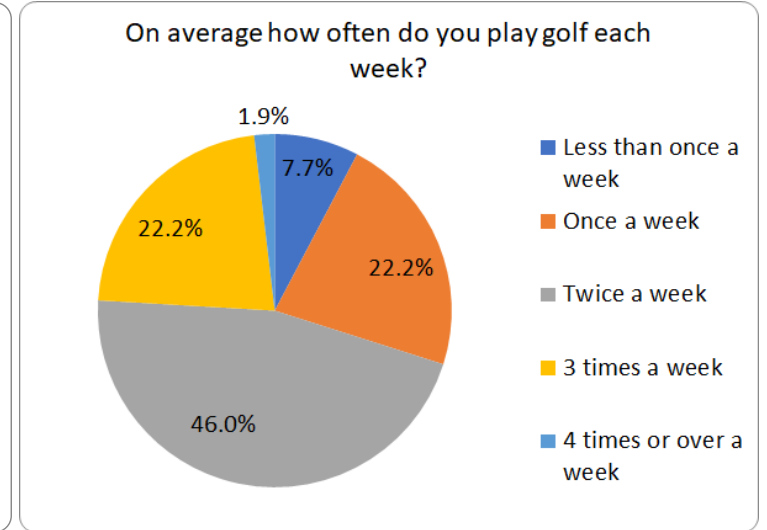
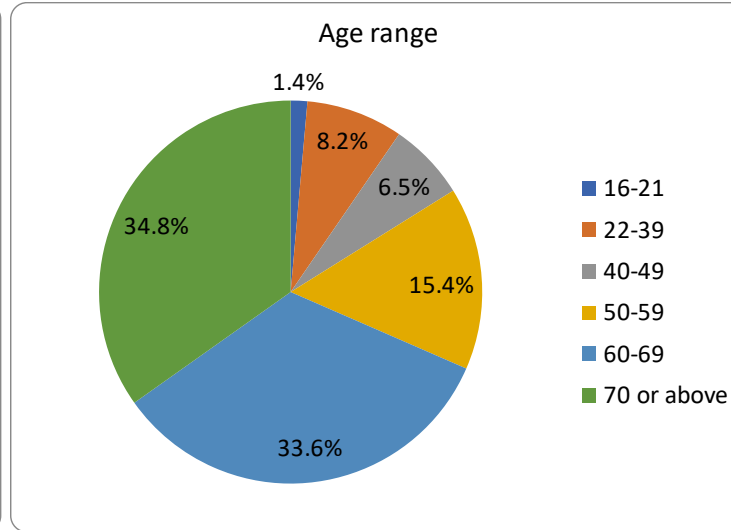
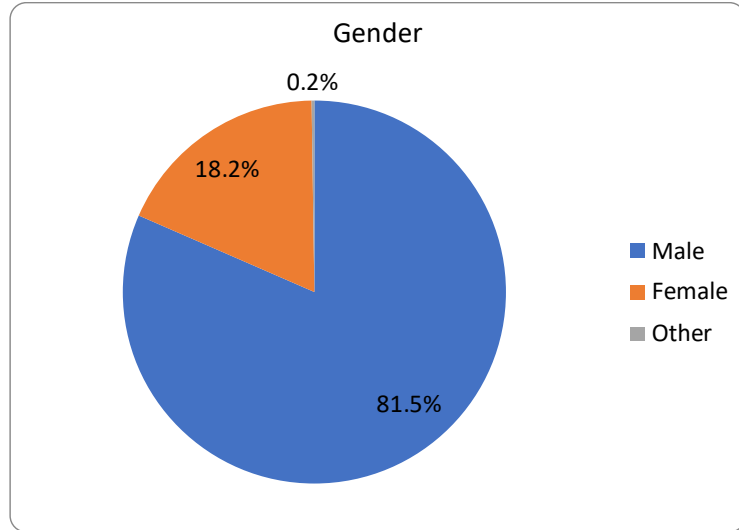


June 2023 Membership survey

Sept 2023



Questions 1-3.



- 59% of membership engaged with survey
 - 74% of total women members engaged with survey
 - 66% of total men members engaged with survey

