

RYA Club Members' Satisfaction Survey 2018 – notes for clubs

- **Why you are conducting the survey?**
You want to understand how they feel so you can carry on doing what they like and improve what they don't like.
- **How will we be approached?**
The survey will be a web survey, sent via email and it will be easy to take part. The questions ask about a range of topics because you want to get a full understanding of how members feel.
- **When to expect the email?**
The survey goes live on the 1st June. They should expect an email on the day.
- **What if they're joint / family members where the club only holds one email address?**
The club can pass more member email addresses to the RYA. We will ensure the survey links are sent out to these new addresses too, even when the survey is live.
- **What about the views of our under 17 year old members?**
The views of our younger members are important to us too. However it requires parental consent to survey under 17 year olds. This may be something we look at doing in the future.
- **Why is each member being emailed?**
A unique link to the survey is sent via email to each member. This means all members have one chance to share their views and the results are representative of the membership.
- **Who will send the survey out and why?**
The survey will be handled by TLF, an agency that specialises in this type of work. This means the survey is independent, feedback is dealt with impartially and your anonymity is assured.
- **Will our information be secure and confidential?**
All data will be treated according to relevant rules and regulations by the club, the RYA and TLF. The RYA and TLF can and will only use member and former member email addresses for the purposes of this survey. The email addresses provided by the club are held securely and will be destroyed once the survey results have been analysed. As well as this, all responses will be treated as anonymous. No information is provide to the club or RYA that can identify individuals.
- **What you would like them to do?**
You would love members to take part in the survey and feel confident that they can be honest. You would like the survey completed by the end of June. The more feedback you get, the easier it will be for you to understand how members feel so it is in their interest to take part.
- **Who has paid for the survey?**
The survey is fully funded by the RYA and the email they receive will explain this. It is offered to all affiliated clubs in the UK as a benefit of the club's affiliation to the RYA. No additional payment is made by the club towards the cost of the survey or the results.
- **What you will do with the survey results?**
Assure members their time taking the survey is time well spent. You will read the results and take time to understand how they feel. You will think about what you need to do to meet their needs or what you need to change to keep them satisfied. The survey will help you plan ahead. It may give you new ideas too.
- **When you will share the findings?**
Whilst you may not be expected, or wish to, share the full findings of the surveys in detail it is only polite to let all members know what came out of the research and what you are going to do as a result (or even what you can't do too). You could let them know you will share a summary of the findings and when.