


# Westway Climbing Community survey

## Jan 2023 report

Total completions = 375

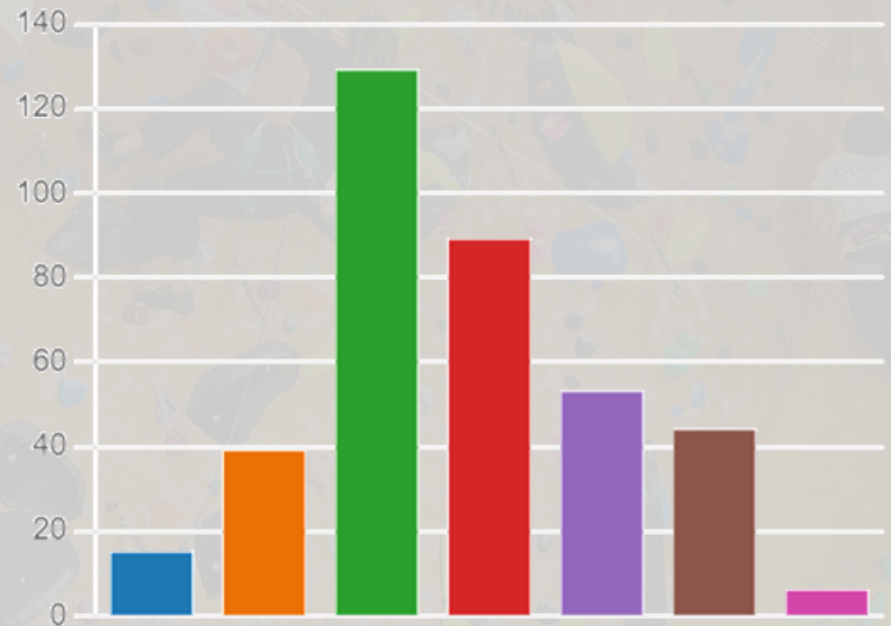
A photograph of a climbing wall. The wall is made of yellow-painted wood and is covered with numerous colorful climbing holds in various shapes and sizes, including red, blue, green, and pink. A black rope is visible on the right side of the wall. The text 'WESTWAY SPORTS & FITNESS' is printed in large, bold, black capital letters on the yellow wall. The background is slightly blurred, showing some indoor lighting and a wooden structure.

**WEST  
WAY  
SPORTS &  
FITNESS**



# Age

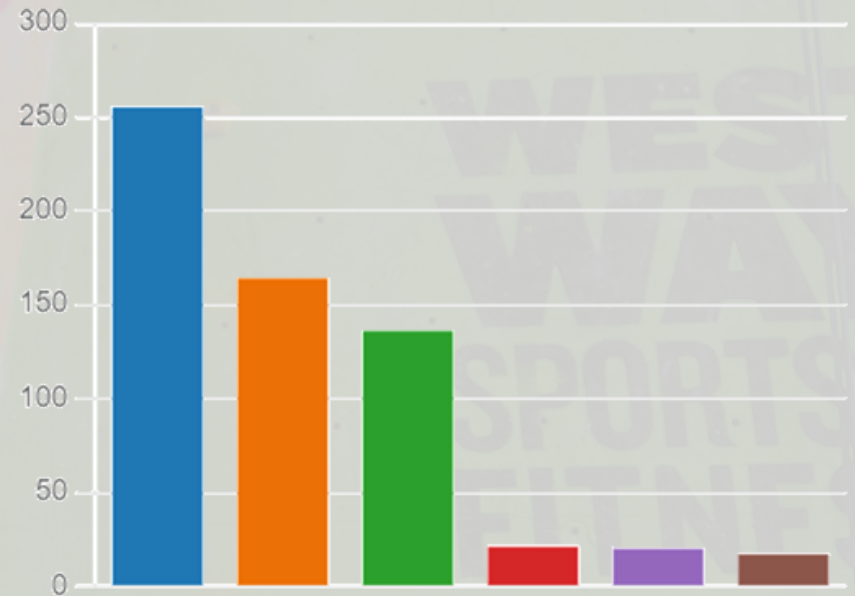
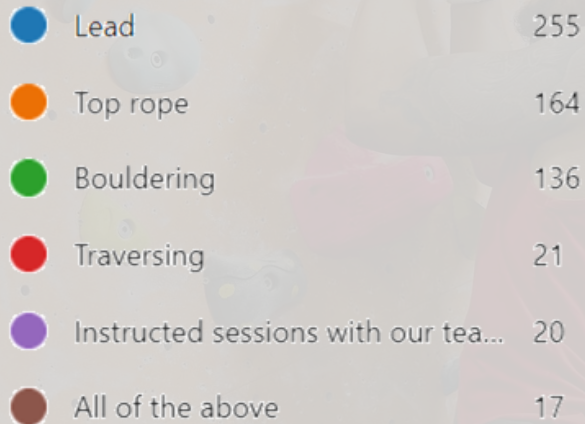
under 18	15
18 - 24	39
25 - 34	129
35 -44	89
45-55	53
55+	44
Prefer not to disclose	6