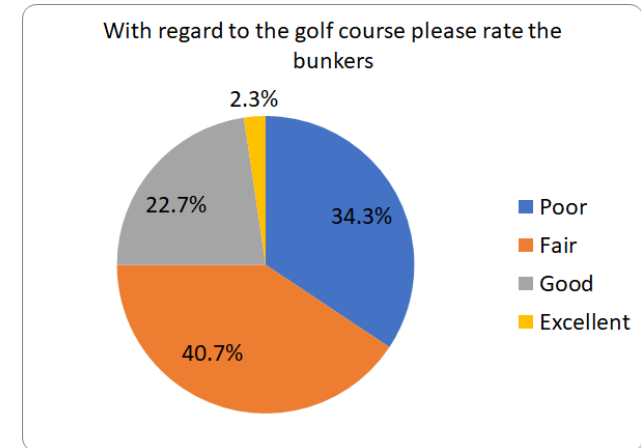
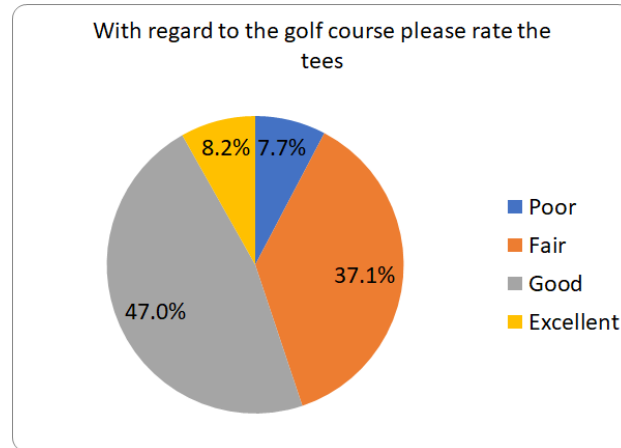
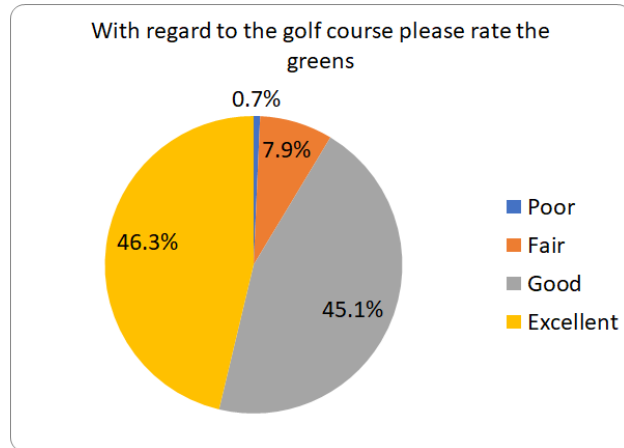
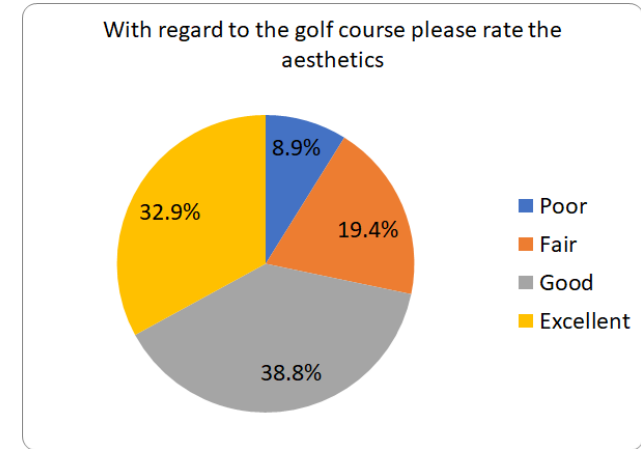
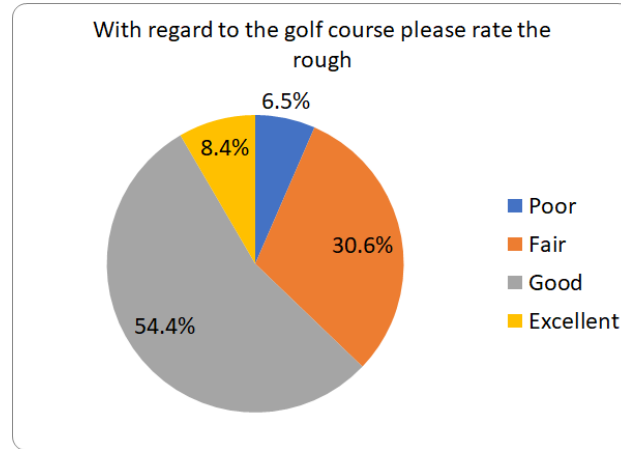
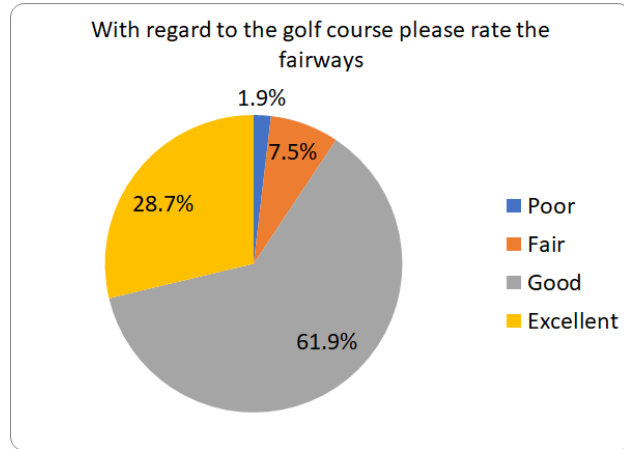
- Approx. 1 in 5 responses were women members
- 69% of responses were over 60 years old
- 68% of responses play 3 or more times a week

Trend overview

- 17 areas - same or improving with two areas showing a deterioration of over 10% - course bunkers and clubhouse aesthetics
- Course (66% good-excellent)
 - Significant member satisfaction with Fairways & Greens
 - Aesthetics lower but still scored 72% (good-excellent)
 - Improvement seen in the Tees to 55% (good-excellent)
 - 75% rated bunkers Poor-Fair
- Clubhouse (60% good-excellent)
 - 52% rated Clubhouse and changing rooms Poor-Fair
- Bar (85% good-excellent)
 - Significant member satisfaction
 - Slight decrease in satisfaction with opening hours
- Catering (93% good-excellent)
 - Significant member satisfaction
 - Slight decrease in satisfaction with opening hours
- Pro shop (89% good-excellent)
 - Significant member satisfaction
 - Slight decrease in satisfaction with opening hours

