

## Wales Golf Mystery Shopper

Golf Club **Cardigan GC**

Golfer 1

Golfer 2

Golfer 3

### **Scenario-**

**The scenario to be followed ONLY if prompted by Club**

### **Assessment Areas**

- 1) Booking
- 2) Getting There
- 3) Pro Shop
- 4) Pre-Round Clubhouse Experience
- 5) Playing the Course
- 6) Post-Round Pro Shop
- 7) Post-Round Clubhouse
- 8) Post-Round Secretary/Manager
- 9) Overall Experience
- 10) Post-Visit Communication

### **Assessment Score**

- 1- Strongly disagree
- 2- Disagree
- 3- Agree
- 4- Strongly agree

**1. Booking (Over the Phone / Internet) N/A**

**Online (If Booking is completed online please complete the following)**

**Date of Booking** \_\_\_\_\_ **N/A**

**Time of Booking -** \_\_\_\_\_

**Tee Time Booked** \_\_\_\_\_

Criteria	Assessment (Please Circle)	Notes
Website easy to Navigate?	1 2 3 <b>4</b>	Link from front page straight to book tee time, Checked process as normal BRS system
Booking easy to complete?	1 2 3 <b>4</b>	Checked process as normal BRS system
What Data Collected?	N/A	<u>Booking not made on line</u>
Pricing?	N/A	£40 each for weekend rate
Booking Confirmation received?	N/A	
Pre-Visit Contact/e-mail?	N/A	

Payment requested online or on visit?	N/A	

**Over the Phone (If Booking is completed over the Phone please complete the following)**

**Date of Booking** \_\_\_\_\_ 4th June

**Time of Booking -** \_\_\_\_\_ 15.30

**Tee Time Booked** \_\_\_\_\_ 29th June at 11.15.

Criteria	Assessment (Please Circle)	Notes
Courteous Staff?	1 2 3 <b>4</b>	spoke to Richard who took the booking.
Booking easy to complete?	1 2 <b>3</b> 4	He was very engaging, apart from not supplying his name
Additional information provided – i.e. Course Maintenance	N/A	I pre booked a buggy, he did try to get me two but declined (up selling)  asked about inclusive price re food, he stated that I would have to speak to the steward on the day, food served from 11am.
What Data Collected?	N/A	He took my phone number but did not ask for my email address. I did not receive any written confirmation.
Directions or Useful info?	N/A	Signs to club all very good until you get to the entrance, The sign is small and in Welsh only, (not very inclusive)
Pricing – Barter??	N/A	<b>£40 each</b>

		The price was the same as on the internet
Easy to do Business with?	1 2 <b>3</b> 4	
Booking Confirmation received?	N/A	did not receive any written confirmation.  <u>Suggest a standard Performa as a reminder to all staff on duty</u>
Pre-Visit Contact?	N/A	No further contact prior to day, e.g thick mist on day could have warned the party should have been closed
Payment over Phone or on Day?	N/A	Payment on the Day, separate payment for green fee and buggy. Had to use card twice, also difficulty in printing receipt had to come back after round.

## **2. Getting to the golf club**

Course is well signposted?	1 2 3 <b>4</b>	.
Sat-Nav takes you there?	N/A	Yes to the entrance

Welcoming Entrance?	1 2 <b>3</b> 4	Signs to club all very good until you get to the entrance, The sign is small and in Welsh only, (not very inclusive)
First Impressions?	N/A	The car park is in need of TLC, lines not clear. There were no signs to the club house entrance and bar area.  The flower beds needs some TLC.