Little engagement from junior programme and school leaver age.

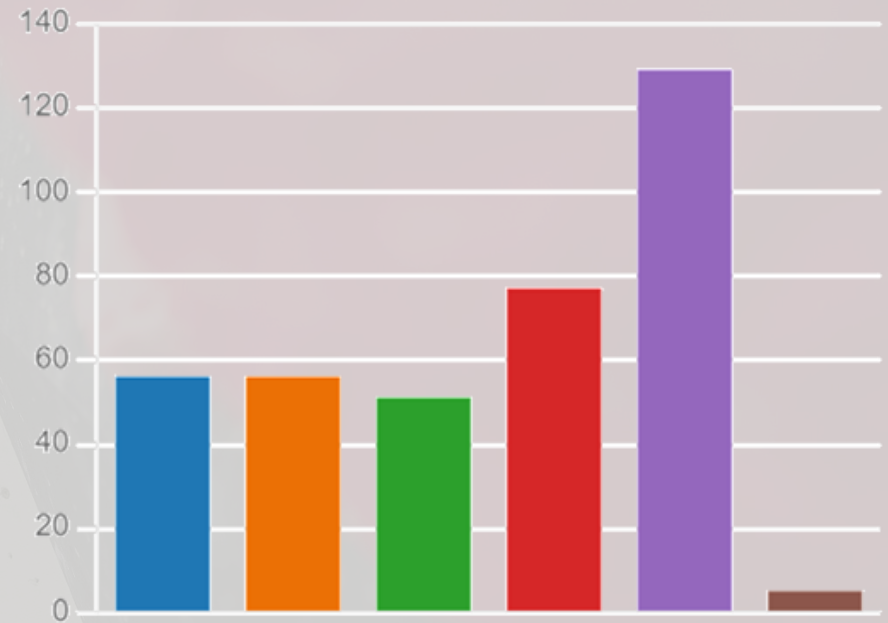
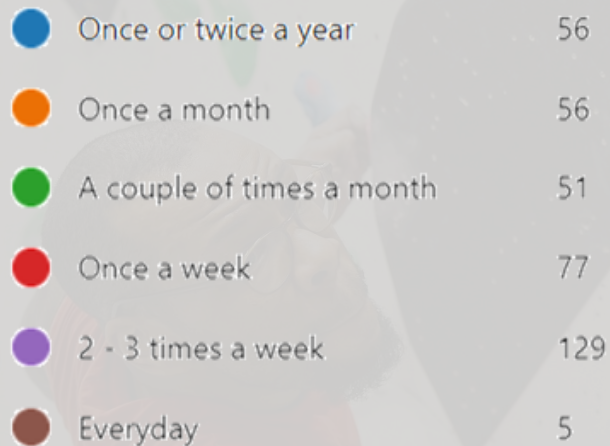


# Preferred type of Climbing with us?



Little surprise, in keeping with our provision, but again little engagement from instructed cohort. Data gathering from this consumer should be addressed.