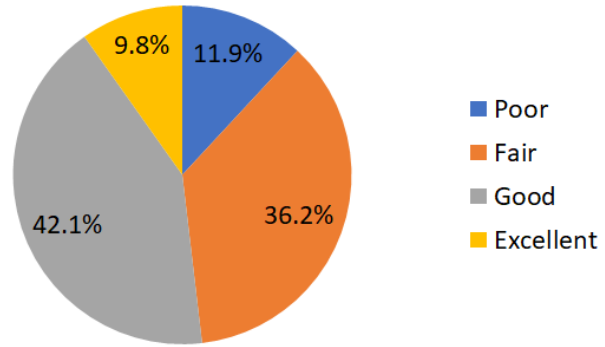
		2018		2016 - 2018		2023		2018 - 2023	
		% OF TOTAL				% OF TOTAL			
		Poor Fair	Good Excellent	Movement	Difference	Poor Fair	Good Excellent	Movement	Difference
Golf Course	Tees	56%	44%	Worse	-7%	45%	55%	Improved	11%
	Fairways	5%	95%	Same	2%	9%	91%	Worse	-4%
	Rough	38%	62%	Worse	-23%	37%	63%	Same	1%
	Bunkers	63%	37%	Worse	-23%	75%	25%	Worse	-12%
	Greens	5%	95%	Same	2%	9%	91%	Worse	-4%
	Aesthetics	22%	78%	Worse	-12%	28%	72%	Worse	-6%
Clubhouse	Clubhouse	34%	66%	Same	-2%	48%	52%	Worse	-14%
	Changing Rooms	48%	52%	Same	-1%	56%	44%	Worse	-8%
	Cleanliness	34%	66%	Worse	-10%	17%	83%	Improved	17%
Bar	Politeness	32%	68%	Worse	-8%	5%	95%	Improved	27%
	Choice	19%	81%	Worse	-3%	11%	89%	Improved	8%
	Prices	34%	66%	Same	-2%	22%	78%	Improved	12%
	Hours	15%	85%	Improved	10%	21%	79%	Worse	-6%
Catering	Quality	9%	91%	Same	-1%	1%	99%	Improved	8%
	Value	17%	83%	Worse	-3%	4%	96%	Improved	13%
	Variety	17%	83%	Same	-2%	8%	92%	Improved	9%
	Availability	19%	81%	Improved	11%	15%	85%	Improved	4%
Pro Shop	Helpfulness	5%	95%	Same	2%	5%	95%	Same	0%
	Politeness	4%	96%	Same	-1%	6%	94%	Same	-2%
	Professionalism	3%	97%	Same	1%	5%	96%	Same	-2%
	Choice	24%	76%	Improved	8%	22%	78%	Same	2%
	Price	31%	69%	Improved	16%	24%	76%	Improved	7%
	Availability	3%	97%	Improved	4%	11%	89%	Worse	-8%
Office	Teaching	5%	95%	Same	2%	5%	95%	Same	0%
	Helpfulness	20%	80%	Worse	-4%	Not asked in this survey			
	Professionalism	27%	73%	Worse	-6%	Not asked in this survey			
	Politeness	11%	89%	Worse	-5%	Not asked in this survey			
	Web Site	39%	61%	Same	2%	35%	65%	Improved	4%
	PSI	51%	49%	Worse	-15%	Not asked in this survey			
		Scoring				Difference			
		More than 1/2 scored below average				Significant improvement			
		More than 1/3 scored below average				Slight improvement			
		More than 2/3 scored above average				No change			
						Slight decline			
						Significant decline			

4-9. The Course

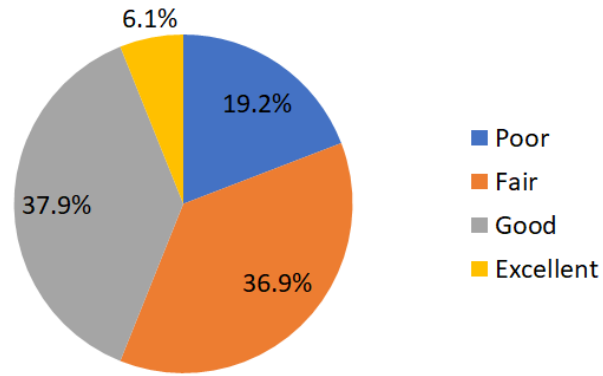


10-12. The Clubhouse

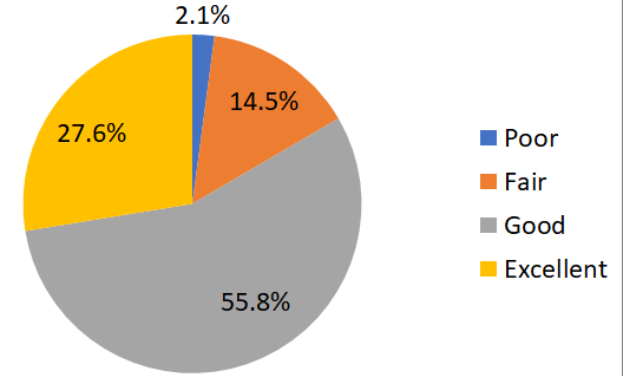
With regard to the clubhouse please rate the aesthetics



