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ANYWHERE.

WALESgOLF.ORG



Member Satisfaction Survey – Cardigan GC Summer 2019





Baseline data

Main language	
Welsh	16%
English	75%
N/A	6%
Prefer not to say	3%

About yourself	
Heterosexual	79%
Bisexual	1%
Gay	0%
Lesbian	0%
Other	1%
N/A	6%
Prefer not to respond	13%

Religion or belief?	
Christian (All denominations)	69%
No religion	20%
N/A	5%
Prefer not to respond	5%
Sikh/other	1%
Buddhist	0%
Hindu	0%
Jewish	0%
Muslim	0%

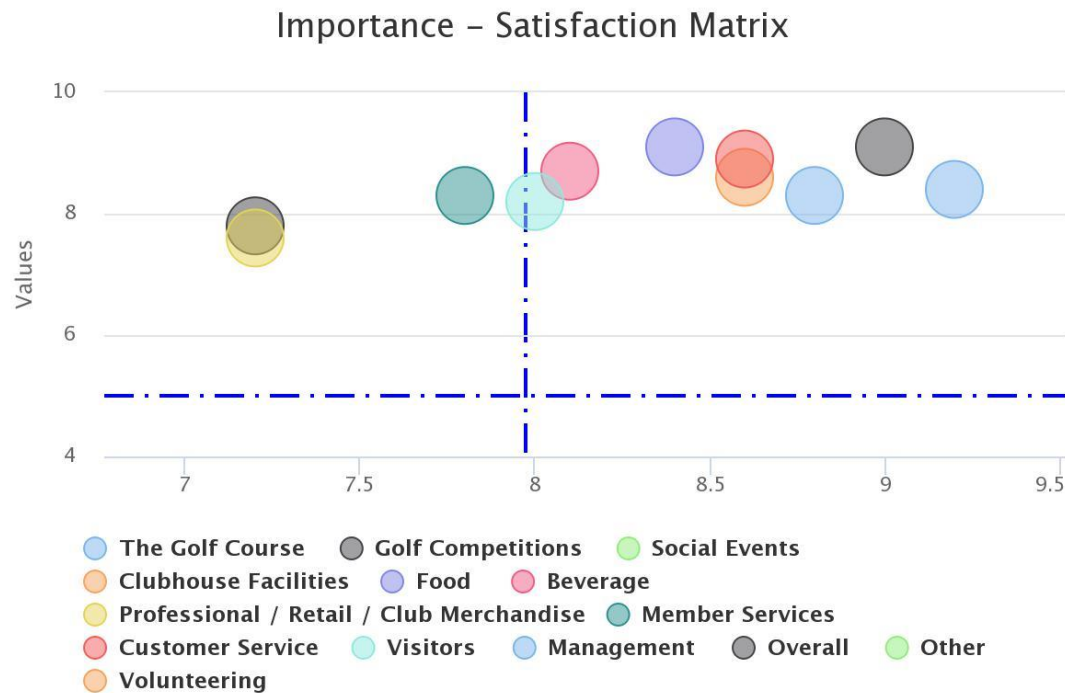
Gender same as birth?	
Yes	86%
No	1%
N/A	8%
Prefer not to respond	5%

Day to day activities limited by a health condition or disability	
Yes, limited a lot	3%
Yes, limited a little	13%
No	80%
N/A	3%
Prefer not to respond	3%



Importance/Satisfaction Matrix

What is important to your members?





Section 1. The Golf Course

Question	Cardigan Golf Club	Mid and West Wales	National
Overall, how important to you is the condition of the golf course?	9.21	9.16	9.22
Overall, how satisfied are you with the condition of the golf course?	8.43	7.94	7.90
Condition of tees	8.33	7.36	7.08
Condition of fairways	7.21	7.88	7.91
Condition of greens	9.05	8.25	8.25
Condition of rough	7.67	7.37	7.33
Condition of bunkers	7.64	6.29	5.85
Condition of practice facilities	7.50	7.33	6.58
Condition of practice putting green	8.82	7.78	7.51
Quality of course signage	8.84	7.65	7.48
Choice of tees from which to play	8.89	8.32	7.49
Availability of members tee times	9.01	8.44	8.20



Section 1. The Golf Course – Written comments

Positive

- Greenkeepers do an amazing job! Very polite and accommodating
- Course in very good condition and well presented. Good value
- Improved considerably in past 2 years. Greens are some of the finest you could wish to play

Opportunities to improve

- Consistency of sand in bunkers
- 5th & 15th tee as a start point
- Length & depth of rough
- Appropriate landing area on 1st, 4th & 18th
- Course safety signage. 15th tee, 16th green/17th tee
- Rabbit damage
- Use & position of divot bags
- Preferred lies
- Bilingual signage & entry signage
- Quality & TLC of ladies tees



