pool & other bar games, have TV's for sporting events); as well as adding in new activities and services to attract members.
- Respondents feel we should retain rower accommodation, add professional tournaments, and add aligned new activities like pickleball, table tennis, padel and open up to other community groups and classes.
- A summary of the ranking of activities from the survey is provided below.



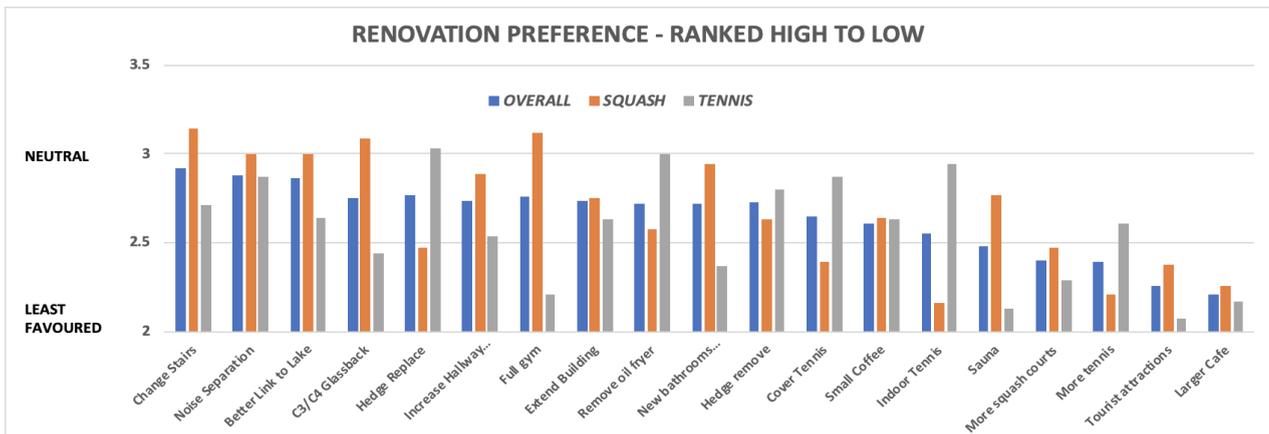
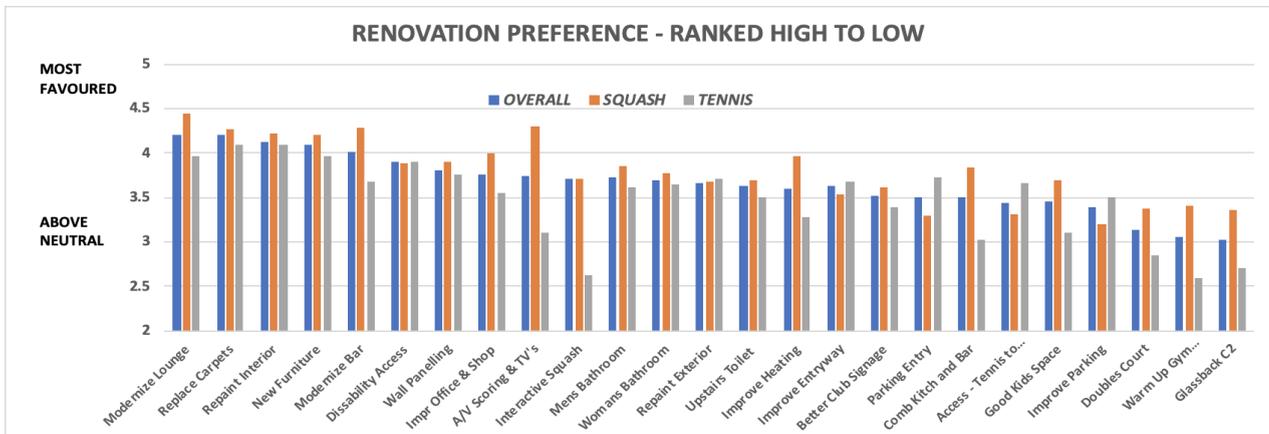
3. About our renovations

- The most utilised facilities are the courts, the bar & lounge, car park, changing rooms, and kitchen.
- 80% of members support a renovation that involves more than just a lick of paint and new carpet, while 60% support a major renovation in some shape or form. Members are overwhelmingly in support of updating and modernising the lounges, bar and kitchen and bathrooms.



- Some members commented that we need to be realistic about priorities, money, and expanding what we do past a core of tennis and squash.

- Some key maintenance priorities were not included in the renovation survey since their repair is non-negotiable. One such focus area is the replacement of the roof for which investigation is underway.
- The Renovation priorities in the survey were ranked according to preference by both codes and results are summarized below. The top graph shows higher priorities for members:



- These rankings have been used to produce an updated, phased floor plan in principle for members consideration. The next steps involve consultation with Squash and Tennis Waikato regarding feasibility studies and subsequent architectural involvement.
- There was strong support for renovation projects to: modernise lounge & bathrooms; replace carpets & repaint; replace furniture; combine the kitchen and the bar, improve the entrance, office and pro-shop and provide disability access.

4. About fundraising:

- 43% of members were OK with paying something extra on their membership for a nicer facility. 59% were happy to assist with hands-on work. 20% indicated they would like to be involved in fundraising.
- The average annual fee that members would pay to belong to our club (with improved facilities) is \$345/year. 20% of members would pay \$450 or more. 20% of members would like to pay \$230/year or less.

- 52% of respondents would not make a one off contribution to fund the renovations. 44% of members would consider a \$300-\$4,000 amount. Survey respondents (86 members) indicated they would contribute \$30,800 towards these projects.
- In general comments we hear that the renovation will cost money, be a big project, and require a lot of fundraising. We are reminded that essential repairs (e.g. roof) need to be a priority.
- We are also reminded, by respondents and wise commentary from Susan Devoy, that our last renovation was 40 years ago. What we do now, should last another 40 years. We are the custodians of the club and that we need to ensure its viability for future generations.