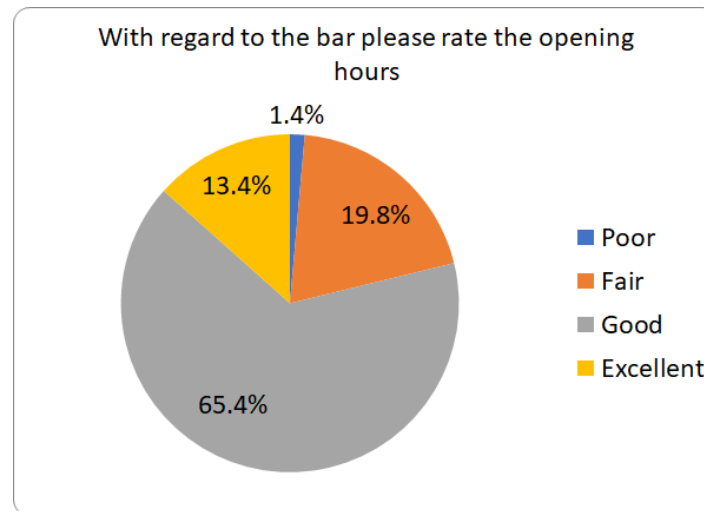
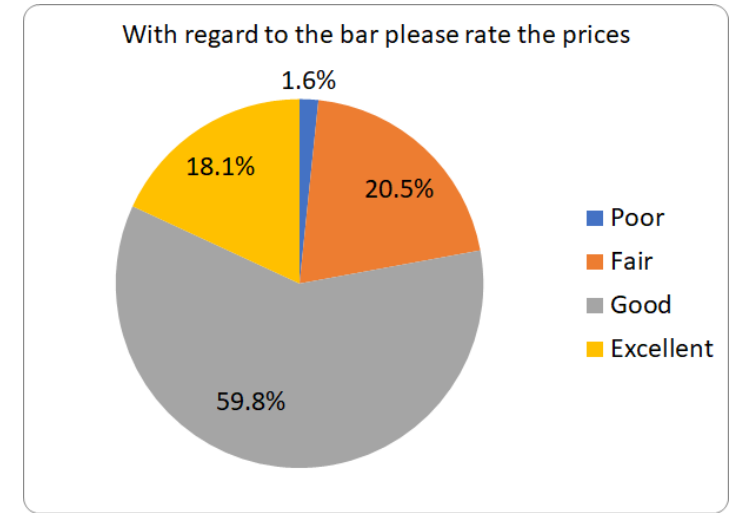
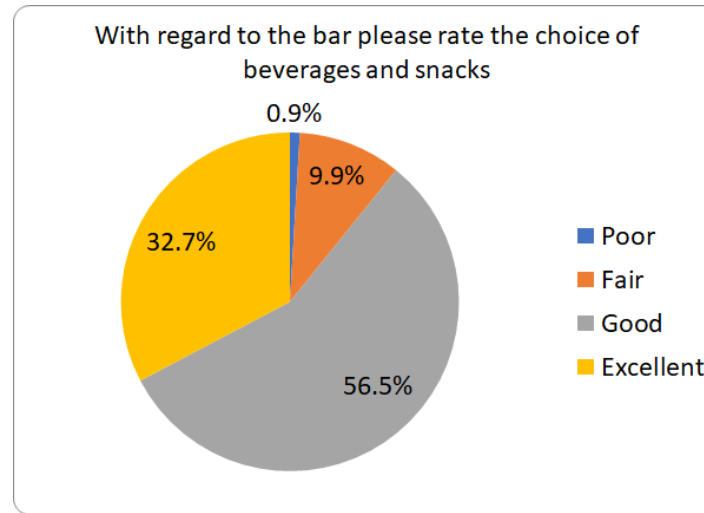
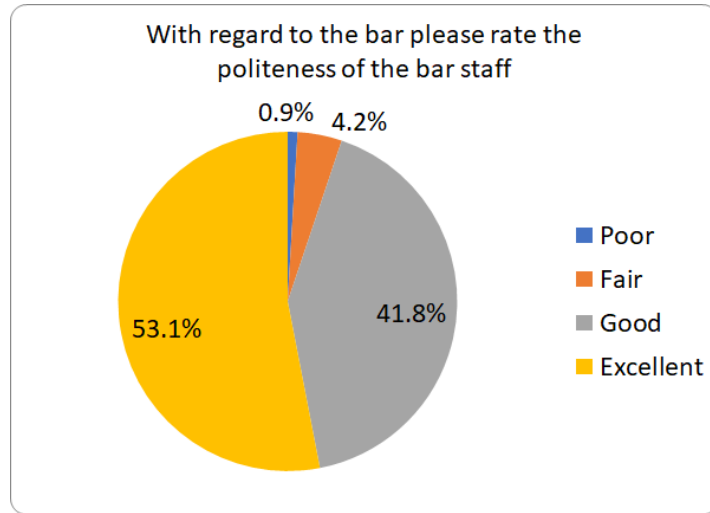
With regard to the clubhouse please rate the changing rooms and toilets



With regard to the clubhouse please rate the cleanliness

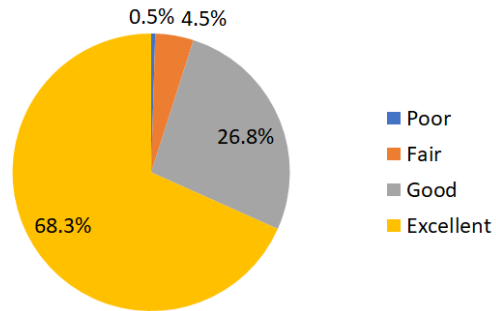


13-16. The Bar

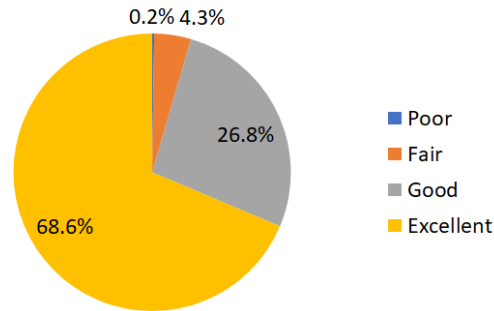


21-27. The Pro shop

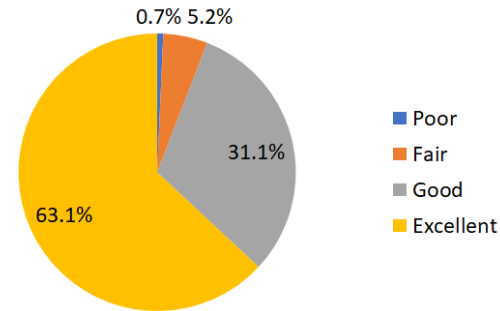
With regard to the Pro shop please rate the helpfulness of the staff



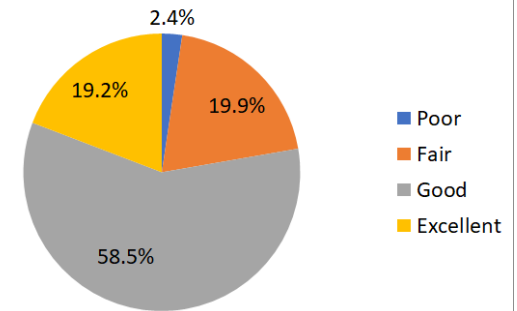
With regard to the Pro shop please rate the professionalism of the staff



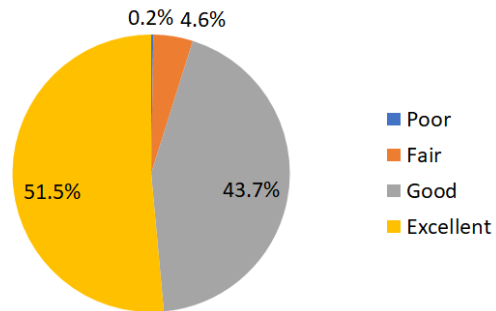
With regard to the Pro shop please rate the politeness of the staff