Section 2. Golf Competitions

Overall, how important to you is the provision of competitions?	7.17	7.47	7.47
Overall, the number of competitions is about right.	7.81	7.81	7.85
There are sufficient members' competitions.	8.01	8.10	8.12
There are too many members' competitions.	3.95	3.82	3.65
There is opportunity to play in team matches.	7.87	7.73	7.57
I prefer to play non-competitive golf.	5.44	4.84	4.81
I would like to see a wider variety of formats.	4.97	5.51	5.46
I would like to see more family competitions.	3.54	3.90	3.65
I would like to see more mixed competitions.	4.16	4.59	4.16
I prefer to play in 3's.	6.98	6.57	6.51
I prefer to play in 4's.	5.77	6.03	6.19
I prefer to choose who I play with.	6.14	6.37	6.24
I prefer to play with drawn players.	5.36	5.24	5.42



Section 2. Golf Competitions – Written comments

Positive

- Current provision is adequate
- Swindles positively received
- 3 balls in senior rolls up provide good pass of plays

Opportunities to improve

- Different formats during winter months to make it FUN!
- Not enough medal competitions
- Too many competitions off white tees
- Takes too long to play
- Summer evening competitions
- Family competitions
- Timings – bank holiday competitions?
- Category competitions



Section 3. Social Events

Question	Cardigan Golf Club	Mid and West Wales	National
Overall, how important to you is the provision of social events?	4.96	5.59	5.62
Overall, how satisfied are you with the provision of social events?	6.48	6.43	6.26
There are sufficient social events.	6.77	6.59	6.40
Social events are important to me.	4.05	5.00	4.97
I would like to see more social events for families.	3.85	4.62	4.72
I would like to see a wider range of social events.	5.17	5.37	5.39
I feel comfortable bringing my children to the club.	8.05	7.95	7.31



Section 3. Social Events– Written comments

Positive

- Very welcoming, happy to bring anyone to the club
- Always made welcome
- Very inclusive club
- Nice & relaxed atmosphere
- Best out of all clubs we've visited
- No problem bringing spouses to it

Opportunities to improve

- Bring a social aspect into team golf to involve senior members and youngsters
- Improve care of children whilst out playing
- Public right of way concerns
- Difficulty in attendance due to distance from club



Section 4. Clubhouse facilities

Overall, how important to you is the clubhouse?	8.55	8.50	8.38
Overall, how satisfied are you with the clubhouse?	8.58	7.92	7.45
Cleanliness of clubhouse	8.84	8.66	8.40
Cleanliness of locker rooms	8.46	8.29	7.88
Cleanliness of washrooms	8.33	8.25	8.03
Appearance of notice boards	8.35	7.90	7.49



Section 4. Clubhouse facilities – Written comments

Positive

- Clubhouse is clean and well managed
- Very good

Opportunities to improve

- Men's shower facilities need improving
- Toilet cubicles are dirty
- Provision of soap/shower gel
- Bilingual signage in clubhouse
- Use of drying room
- Clubhouse looks aged and locker room below standard
- Poor WIFI
- Ladies notice board rarely updated and men take it over



Section 5. Food

Overall, how important to you is the food at the club?	8.35	8.12	8.00
Overall, how satisfied are you with the food at the club?	9.07	7.91	7.45
Appearance of restaurant	8.39	8.20	7.96
Quality of food	9.19	8.16	7.64
Variety of food	9.03	7.79	7.22
Value for money	9.34	7.82	7.23
Opening hours of restaurant	8.28	7.73	7.03



Section 5. Food – Written comments

Positive

- Very good service from restaurant & bar
- Standard of food is exceptional and sensibly priced
- Family often use it together & welcome to children
- Pat & Lil a credit to the club
- High level of service and quality of food
- Sunday lunches especially good

Opportunities to improve

- Very “School canteen”
- Restaurant needs a makeover
- Could open earlier than 10am
- Not open on a Monday!
- Menu hasn’t changed for over 10 years, portions smaller
- More snack food



Section 6. Beverage

Overall, how important to you is the beverage operation at the club?	8.10	8.23	8.21
Overall, how satisfied are you with the quality of the beverage operation?	8.68	8.32	8.24
Appearance of bar	8.59	8.21	8.00
Selection of beverages	8.79	8.45	8.28
Quality of beverage	8.85	8.54	8.34
Value for money & bar	8.94	7.99	7.85
Opening hours of bar	8.46	8.06	8.15



Section 6. Beverage– Written comments

Positive

- Very good service from restaurant & bar
- Good value for money
- All very good
- Always clean

Opportunities to improve

- Tea cups often stained
- Coffee is bitter
- Steep price increase last winter?
- Nothing available on a Monday?