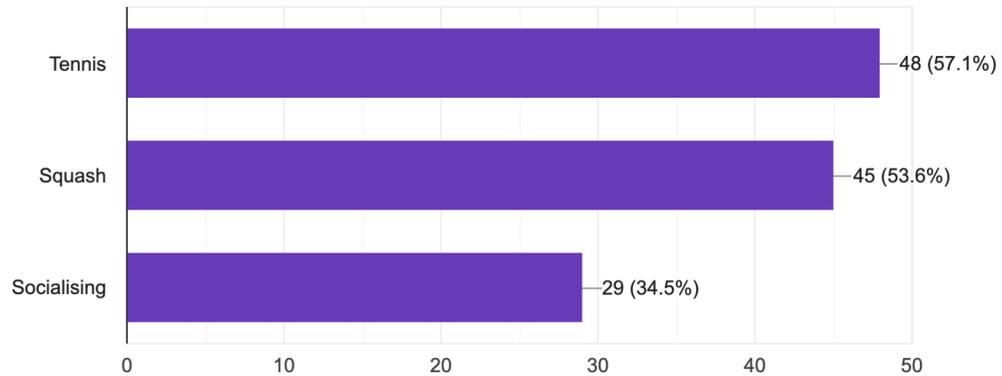
----- **END OF EXECUTIVE SUMMARY** -----

The raw response data follows on the next page for more in-depth information and to serve as an artifact / record of this 2023 survey.

'Raw' Response data per question:

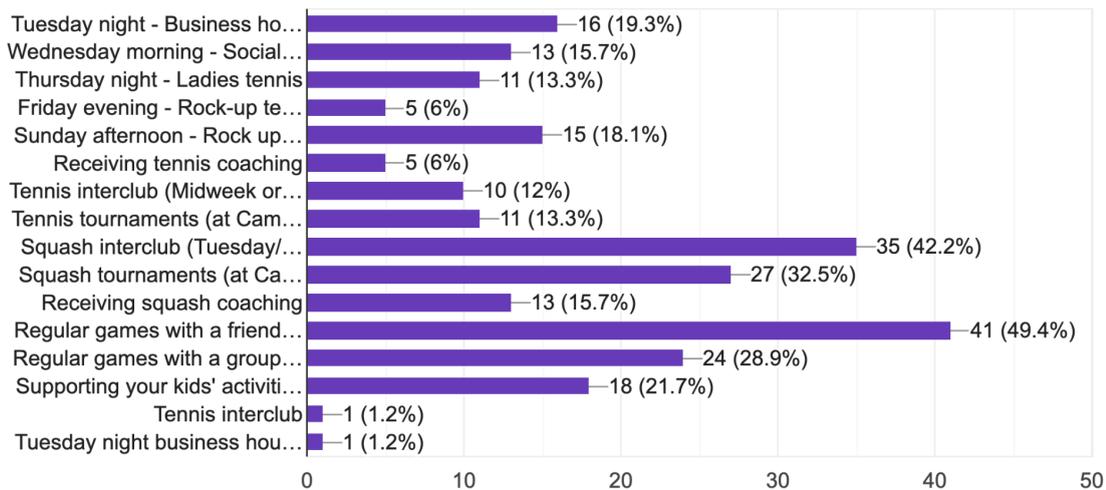
What are the main activities you do in the club? (select all that apply)

84 responses



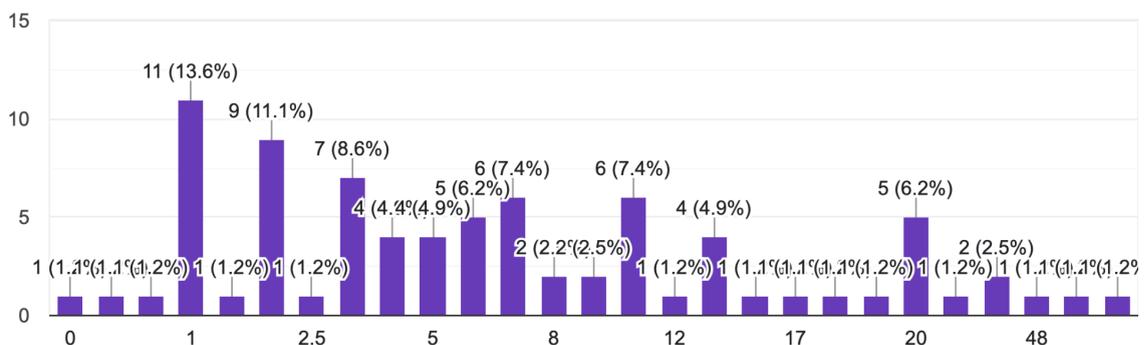
In which of the following do you participate?