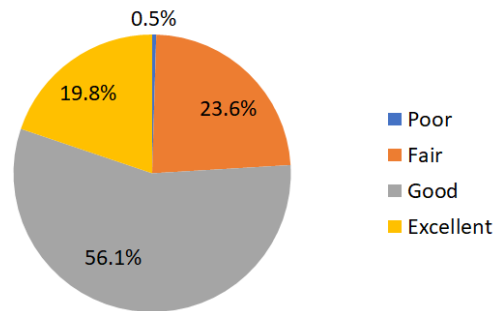
With regard to the Pro shop please rate the choice



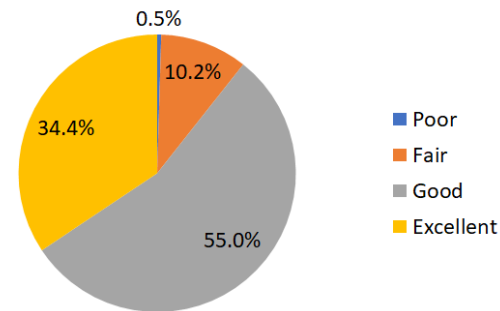
With regard to the Pro shop please rate the teaching on offer



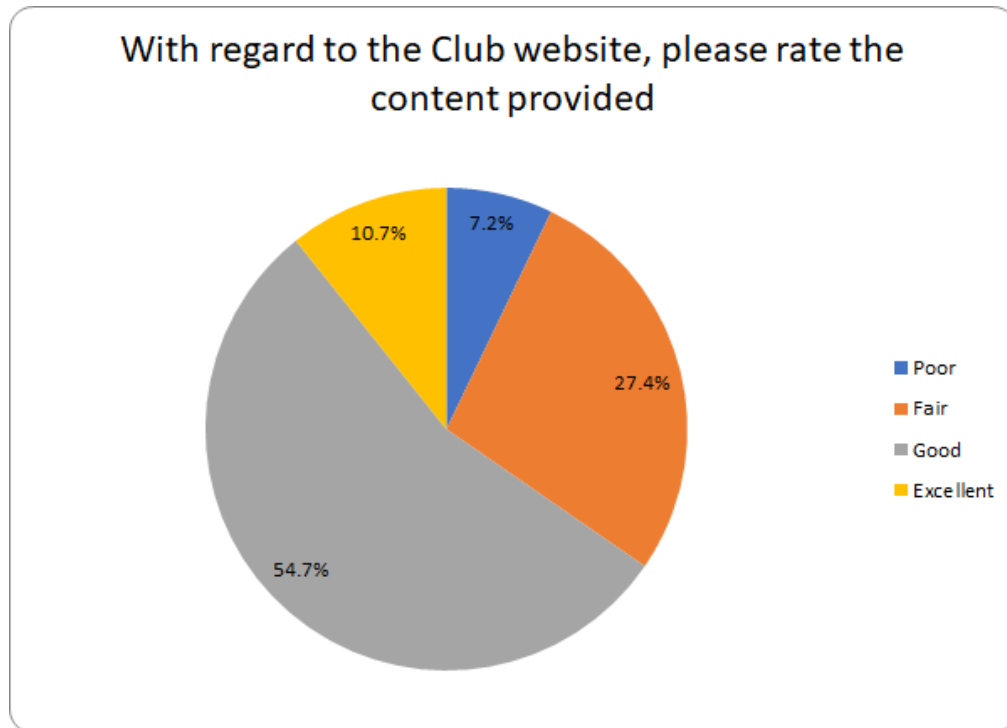
With regard to the Pro shop please rate the price



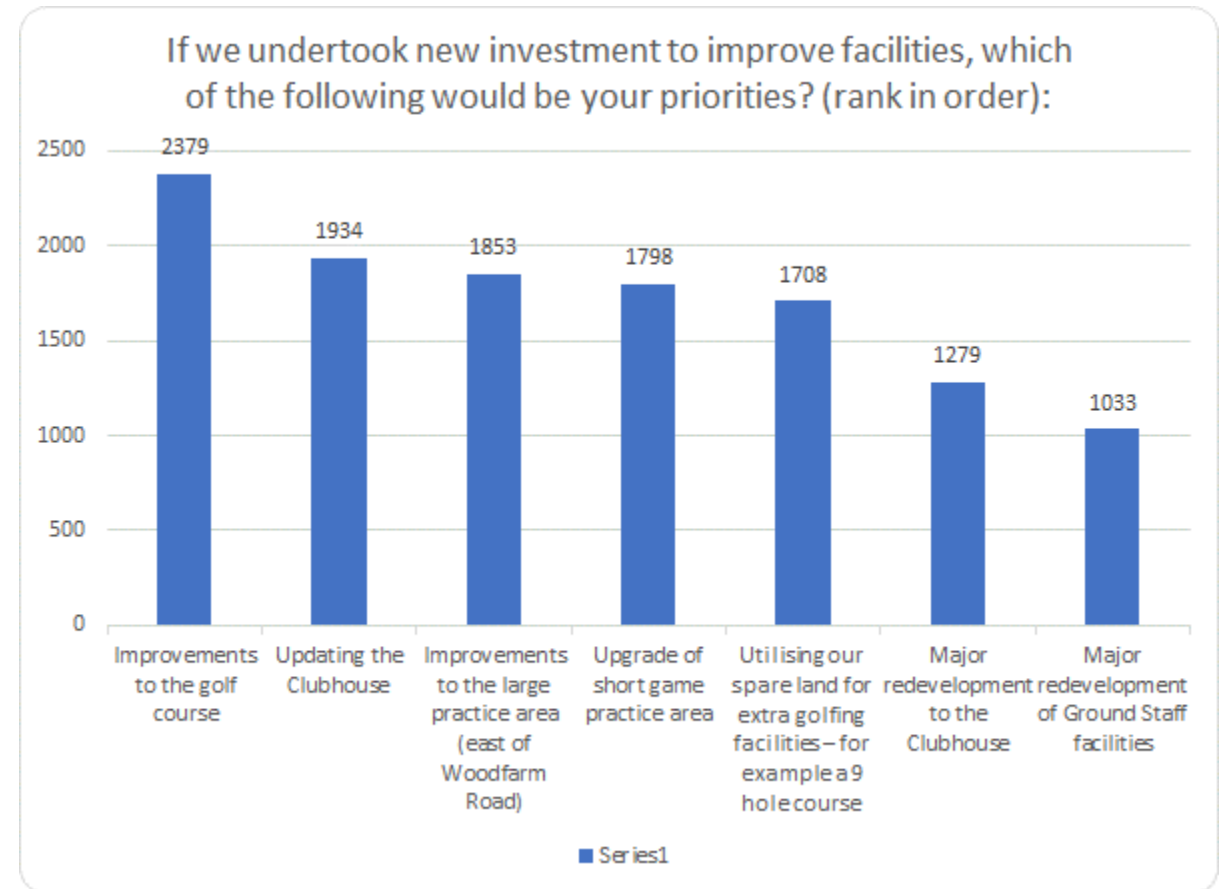
With regard to the Pro shop please rate the availability