Section 7. Professional/Retail/Club merchandise

Overall, how important to you is the professional/retail?	7.17	7.84	7.80
Overall, how satisfied are you with the professional/retail?	7.62	8.18	8.18
Appearance of professional/retail shop	8.03	8.28	8.35
Quality and range of goods in professional/retail shop	7.42	7.72	7.81
Value for money in professional/retail shop	7.28	7.60	7.67
Availability of coaching/tuition	8.48	8.78	8.70
Value for money of coaching/tuition	8.22	8.73	8.71



Section 7. Professional/Retail/Merch – Written comments

Positive

- Well stocked and staff very helpful
- Excellent tuition from Steve
- Staffed until late and very grateful
- Very patient and encouraging tuition

Opportunities to improve

- Poorly stocked and appears no interest in developing
- Only used out of necessity
- Very little involvement of professional in club activities
- One incident of rudeness has led to reduced use of shop



Section 8. Member Services

Question	Cardigan Golf Club	Mid and West Wales	National
Overall, how important are member services to you?	7.84	8.10	8.05
Overall, I feel a strong sense of belonging to this club.	8.32	8.17	8.04
I regularly use the club web site for club information.	6.87	6.98	6.84
I like to receive communication via facebook.	5.53	5.07	5.00
I like to receive communication via twitter.	3.04	3.89	3.88
I like to receive communication via e-mail.	8.68	8.74	8.67
I receive about the right amount of communication from the club.	8.65	8.19	8.01



Section 8. Member Services – Written comments

Positive

- Strong sense of belonging
- Website has developed into an excellent site along with social media
- New members feel well informed
- Club communications have improved significantly in last 12 months
- Members look forward to club email

Opportunities to improve

- Increase bilingual signage and communication
- Do not agree with separate sections of the club, we are all members of one club and therefore should be 1 AGM



Section 9. Customer Service

Overall, how important is customer service to you?	8.58	8.93	8.92
Overall, how satisfied are you with the level of customer service?	8.90	8.45	8.26
Quality and friendliness of service from admin staff	9.13	9.00	8.81
Quality and friendliness of service from professional shop staff	8.79	9.11	9.09
Quality and friendliness of bar service	8.82	8.99	9.02
Quality and friendliness of food/restaurant service	9.07	8.86	8.45
Quality and friendliness of greenstaff	9.19	8.76	8.70



Section 9. Customer Service– Written comments

Positive

- Very welcoming
- Everyone is pleasant and helpful
- All staff are so dedicated, friendly and helpful
- Very satisfied with club and course
- All staff are professional and take pride in their work

Opportunities to improve

- Increase attempt at upselling with bar & restaurant staff
- Availability of staff



Section 10. Visitors

Overall, how important to you are the number of visitors that play at your club?	7.96	7.13	6.92
Overall, I am satisfied with the number of visitors we allow to play at our club.	8.22	7.40	7.16
We allow too many visitors to play at our club.	2.93	3.50	3.69
Visitors stop me from booking my preferred tee times.	2.79	2.66	3.26
I would prefer to see more visitors in order to keep my subscriptions down.	6.99	6.93	6.55
I would prefer to pay higher subs and see fewer visitors.	2.61	3.14	3.35



Section 10. Visitors– Written comments

Positive

- Great golf course deserves more visitors
- Subscriptions is very reasonable and would prefer to see more visitors
- Would welcome more revenue especially on quiet days

Opportunities to improve

- Investigate number of 4 ball groups on the course
- Visitor tee times in-between competitions



Section 11. Management

Question	Cardigan Golf Club	Mid and West Wales	National
Overall, how important is the management of the club to you?	8.78	8.82	8.81
Overall, how satisfied are you with the way the club is managed?	8.34	7.93	7.51
I feel the committee acts transparently.	7.46	6.98	6.29
I feel the committee does a good job.	8.24	7.66	7.04
I feel the club finances are well managed.	8.16	7.52	6.58
Pace of play has no impact on my enjoyment of my membership.	5.75	5.94	5.61



Section 11. Management – Written comments

Positive

- Perception that the committee has the club at heart
- Executive committee is working hard
- Great team that works really hard

Opportunities to improve

- Slow play is an issue and the duration of rounds is unacceptable
- Too many 4 balls
- Lack of communication over decisions by the committee
- Lack of transparency



Section 12. Overall

1201	Overall satisfaction with club	8.96	8.47	8.22
1202	Overall value for money	9.09	8.45	8.11
1203	I would recommend this golf club to my friends.	9.54	8.97	8.75



Section 12 overall – Written comments

Positive

- Great course, incredible scenery
- Frequently recommend club to friends
- Very welcome and an everyday enjoyable experience
- Great course with great professional
- Happy to see more private functions providing club get's more than 10%

Opportunities to improve

- Management of 4pm discounts?
- Lack of transparency from the top
- Introduce more teenagers & parents into the game
- Develop practice range
- Quality & consistency of newsletter
- Impact of New2Golf?
- Bilingual communication
- Transparency of finances



Section 13. Key priorities of the club moving forward

Key Priorities

- Youth & development of junior section. Develop driving range
- Integration of all sections
- Increase numbers in club competitions
- Maintain current standard of the golf course
- Appearance of clubhouse & immediate surrounds
- Increase number of visitors and members
- Improve bar & restaurant furnishings
- Financial stability



Section 14. Additional questions

Overall satisfaction with monthly club newsletter	8.62
How important do you feel the New2Golf & Junior programmes are to the future of the golf club?	8.85
I would welcome seeing more private functions at the golf club to increase income?	7.30



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