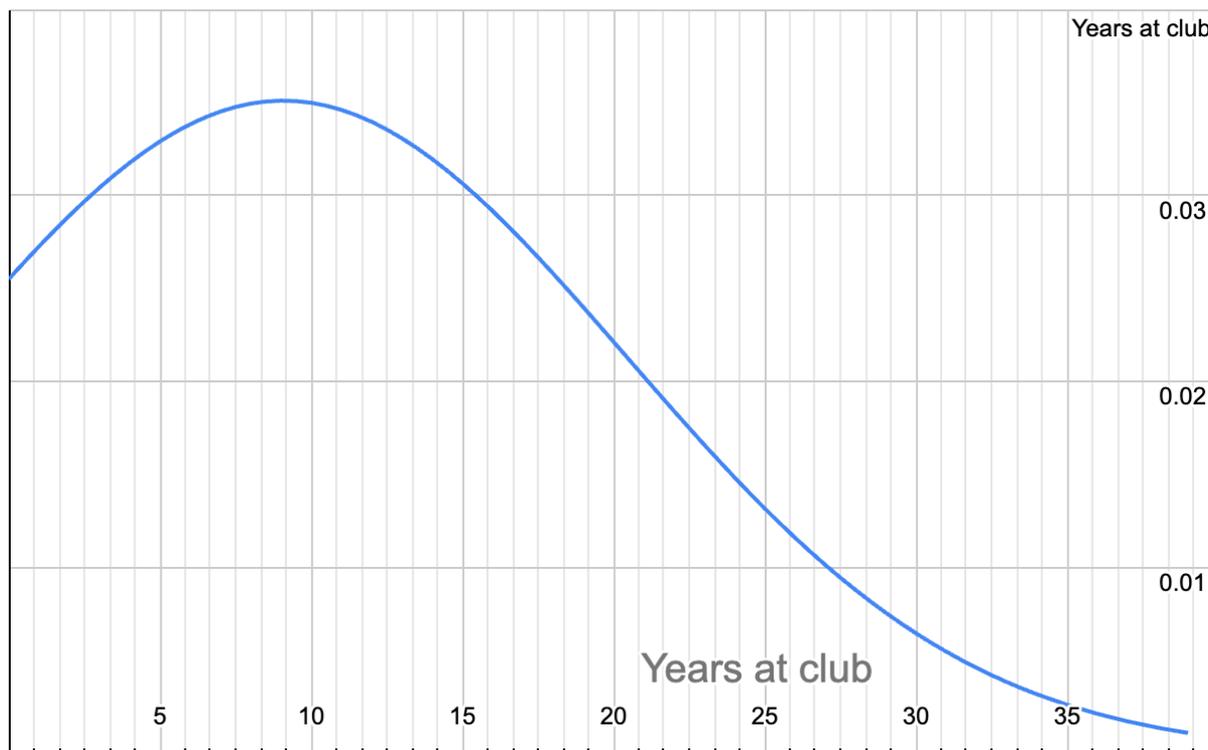
83 responses



How many years have you been a club member?

81 responses

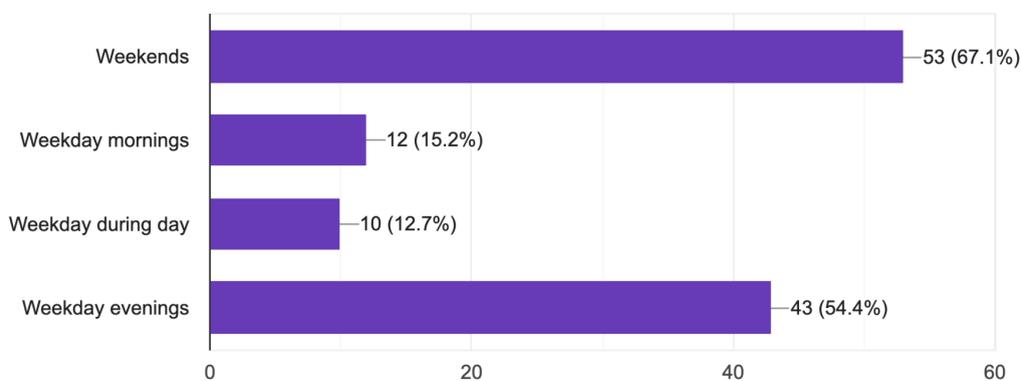




The average respondent has been a club member for 11 years.

At what times do you typically use the facilities for self-organised games.

79 responses



Weekends and evenings are the most popular times to use the club, less so in the mornings and during the day.

What activities/groups, not listed above, do you think should we be trying to attract to the club?

26 responses

- None
- **Socialising**
- Perhaps private parties to utilise the bar
- Private function rental
- Private social venue - birthdays, weddings and the like.
- Pool/snooker
- Poker
- Card groups
- singles evening lol
- Big screen tvs for sporting events. Family functions using facilities..bar and kitchen
- **Activities and services**
- Boxing, dance
- rowers and waka ama groups for accommodation, tennis and squash tournaments, coaching/referee seminars, school holiday programmes, young adult activities eg basketball shoot, tailored squash and tennis sessions, E-games
- Would a physio be interested in setting up a practice at the club if suitable room could be created?
- Professional tournaments, exhibition matches.
- Very soon pickleball and possibly padel (which is a better sport in my opinion) will overtake tennis and squash in participation numbers as in happening in the US and Europe. The club can either decide to be a part of this and welcome new members who want to play these sports by putting in court(s) ideally additional to tennis courts, or find that those sports have found alternative venues and the opportunity is lost.
- Badminton
- padel, guides
- Consider what other sports / activities as above can be offered by the club on its existing land area plus perhaps share land /building with girl guides next door
- Indoor netball, Indoor football
- Just focus on tennis and squash and do it really well. Basketball hall court would be cool as closest is St Kilda or Tamahere, but not by the volleyball - don't mess with the tennis
- unsure who else to attract, it's a tennis and squash club
- Nil I think make it the most awesome tennis and squash club
- Nil



Do you have any renovation comments or ideas not included in above:

- 17 responses
- **Theme 1: Be realistic**

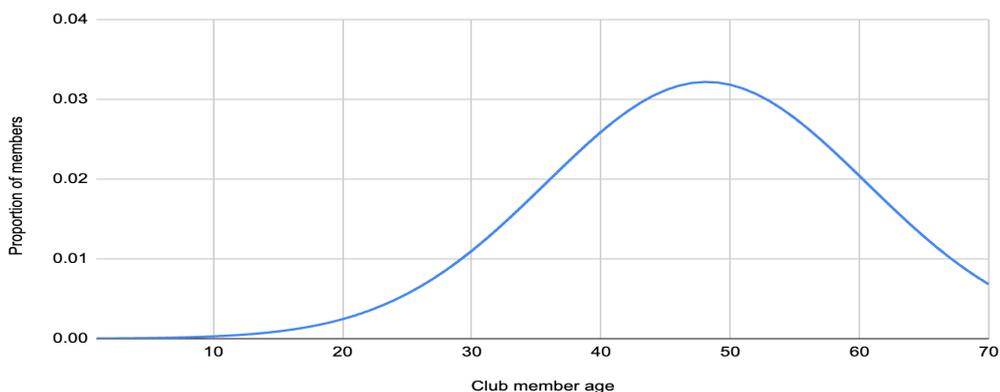
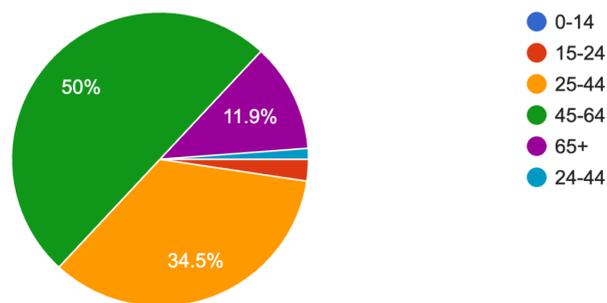
- We need to prioritise the essential maintenance and repairs, then minor renovations and revamp, ie. painting, carpets, furniture
- Roof should be a priority. Labour 4 interior club renovations should b done by club members where possible.
- All these changes sound expensive so I'd rather fix what is broken and repair what needs to be done before it breaks rather than increase my subs which sounds like the next steps.
- Just be realistic - everything costs money.
- Would like to better understand the costings for the projects
- Fancy coffee machine, rather than cafe or coffee shop
- We need to remember what our core business is. Tennis and squash club - and would hope we could provide quality facilities. Plenty of gyms around to offer fitness, and other sports/games

Theme 2: Improvements

- It would be nice for the club manager to have a more inviting space, perhaps they could open up the space so the room with the photocopier (which has a window) could be incorporated. Also better heating for office, it is cold in there. I don't think we need better heating for the whole place though
- Improve public court or make into a basketball court/pickleball court.
- Better security lights in carpark and around building.
- Improved seating area under deck for tennis to make it more comfortable and attractive - screen maybe for wind protection etc and drinking fountains
- Could you remove the hedge and have more parking.?
- Gym would be great and a cafe
- A pool for doing laps

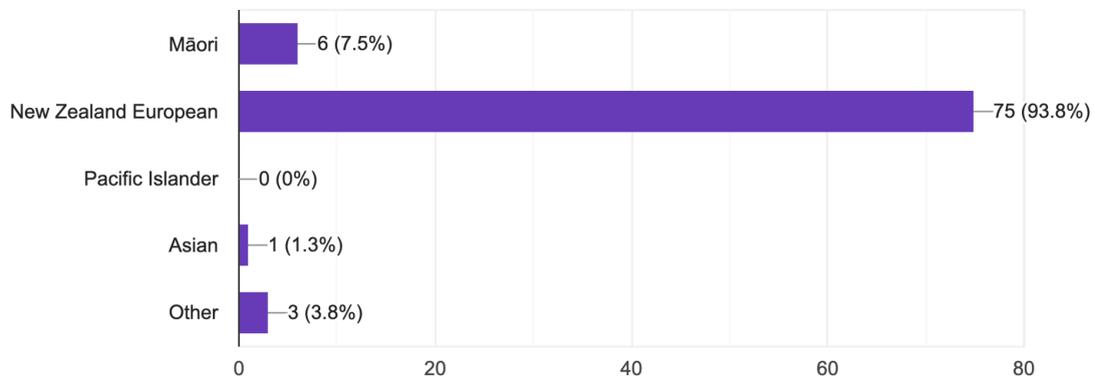
Your age group

84 responses



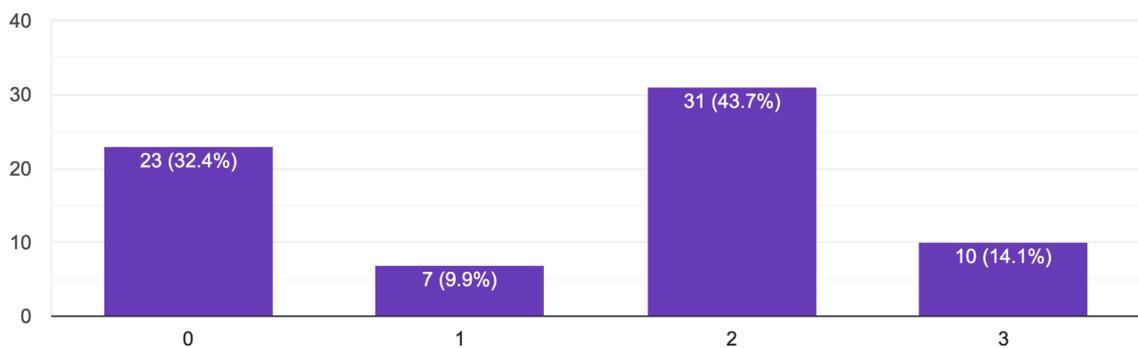
Ethnicity (optional)

80 responses



How many children do you have who use the club facilities, or who may within the next few years?

71 responses



Why do you belong to the club?