28. Website

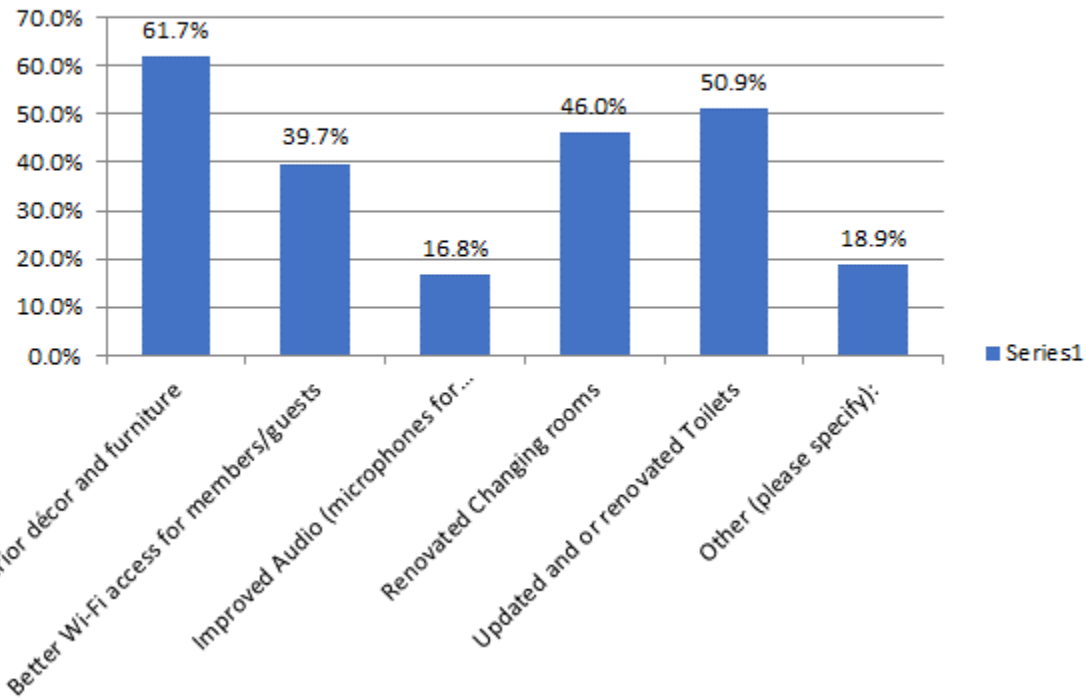


29. Investment to improve facilities



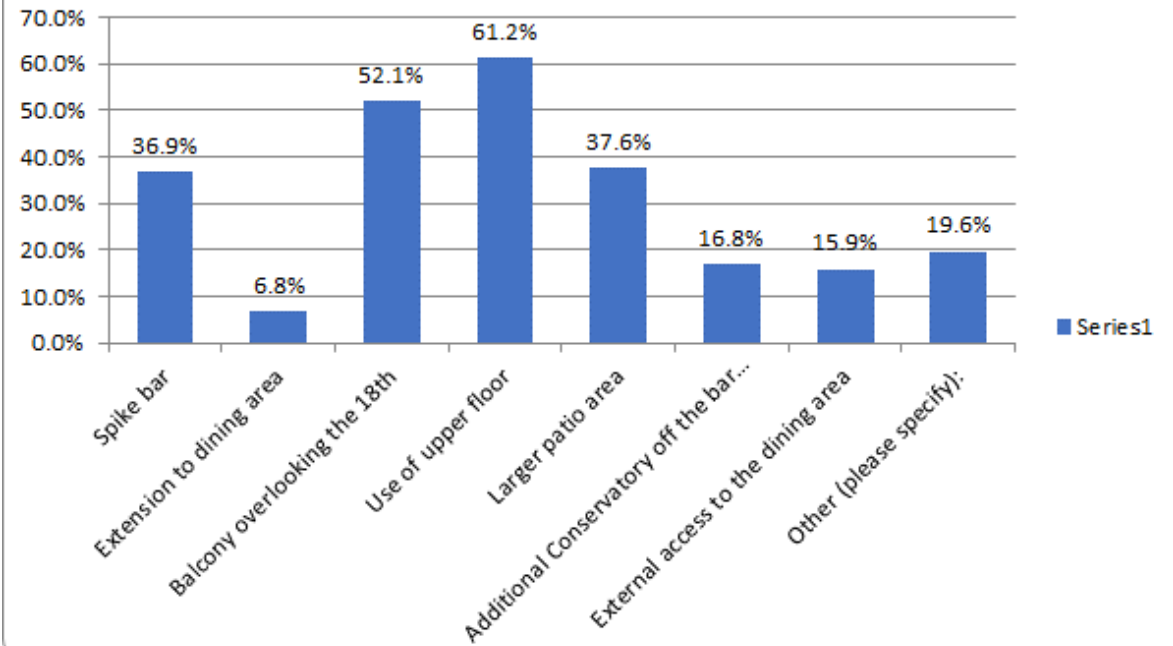
30. Updating the Clubhouse

With regard to updating the Clubhouse what would you like to see? (select as appropriate)