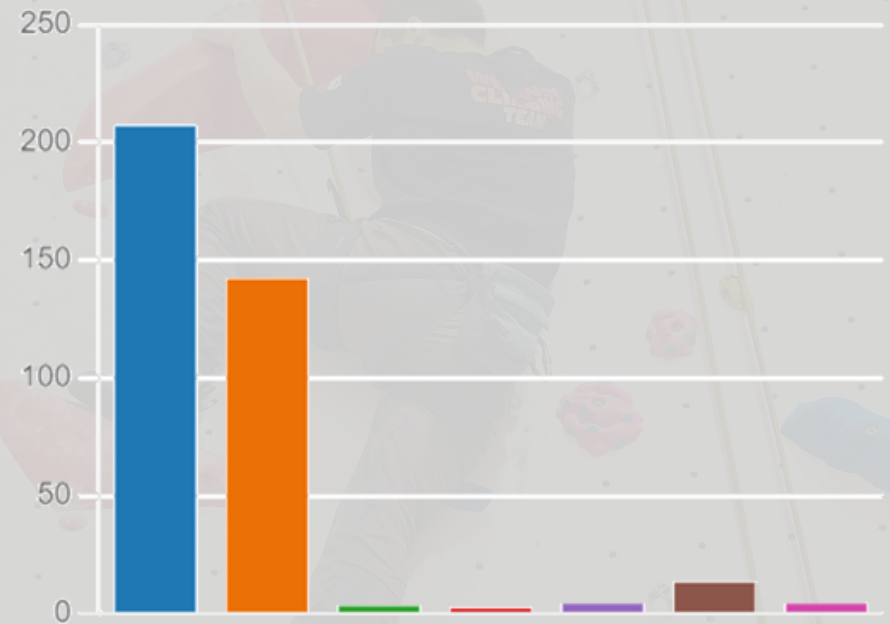
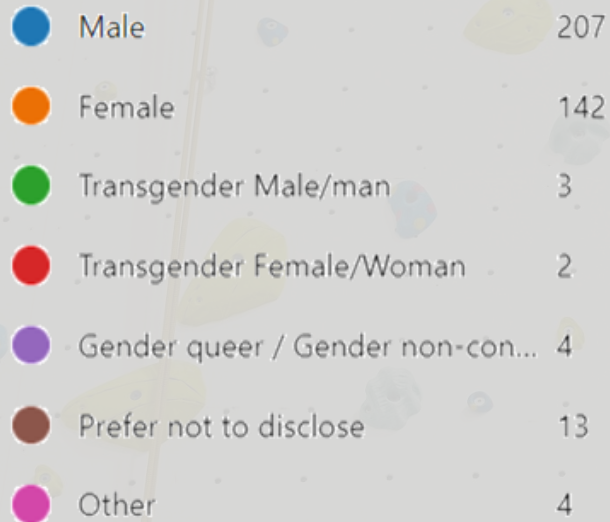
# Frequency of visit



Regular to irregular - 4:3.  
High skew towards regular users.  
Would like to pick up on the later qualitative data from  
sets "once or twice a year" and "once a month"

