

## Message from the Operations Director

Following on from the members newsletter, I would again just like to personally welcome all members new and existing back to Basingstoke Gymnastics Club for the new class year.

The staff here at the club have really enjoyed welcoming everyone through its doors as the club's key objective is to achieve its mission, which is making sure every member, whatever age or ability, reach their full potential in a fun, positive and safe environment.

We are constantly working on ways to improve your member experience and engagement, we are a members club, so communication is key in making sure you feel part of a club and are fully aware of the upcoming plans for the club's future.

### Member Experience

Since joining the club back in February I have been working hard with the team reviewing current operations, very much focused around the member experience. There were some initial areas I identified, which we as a team were focused on improving, including:

1. **Member Newsletters** to help improve communication
2. **Changes to the re-enrollment process**, including:
  - Easier navigation on Love Admin's booking portal, making it straight forward to book the class you want to re-enroll in
  - Monthly Direct Debit fee payments

I wanted to let members know that we have a new business plan in place, again very focused around the member experience and providing wider opportunities to the community and the next 6-12 months are going to be very exciting times for the club, as we will be implementing these new operational improvement, and processes, including:

1. **Entry & Exit to the Gym** – The congestion within the small corridor is a highlighted area of concern. A new process, giving separate entry and exit points is being reviewed and is very much focused around child welfare and safeguarding. We are also looking to install a coded door entry system to the changing rooms and these changes were going to be completed alongside the members waiting area improvements, but we feel this needs to be brought forward to ease congestion. ([more details to follow in October](#))
2. **Review of our Members Communication Policy** ([sent out today and displayed on the club's website – under members page - policies](#))
3. **New Member Feedback Process** – We are currently working on putting together a clear transitional feedback process, which will be in place within all departments/disciplines throughout the club, as it is really important that we are letting our members and their parents know how they are progressing. ([more details to follow](#))
4. **Meet the Senior Management Team Video** – Amy Woods (Development Manager) & Joe Fraser (Performance Director) wanted to introduce themselves ([sent out by the end of September](#))
5. **Member Information Evenings (held in September / January & May) – First one will be held on 30<sup>th</sup> September from 7-7:45pm (registration email was sent on 23<sup>rd</sup> September)**
6. **New Member Welcome & Information Brochure** ([we hope to have these sent out by mid October](#))
7. **The Cartwheel Café** - We are looking to put a new self-service coffee machine in the reception area that will have a complete coffee shop menu that will serve any coffee, freshly brewed teas or chocolate drink in a blink of an eye with a one touch- one drink selection ([we hope to have this installed week commencing 21st October](#))
8. **Club Branding** – We are looking at re-branding, including refreshing the club logo and display more member information throughout the club ([we are aiming to have the new branding completed for the start of 2020 with more details to follow](#))
9. **Updated Website**, that is more interactive ([aiming to launch early 2020](#))
10. **Member's Waiting Area** – We are working on plans to improve this area. The club's priority is always to improve the member experience where financially possible, but any investment we set aside will always go into improving the main gym facilities, as we have a long list of equipment replacements needed (pit foam to name but one and this is a £25,000 investment). As a charity and a non-profit organisation every bit of profit made goes back into improving the club, so if we do have any finances available then some small improvements initial to the waiting area will be made (furniture and creating more seating space being top of the list). ([more information will follow in October](#))

## Parking

The club are fully committed in trying to improve the lack of car-parking here at the club, although I am not going to give you any false hope that a solution will come within the near future. To be completed open and transparent the expansion is part of the clubs long term plans, as I'm sure you can appreciate we are in an industrial area, so there is no spare space for us to easily take over and the financial implications of adding extra parking does cause an obvious challenge, but saying that we are not standing still, we are working hard behind the scenes to ease the current parking congestion. Including:

1. We have secured 20 spaces over at Sainsbury's depot for our staff, so this has reduced the amount of staff cars. I have also asked those team members who do not park at Sainsbury's to car share whenever possible.
2. I am in talks with the council, as they are fully aware of the negative experience lack of parking is giving our members and visitors and there are a few options we are exploring, but I do want to point out these options are not going to be quick fixes.
3. We are always reviewing internally ways in which we can ease the parking congestion at certain times throughout the week. We have already implemented the following:
  - We have reduced class numbers from 64 to 24 in General Gymnastics Classes easing footfall between the busiest hours of 4-6pm
  - We constantly review class times and stagger wherever possible, but we always have to be mindful of finishing times for our later classes.
  - We have Elite squads who train daily and we have worked with the coaches to also stagger these starting times as much as possible.

I do want to take this opportunity in thanking all of our members for your understanding and support, whilst we continue to work hard on implementing the above points and I will of course update members as soon as these changes come into operation.

I hope you can see that we are focused on improving the member experience and with the review of our communication policy we are fully open to member communication and feedback. The team here at Basingstoke Gymnastic Club feel it's so important that members feedback is received so they can lease with you to build positive relationships by listening and reassuring you that your comments have been taken on board, responded to and actioned.

Lastly, I personally want to say a massive thank you for being a member here at Basingstoke Gymnastics Club and we as a team will continually focus on improving your member experience.

Kind regards

Jon Fuller

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