

Newbury & Crookham GC Member Survey Analysis - Feb 2019 (Players 1st)

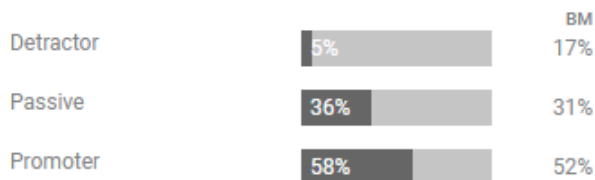
Reponses

- **258 (sent to 541) = 48%**
National response rate 51%
- Male responses 217
- Female responses 41

Net Promoter Score (NPS)

- **+53**
(Average is +36 in England. Highest is +71)

Distribution of NPS types

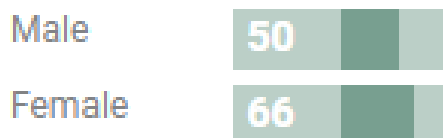


The above illustrates the distribution of the Net Promoter Score (NPS) types. Promoters are the players who have answered 9 or 10 on a 0-10 point scale in relation to whether they would recommend the club to others. Passives have answered 7 or 8, while Detractors has answered 6 or less.

The NPS is calculated as the share of Promoters minus the share of Detractors. Any differences between the above figures and the calculated NPS in the upper left corner are due to rounding.

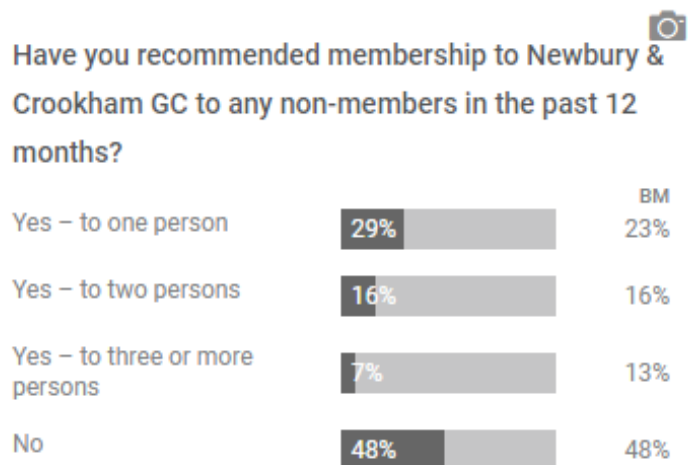
- Promoters (scored 9 or 10)- **58%** escalated up = 314 Members
- Passive (scored 7 or 8)- **36%** escalated up = 195 Members
- Detractors (scored 6 or less)- **5%** escalated up = 27 Members
- **5% of membership definitely 'at risk' (scored 6 or below). When escalated up this is potentially around 27 members.**
- Females (41 responses) are more satisfied than Males (217 responses)

Gender



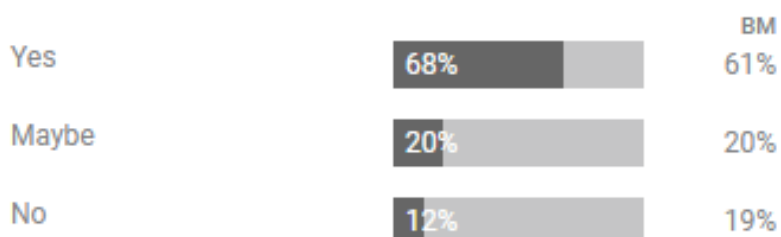
- There are **0%** female detractors
- Male members with a handicap of below 10 are most dissatisfied, with NPS of 0 (6 responses). Second most dissatisfied are Male members with a handicap of 10-18.4, with NPS of 46 (52 responses). **Is this a more relevant sample size?**
- Female members with a handicap of +37 are most satisfied, with NPS of 86 (7 responses).