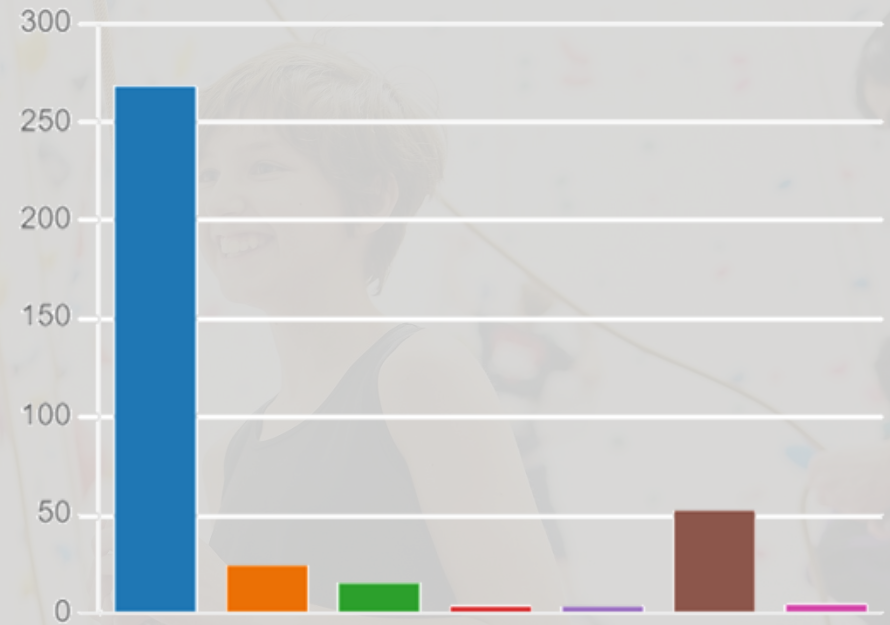


# Gender identity



*In keeping with % of population as highlighted by department of national statistics.*

# Sexual Orientation



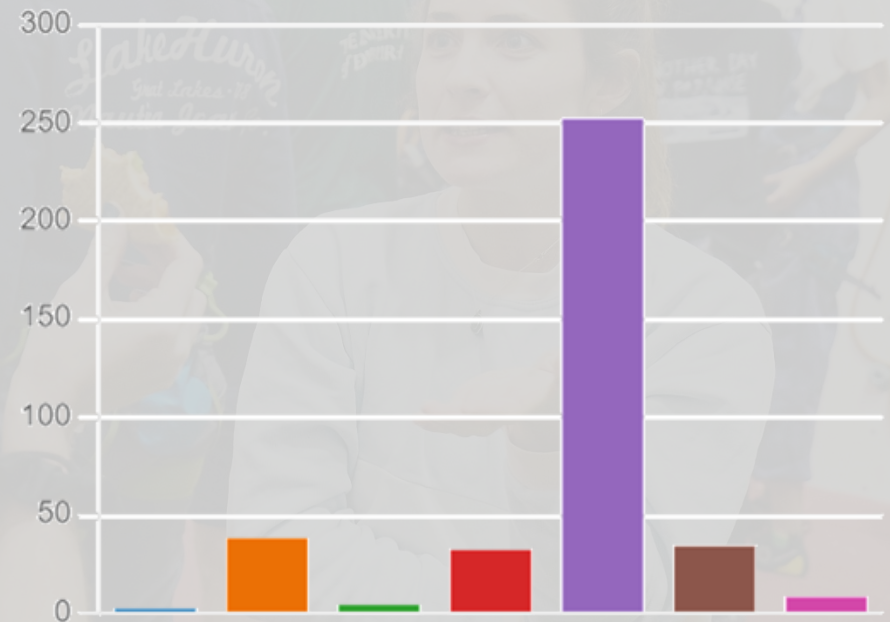
*71 % heterosexual significantly lower than the national average.*

*NPS for “Heterosexual” 8 in contrast to all alternative options combined is 7.75*



# Ethnic background

Arab	2
Asian / Asian British	38
Black, Black British, Caribbean or...	4
Mixed or multiple ethnic groups	32
White	252
Prefer not to disclose	34
Other	8

