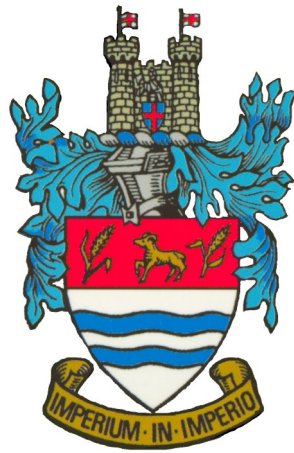


Wetherby Golf Club



Members Survey October 2021 Results

Objective:

The survey was commissioned to provide the WGC Board and permanent employees with an understanding of the Golf Member satisfaction across a range of areas/topics and also allow members to record their preferences/ views on key strategic options .

Survey Method:

As was done last year the survey would be conducted electronically and accessible to members (the majority) who have smart phones, tablets or computers.

Once again it was decided to use the **Forms** feature of Microsoft Office 365 to develop and host the bespoke survey template. As the club already pays a monthly subscription to Microsoft for the office suite there was no additional cost to run this survey.

Survey Form:

A bespoke survey form was developed with a set of instructions and 14 tick box style questions some in a Likert Grading System, others were Yes/No.

Provision was also made for optional comments and the survey ran for three weeks during August/September 2021.

By the end of the survey period a total of 255 responses were received from Golf Members (in 2020 there were 295 responses) .

A separate form was developed for social members to provide to gather feedback on the areas that are relevant to their membership class. A total of 30 social members responded to the survey. Social results are included at the end of this report.

Where appropriate, columns in the charts have been coloured, grey for don't use, yellow for no opinions, red for dissatisfied and green for satisfied.

For question 16 on the Golf Member (Priorities) survey form a table of results has been provided and a weighting system applied to help the board interpret members wishes.

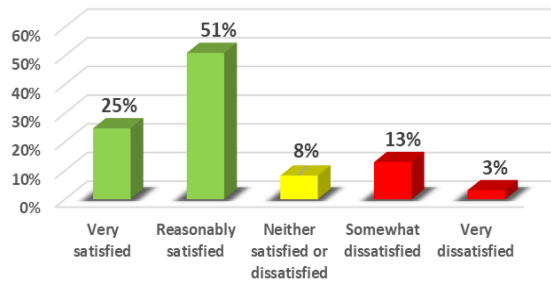
Results**Q1 & Q2 Names and Bar Card Numbers:**

All responses had member names and bar card numbers to remove the risk of "fraud".

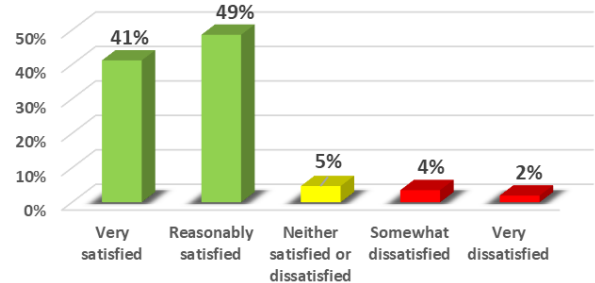
The results of all questions have been tabulated and converted into graphs with percentages

