

HOW WELCOMING IS YOUR FACILITY TO NEW EXERCISERS?

	YES	NO
Is the club's reception area situated away from the gym?		
Are club tours personalised so that each potential new member is shown the areas of interest to them first?		
Does your club send out a Welcome Pack to new members, explaining club procedures?		
Do all new members receive a full induction as part of their joining package?		
Are all new members followed up, 4 to 6 weeks after joining, to check they are happy with their memberships?		
Are fitness instructors available at all times to help new members if they forget how to program the equipment or want to try something new?		
Do the fitness team interact with the members rather than just 'walk the floor'?		
Are members given the chance to regularly update their exercise programs? And if yes, is the system for doing so user-friendly and clearly explained to members?		
Are there regular introductory classes scheduled into the class timetable?		
Does the class timetable clearly explain both the intensity and choreographic demands of each class?		
Are the change rooms laid out to preserve the modesty of members?		
Does your club organise any social events so new members can meet other members and staff?		
When members leave, do you find out why?		

If you answered 'yes' to most of these questions then you're doing well. The areas where you responded 'no' are those in which you could potentially improve, to decrease the intimidation factor for new or potential members.

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