77 responses

- **Tennis**
- To play tennis
- Love tennis
- To play tennis competitively and socially with some really cool people
- Social tennis and improve my health
- Mainly to play tennis.
- My son wanted to learn how to play tennis
- Enjoy playing tennis and the social add-ons
- I enjoy playing tennis
- To play tennis, meet like minded people & socialise
- Play Tennis and Socialising with other members
- Love tennis and enjoy the social connections
- For the enjoyment of playing tennis
- I like tennis and it's handy to my work
- Amazing people, friendly, and I love tennis.
- Love tennis and our town/community
- I love tennis

- **Squash**
- Love to play squash
- Squash
- To play squash and connect with friends
- Squash, fitness
- Enjoy squash and tennis, great group of people
- Squash courts are close to town, provide me with another sport and another chance to meet new people.
- Squash - ladies night and interclub
- Squash. Close to home. Socialise
- Mostly squash bit also the socialising
- Looking to join a squash club. Joined CRC due to the culture and facilities/ number of Courts available
- Enjoy playing coaching squash (the people)
- Love squash and the people there
- squash, and being part of community
- **Social and fitness**
- Fitness, socialising, love of the games
- Socialising and physical activity.
- Good social group. Healthy and fun playing tennis.
- fitness and social
- Social sport
- To keep active, enjoying racket sports
- Fitness and social
- Fitness. Friends
- Social, fitness, fun
- For the fitness and social interaction
- To meet more people and have fun
- Social, friendship and fitness.
- Access to courts and opponents to hit with
- It's great.
- Play social and community
- I love the game. Keep fit, socialisation
- Fitness and social
- Love of game and friends
- Social and fitness
- Fun, exercise and socialising
- Fun and games
- Been here since junior
- An opportunity to exercise
- I'd like to use it more. Would like more beginners events. Would be great to meet others socially here.
- Social interaction and fitness opportunity
- Fun
- **Whenua, he tangata**
- Location and management
- Location
- Location and enjoy playing with friends

- because i live here
- wonderful club. life member
- The members are awesome
- To show my children you are never too old to play sport and for social interactions
- its a awesome club and close to home
- To socialise with like minded people with a sense of keeping fit whilst doing that.
- Was close to work, stayed for the people
- don't know life without it

What are your aspirations for the club? What do you want to be doing in it? What kind of place do you want it to be?

- 67 responses
- **Community**
- A place where everyone wants to come (inclusive) -a place to be a part of and to be proud of in our community
- It's got potential to provide more services - but need to also keep its cool culture and caring community. If it grows too big, with lots more people using the facilities, will it become more of a shop that people just pay to use things and not care?
- Bring community together
- More community activities that utilise the building more
- A community hub where many different people socialise and reap the benefits the club can bring
- Develop junior side of club right through to older age groups. Increase school involvement with club.
- A place where I can have fun, stay fit, compete, and be part of a community
- Attractive and inviting place to hang out for my main form of exercise, meet new people etc, entertaining place for my son to hang out at
- Growing our membership and providing a good community space/hub to the growing Cambridge area.
- Vibrant community centre. Encourage participation levels from younger people, they are the future
- To be a welcoming community asset for squash and tennis.
- Welcoming home away from home for members, and a place to be proud of, and welcoming to all visitors and players. Seen as a forward-thinking club, attracting and leading the Cambridge community.
- To keep the ethos of the club, a friendly & inviting community club that is accessible to everyone
- Self sustaining financially strong club that connects the community and has confidence to provide ongoing tennis and squash and social opportunities for Cambridge
- family friendly
- Center point for fitness and families
- I want it to be our place, where everybody knows your name.
- If I was trying to answer about what I think might be good for the club to be more successful, and valuable to the community, I would answer very differently. But I think in a survey like this it's a good idea to answer about what we each personally want, rather than try to guess other peoples' desires.
- **Modernised**

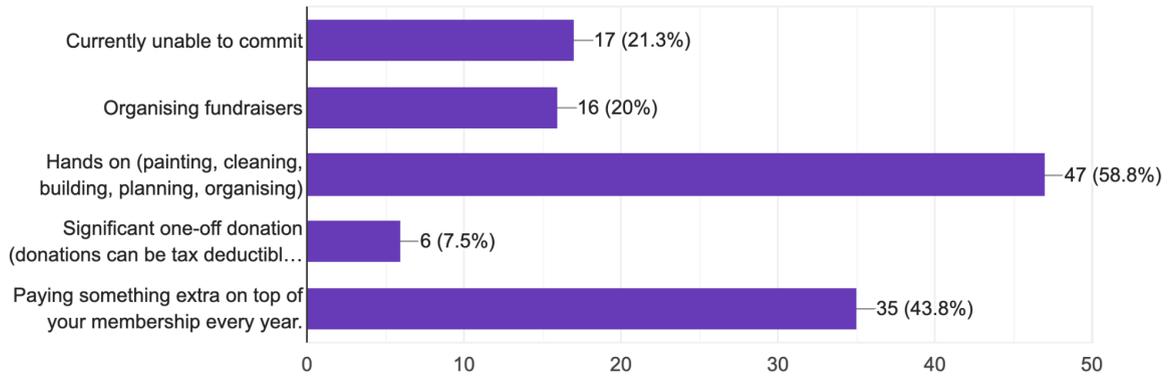
- Just as a modern sports club with more use of the facilities as a revenue earner.
- Modernised, family friendly, inviting
- The same as it is now and with some sprucing up, improvements to squash facilities, a new roof and no substantial increases in membership fees. It's important to remember that a sizeable proportion of our members are on fixed incomes.
- Ensure clubhouse facilities are at good standard for members and community use
- A modern welcoming place mainly based around squash and tennis.
- Warm, clean, modern
- A safe environment for current members to play in and to encourage new members to join
- Light, bright and clean/modern for squash and socialising with friends in bar/lounge
- Have the club be a more vibrant in nature and more welcoming by modernising the facilities and indoor space
- Renovation and refresh required. Modernise the club by adding a fitness centre for members to use. Club is a multi functional racquet sports hub and 24 hour fitness centre for members to use.
- A modern facility that is a one stop shop for fitness and socializing
- Facilities improvement should be ongoing but measured. Less risk in gradual and strategic upgrade, rather too much at once. Some additional costs but perhaps this is better than over investing or investing in things that do not deliver a return
- Renovated facilities but keep it linked to its core purpose of squash and tennis and a great place for members to be
- Maybe make it brighter, more welcoming in its appearance.. more activities available would help it thrive as it's a great facility already
- An inviting warm space to watch and play squash
- In a nutshell, the whole place needs a makeover, modernising and reconfiguring.
- I think modernise it but keep it essentially a place for squash and tennis players to come play and socialise. Doesn't in my opinion need to be over the top. Make it a clean usable space where people can hang out feel comfortable.
- A modern functional and attractive club mainly for squash
- Improve facility modernise
- Modernise the club's off court facilities.
- To have a clubhouse and facilities that are modern and more user friendly; a place to feel comfortable at instead of one stuck in the dark ages.
- A place you could go to whatever the weather and still have fun. It is currently very uninviting.
- Engaged membership, modern pleasant place to play sport and socialize.
- It has been 40 years since a large renovation need to plan for the next 40 years.
- Left in a better state than when I joined
- Its a great facility, it just needs to be tidied up as has become quite dated. Feel there are enough gyms and cafes already in town.
- **Sport**
- Continue growth in tennis & squash, make sure always enough quality playing facilities and organized events for our growing community.
- Inviting and friendly squash and tennis club. Good facilities and always something happening.
- Ongoing tennis club a place to meet up with like minded people
- A place to play squash that is clean tidy and accessible