3. How satisfied are you with the current condition of the golf course?

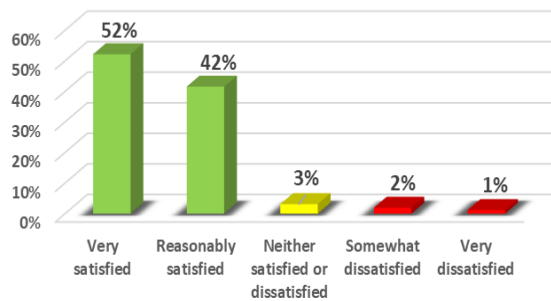
Tees



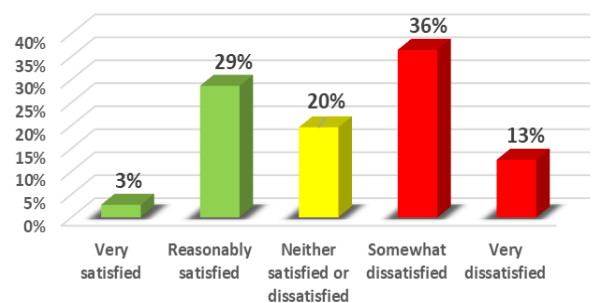
Fairways



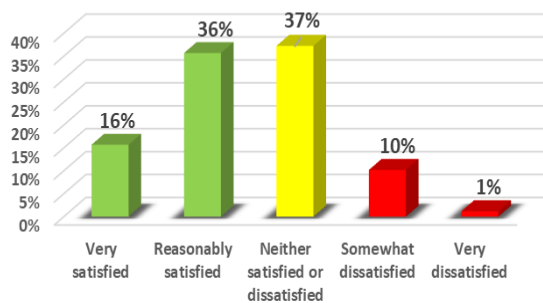
Greens



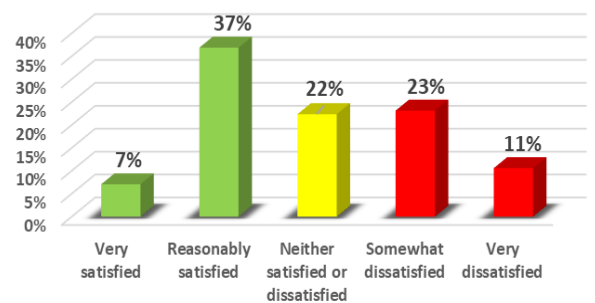
Bunkers



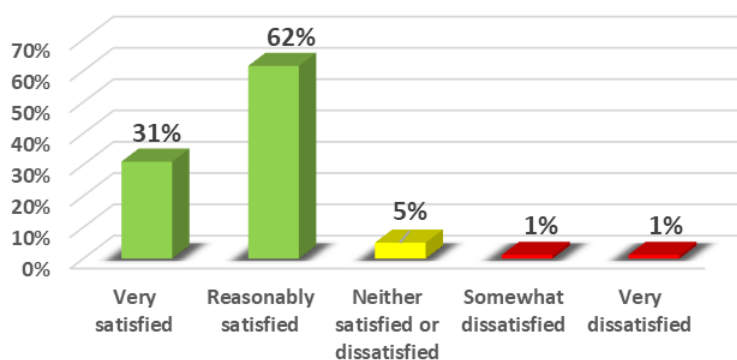
Marking of Penalty Areas



Paths and Roadways

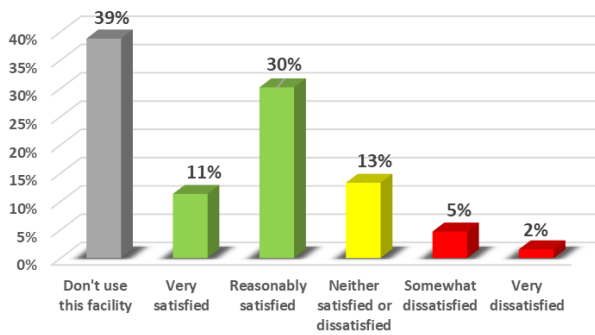


Golf Course Overall

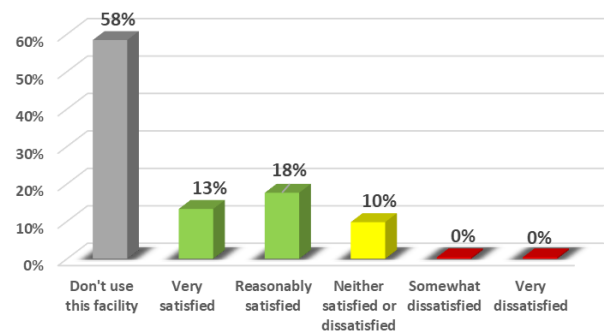


4. How satisfied are you with the current condition of the golf practice areas?

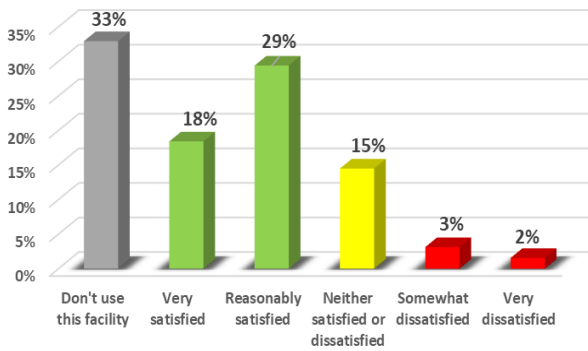
Paddock



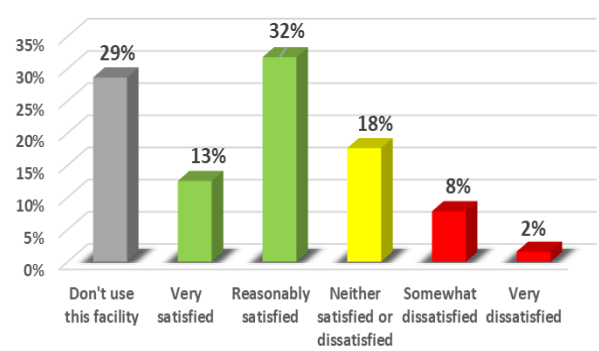
Old 2nd



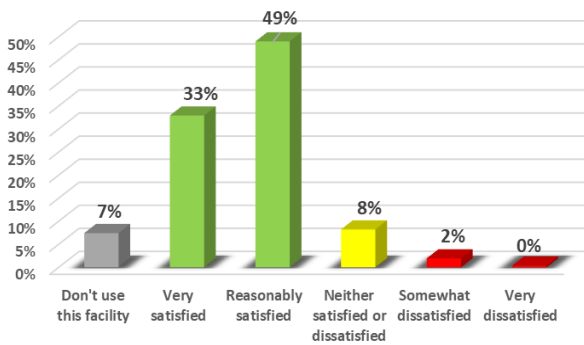
Practice Nets



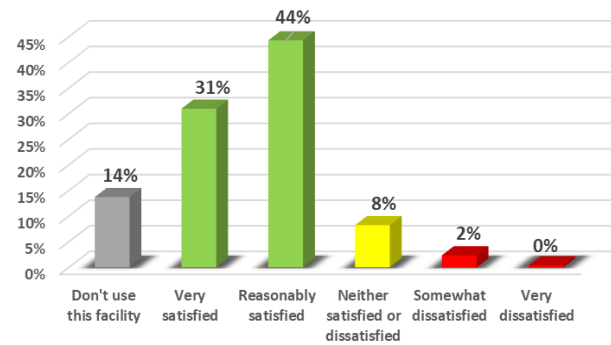
Driving Range



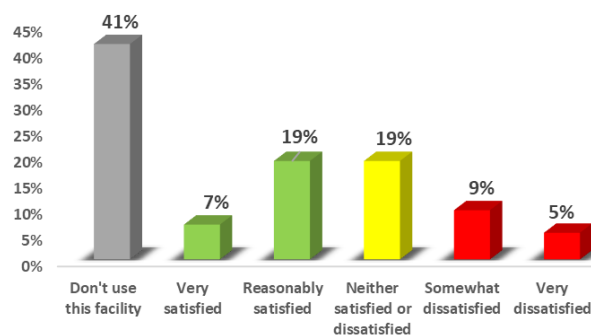
Putting Greens



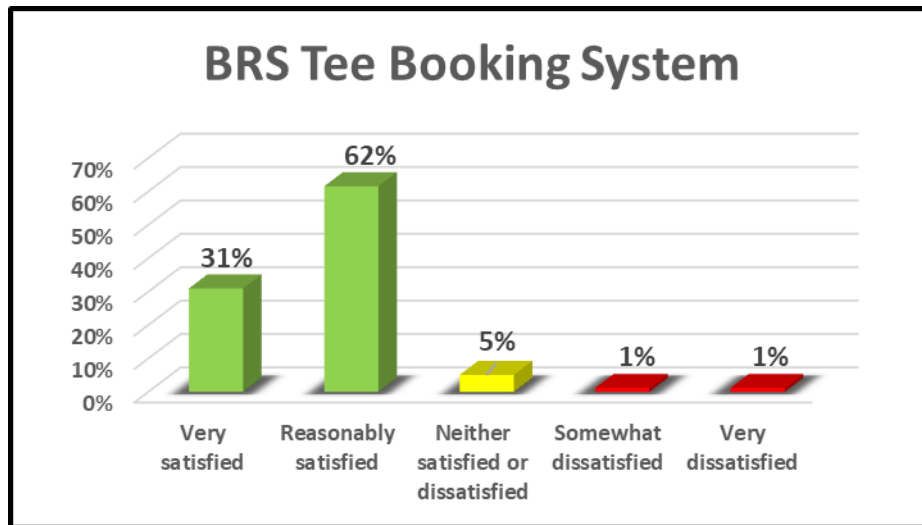
Chipping Green



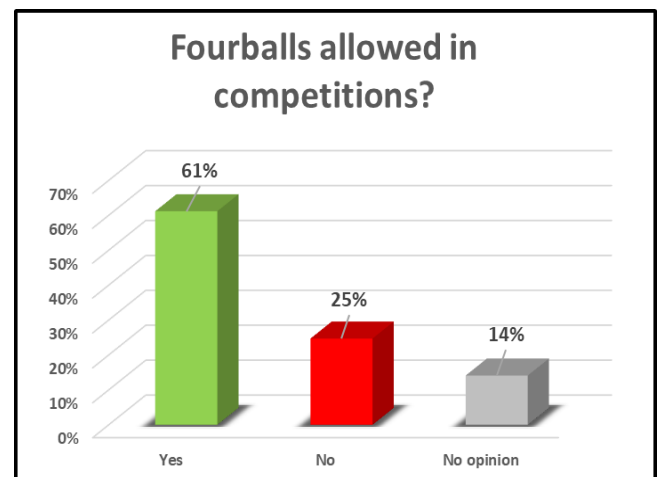
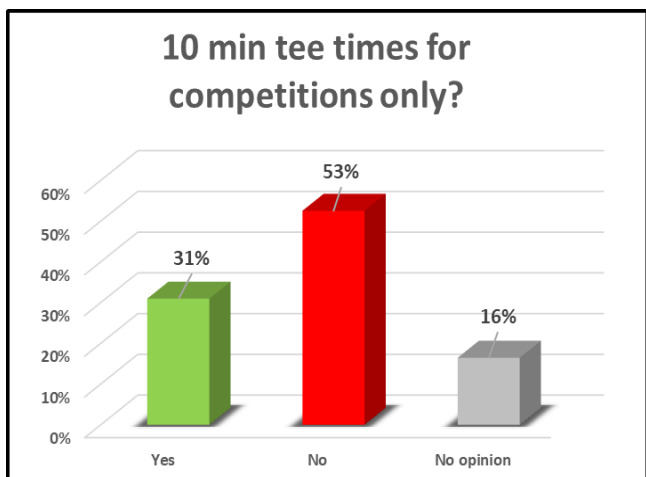
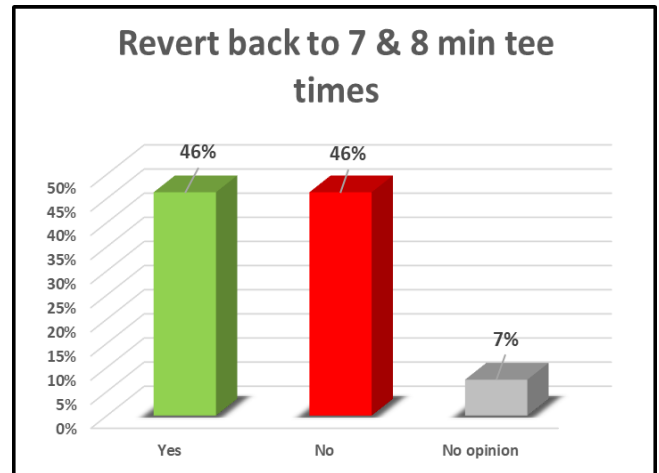
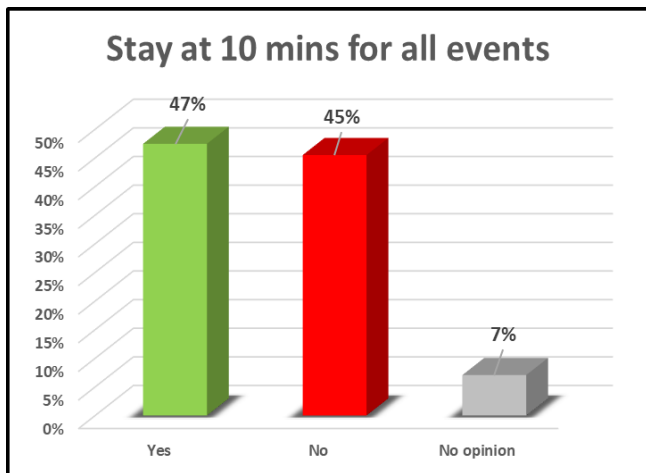
Bunkers



