

We were going to ask our marketing department to put together something catchy to explain the benefits of membership to the Victoria Park Health Club. Instead, we decided the following feedback from one of our members in response to our annual member survey, was better than anything we could come up with.

From: Steve Robins
To: Victoria Park Management

I know that this will not quantify things for your survey - I have trouble deciding if something is a 7 -8-9-10, especially when I am asked to score / measure people.

My membership at Victoria Park has been transformative for me. I joined as a 52 year old and now, 19 months later, I am a 15 year old (metabolically).

Victoria Park offers that elusive Elixir of Youth that everyone seeks.

The ingredients of the elixir are not magic at all.

Recipe:

Sprinkle:

5 wonderful receptionists with great attitude, humour, efficiency and eagerness to please.

Mix in:

12 diverse inspiring and motivating Group Fitness Instructors.

Who:

- Are clearly authorities.
- Instil confidence by their knowledge.
- Have strong communicative skills
- Display Exuberant personalities
- Motivate/encourage
- Allow for questions

Stir in:

A variety of classes that appeal to the vast array of member's needs:

- Age
- Physical capabilities
- Experience
- Schedule

Baste:

Options available for members who want more private training

Spice it up with some:

Occasional locker-room visits from receptionists (with secret combination) to open lockers

Serve it all up with:

Great background music

Cleanliness

Courtesy

Towel service and amenities

TV lounge area + newspapers

Great Magazines especially Plaisirs de Vivre www.plaisirsdevivre.info

<<http://www.plaisirsdevivre.info/>>

Top off with:

Willy, the city's friendliest valet

Additional ingredients according to taste.

Car wash

I miss Budokon

A stretching bar - maybe in the Barefoot Barn

A Sign in locker rooms reminding members to pick up towels

Rooftop classes

I have to comment on Maria. From my limited experience in Yoga, I recognize her as being very special in her practice. She is unbelievably generous with her spirit and her dedication to her students. A great asset.

There is one exception to my hesitating to rate people with a number from 1 -10 >

Annick. She is # 1 - using a different lexicon from your supplied scale.

The team at VicPark has done a great job. From just a vision/dream you have created a competitive health club in a very short time frame. You have surrounded yourselves with strong people, and identified who was not strong. Your practice of management by walking around MBWA is effective. You have built a nice community. It can't be easy serving such a diverse and demanding constituency as well as you do. I have always and will continue to recommend Victoria Park to friends and acquaintances.

The branding with VicMarket is effective, and has encouraged your members to stay health conscious with their exercise and diet.

As I always tell the receptionists when I leave the club. 'I've had enough of this place. and won't be coming back..... till this afternoon'

Thanks for providing this opportunity to let you know what we (the members) think.

Steve