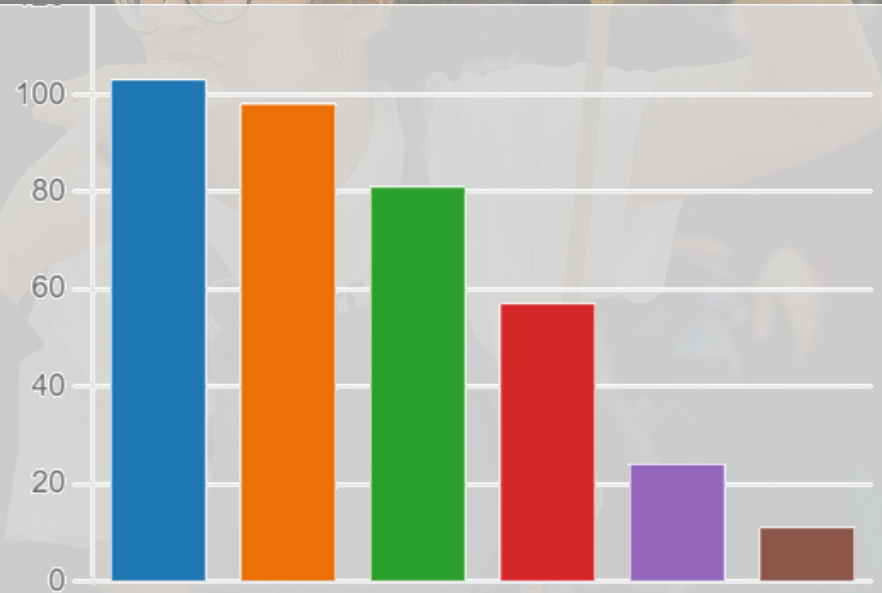


*Not reflective of local community and in need of addressing.*

# How long have you been climbing?

- Over 10 years
- 5-10 years
- 2 - 4 years
- 1 - 2 years
- 6 months to a year
- Less than 6 months

103  
98  
81  
57  
24  
11



Disproportionately high response rate from long standing members to new comers 3:1.  
The longer attending the lower the NPS average becomes. Anomaly at “5-10 years” with 8.25.



# What would help you climb more?

Having more time

auto belays

climbing centres

Warmer gym

wall

busy times

opening time

free time

route

**Timeclimbing**

Climbing partners

Better

climbing partner

lived closer

Time off work

rope climbing

entry to climbing

training sessions

Lessons learnt in later slides.

# How did you start climbing?

● NICAS with us or someone else	20
● A friend introduced you	201
● Organisation (School/cadets/sc...	32
● Sought out the sport	99
● Other	35



Organic growth from introduction by friends.  
Formal lines of introduction not present.  
“Sought out sport” up considerably – Olympic effect.

Not enough under 22yo to completed survey to establish success of junior development programme conversion.