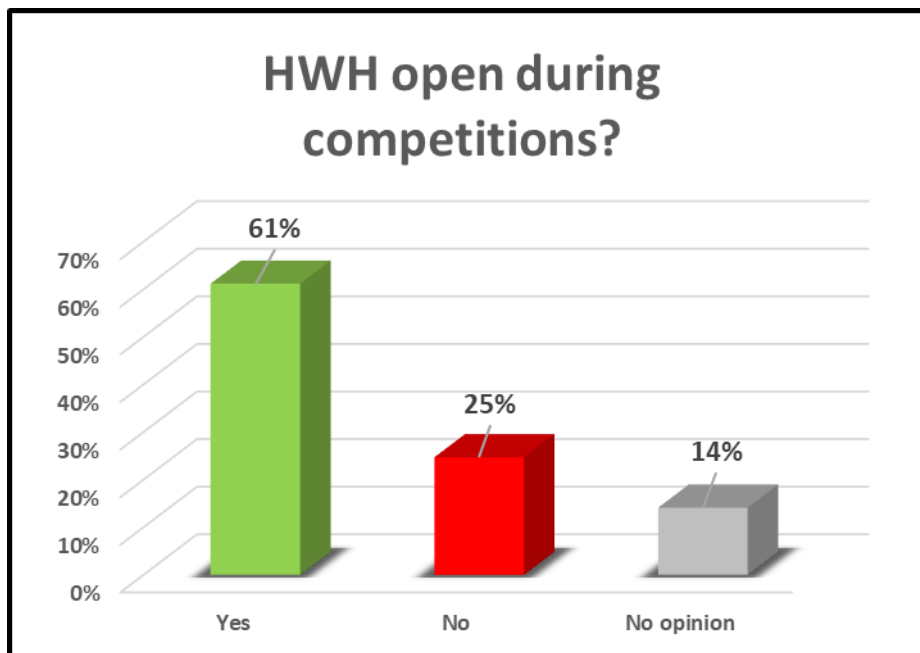
5. How satisfied are you in getting the tee times that you want?



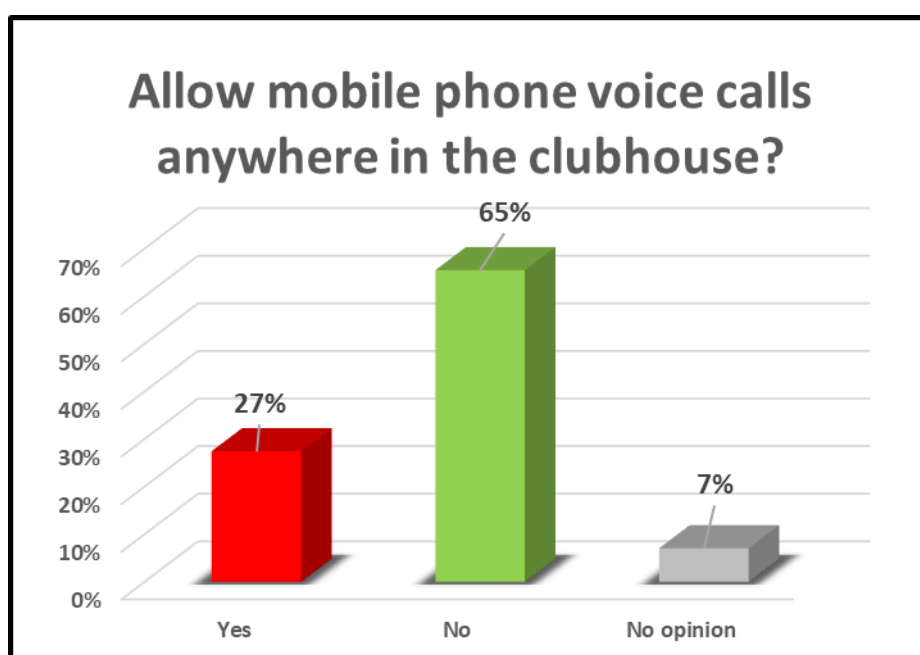
6. During “golf under restriction”, 10 min tee times were introduced and fourballs allowed in competitions. What would your preference be going forward?



7. Do you think that the Half Way House should be open during competitions?

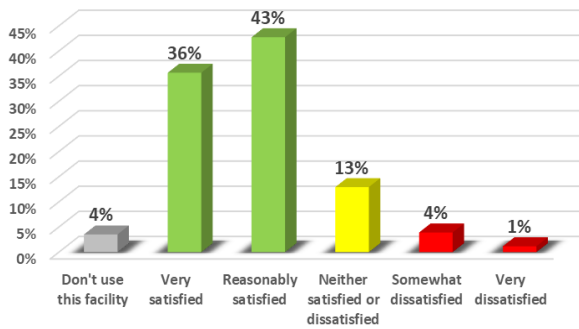


8. Mobile phones - Currently there is a rule that bans using you mobile phone for voice calls in the Bars/Dining areas of the clubhouse. Do you think that this rule should be relaxed?