### **3. Pro-Shop**

Courteous Staff?	1 2 3 <b>4</b>	Young lady behind desk, did not introduce her self  There were children going behind the counter to the office and older gent asked if we were being taken care of
Cleanliness of Shop	1 2 3 <b>4</b>	Shop was clean and well presented
Cleanliness of front desk/counter	1 2 3 <b>4</b>	Front desk had ball markers and score book, there was room for making transactions and to sign into visitors book.  Left email address and mobile number .
Stock Levels	1 2 3 <b>4</b>	

		<p>Stock levels for clothing were good filled the storage space available.</p> <p>Purchased a glove looked for other sizes all stock on display</p>
Polite attempts at Sales?	1 2 <b>3</b> 4	<p>Not a great deal of up selling course planner, ball maker</p>
Easy Registration?	1 2 <b>3</b> 4	<p>there was room for making transactions and to sign into visitors book.</p> <p>Left email address and mobile number .</p> <p>Had to return for receipt after round difficulty printing</p>
Barter Green Fee Rate (If Payment is due)	N/A	<p>No bartering cost was cost</p>
What Data Collected	N/A	<p>Left email address and mobile number in visitors book .</p>
Forewarned of any Course activity i.e. Maintenance?	N/A	<p>It was very misty competition was called off, we could go out and play at our own risk.</p>

Friendly discourse encouraged?	1 2 <b>3</b> 4	Very polite but could have more up selling, with more engagement with customer
Loyalty Schemes?	N/A	There was a club survey card, but a little confusing.
Handicap Certificate required?	N/A	Not asked for
Given directions/instructions Clubhouse/1 <sup>st</sup> Tee/ Local Rules	N/A	No directions given
Overall Registration experience	1 2 <b>3</b> 4	Hired a buggy had to ask for direction where parked and how to use, seat not cleaned for dew. Buggies needed some cleaning, green staining on straps. The use of the buggy was fine and no problems

#### **4. Pre-Round Clubhouse Experience**

**Time of Visit** - 10 am

Ease of access into Clubhouse	N/A	There were no signs to the club house entrance and bar area.  With steps and disabled ramp to the entrance
Ease of Access into Changing Rooms	N/A	With steps and Disabled ramp from car park

Changing Rooms Cleanliness/Facilities available	<b>1</b> 2 3 4	<p>This was targeted by Cardigan GC.</p> <p>The Men's locker rooms, require TLC, shelves required dusting, unwanted items removed (e.g. underpants see pictures at AOB)</p> <p>The gents toilet area ceramic tile looked grubby on edges adjacent to walls.</p> <p>The male showers were of good pressure and décor.</p> <p>The ladies locker room excellent, nice touch of sun cream being available. Library books also available</p> <p>There was no sign in the ladies regarding the hiring of a locker for the day as there was one in the gents.</p> <p>Suggest each shower head be flushed once a week and disinfected every 3 months, legionella precautions.</p>
Refreshments available?	N/A	<p>In the bar area the new coffee machine on course display, brilliant, great way to advertise loved it. See photo a Annex.</p> <p>Just needed an idea as to how to pay for the coffee, suggest instructions to assist.</p>
Courteous Staff?	1 2 <b>3</b> 4	



		<p>Pro shop Spoke to the lady (Wife of Professional) in the pro shop, very pleasant and happy, no engagement whatsoever as to where we were from, return offers, membership or open events.</p> <p>Feedback form issued and handed in at the bar.</p> <p>Nobody in the Bar area first thing.</p>
Discourse encouraged?	<input checked="" type="checkbox"/> 1   2   3   4	No
Friendliness of other users	1   2 <input checked="" type="checkbox"/> 3   4	

### 5. Playing the Course

Tee available at pre-booked time	1 2 3 <b>4</b>	<p>Very misty at tee time. The monthly medal had been called off. We could play the course at our own risk, not correct H&amp;S issue to players.</p> <p>Great signs on the first tee and practice putting and chipping area close by.</p>
Condition of Course – Tees/Greens/Fairways/Rough/Bunkers	1 2 3 <b>4</b>	<p>Course was in very good condition, divot bags available on the 1<sup>st</sup> tee.</p> <p>Nice touch with more divot boxes in the middle of fairways for top up of bags or just local divots.</p> <p>Tees closely mown, very little weeds.</p> <p>Greens good speed with good cover of grass, signs of leatherjacket damage from birds, however been repaired effectively with soil and over seeded.</p> <p>Fairways were drying out due to recent dry weather, as in keeping with hill top links.</p> <p>Rough was very punishing to the wayward shot.</p> <p>Bunkers were well maintained, none of the team visited a bunker for playability.</p>
Duration of round	N/A	<p>4 hours no one pushing behind us or anyone in front very pleasant round of golf.</p>
Ease of flow/navigation	1 2 3 <b>4</b>	<p>Had played Cardigan previously so was aware of routes green to tee.</p> <p>Only area of confusion the twin Par 5 tees direction markers to be considered. , could be clearer for visitors</p>
Easy/Difficult course	N/A	

