**Your Club Experience**

Think about the journey your Club People experience from starting to think about taking part in your sport or activity, to being a long term, committed club member. Think about all the interactions that happen. These may be face-to-face or remotely through the internet and your communications.

Speak with your members and committee, get their feedback and ask yourself the following questions. Think about what the experience and interactions are like for each.

|  |
| --- |
| 1. **Why do people join and stay part of your club? Do you know what they want from the club?** |
|  |
| 1. **How do you keep members interested in the club and wanting to come back? Does your offer meet their wants and needs?** |
|  |
| 1. **How do people find out about your club? What messages do they receive?** |
|  |
| 1. **What happens when a new member turns up for the first time?** |
|  |
| 1. **What does a brilliant experience look like? Does everyone in your club know, and agree, what this this and the role they play in making it real?** |
|  |

Now, identify **3 clear actions** that you and club will take to deliver a consistently brilliant experience to all your members, new and current.

Review and update these every few months to make sure you stay on track.

|  |  |  |  |
| --- | --- | --- | --- |
| **Action 1** | **What do you need?** | **Who is responsible?** | **By when?** |
|  |  |  |  |
| **Action 2** | **What do you need?** | **Who is responsible?** | **By when?** |
|  |  |  |  |
| **Action 3** | **What do you need?** | **Who is responsible?** | **By when?** |
|  |  |  |  |