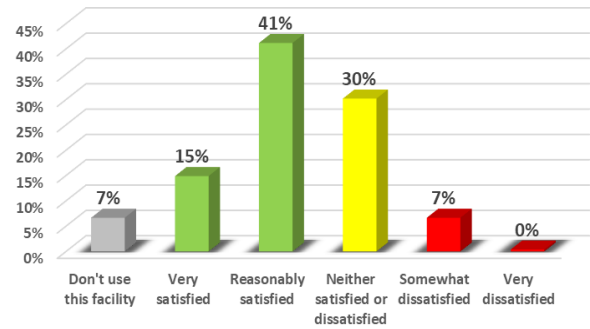


9. Professional and shop team - How satisfied are you with the following aspects of the Professional and his team?

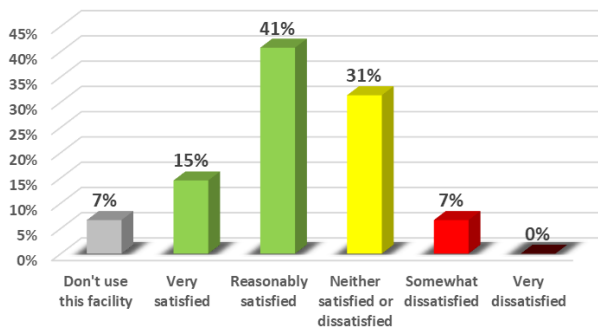
Customer Service



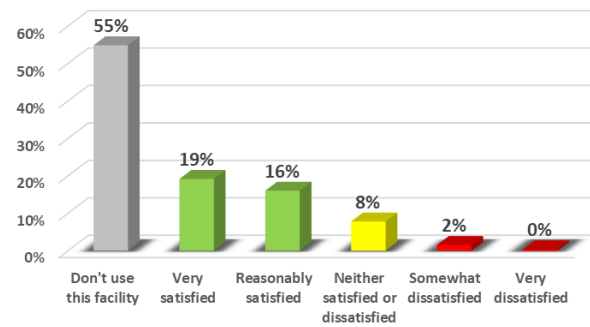
Shop stock



Prices

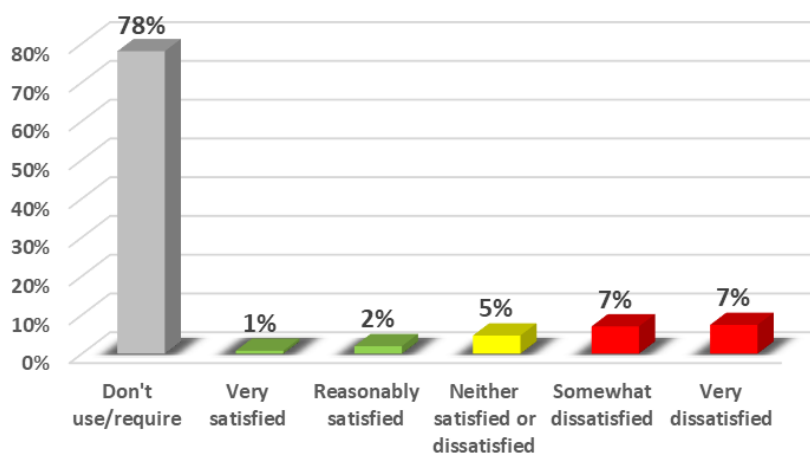


Lessons

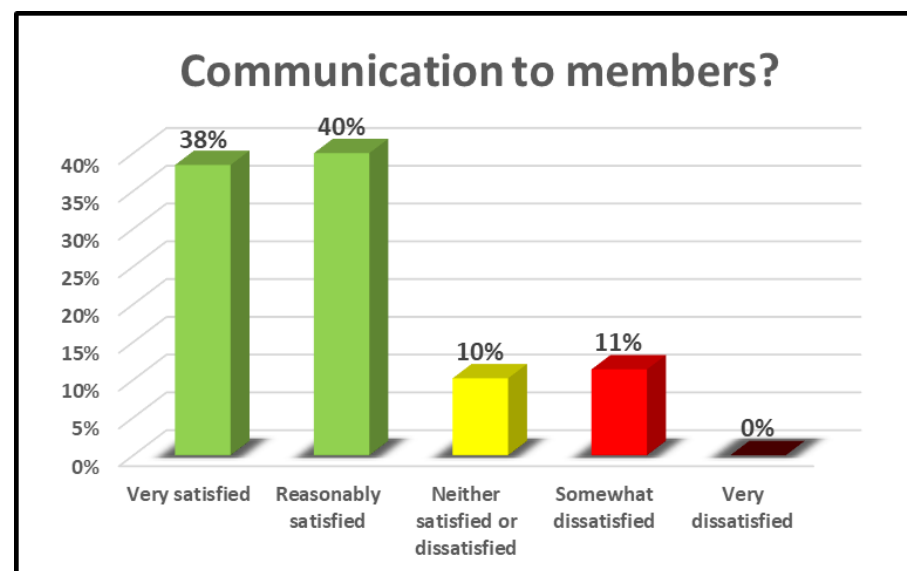
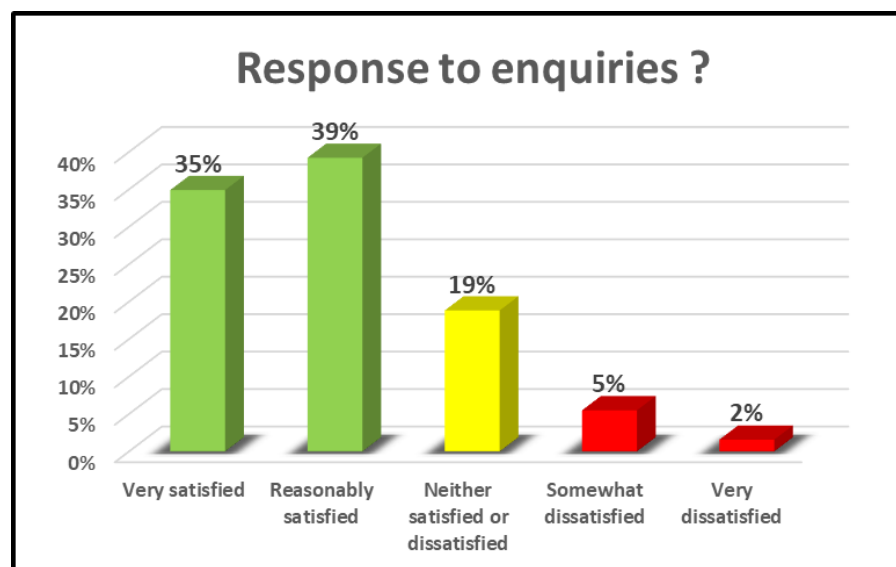
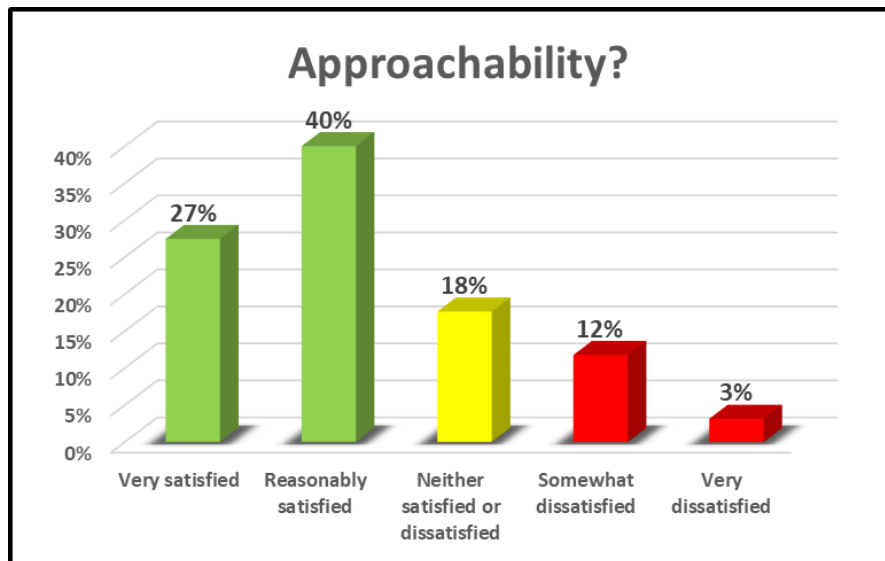


10. How satisfied are you with the availability of golf buggies

Golf buggy availability

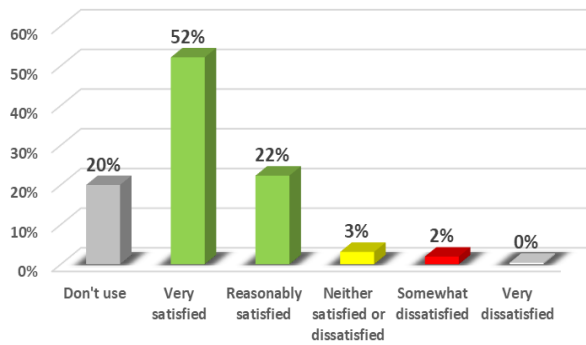


11. How satisfied are you with the following aspects of the General Manager and his team?

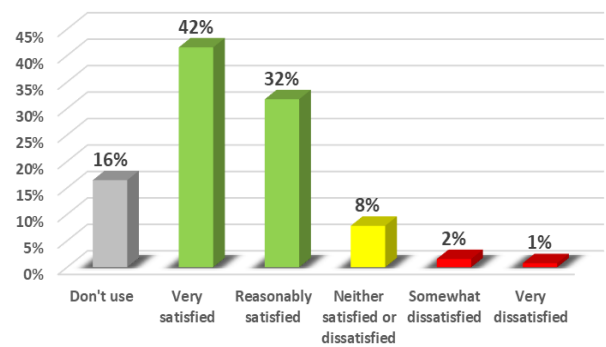


12. How satisfied are you with the following aspects of Gastros?

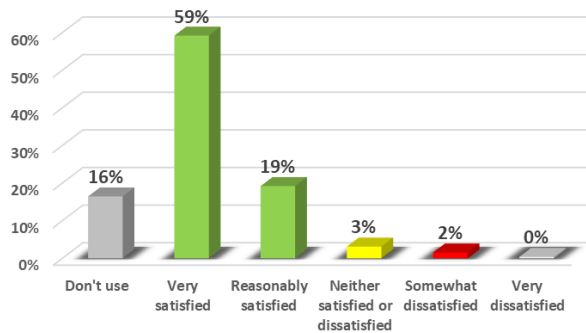
Gastros - food quality?