		Course was set up fair but challenging, with semi rough and deep rough. Scores were good on the day, with a number of birdies with the Lady scoring 38 points.
Courteous golfers/course staff	1 2 3 <b>4</b>	Local golfers were approachable and friendly.  No course was seen Saturday visit late morning, not expected.
Litter/Empty bins/Ball Washers	N/A	No litter on course, minimal bins and ball washers.
*Half-Way house – Value for money/Courteous Staff/Cleanliness/ Discourse encouraged	N/A	No half way house
Overall Golf Course experience	1 2 3 <b>4</b>	Shame about the fog we missed most of the normal stunning views.  Fog lifted when playing the 14 <sup>th</sup> tee so saw the local estuary.

### **6. Post-Round – Pro-Shop**

Courteous Staff?	1 2 3 <b>4</b>	Returned to pick up the invoices, a number of children passing in and out of pro shop office.  Still present.
Discourse encouraged?	<b>1</b> 2 3 4	No further engagement.
Course Feedback	<b>1</b> 2 3 4	

encouraged?		No questions how was the course.
Membership options discussed?	<input checked="" type="checkbox"/> 1   2   3   4	No offer of membership.  Membership details in club house foyer.
Re-visit encouraged?	<input checked="" type="checkbox"/> 1   2   3   4	No offer made
Open Days discussed?	<input checked="" type="checkbox"/> 1   2   3   4	No offer made, or posters on walls.  Web site offering open days good value.

### **7. Post-Round – Clubhouse**

Time of visit -	N/A	3pm
Bar/Catering available	N/A	Bar and catering open with card payment facilities.
Friendly and Courteous Staff?	1   2   3 <input checked="" type="checkbox"/> 4	Bar Manager very friendly with laugh and a joke. Also engagement with Chef.  Waitress staff very friendly and helpful, showed us to our table for food and assisted the lady with her pot of tea.

Friendly and Courteous users/members?	1 2 3 <input checked="" type="checkbox"/> 4	Spoke to some youngsters from the junior section, they were very polite and a credit to the club, well done to them.
Staff ability to sell course/membership?	<input checked="" type="checkbox"/> 1 2 3 4	No up selling for membership some attention as do the up selling and engaging from the staff on the day
Membership opportunities internally advertised? Check toilets for adverts	1 2 <input checked="" type="checkbox"/> 3 4	Membership offered within foyer.  No within toilets.
Open Days advertised?	1 <input checked="" type="checkbox"/> 2 3 4	Only on web site.
Cleanliness of facilities – Bar/Restaurant/Tables	1 <input checked="" type="checkbox"/> 2 3 4	The furniture within the club house, some torn, need some attention. The dinning area needed tidying, especially around the high chair storage area. Some of the sauces require to be refrigerated as instructed on the bottles. Some of the condiments had been decanted into jars, could be contamination issues and, when were they put in there??  Tables were clean and tidy.

Appropriate Menu?	1 2 3 <input checked="" type="checkbox"/> 4	<p>Good bar menu with competitive prices</p> <p>Excellent service in the bar and food once again hot and tasty. Staff courteous.</p>
Value for money Bar/Food?	1 2 3 <input checked="" type="checkbox"/> 4	<p>Good bar menu with competitive prices</p>
Good Sales techniques used?	1 2 3 <input checked="" type="checkbox"/> 4	<p>Excellent service in the bar and Staff courteous.</p>
Quality of goods purchased?	1 2 3 <input checked="" type="checkbox"/> 4	<p>Excellent</p> <p>Purchased 2 Fish and Chips with homemade tartar sauce with in local jars</p> <p>With a Panini.</p>
Speed of service?	1 2 3 <input checked="" type="checkbox"/> 4	<p>Reasonable time for cooker from fresh shown to table by</p>
Overall impression?	1 2 <input checked="" type="checkbox"/> 3 4	<p>Overall good only minor items to</p>

		be address as noted above.
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### 8. Post-Round – Secretary/Manager

