



Dear Member,

We are most grateful to all of you who responded to the on-line Players 1st membership survey. **242** members took part in the survey from 481 contactable by email, which equates to **50%** of our membership. The average survey return rate for golf clubs in England is 36%, so this strong response shows that we have an engaged, committed membership who wish to contribute and care about our club. A 50% return gives us robust statistical data to work with, meaning the results are a fair representation of the views of our members and therefore allows us to draw accurate conclusions about satisfaction levels regarding the different aspects of our club.

The Management and General Committees are really keen to consult and listen to members. As our key stakeholders, it is of paramount importance that we fully understand your current satisfaction levels, in order to improve the service we offer you and enhance what we are doing well.

The Management and General Committees have now analysed the survey results, with the help of our local England Golf Officers. The next step is to start developing some clear actions and timescales to focus on, in order to move the club forward. Future member surveys will then enable us to help measure the impact we are having, so again we urge you to complete this next time and continue to be open and honest and give us your constructive feedback. If members did not receive the survey this time and would like to receive them in the future (along with other club news) then they should contact the Office to provide or update their email address.

The results clearly show us what we are doing well, plus some possible areas for improvement.

In summary, our results told us:

WHAT WE ARE DOING WELL:

- **When asked about the condition of our course, our score was 73 out of 100 (the benchmark for 43 England golf clubs that have used Players 1st is 74).**
- **Our green keeping team scored 84 out of 100 (benchmark 84).**
- **Our greens scored 86 out of 100 (benchmark 83).**
- **91% of members think our greens are the appropriate speed (benchmark 82).**
- **Nigel's instruction scored 83 out of 100 (benchmark 86).**

AREAS FOR IMPROVEMENT:

- **Our Net Promoter Score (NPS) is +22.**
This score is calculated from responses to the question of 'Would you recommend us to friends, family and colleagues?' This is widely used across all industries, to help measure customer satisfaction. The average NPS for golf clubs is +34, so the Management and General Committees will be considering options to try and improve our score, primarily under the headings below.



- **Our fairways scored 61 out of 100.**

The weather this year has meant it has been very challenging for our greens staff, and the problems have been compounded by staff shortages through illness and problems with the irrigation system. However, this score is lower than we would like, compared with other scores concerning the course. Phil Robinson (Chairman of Greens) with Cambell and his team will establish some priorities and timescales to improve the fairways and other aspects of the course. Phil will be tapping into those members who offered their voluntary support to assist this work. Some of the improvements will be longer term - eg re-seeding some of the fairways that have been most damaged by the dry summer. Phil and Cambell will report progress to members.

- **Competitions.**

We had a variety of comments about use of the course, ranging from 'too many shotguns at weekends and other times', through 'more shotguns please' to 'more social golf eg Texas Scrambles'. Ken Bowman as Competitions Secretary along with Steve Enever as next year's Club Captain designate will try to come up with some balanced conclusions. While we recognise that purely social golfers may find the timing of club competitions or matches irritating, it is part of the essence of a Member's Golf Club that such organised events take place, and the aim is to achieve a satisfactory balance.

- **Our restaurant scored 67 out of 100.**

The average score for golf clubs here is 73, so this will also be an area of focus for us. We will look to investigate this further and try some new ideas to improve the experience. We recently introduced a weekly Sunday Carvery to add to the variety of food available and will be seeking members' views on improvements to our overall food offering. Clive Matthews will lead a working party to discuss improvements and menu changes, drawn from those members who have offered comments on these aspects, and will report in due course.

- **The atmosphere in our clubhouse scored 71 out of 100.**

The average score for a golf club here is 76 and some of the comments in the survey highlighted that this is an aspect we could improve. We all know that the clubhouse is in need to refurbishment. Clive Matthews and Ken Bowman will lead some work, calling on those who have commented and volunteered, to see what useful improvements we can make in the short term (eg better lighting, music), and will report back. For the longer term, we want to undertake a major refurbishment, but we can only make this investment when we have a long-term solution on the rent (see below).

Related to this were several comments about building on the **Social Events** calendar at the Club. David Mould and Steve Enever have agreed to lead work on this, calling on volunteers from across the whole spectrum of the membership (including youth, intermediate, seniors, ladies) to identify events that will attract enough members to be successful and to establish a new **Social Group**.



OTHER POINTS OF NOTE FROM THE SURVEY:

- 41% of members have recommended the club to friends, family, or colleagues, in the last 12 months.
- 98% of our members live within a 30 minute drive of the club.
- 76% of members play once a week or more.
- 29% of members use the practice facilities at least once a week.
- Management of the club scored 70 out of 100 against an average score of 74. We would welcome members who bring appropriate skills and abilities putting themselves forward to get involved with the Committees.
- When we asked how you thought non-members would describe the club, **47% of members said 'welcoming'**. The next highest description (44%) was '**traditional**'.

We hope you find this summary useful and that it gives you a more in-depth idea about how we are performing as a club. We will be arranging for England Golf to come to a Members' evening to make a fuller presentation on the results, and for EG as well as Management and General Committee members to respond to any particular areas of interest. We will advertise the date for this as soon as possible.

Thank you also to those of you that left your name and contact details in the survey. Some of the specific comments contained some really constructive feedback that we may like to discuss further with individuals. With this in mind, a member from the Committees may be in touch soon, to try and gather more useful information or to respond to your comments. We also appreciate the offers to **volunteer and sponsor**, and we will be following up on these as well.

Finally, we can report that the club is in active discussion with our landlords concerning our rent agreement, and we will report on the outcome as soon as we can. However, it is worth highlighting that securing an affordable and sustainable agreement on our rent must be our number one priority to underpin the future success of our Club. Until we reach this conclusion, the Management Committee think it prudent to focus on projects within our existing limited means. In particular, we already knew, and it is clear from the survey, that most members would like to see a complete refurbishment of the bar/restaurant area - and the clubhouse and car park as a whole. The members of both committees agree that this is highly desirable, but financial prudence means that we cannot commit to the significant investment required for this until we have a satisfactory long-term outcome to the rent discussions. The same consideration applies to adding manpower to the Green Keeping team, which remains under-manned compared with many 18-hole clubs.

In the meantime, we will continue to ensure that our Club has a secure financial plan, and will try to build our revenues through initiatives to grow membership, green fees and business in the restaurant.

Roger Greenacre (Chairman Management Committee)

David Mould (Club Captain)