- Playing tennis, enjoying a drink and a chat after
- It has the potential to be a sporting hub for racket sports. Would like to get involved in Tennis/Club again after few years out of the sport
- A place where there are regular sessions that any member can join at their level of play. A club where juniors can learn and evolve with support
- Personally I just want a good tennis court that I can have regular games with friends on weekday mornings. I don't have bigger aspirations for the club. I would be very happy to just have, say, 2 tennis courts and minimal other facilities.
- For me, the existing other 6 tennis courts and the building are simply things that I accept that they exist, and they are part of the package of being a member of the club. When I used to play a lot of squash, the building was an important part of my life, but no longer.
- I do like the place where I go to play tennis to be clean and tidy, and so I am happy to work to achieve that.
- Fit for purpose squash and tennis facility.
- To see it prosper as a club where members can enjoy their chosen sport and socialise with other club members
- Some more tennis tournaments
- I would like the club to be a place for year round fitness. Having a functional gym, table tennis table/s and covered tennis courts will be amazing.
- Playing squash. Utilising it as a space to entertain/functions
- More fitness, gym and maybe a physio space? more relaxing like sauna and better ability to create a family space, love the bar and kitchen.
- I would love the club to have a gym. When I lived in London the facilities at Charing Cross Hospital was perfect. Squash Courts, Gym (classes), Bar area, Pool. However, there are no tennis courts.
- Would love to have either covered/ indoor tennis court, or padel which is extremely popular in Holland or pickleball which seems to be popular in Auckland
- **Play**
- To have acceptable facilities and not be too expensive to join for most people.
- When I'm free from work and children I can get more involved
- Friendly and helpful
- Somewhere where people feel comfortable and enjoy a healthy lifestyle.
- A fun affordable place for people to have fun and feel safe to be at.
- Somewhere I can continue to progress my families skills and fitness
- Fun and grow
- Great for whole families to come down on weekends and for everyone to have something to do
- Would love to see ability to hire a room / space for wargaming, on a regular basis.
- **Also**
- Other people may well have aspirations, and I wish them well in achieving those aspirations. I'm pleased that people do have such aspirations.
- Would be great to see it succeed with a higher membership number and improved facilities for a growing town that has a very affluent sporting community.
- Try to help when I can
- Welcoming and inclusive. If renovations make membership too expensive then some people may be deterred from membership (although I think it is a good price). But would be nice to spruce the place up. If we are going to do major renovations from

Susan Devoy's comments you need one person driving it with a passion, who will be there for the several years it will take to complete from start to finish.

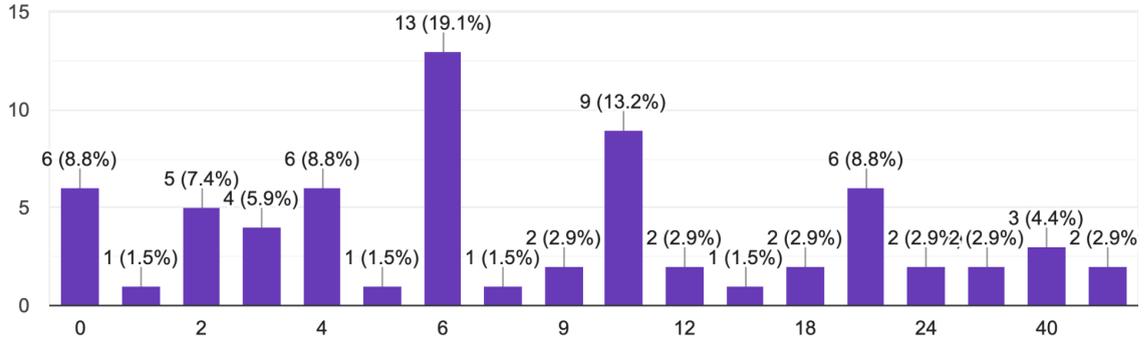
In what ways are you prepared to help with the renovations?