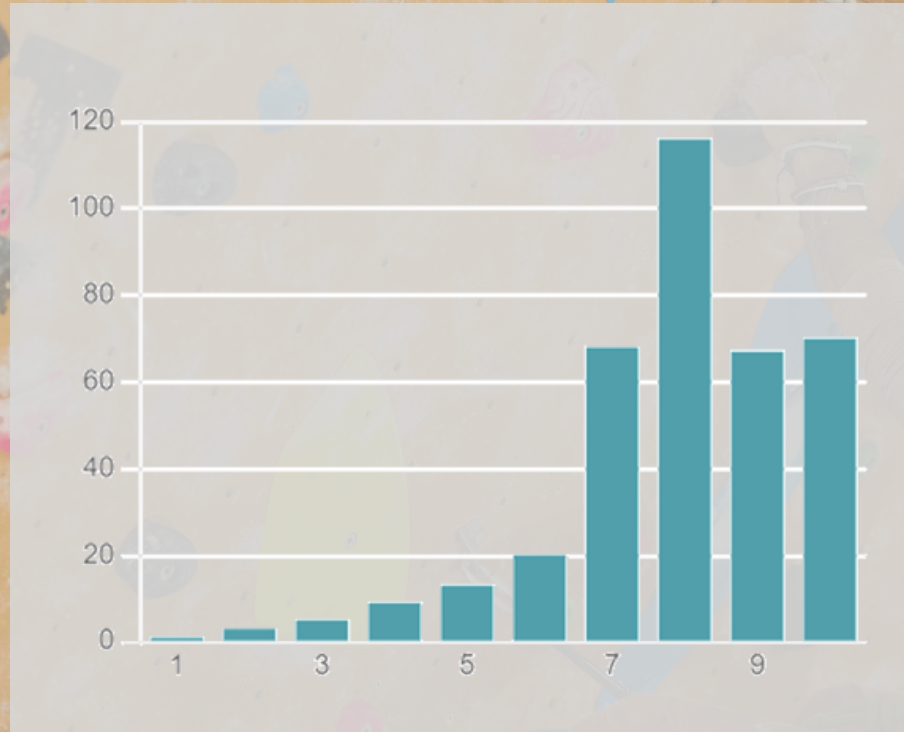
# Time to travel to Westway

Over an hour	66
30 - 59 min	156
Less than 30 min	152





# How comfortable do you feel at Westway Climbing? = NPS



Average mean NPS 7.94  
Average median/mode NPS 8



# What changes would you make to make you feel more comfortable?

lead climbs  
climbing wall  
cold in the winter  
climbing centre  
routes  
staff  
people  
new walls  
Westway  
climbing  
Better  
climber  
Better music  
change  
day of climb  
Better heating  
lead routes  
staff friendly  
heating system  
climbing area

Lessons learnt in later slides.



# Survey Results

Data

## Negative feedback (190)

Auto belays(more) 8  
Climbing reception(queues) 15  
Socials(more) 14  
Staff(~unfriendly) 24  
Setting(various) 24  
Clothing policy 12  
Music 5  
Space 9  
Cleanliness 14  
Heating 53

## Positive Feedback (23)

General 12  
Staff 9  
Shirt 4  
Atmos 4

## EDIB Feedback

Adding more seating in queuing area  
Ground anchors in horseshoe  
Appropriate clothing policy positive  
Prices for youth participation  
More social groups wanted  
Challenges  
Quiet spaces in the wall for SEN  
Route setting easier grades  
Collabs with local organisations.



# Action

- Quarterly meeting with inhouse focus group.
- Increased reporting avenues.
- Recruitment focus on broadening range.
- Marketing representation.
- Outreach mission with CACs.
- Updating our appropriate clothing policy.
- Culture change.
- Colleague inclusivity training with Westway Trust.
- Survey of users – benchmarking.



# Actions so far

## *Auto belays (more)*

*3 more being acquired in new fiscal year.*

## *Socials (more)*

*Growing these for underrepresented groups.*

*Belay buddy system implemented.*

## *Cleanliness*

*Increase in cleaners hours specifically in Climbing area hours.*

*Floor scrubber & more powerful hoover being looked at.*

*Education about shoe use.*

## *Heating*

*Quotes being gained and looking likely for new fiscal.*

*Atmosphere survey completed.*

## *Ground anchors in horseshoe*

*Priced up and ready to go.*

## *Challenges*

*Setting team tasked with this.*

## *Route setting easier grades*

*Team briefed. Holds arrived. Down holds implemented. Department reviewed.*

## *Collabs with local organisations.*

*Climbing activities coordinators continuing with this.*





# Actions so far. Cont ...

## *Team changes*

*Structure review. Soft skill trainings. EDIB training being developed. Improving diversity.*

## *Customer journey (inhouse)*

*Seating to make queuing more comfortable. System improvements at company level. Increasing terminals*

## *Space usage*

*Full review of the centre and see if a reorg could free up space for warm up/ stretching area.*

