

**SECOND REPORT BY GIANT IMPACT FOR  
MORECAMBE AND HEYSHAM YACHT CLUB**

**ANALYSIS OF FEEDBACK ON TRAINING COURSES**

**2007 – DECEMBER 2010**

**INTRODUCTION**

In May 2010, Giant Impact completed a report for the Committee of the Morecambe and Heysham Yacht Club on the feedback received from 108 clients during the period 2007 to May 2010. The Principal of the Training Centre at MHYC has asked Giant Impact, an independent marketing company, to provide an update on our May 2010 report. This report now includes the period from May 2010 up to and including December 2010 incorporating feedback from 177 clients in total.

During the first two months of this period, from May to July, the old feedback form was still being used. This offered the choice of only four answers to eight questions. From July onwards, the new format was adopted which has five options for each of 12 questions.

The five options are:

1. Strongly Agree (SA)
2. Tend To Agree (TTA)
3. Neither Agree Nor Disagree (Ambivalent)
4. Tend To Disagree (TTD)
5. Strongly Disagree (SD)

Consequently, a good summary indicator is to look at the total percentage responses for 1+2 (SA+TTA) and 4+5 (TTD+SD).

From 2007 to December 2010, 177 people have attended one or more of the sailing or shore-based courses offered by the Royal Yachting Association (RYA) Training Centre at Morecambe and Heysham Yacht Club (MHYC TC). This means that 69 clients have attended a course between May and December 2010, since our last report.

The split is as follows:

Number attending a course from 2007 to May 2010:	108
Number attending a course from May – July 2010:	11
Total attending a course, using old feedback form:	119
Number attending a course between July – Dec 2010:	58
Number attending a course since the last report:(11+58)	69
Total attending a course between 2007 and Dec 2010:	177

A copy of the new Feedback Questionnaire which is now being used is attached to this report, as **ANNEX A**.

## SUMMARY OF THE EVALUATION

Four courses were included in the first report. This has increased to eleven in the latest period. They are:

1. VHF Radio
2. First Aid
3. Keel Boat 1
4. Keel Boat 2
5. Keel Boat 3
6. Powerboat 2
7. Seamanship
8. Basic Navigation and Safety  
(held at Morecambe Area Divers' Training Room)
9. Day Skipper theory
10. Diesel Engine
11. Yachtmaster Coastal theory

The first question to be asked is whether the increase in the number of courses from 4 to 11 has led to any change in the quality offered and in the very high levels of satisfaction reported last time from clients. The answer is "no". Almost universally, clients continue to report very high levels of satisfaction with their experience at the MHYC TC.

The overwhelming feedback from the original 108 clients was positive. They consistently stated that they really liked what was offered and would be very happy to come back to the MHYC Training Centre again for further courses. This has continued to be the case with the 69 clients.

- 106 of the original 108 responders (98%) said they would 'definitely' (82%) or 'probably' (16%) **return to MHYC for a further course**. This increased to 117 out of 119 (98% again) in the period up to July. Question 12 in the new feedback form ("I would recommend this course to another person") achieved a **full 100%** from July to December: 58 out of 58 "Strongly Agreed" with this statement. **This is a remarkable achievement and worth celebrating.**
- Clients were asked to rate their **enjoyment** of the courses. Here there had been a 100% satisfaction rating, with 82% saying they "really enjoyed" the course and the other 18% "enjoying" it! This remained the same between May and July, but from July to December **increased to 88% (SA) + 12% (TTA)** in answer to question 11.

- In our last report, clients had been particularly pleased with the **quality of the instruction**, with **97% grading it as 'very good'** and the other 3% saying it was 'good'. Following the RYA format, there are now four separate questions about the quality of the instruction. This is clearly an important element in a person's experience of training and the RYA wish to place due emphasis on this in the feedback they request from clients. The gradings stayed the same during May to July. From July, they ranged between 95% and 98% - still very high indeed.

In fact, **eight courses awarded the instructor "full marks" in all four categories (100% SA)**. These were Keelboat 1, 2 and 3, Seamanship, Powerboat 2, Basic Navigation and Safety, Diesel Engine and Yachtmaster. (Dave Wood was the instructor on the PB2 course and John Parlane on the others).