- Members aged 66-75 are most satisfied, with an NPS of 63 (87 responses).
- Members aged 18-30 are most dissatisfied, with an NPS of 25 (8 responses).
- All respondents identified their membership category at either Full Membership or Associate Membership. **No respondent identified their membership category in the 18-21, 22-25 or 26-30, despite there being 8 respondents aged 18-30 (all Male Members).**
- Recommended Newbury & Crookham in last 12 months



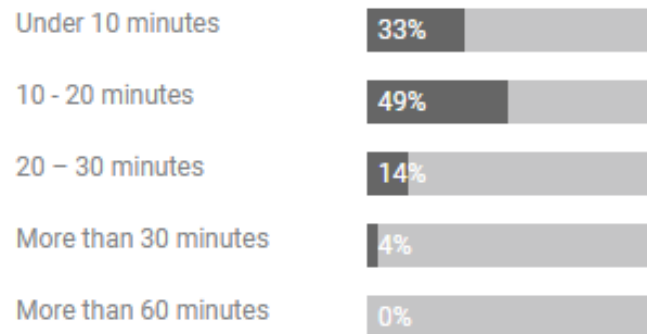
- **Top 3 most important areas for members in order to improve NPS:**
 - Management - The day to day management meets or exceeds my expectations
 - Management - The club's board/ownership group listens when members make suggestions and new ideas
 - Management - The team members at the office provide excellent service

Member in 2 years?

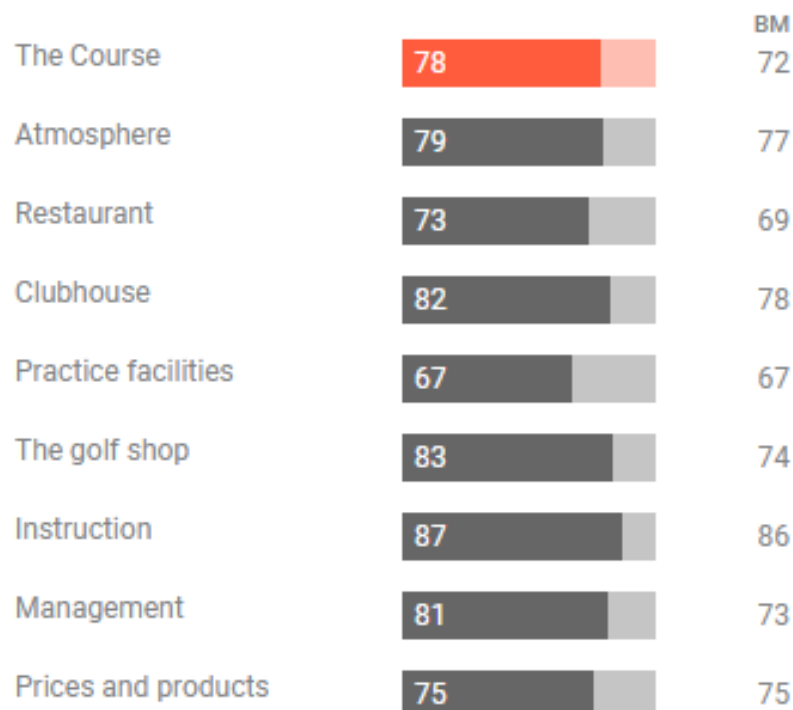


- No – 12% (29 responses)
 - 22 Full Members
 - 4 Associate Members
- **Potential £30,474 loss in membership fees**
- Reasons for leaving within 2 years
 - Don't adequately use membership – 34%
 - Membership fees too expensive – 31%

Average journey time to club



Assessment of service areas (out of 100)



The course

Overall – 78 (255 responses)