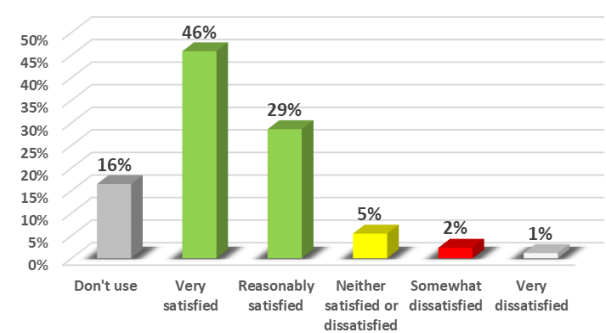
Gastros - menu?



Gastros - customer service?

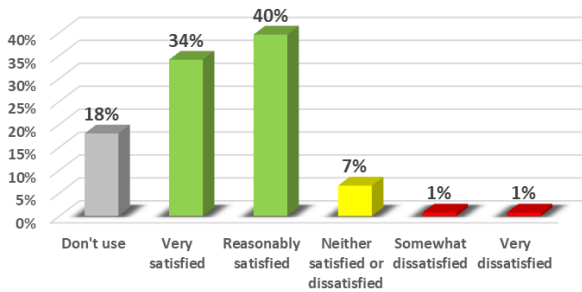


Gastros - value for money?

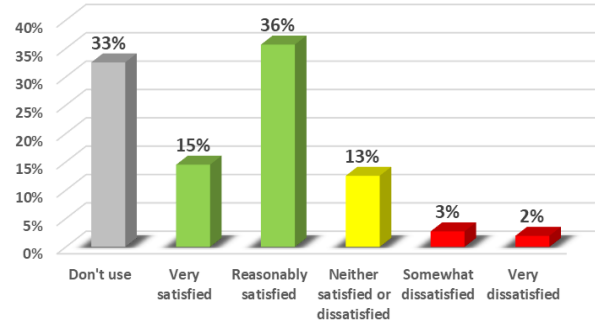


13. How satisfied are you with the following aspects of the Bar?

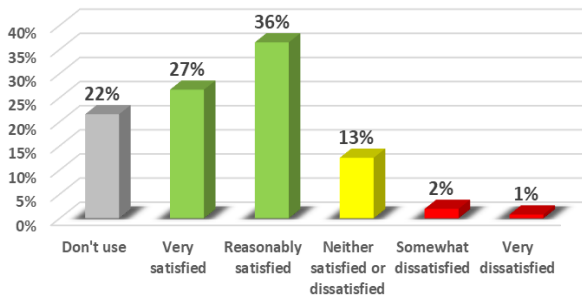
The Bar - choice and quality of beers?



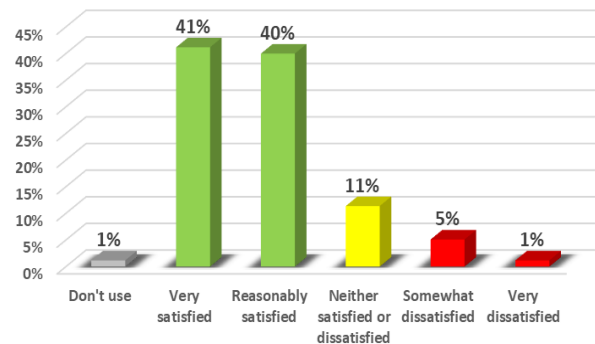
The Bar - selection of wines?



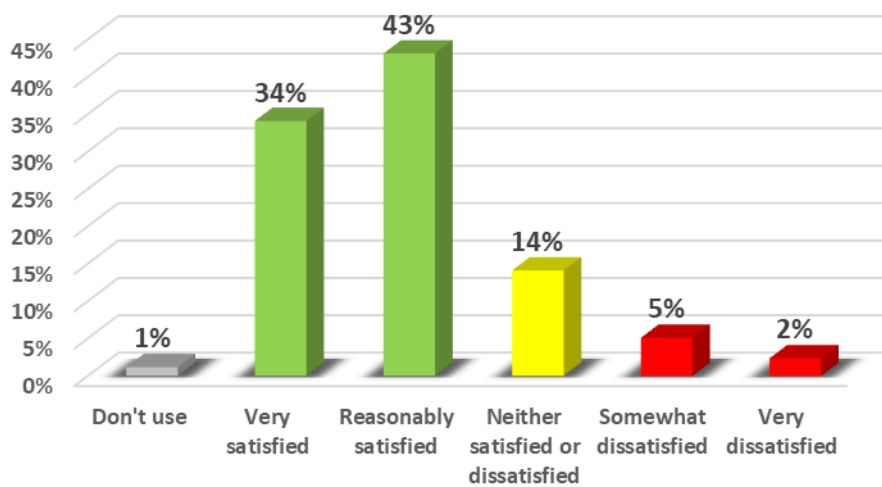
The Bar - choice of soft/non alcohol drinks?



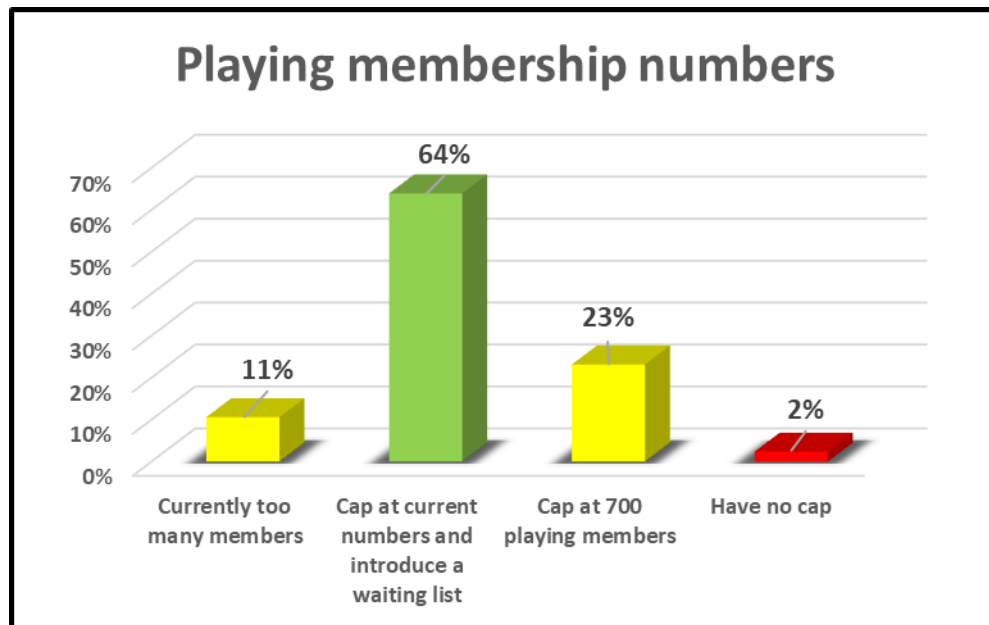
The Bar - customer service?