80 responses



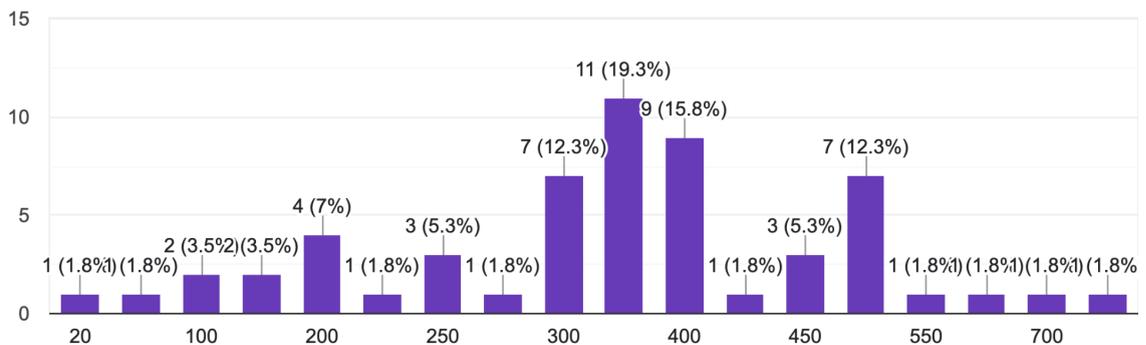
Over a 6 month period how many hours could you spare for working bees, committees, and projects to support the club. e.g. 2 working bees would be about 6 hours.

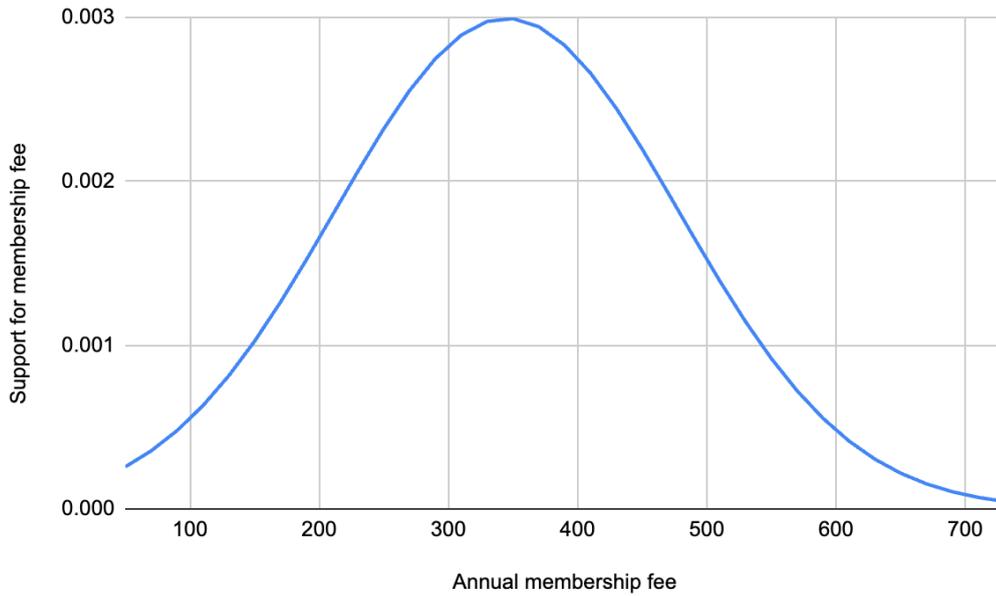
68 responses



How much would you be happy to pay annually to be a member of our club (with improved facilities)

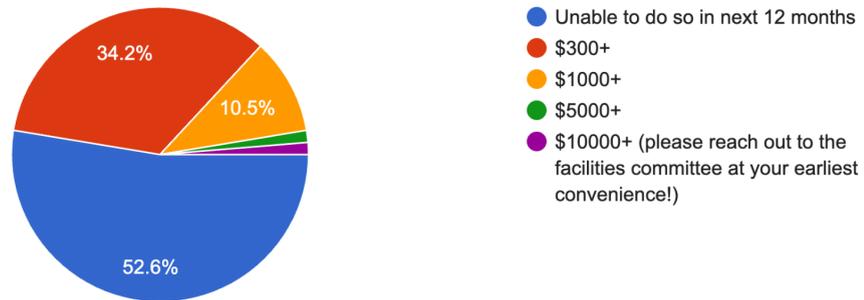
57 responses





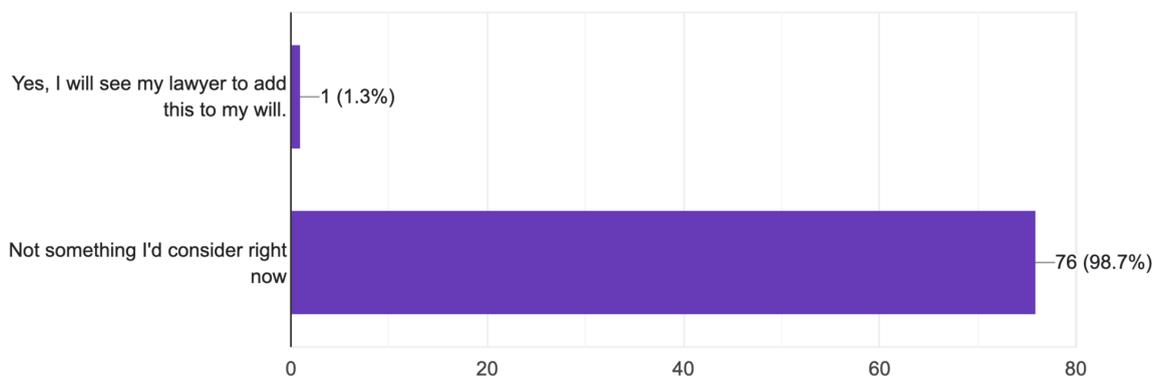
Would you be prepared to make a one off financial contribution to fund the project?

76 responses



Would you consider a legacy donation in your will (please include that in the above amount). Please contact us if you'd like more information.

77 responses



Are you associated with a business that could help? (Discounted) labour or materials or services? Or suggestions on who we could approach?

