March 31st 2019

Summary of RGC Membership Survey 2019.

This summarises the research survey conducted throughout February 2019 and forwarded electronically to members of RGC in order to establish members’ views on what is/is not working well at the club and to enable members to voice their personal and collective aspirations, concerns and priorities for the club. For those not familiar with research of this kind, a rating of 70 is a strong result (good is 50, very good is 75 and excellent is 100) and an “s” means the result is statistically significant at 90% confidence level.

Response rate at ca 25% is in line with England Golf’s expectations with good response rates from Seniors and Ladies though <5 members who “play only at weekend” responded. Average time of membership was ca 18 years with only 20% of members having 6 years or less

Members claim to play twice per week on average whilst experiencing a different course about once per month. We can be particularly proud therefore of our course scoring a “77” rating with almost three quarters of us believing our course is better than the other courses we play (74 s 26). This is consistent with the 89% who are extremely/very likely to re-join RGC next year, the 54% excellent/very good rating for “subscription value” and the average belief that subscriptions could reasonably be £40 pa higher than today.

The identified areas of improvement to the course lie mainly in flattening tees, adding sand to the bunkers (on order) and improving paths though many other items were mentioned and noted.

Whilst the course is well received, the practice facilities are not with a poor overall rating of “38” and considered poorer than competitive courses by 70% of us (30 s 70). That said, on average members use the practise putting green more than once per week and 48% of members frequently use the other practise facilities. The building of the practise bunker by the 9th green will certainly help here as will greater use of the Golf Studio which Gents have tried almost thrice though Ladies less than once.

Identified areas of improvements for practice facilities are to have a covered driving range with machine pick up of balls, a longer/closer chipping green facility and creation of a practice bunker (now nearing completion).

20% of members thought increasing number of raffles/draws could pay for these improvements whilst 11% though we should apply an infrastructure levy to members, 7% thought grants such as Lotto could fund them whilst 5% suggested the Board just “manage within current budget”.

Two thirds of members believe the club is extremely/very welcoming so whilst strong, we have an opportunity to improve both in attitude and infrastructure. The top three buildings improvement areas include the resurfacing the car park, updating the gents locker room and toilets and fixing the exterior paintwork. Majority view (62%) was that where possible we should do this led by “members in the trade” recognising that items like parking require professional attention; 38% of members thought that all work should be paid for. To improve our welcome, friendliness of staff (and members) is seen as the top need plus a better car-park and improving the front entrance appearance/signage.

Our Clubhouse is used on average twice per week by members each believing they spend ca £5 per visit. Our bar, catering and office services are rated between “good” and “very good” with typical scores in the 53-69 range. Service of the personnel was strong averaging 68 whilst we have opportunities to tidy up the office and bring the clubhouse décor up to date.

Of particular note is the gender split around the whole of the catering and the beverage range with females scoring these some 20 point lower than males suggesting an important opportunity to improve the “offering” to the Ladies.

Members wanted 15 social events each year on top of monthly quizzes such that we would have an event about every fortnight. All current and new suggestions surveyed received 40-50% support except bridge at 11%. Many other ideas were proposed though without significant number. When asked how to improve our social offering the top themes were “more live music”, games or gin nights and waitress service at parties.

Members supported (87%) the use of the clubhouse for use by external parties such as pilates, business meetings etc with an appropriate charge (64%). In addition members supported (81%) new members’ temporary discounts and use of incentives to encourage current members to seek out newcomers. Equally the support for 9-hole membership and foot-golf on the Academy was mixed with some (57% support amongst those expressing a voice, 47% overall).

Communication within the club seems to have improved with 89%/11% frequently/occasionally receiving emails/newsletters etc with widespread appreciation of the website with 55%/30% visiting it frequently/occasionally. Equally heartening is that 81% of members thought that the success of the club was members’ responsibility (vs 91% the Board and 85% staff) though interestingly willingness to help out was ca 25%.