The Bar - value for money?



14. Membership - Over the last two years a significant number of new members have joined the club and currently there are approximately 660 playing members. More members bring more revenue, but more wear and tear of the course and less tee slots available, What is your feeling on the number of playing members?



15. Visitors and visiting parties bring in approx. £65K per year (equivalent to £100 per playing member subs). The club's policy is for visiting parties is to play during the quieter part of the week. Which of the following most closely matches your view?



16. The Golf Club currently has approximately £200K of reducing debt, but with current membership numbers and visitors is forecast to have £75K available per year to spend on infrastructure projects and/or repay the debt. How would you prioritise the spend, 1 being your highest priority and 6 being the lowest.

Members Prioritisation votes for the six potential areas of expenditure						
Priority	Clubhouse refurbishment	Swing studio	Paths on the course	Cover for driving range	Buggy Store	Pay off the debt
1	144	15	45	12	13	44
2	37	19	77	20	23	44
3	27	31	62	37	17	62
4	20	35	36	54	38	37
5	8	57	14	62	54	22
6	19	98	21	70	110	46

There are 36 possible project/priority combinations. In an attempt to identify a ranking of the options, a weighting factor has been applied to each priority score. Priority 1 has a weighting of six and priority six has a weighting of 1. The actual votes for each option have been multiplied by the weighting (see table below), Using this method the top three priorities have been identified, however there may be other methods.

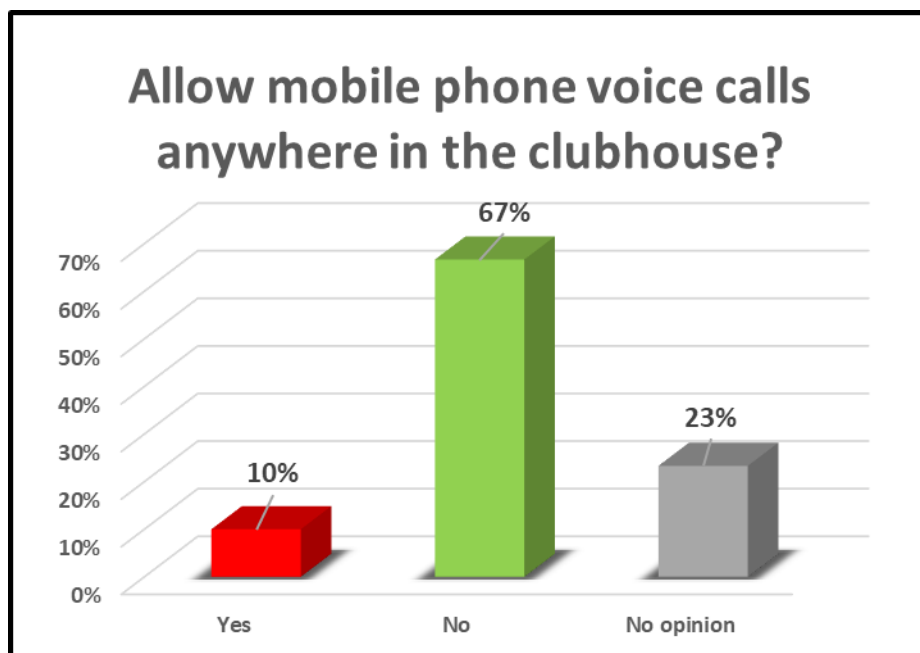
Priority Weighting	Clubhouse refurbishment	Swing studio	Paths on the course	Cover for driving range	Buggy Store	Pay off the debt
1 (x6)	864	90	270	72	78	264
2 (x5)	185	95	385	100	115	220
3 (x4)	108	124	248	148	68	248
4 (x3)	60	105	108	162	114	111
5 (x2)	16	114	28	124	108	44
6 (x1)	19	98	21	70	110	46
	1252	626	1060	676	593	933
Percent	24%	12%	21%	13%	12%	18%
Ranking	1	5	2	4	6	3

Social Members

There are approximately 100 social members.

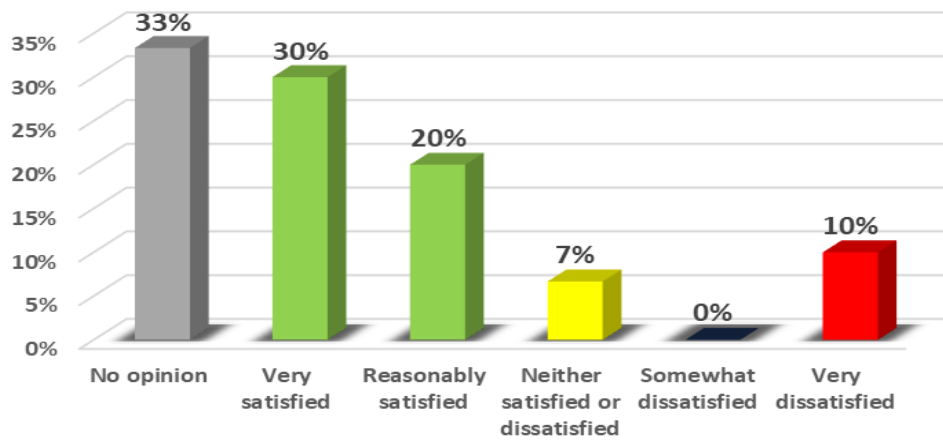
Previously as the bulk of the questions centred around the course and golf related matters these members had been excluded from completing surveys. However social members are regular users of the club bar and dining facilities. Therefore it was decided that this year to provide these members with their own specific survey which replicated some of the non golf related questions of the Golf Members. These members were hardest hit during the pandemic when the clubhouse was closed. Therefore this survey attempts to let the social member cohort know that they and their views are important to the club.

3. Mobile phones - Currently there is a rule that bans using you mobile phone for voice calls in the Bars/Dining areas of the clubhouse. Do you think that this rule should be relaxed?

