

Athlete Satisfaction Survey Report to Coaches

September 2026

Reviewed by Club Committee (July 2026)

Sample Size: 100 respondents

1. Executive Summary

The 2026 Athlete Satisfaction Survey reflects a **strongly positive overall experience** among athletes across all age groups. The club is highly valued for its **coaching quality, inclusive environment, and sense of community**.

However, several consistent areas for improvement were identified, most notably **facility conditions (especially toilets) and equipment upgrades**.

Key takeaway:

The club is performing very well in its core mission (coaching and athlete experience), but **investment in infrastructure and operational improvements is suggested** to maintain and enhance standards.

2. Key Strengths

2.1 Coaching Excellence

- Coaching received the **highest satisfaction ratings overall**
- Common feedback:
 - Supportive and knowledgeable coaches
 - Strong commitment to athlete development
 - Positive coach-athlete relationships

✅ Impact:

- Central to athlete retention
 - Drives performance and enjoyment
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2.2 Club Culture & Environment

- Strong sense of:
 - Community
 - Team spirit
 - Inclusivity

Frequent themes:

- “Friendly environment”

- “Great atmosphere”
- “Being part of a team”

✓ **Impact:**

- Major contributor to motivation and long-term membership

2.3 Athlete Motivation & Enjoyment

Key motivators:

- Personal improvement (PBs, performance)
- Coaching support
- Friendships and training groups
- Love of the sport

✓ **Impact:**

- High engagement across age groups
- Positive long-term retention outlook

The graphic below explains the common motivations to train and compete for HAC



**Havering
Athletic Club**

What keeps you motivated to train and compete at the club?

20 respondents (20%) answered friends for this question.

🔄 Update



2.4 Competition Provision

- Generally good satisfaction levels
- Athletes value:

- Variety of competitions
- Opportunities to compete regularly

✓ Impact:

- Supports development and progression

The graphic below gives common responses to what type of competitions and events athletes would like more of.



3. Key Areas for Improvement

3.1 Facilities

Most consistent concern across all responses

Main issues:

- **Toilets** (most frequently mentioned issue):
 - Poor cleanliness
 - Outdated condition
- Track limitations:
 - 6 lanes vs. standard 8 lanes
- Equipment:
 - Worn or outdated (blocks, throws equipment, gym)
- Spectator/athlete areas:
 - Seating and stands

⚠ Impact:

- Negative effect on overall experience
- Reputational risk when hosting events

This graphic illustrates most common suggestions for improvements.

What improvements to facilities would you like to see?

10 respondents (10%) answered new for this question.

 Update



3.2 Equipment & Training Resources

Requests for:

- New throwing equipment
- Improved starting blocks
- Better gym facilities

 Impact:

- Limits athlete development potential

3.3 Membership Fees & Payment System (Senior Focus)

Concerns raised:

- Direct debit system – some minor concerns reflecting a new system coinciding with the questionnaire
- A small number of senior athletes requested a desire for “pay-as-you-go” options

 Impact:

- A small risk to retention among senior athletes who expressed a “pay-as-you-go” options

3.4 Club Kit

Mixed views:

- Generally acceptable but seen by some as:

- Outdated
- Heavy or poorly fitted

Suggestions:

- Modern designs
- Lighter materials
- Improved fit (especially for female athletes)

⚠ **Impact:**

- Affects club identity and athlete pride

3.5 Communication

Strength:

- Multiple platforms used (WhatsApp, social media, coaches)

Issues:

- Inconsistent reach
- Some members excluded from key updates

⚠ **Impact:**

- Risk of disengagement

3.6 Transition to Senior Athletics

Concerns include:

- Retaining athletes beyond junior level
- Limited structured progression pathway

⚠ **Impact:**

- Potential loss of developing athletes

The slide below illustrates some of the common responses to how we could help retain and support athletes moving into senior athletics.



4. Retention & Future Intent

- Majority of athletes report they are:
 - **“Very likely” or “likely” to remain**
- Key retention drivers:
 - Coaching quality
 - Friendships
 - Development opportunities

✅ **Conclusion:** Retention outlook is strong if key operational issues are addressed

5. Recommended Priority Actions

● High Priority (Immediate)

1. Toilet refurbishment/cleaning strategy
 2. Equipment audit and replacement plan
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● Medium Priority

1. Upgrade training equipment (blocks, throws, gym)
 2. Improve communication strategy:
 - Centralised communication channel
 3. Develop athlete transition pathway (junior → senior)
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● Lower Priority (Developmental)

1. Refresh club kit design
 2. Explore long-term facility improvements (e.g. track expansion, indoor space)
 3. Increase internal/social events
 4. Review membership payment structure - consider more flexible options for seniors
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6. Strategic Observations

- The club's **core offer (coaching + culture)** is exceptionally strong
 - Issues raised are largely **infrastructure and operational**, not structural
 - Addressing key concerns would:
 - Significantly boost satisfaction
 - Strengthen retention
 - Enhance reputation
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7. Conclusion

Havering Athletic Club is a **high-performing, well-regarded club** with:

- Strong coaching
- Positive culture
- High athlete satisfaction

To progress further, the club should consider focussing on:

- **Improving facilities**
- **Modernising systems**
- **Enhancing athlete experience beyond training**