Finally members believe that we should increase advertising to encourage more visitors and greater use of the golf studio with some 50% supportive of this approach though no cost data was provided. Use of meal/play visitor packages was encouraged as was a price reduction for the swing room (done).

These data will help form the Board’s approach to many items in the coming year so thank you to those who gave their time. We will conduct further research next year to assess progress.

Chris Lamb

Background Data in Survey.

54 respondents ie ca 25% of mailing in line with England Golf expectations.

72% Full members; 30% Snr/5day. 70% male; 30% female.

Members play just over twice per week at RGC and just over once per month elsewhere.

Members have on average been members for over 18 years; only 20% of us have been here for 6 years or less.

Members believe subscriptions should be 5.6% higher than current on average ie £734 io 695 across the mix with 48% thinking they should rise with inflation at a minimum, 6% would freeze them and 7% follow competition.

Members use the bar/catering facilities twice per week on average and claims to spend £520 pa ie 10% more than their actual of £470 pa.

Members believe we have 300 members (20% too high) and welcome 1000 visitors pa (1/3 calculated actual) and are 90% likely to re-join next year.

Members use the practise putting green 64x pa on average and 48% frequently use the other facilities (range, chipping area, nets).

Members have used the Golf Studio 2-3x on average though Lady members have used it less that once.

67% of respondents play both weekdays and weekends, 24% play weekdays only and 9% weekends only!

Communication is well received with 89% of members frequently receive emails news (11% occasionally) and 55% frequently visiting the website (30% occasionally).

31% of members regards RGC as Extremely Welcoming and 37% as Very Welcoming.

25% of members are ready to help out.

Ratings Data in Survey

The following are the overall ratings (0-100) and % excellent/VG for the various aspects of RGC:

|  |  |  |
| --- | --- | --- |
| Aspect | Overall Rating | Versus competition |
|  |  |  |
| Course | 77.3 | 74 s 26 |
| Practice facilities | 38.0 | 30 s 70 |
|  |  |  |
|  |  | Excellent/Very Good |
| Membership value | 64.6 | 54 |
| Beverage range | 57.1 | 40 |
| Beverage value | 53.9 | 37 |
| Beverage service | 67.6 | 56 |
| Bar décor | 40.3 | 13 |
| Food range | 54.9 | 34 |
| Food value | 60.6 | 45 |
| Food service | 68.6 | 58 |
| Food presentation | 61.0 | 42 |
| Office service | 69.4 | 62 |
| Office presentation | 53.7 | 37 |

\*Females rated food questions 20 pts lower than males on average

\*\* Females rated beverage range 19pts lower than males.

Social Events from the Survey.

The following covers members’ views about current and future social events.

Members feel that we ought to have 15 events per year on top of the monthly quizzes. This is ca 1x per month plus a few “extras”.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Quizzes | Music/Bands | Themed Meals | Parties |
| % yes | 52 | 43\* | 41 | 48 |

\* can add 9% to music when members’ asked to think of “other events”.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Comedy | Games | Bridge | Wine tasting\*\* |
| % yes | 48 | 52\*\* | 11 | 48\*\* |

\*\* can add 6% to Games and 4 % to Tasting (gin) when members asked to think of “other events”.

Other possible events voluntarily mentioned (<2%) included Gourmet evenings, BBQs, Family events, Ceilidh, line dancing, coffee mornings, bingo, murder/mystery evenings.