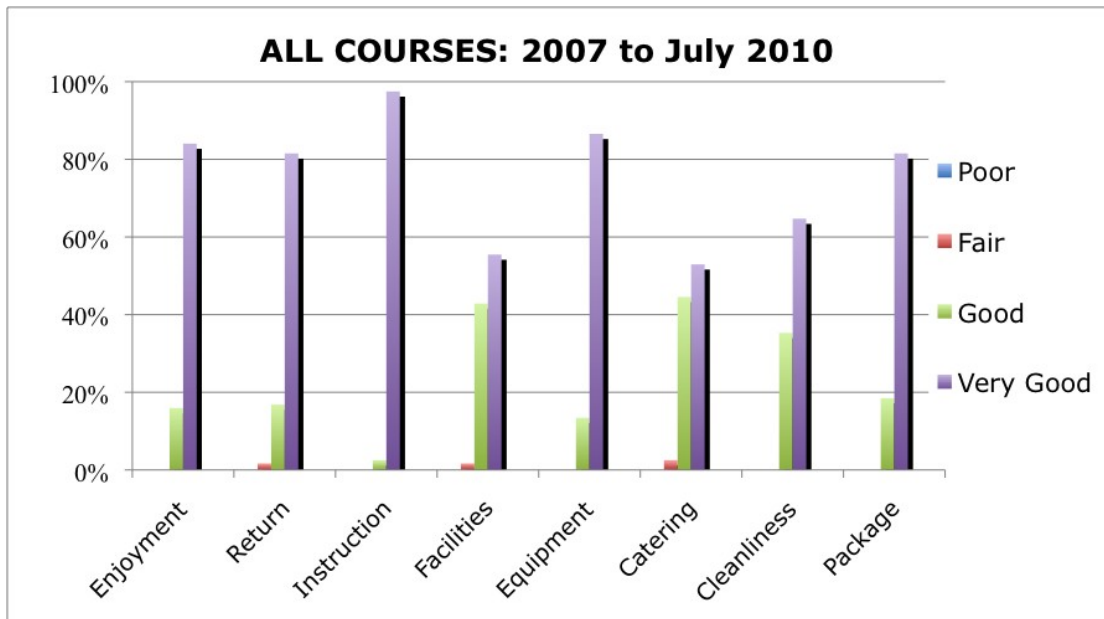
- The **standard of the equipment** had been rated as 'very good' by 87% (corrected from the original report) with 13% stating it was 'good'. In answer to new Question 4, this has stayed more or less the same at 86% (SA) and 14% (TTA).
- When we last reported, the feedback was noticeably poorer regarding issues of (1) **catering**, (2) **cleanliness and hygiene** and (3) **the general facilities**. These are now covered by Questions 1 – 3 in the new format and are worded differently. Q1 states "The room was warm and well lit". Of the 12 questions, this achieves the lowest score overall, with 60% (SA), 28% (TTA), 10% (Ambivalent) and 2% (TTD). For questions 2 to 12, the 1+2 indicator (SA+TTA) runs between 97% and 100% but for question 1 it is at 88%.

For all these figures, see **CHARTS 1 and 2** on the next page.

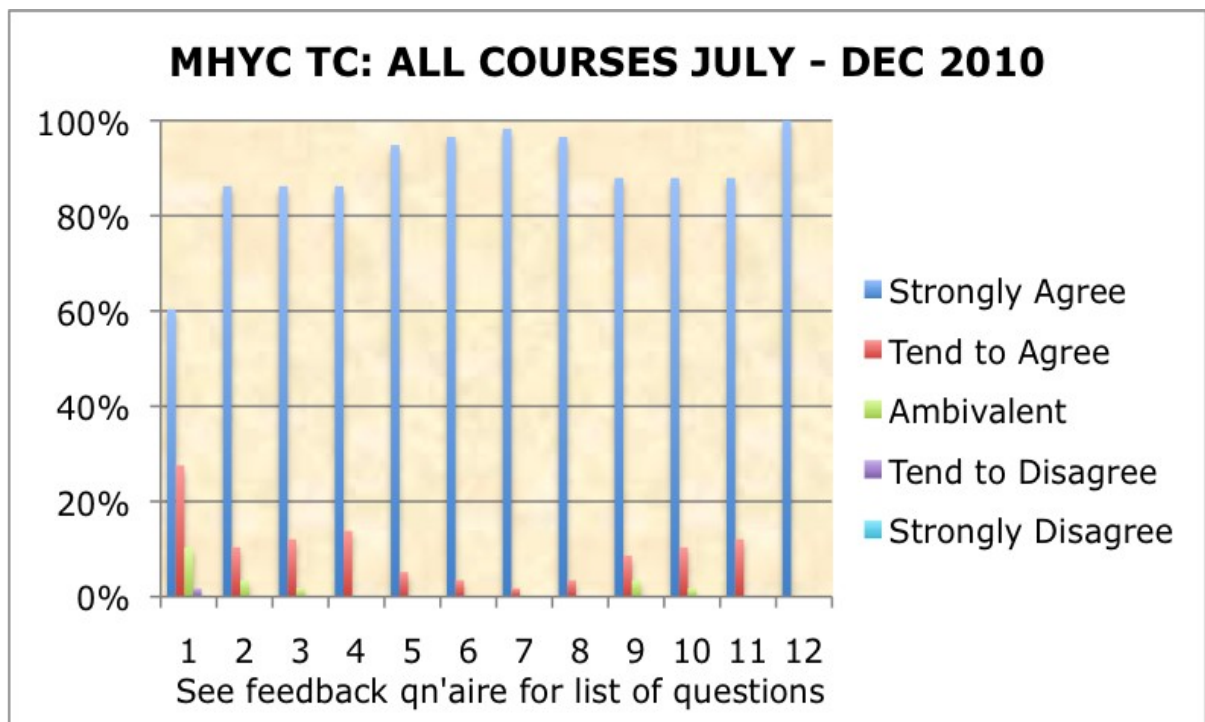
The relevant **TABLE** for "All Courses" and the **TABLES** for individual courses are attached as **ANNEX B**.