## *Improved customer relations / interactions*

*Community building activities being planned.*

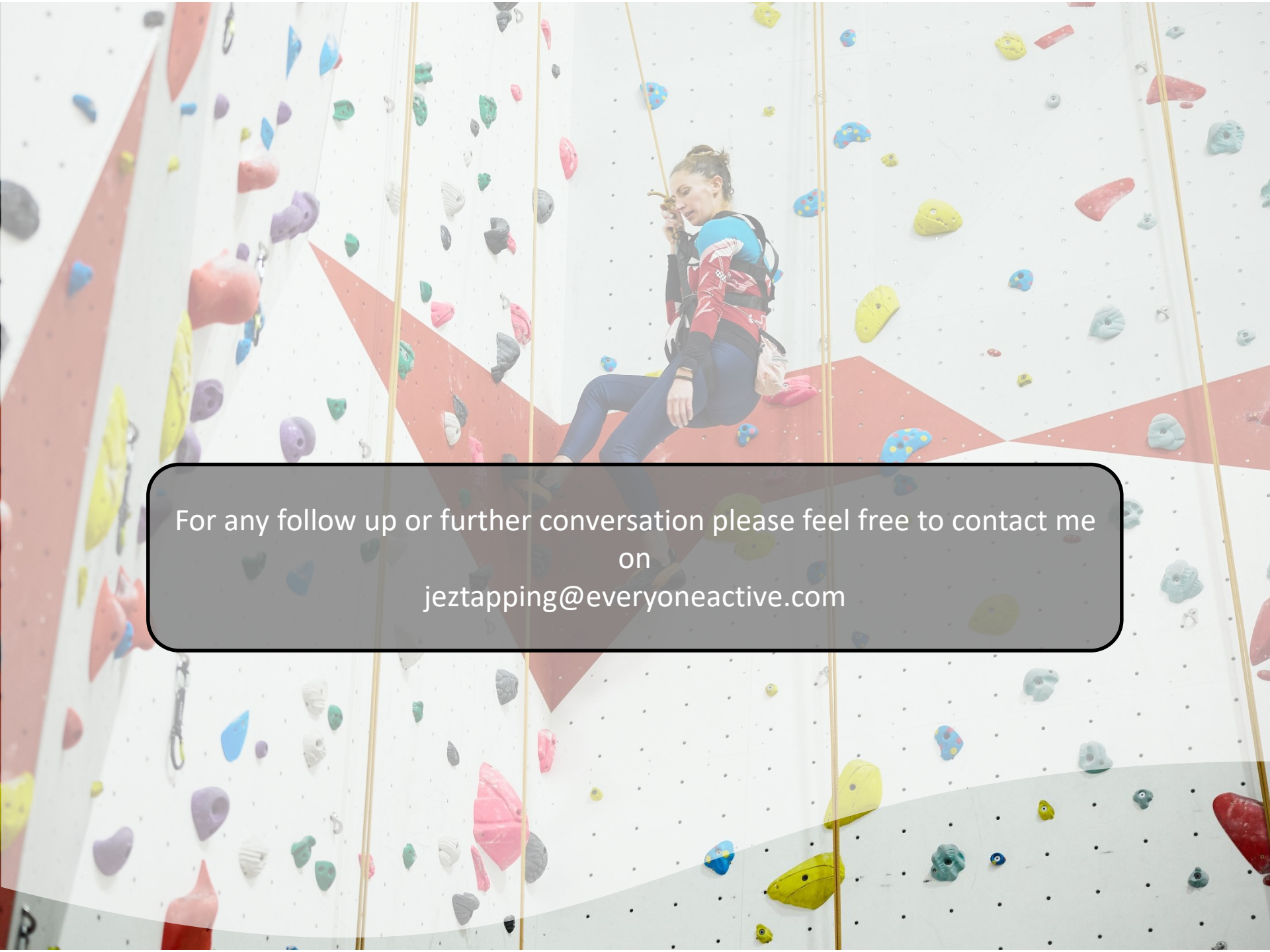
*Meet the manager sessions being implemented.*

*Routes to provide ad hoc feedback improved.*

*Recruitment changes.*

*Equality, Diversity, Inclusivity and a sense of Belonging (EDIB) strategy being executed and continuously reviewed.*



A woman with blonde hair tied back is climbing an indoor rock wall. She is wearing a red and blue long-sleeved shirt, dark blue pants, and a climbing harness. She is holding a rope with her right hand and looking down. The wall is white with numerous colorful climbing holds in shades of red, blue, yellow, and purple. A large red geometric shape is painted on the wall behind her. The background is a light gray wall with a white curved line at the bottom.

For any follow up or further conversation please feel free to contact me  
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