How can we improve?

|  |  |  |
| --- | --- | --- |
|  | Course (%) | Practise (%) |
| 1st | Flatten/maintain tees | 22 | Covered driving range | 20 |
| 2nd | Sand in bunkers | 19 | Chipping green closer and longer | 15 |
| 3rd | Improve paths | 11 | Ball pic up machine on range | 13 |
| 4th | Trim trees/shrubs | 7 | Practise bunker | 11 |
| 5th | Flags front, mid, back | 6 | Practise putting green more representative | 9 |
| Et al | Tidy the rough and other smaller items | Targets on range, better tees on range, use academy course somehow |  |

|  |  |  |
| --- | --- | --- |
|  | Club Presentation (%) | Welcome (%) |
| 1st | Car park | 32 | Smiling friendly staff | 13 |
| 2nd | Gents locker room/toilets | 25 | Nicer car park | 11 |
| 3rd | Exterior paintwork | 21 | Frontage appearance | 9 |
| 4th | Internal Decor | 13 | Signage | 6 |
| 5th | Replace window frames | 11 |  |  |
| Et al | Ladies porch, Ladies changing rooms, tidy up entrance, few other items | Monday catering, office hrs, locker rooms, staff |  |

|  |  |  |
| --- | --- | --- |
|  | Office (%) | Socials (%) |
| 1st | Tidy up | 13 | Live music and DJs | 17 |
| 2nd | Less staff | 11 | Games | 11 |
| 3rd | Longer opening hrs | 6 | Waitresses | 11 |
| 4th | No eating | 4 | Gin nights | 11 |
| 5th | Bigger office | 4 | Golf nights | 7 |
| Et al |  |  | Long list of other items |  |

|  |  |  |
| --- | --- | --- |
|  | Communications (%) | Food & Beverages (%) |
| 1st | More advertising | 9 | Clubhouse decor | 9 |
| 2nd | More use of social media | 9 | Smiling staff | 4 |
| 3rd | Email to say course closed | 2 | Sunday carvery | 4 |
| 4th | Weather on website | 2 | Monday opening | 4 |
| 5th | Prints of newsletters in CRs | 2 | No dogs | 2 |
| Et al | Openness,\*22% good and improving |  | Wifi, seating, scone size, waiters, training, range |  |

How can we do more?

|  |  |  |
| --- | --- | --- |
|  | Play More (%) | More visitors |
| 1st | Fun/short comps | 6 | More advertising | 37 |
| 2nd | Course condition | 4 | Offers/packages | 17 |
| 3rd | Keep bar open | 2 | Monday catering | 6 |
| 4th | Monday opening | 4 | Easier course | 6 |
| 5th |  |  | Nicer welcome | 4 |
| Et al | Retirement, body, time |  | Improve tidiness, signs, F&B, carpark |  |

|  |  |  |
| --- | --- | --- |
|  | Golf Studio usage (%) |  |
| 1st | Advertise | 17 |  |  |
| 2nd | Reduce fee | 11 |  |  |
| 3rd | Sample sessions | 4 |  |  |
| 4th | Offer to non-members | 2 |  |  |
| 5th | Schools use | 2 |  |  |
| Et al |  |  |  |  |

Other Facts from the Survey.

Communication to Members:

89%/11% of respondents claim to see Email updates regularly/occasionally.

55%/30% claim to visit the website regularly/occasionally.

The following shows the % “yes” seeing/receiving RGC information:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Internet | Papers | Email | Posters | Board | Prompt/Useful |
| % yes | 72 | 13 | 94 | 85 | 31% | 81 |

Discounts & Money Matters:

Discounted rates for Members:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 5 day | Seniors | <30s | New Members | Incentives |
| % yes | 44 | 54 | 59\* | 81 | 81 |

\*rises if make it <21

Would you increase fees to improve the facilities:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Course | Changing rooms | Practise | Car park | Clubhouse |
| % yes | 30 | 24 | 30 | 39 | 41 |

Level of support:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Use Clubhouse | Charge for use | 9 home Members | Footgolf Academy |
| %yes | 87 | 64 | 46 | 47 |

Whose responsibility is the Club?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Board | Staff | Members |
| % yes | 91 | 85 | 81 |

Would you help out?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Welcome | Bar/Kitchen | Odd Job | DIY | Required? |
| % yes | 31 | 18 | 22 | 28 | 13 |