#### **NOTE**

The free-text comments from all course members answering the two questions, "What did you like about the course?" and "What could we do to improve the course?" are added as Appendices 1 and 2 at the end of this report.



**Chart 1:**  
**All MHYC TC courses between 2007 and July 2010 using the old format feedback questionnaire**



**Chart 2:**  
**MHYC TC courses between July and December 2010 using the new format feedback questionnaire**

## **RECOMMENDATIONS**

1. The Club responded to the first recommendation in our previous report and introduced a new format for its "feedback questionnaire" to include a middle option for each question in line with the RYA's own feedback form. This was introduced in July 2010 and should be retained.
2. The second recommendation last time was for the Club to include in the new Feedback Form a question about whether clients would recommend the course to other people. This has now happened (it is Question 12) and has achieved an outstanding 100% (Strongly Agree) response. This superb statistic should now be included in your future marketing strategy.
3. Once again, we are recommending that the Committee consider how best to celebrate the very positive feedback it continues to receive in most categories.
4. The Club is still faced with lower rates of satisfaction by clients in respect of some of the physical elements of the Training Centre. The Committee will wish to reflect on any actions it has taken in response to recommendations in our last report and consider what further actions it may be able to take.

**Mike Watson, Director**  
**7 January 2011**

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## **APPENDIX 1: What I liked about the course: July – Dec 2010**

1. John was a really good instructor and the practical was great!
2. The sailing and the mob and a lovely instructor
3. Enjoying learning new things having done lots of sailing already.
4. Learning new terminology and skills
5. Sailing
6. Practical experience and guidance by instructor throughout
7. Everything – good theoretical knowledge imparted well and practical experience was superb
8. Very good equipment, i.e. boat, safety gear, engines, lifejackets
9. All excellent
10. Mix of theory and practice – just right. Thank you!
11. **This course was my first experience of sailing on the sea. I will certainly be back for more.** The safety aspects of sea sailing were well taught.
12. Tailored to my needs and interests
13. John made it very easy to understand
14. Very relaxed, no pressure
15. The variety of techniques available and needed, in order to sail in differing weather
16. John is a very effective teacher, probably because he so clearly loves sailing. His enthusiasm is infectious.
17. The friendly atmosphere onboard Lily.
18. Tailored to marine users
19. Good pace, friendly, helpful
20. Good pace, everyone's interest was maintained. Good interaction, everyone kept involved.
21. I enjoyed all aspects of the course.
22. The instructor was quick to show confidence in us (students)
23. The practical element of the course was good.
24. Very enjoyable cause of the laughs we had
25. Using the radios
26. Good atmosphere, fun to do, lots of practical aids.
27. Just knowing how to work the radio and understand channels
28. Practical use very good
29. Very encouraging
30. John's professionalism. He delivered the course in a relaxed, confident manner and inspired confidence when out sailing.
31. Thank you very much for making a potentially very difficult course/subject very accessible, enjoyable and fun. I appreciate that you must have given up many weekends and must do loads of work in the background as well, to run such courses. Thanks once again, I am chuffed to bits in gaining my Day Skipper (shorebased) Cert. Worth every penny!!!
32. Many thanks John, like all good teachers, adapts & evolves his methods for his students.
33. No suggestions, an excellent course!

## **APPENDIX 2:**

### **What improvements we could make: July – Dec 2010**

1. Better weather. More time to practise and digest new information.
2. Not possible to improve the course!
3. No suggestions – excellent course
4. Suggest good pre-course reading
5. Excellent
6. As a person new to sailing, I couldn't suggest any improvements. The course was excellent and I look forward to chartering the new addition to the fleet next summer.
7. Nothing to say here.
8. Soft mats to practise CPR
9. **Lighting / warmth?** (First Aid course)
10. **Warmer room!** (First Aid course)
11. Not much room for improvement – unless you can control the weather! But it was very instructive doing the course in rough conditions.
12. More time on the water practising manoeuvres.
13. Cartoon diagrams for scenarios
14. Provide lunch for free (only joking)
15. Bit faster pace for me. Possible handouts – diagrams + buffet provided!!
16. No improvement needed.
17. Run it at South Windermere SC instead!
18. This is the only difficult question on the page!
19. Having relevant paperwork, e.g. 'Day Skipper' book & recommended reading before start of course.
20. Really excellent course, worth every penny
21. Not at all
22. Stop people interrupting every 2 minutes! **Warmer room.** (Diesel course)
23. Perhaps it could be 1 or 2 days longer to cover stuff not in the exam
24. One more day or another 8 hours would have been good. Would have liked to complete the passage planning but will do at home, many thanks.
25. There is a lot to learn and John is accommodating and keen to help in any way. Good course
26. Timing – 3 weekends in a row means 26 days without a break! Maybe a weekend gap between weekends 2+3?