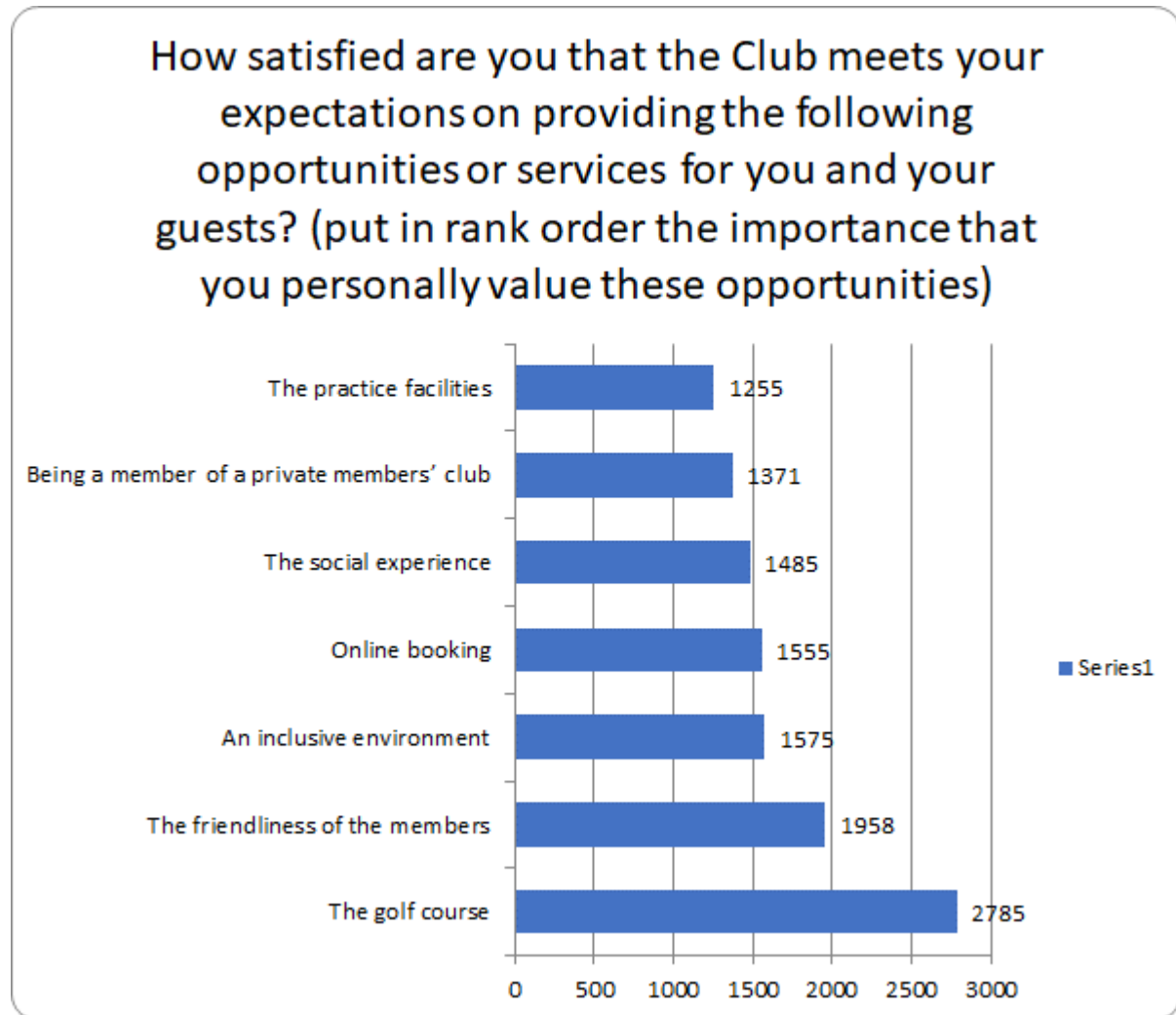
31. Clubhouse major re-development

With regard to the Clubhouse what major re-development would you like? (select as appropriate)