Friendliness	1 2 3 4	No comment not seen
Discourse encouraged?	1 2 3 4	No comment not seen
Membership offers explained/encouraged?	<input checked="" type="checkbox"/> 1 2 3 4	No contact after leaving information in visitors book.
Re-visit encouraged?	<input checked="" type="checkbox"/> 1 2 3 4	No contact after leaving information in visitors book
Feedback encouraged?	1 2 3 <input checked="" type="checkbox"/> 4	Feedback form given out within pro shop with money off in bar and opportunity to win best photo and in draw for free 4 ball voucher.
Data Collected?	1 <input checked="" type="checkbox"/> 2 3 4	Only data collected in visitors book



### 9. Overall impression of Experience

Made to feel valued?	1 2 <b>3</b> 4	The visit was very present, only minor places to be improved on.
Easy to do business with?	1 2 3 <b>4</b>	Generally yes.
Overall value for money?	1 2 3 <b>4</b>	The whole cost were in line with local rates.
Provided with ample information?	1 2 <b>3</b> 4	More up selling required for return visits and membership if only country.
Would you recommend – membership/Green Fee visit/Catering?	1 2 3 <b>4</b>	Green Fee visit/Catering  Great course available all year round.
Any significant positives?	N/A	Course condition.  Catering.
Any Significant negatives?	N/A	Lack of engagement within Pro Shop

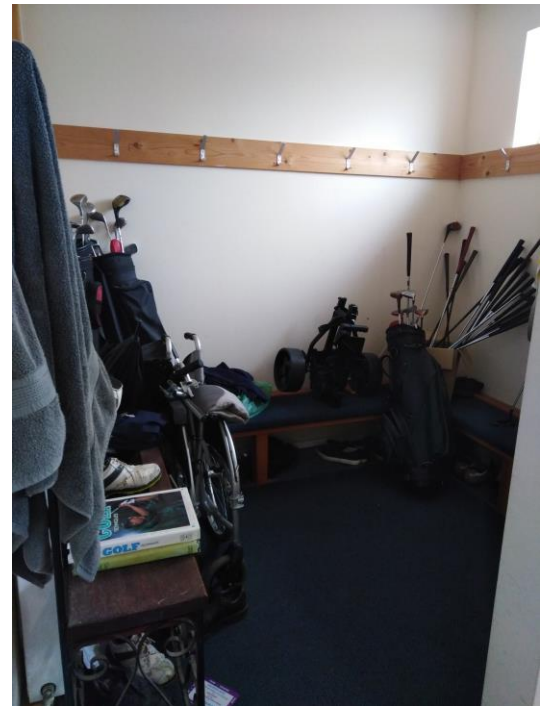
		Minimal up selling throughout staff members  Men's changing room.
Overall Experience  Please go into detail-	1   2   3 <b>4</b>	<b>See Section 9</b>

**10. Post-Visit Contact – (within 3 weeks)**

When was contact made?	N/A	<b>Nil received</b>
How was contact made?	N/A	
What was offered?	N/A	
Impression of Contact?		

**Any other Comments.....PTO**

**Section 4 Men's Changing Room**



**Face Book and Twitter are linked.**

**Very active page. Quick advertising win.**

**Instagram Page but fairly recent.**

### **From face book and local News Paper**

Huge congratulations to Emyr James, our Junior Organiser for the past 20 years, who received the Unsung Hero Award at the Ceredigion Sports Awards recently held at Penmorfa, Aberaeron.

The Unsung Hero Award is given in recognition of people who dedicate a great deal of their time and effort 'behind the scenes' at sports clubs and teams. Well done, Emyr, and well deserved

<https://www.ceredigion.gov.uk/.../sporting-and-individual-ac.../>  
[#unsunghero](#) [#welovegolf](#) [#golfwales](#) [#cardigangcpendays](#) [#unsungheroes](#)

**Coffee Machine with Adverts great touch**

However the cupboard needs to be completed.