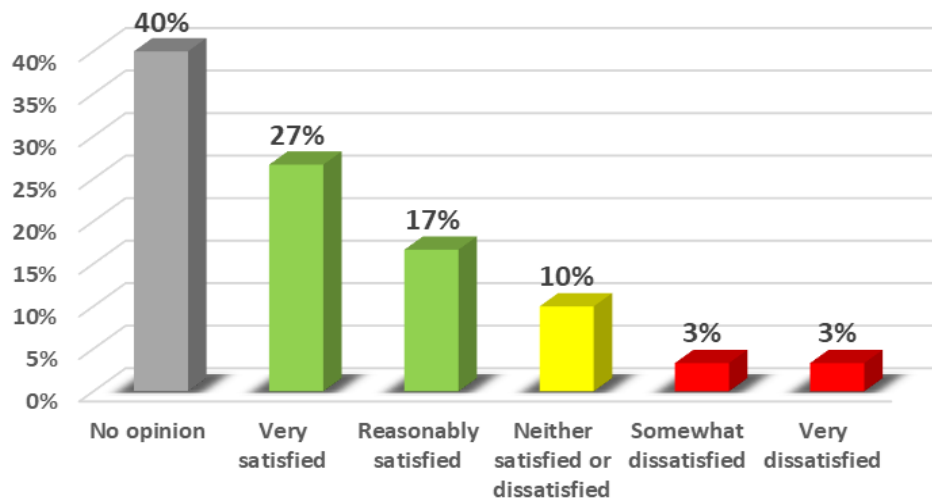


4. How satisfied are you with the following aspects of the General Manager and his team?

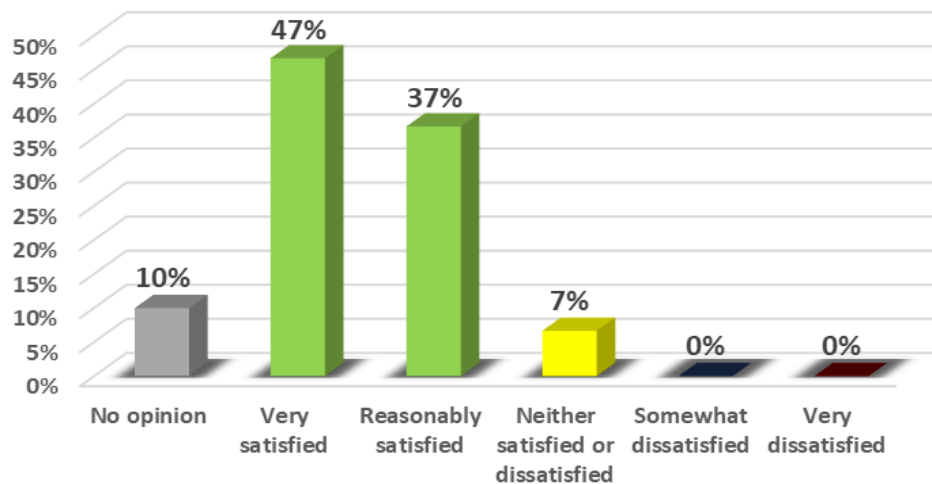
Approachability



Response to enquiries

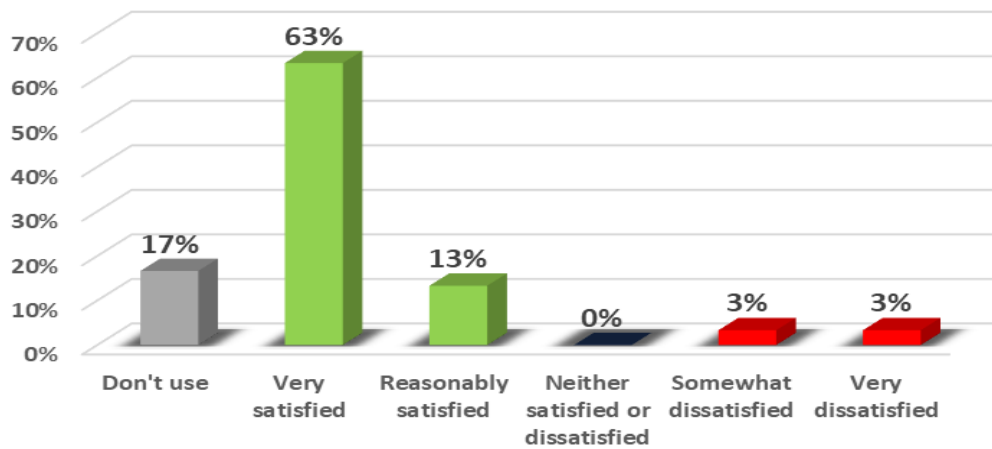


Communication to members

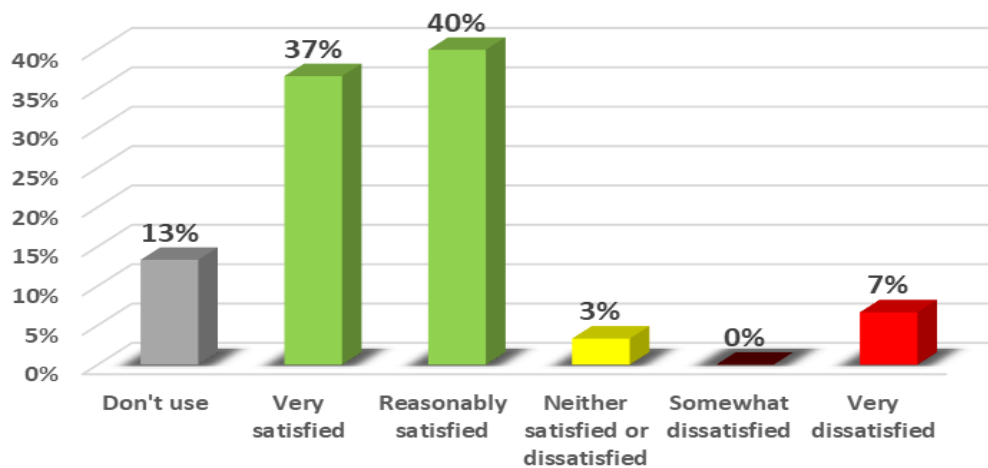


5. How satisfied are you with the following aspects of Gastros?

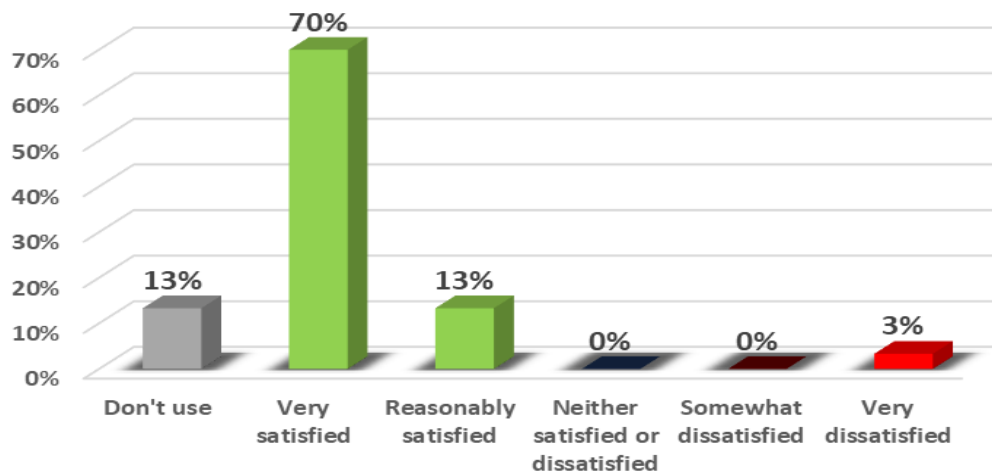
Gastros - Quality of food



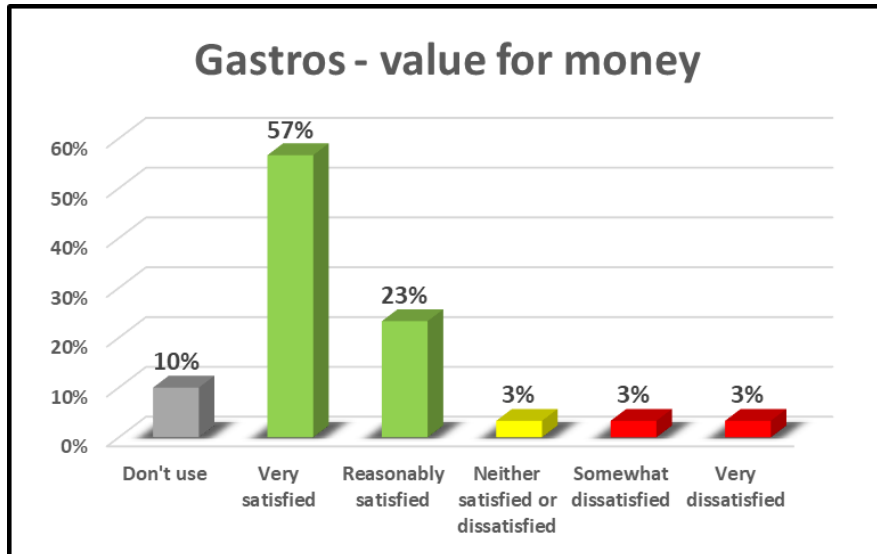
Gastros - menu



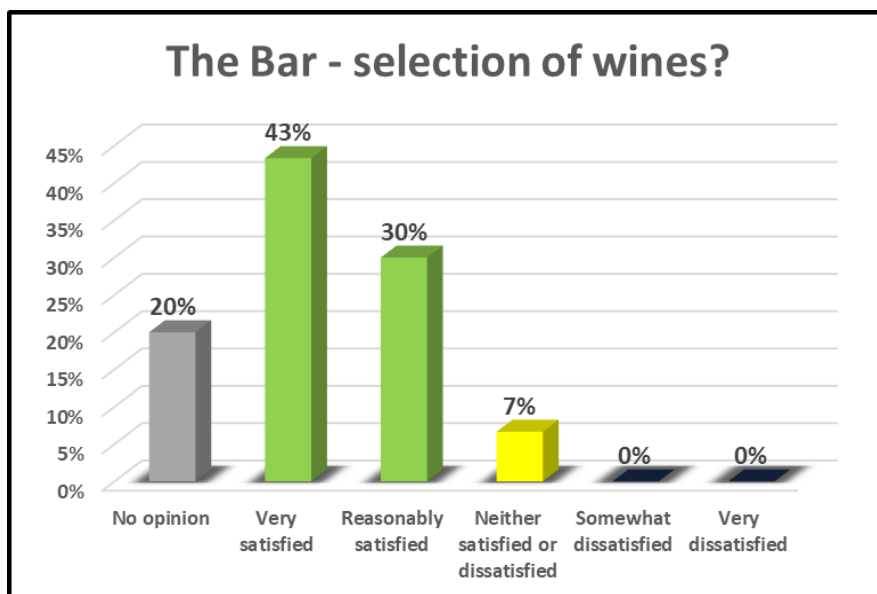
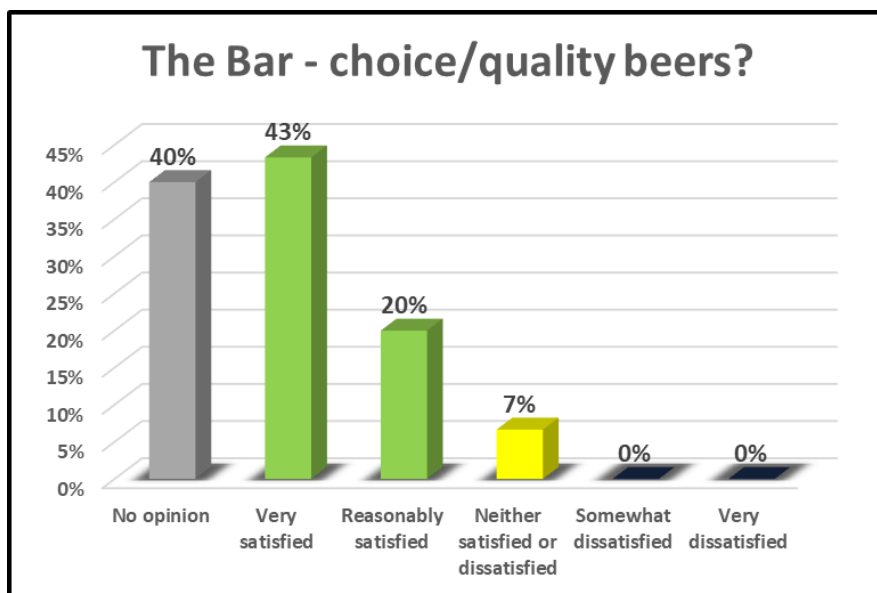
Gastros - customer service



5. How satisfied are you with the following aspects of Gastros?

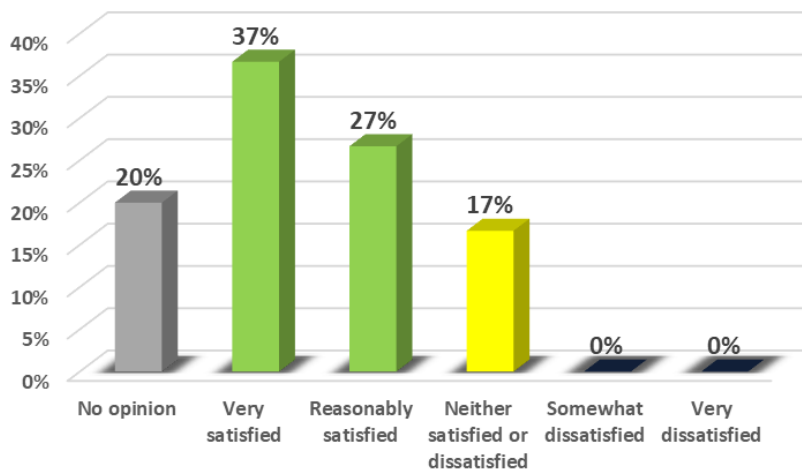


6. How satisfied are you with the following aspects of the Bar?

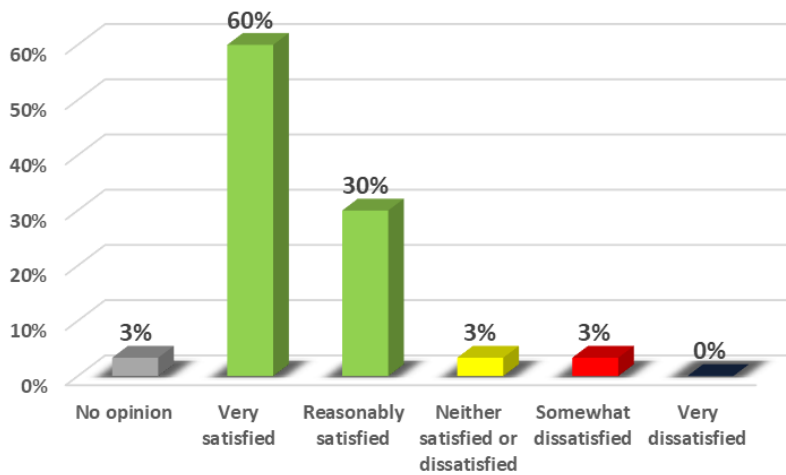


6. How satisfied are you with the following aspects of the Bar?

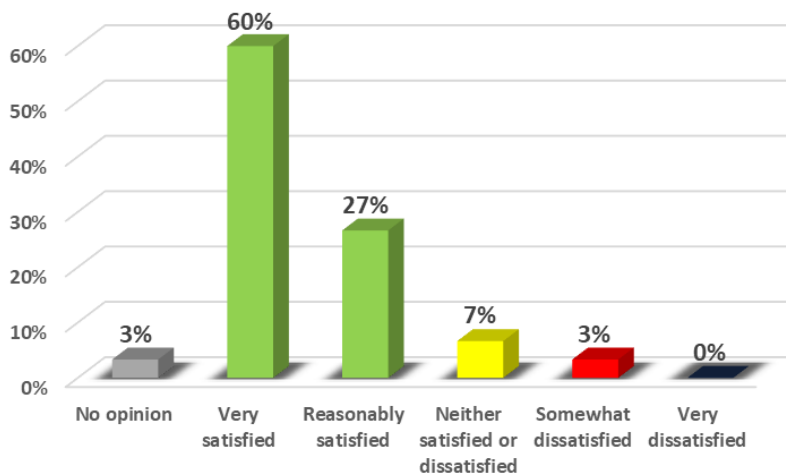
The Bar - soft/non alcoholic drinks



The Bar - customer service



The Bar - value for money



Member Comments

Of the 255 golf questionnaires completed during the 2021 survey, 159 members (62%) used the comment box.

In the case of social members, 17 (56%) left a comment.

In both cases the comments ranged from compliments, observations, suggestions and of course “rants”.

In certain cases individual members of staff have been named or identified, therefore these comments need to be handled sensitively.

Quite a number of members (both golfers and social) left comments on multiple subjects making sorting through them challenging. However a quick analysis of the golfers comments showed that there were 73 comments on the golf course, 42 on the clubhouse/HWH, 30 on management, 18 on competitions, 13 on buggies, 11 on BRS/Tee booking and other topics.

A similar exercise will be carried out on the 17 social member comments.

Obviously further work will be required to review the comments and determine what action (if any) is required.