

# Sport camp evaluation for Bear Coaching

## Research aims

- To understand customers attending sports camps and competitor offers in the same geographical location
- Understand user experience of the booking process and appetite and behaviours around future demand
- Evaluate the overall experience of customers and attendees, and identify areas for improvement



## Methodology

- Observation day
- Desktop review into competitors
- Customer feedback survey
- Interviews and engagement with attendees (children and parents)
- In-depth interviews with owner and providers

## Key findings

- All customers found it very easy to book onto the camp after introduction of automated booking system (>82% pre booking system).
- The 3 main benefits of taking part for attendees were: to do some physical activity, to have social interaction, and to have something to do during half term.
- All attendees felt the session length was "just right".
- Most felt the cost of the session was "just right" but raised awareness around issues of future financial concern.
- Everyone would recommend a session to others and would be likely to sign up again to another camp.
- Identification of gaps in the market for inclusive sports for all ages, genders and accessibility needs.



## Impact

- Price locking future camps after understanding feelings around cost of living
- Automated booking system to provide more professional customer experience
- Consistent feedback capturing across all camps, and implementation of new qualitative feedback methods
- Adapting activities to meet different learning styles and accessibility needs