- 48 responses
-
- 30 year background in Tennis. Would like to be involved in something BIG
- If you need any associated stormwater and civil engineering services I am happy to help free of charge (just need to charge small amount to cover insurance)
- Perhaps approach all Cambridge businesses
- [xxx]
- Can offer electrical labour. Sadly time is limited with young children & work commitments
- I can help with Marketing
- I'm an Electrician and can offer my services
- Speak to [xxx] at [xxx] for funding/grants
- [xxx]
- No
- no
- N/A
- Nope
- possibly
- n/a
- Not associated with a business unfortunately.
- Unsure sorry
- sorry no

Who do you know that could be helpful with this project? People with time, materials, or financial resources to help. Your responses here will be kept confidential. You may also email us directly. e.g. peter@randomwebstuff.com

- 10 responses
- No
- Nobody at present
- No one
- None
- N/a
- N/A
- n/a
- no

What else would you like to say?

- 20 responses
- **Support**
- I'm blown away by what you are doing already. Good luck for achieving a great outcome.
- keep up the good work
- **Money and time**
- A much improved club would be an asset to Cambridge. Surely the council would be willing to help finance the new modern facility

- I think a financial model that relies on significantly increased membership fees is fraught, better to rely on an increased number of members belonging to the club, and how we can drive that. Being welcoming and inclusive includes being affordable. How will the renovations increase membership? We have seen when fees are dropped use increases (think Air NZ which dropped its airfares by 50% 20 years ago. Zealandia in Wellington dropped entry fee by half and the numbers tripled). Increasing the club membership fee risks having the reverse effect.
- a big project which will need a lot of buy in as likely to take several years to get in place - need to have some consistency to keep it moving
- I was on the committee that upgraded and built the facilities into what we have today. That was a huge job of fundraising. Eight tennis courts, a glass backed squash court and indoor refurbishments At the time we employed a professional fundraiser but their job was to not fundraise but to give us the program of how to raise the funds.
- Facilities Committee also needs to focus on essential repairs and maintenance
- Make sure that the club is not committing to expensive projects that they cannot afford. Be realistic
- Previous financial commitments to raise funds for club improvements were not always honoured
- Nothing beats a clean tidy facility no matter how old it is. A lick of paint and maybe carpets and the. Regular cleaning goes a long way. Stay realistic. Membership will drop off if the cost to be one goes up too much.
- Over capitalisation associated with under utilisation - negative return on investment (time and \$)
- Great club as-is but would support modest improvements to improve enjoyment and asset for the community
- Need to review financial set up of the club eg paid Manager and unpaid Committee and Management. Talk with members, fundraising and social activities key.
- **Also**
- The club should have an element of high performance culture facilities to fit in with the waipa area.
- Camb doesn't seem to have a decent "go to" place for families to enjoy sport with a good kids area and parents can watch sporting event on big screens, play some squash or tennis themselves, but also to invite friends to join them. A social club membership maybe
- Nothing
- More FB advertising
- this survey is a tad to long
- My main problem is living 10mins out of town, if the club was to introduce a gym and other improved facilities I would imagine I would use a lot more

Support for different activities (scale of 0-5):

ACTIVITIES	OVERALL	SQUASH	TENNIS
External Clubs / games / lessons	3.41	3.44	3.23
Fitness Sessions	3.42	3.58	3.24

Table Tennis	3.31	3.16	3.38
Darts	3.29	3.54	3.03
PickleBall	3.24	3.10	3.29
Basketball / Netball	3.24	3.39	2.97
Yoga / pilates	3.20	3.23	3.13
Gym classes	3.19	3.31	2.93
Raquet ball	3.00	3.16	2.76
Rock climbing / Bouldering	2.95	3.10	2.72
Conference / Meeting	2.92	3.14	2.68
padel	2.86	2.73	2.90
Street Racquet	2.50	2.77	2.15
Cricket	2.46	2.73	2.14
Hot Desks	2.51	2.41	2.48

Support for renovations (scale of 0-5)

RENOVATION	OVERALL	SQUASH	TENNIS
Modernise lounge upstairs	4.21	4.44	3.97
Replace Carpets	4.20	4.27	4.09
Repaint interior	4.13	4.23	4.09
Replace Furniture	4.10	4.21	3.97
Renovate and Modernise bar	4.01	4.28	3.68
Access for dissability	3.90	3.89	3.90
Wall Panelling	3.80	3.91	3.76
Improve Office & Pro Shop	3.76	4.00	3.55
Add A/V equipment	3.74	4.31	3.10
Interactive Squash	3.71	3.71	2.62
Mens Bathroom	3.72	3.85	3.62
Womans Bathroom	3.69	3.77	3.64
Repaint Exterior	3.67	3.68	3.71
Accessible toilet upstairs	3.63	3.69	3.50
Improve Heating	3.60	3.97	3.28
Improve Entryway	3.63	3.54	3.68
club signage	3.52	3.62	3.40
Parking entry	3.51	3.30	3.73
Combine Kitchen and bar	3.50	3.84	3.03
Access - Tennis to bar	3.44	3.31	3.67
Kids Space	3.46	3.69	3.10

Improve Parking	3.39	3.20	3.50
Doubles Court	3.13	3.37	2.85
small gym / warm up	3.05	3.41	2.59
Glassback 2	3.03	3.36	2.71
Remove staircase (1/2)	2.92	3.14	2.71
Noise separation	2.88	3.00	2.87
Link to lake	2.86	3.00	2.64
3/4 Glassback	2.75	3.09	2.44
Hedge replace	2.77	2.47	3.03
increase hallway size	2.74	2.89	2.54
Full gym	2.76	3.12	2.21
Extend Building	2.74	2.75	2.63
remove oil fryer	2.72	2.58	3.00
new bathrooms west	2.72	2.94	2.37
Hedge remove	2.73	2.63	2.80
Cover tennis	2.65	2.39	2.87
Small coffee	2.61	2.64	2.63
Indoor tennis	2.55	2.16	2.94
Sauna	2.48	2.77	2.13
More squash courts	2.40	2.47	2.29
More tennis	2.39	2.21	2.61
Tourist attractions	2.26	2.38	2.07
Larger Cafe	2.21	2.26	2.17