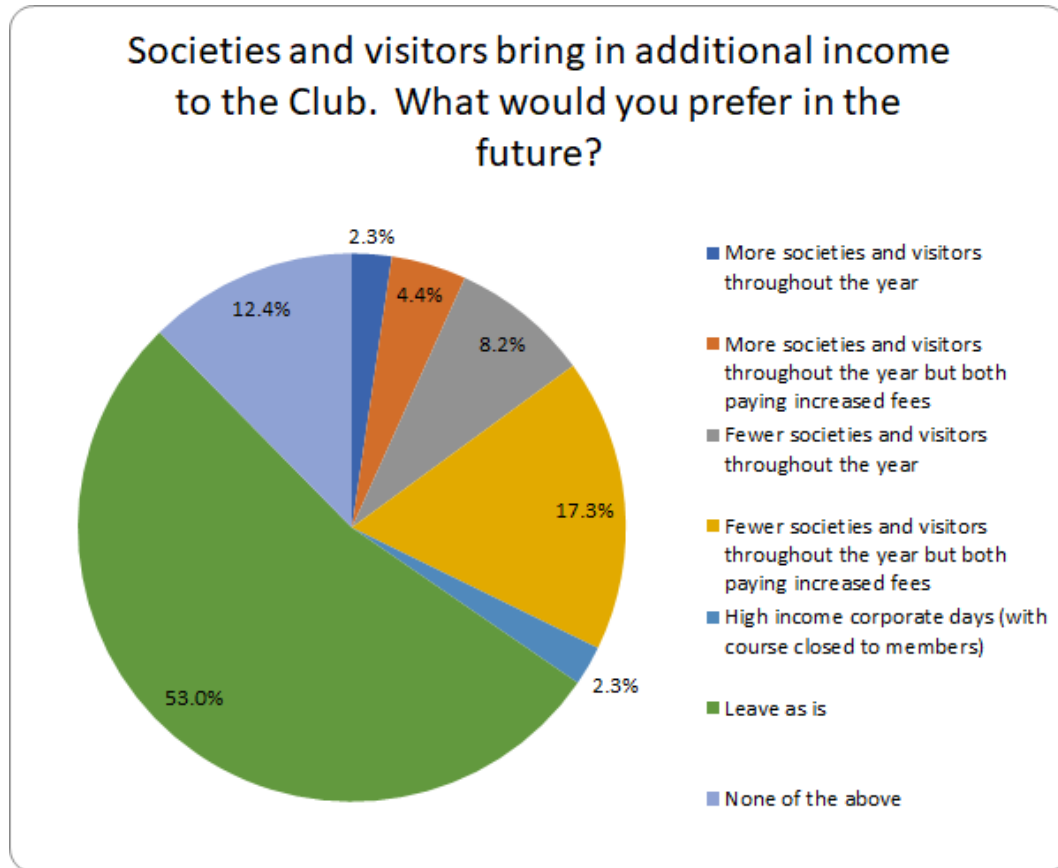


32. Expectations on opportunities / services

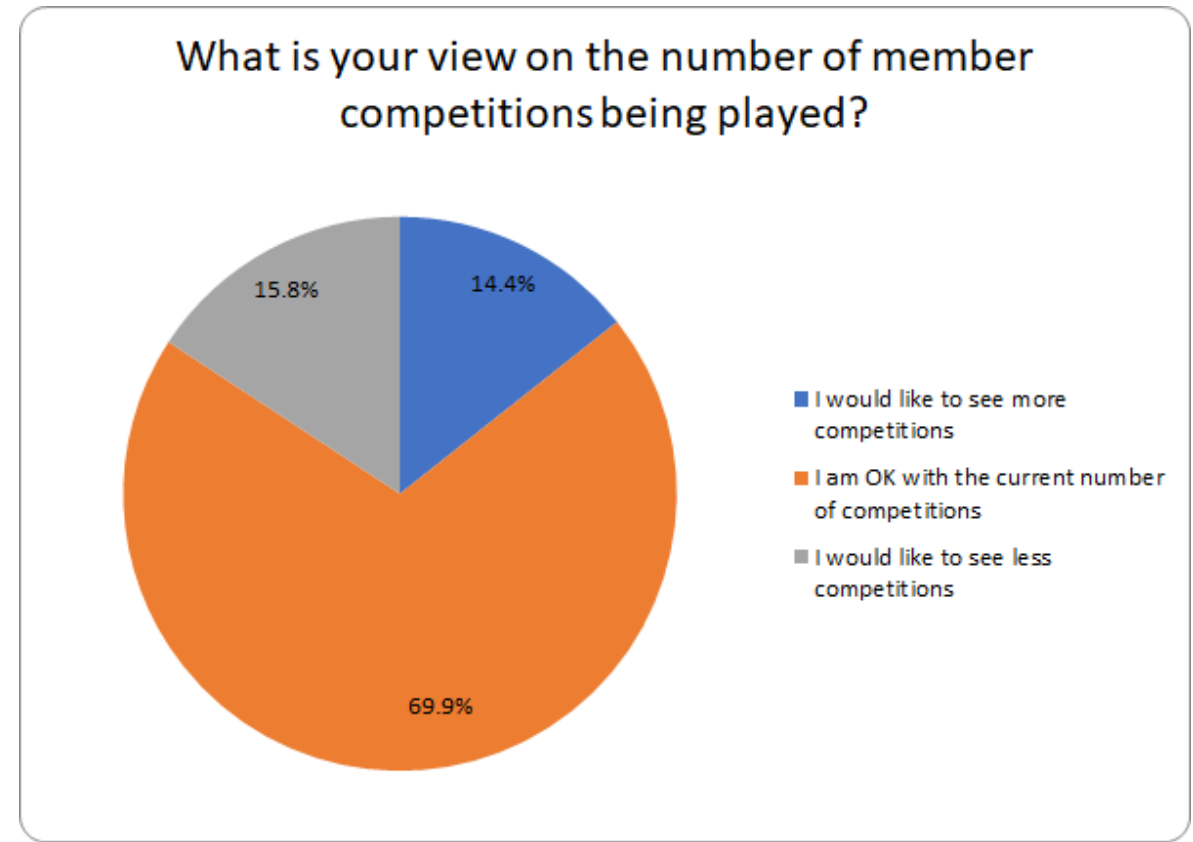
- Regrettably, this question wording caused confusion amongst members as it was a double question
- From the comments received the results of this question are not to be taken forward



33. Societies & Visitors

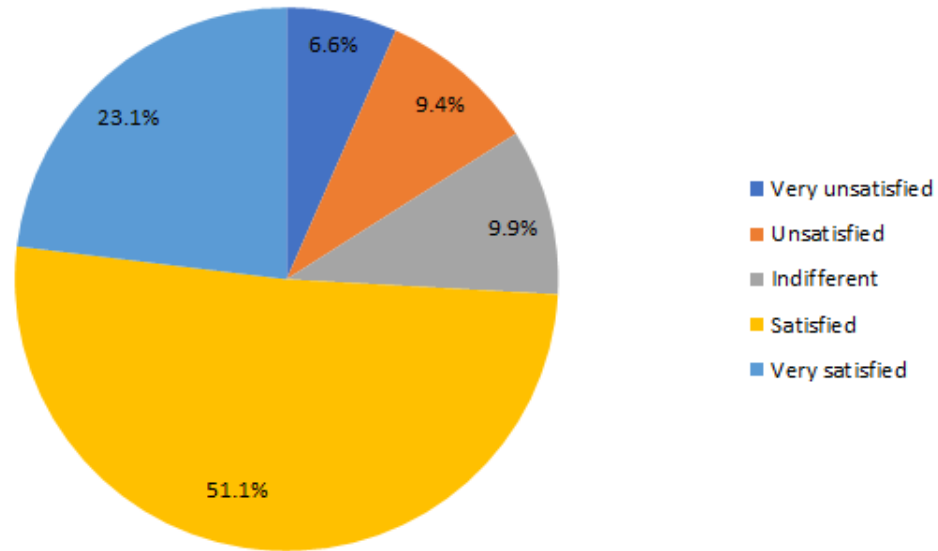


34. Competitions



35. Course access

How satisfied are you with the access you currently have to playing the course?



36. Future electronic surveys

Are members happy to utilise electronic surveys like this in the future (over paper based surveys)?