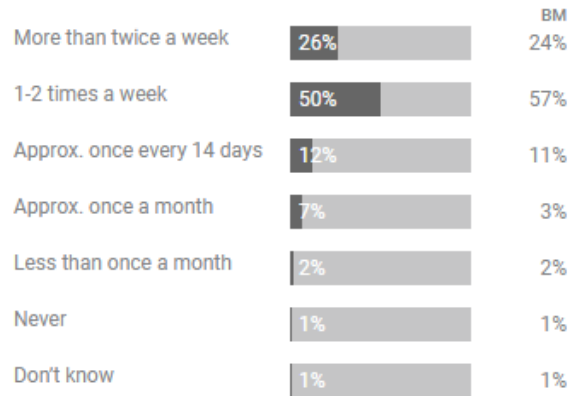
Highlights:

- Green keeping Team – 91
- Green speed appropriate – 87
- Course well maintained – 86
- Bunkers – 62 (national average 49)

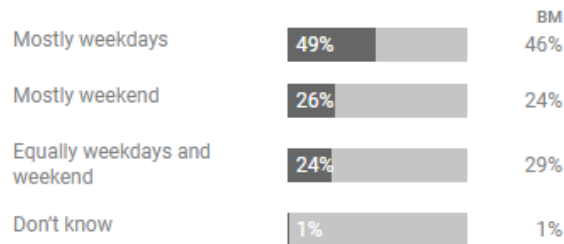
Low lights:

- On course toilets – 58
- Tee boxes – 66

How often do members play?



When do members play?



Atmosphere

Overall – 79 (258 responses)

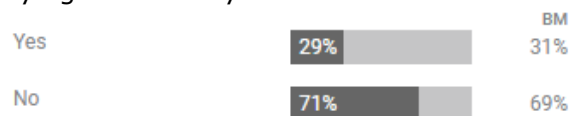
Highlights:

- Place to come – 84
- Friendly/Welcoming atmosphere – 82
- Variety of competitions – 82

Low lights:

- None below national average

Members with family playing at Newbury & Crookham



Restaurant

Net Promoter Score **-32**

Overall – 73 (256 responses)

Highlight:

- Service – 82

Low light

- Menu offering - 69

Clubhouse/ changing rooms

Overall – 82 (256 responses)

Highlights:

- Clean & tidy – 83
- Toilets – 81
- Changing rooms – 81

Low lights:

- None

Practice facilities

Overall – 67 (255 responses)

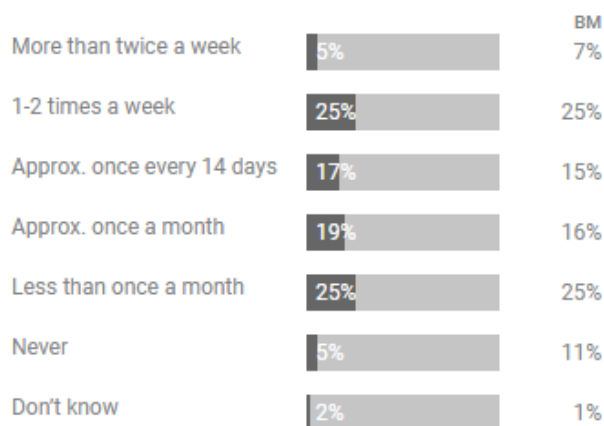
Highlights:

- Putting Green – 76
- Chipping Green - 73

Low lights:

- Satisfaction - 56
- Overall quality – 61

How often practice facilities used



The Golf Shop

Overall – 83 (257 responses)

Highlights:

- Customer service – 88
- Opening hours - 87

Low lights:

- Price levels – 75. Although national average is 67

Instruction

Net Promoter Score **43** (National average 47)

Overall – 87 (118 responses)

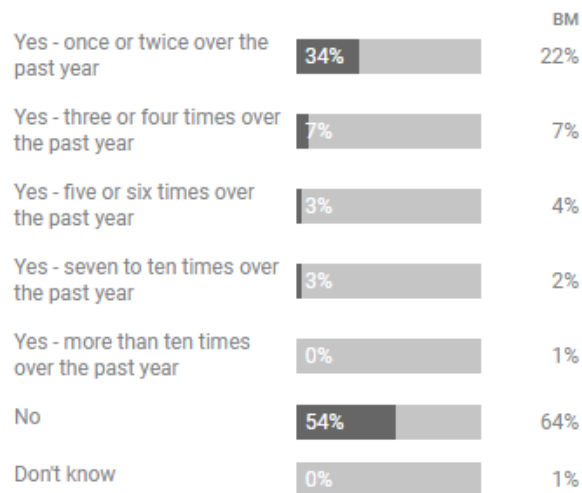
Highlight:

- Contributes to club atmosphere – 91
- Opportunities to book lessons – 91
- Technically proficient – 89

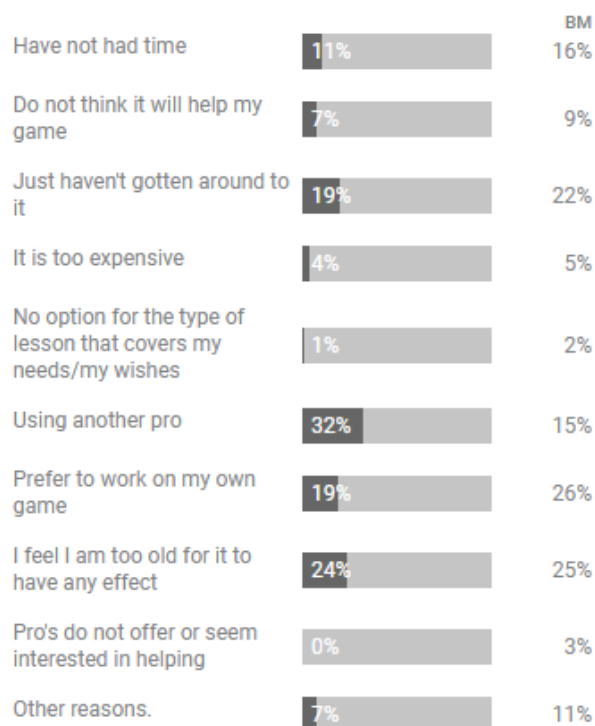
Low light

- None. All above 84 and all above national average

Use Professional in last 12 months?



Reasons for not using Professional



Management

Overall – 81 (258 responses)

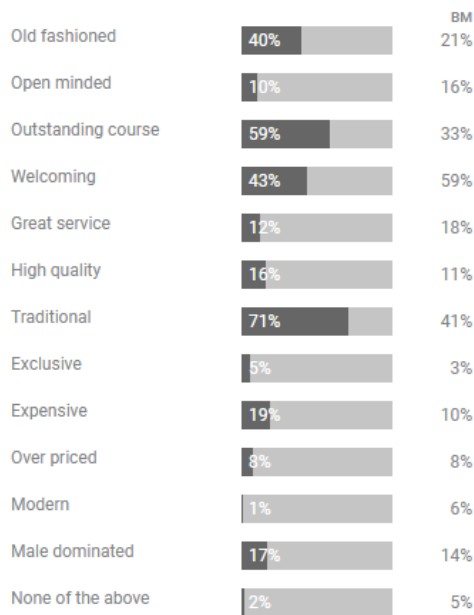
Highlights:

- Office staff service – 86
- Well informed about issues and developments - 85

Low lights:

- Club’s Management Committee listen to members – 74

Which of the following words do you think non-members would use the most to describe Newbury & Crookham GC.



Prices & Products

Overall – 75 (255 responses)

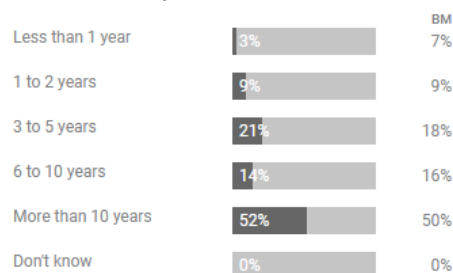
Highlights:

- Types of membership meeting needs - 79

Low lights:

- Prices reasonable to other clubs – 73

Number of years as member of Newbury & Crookham



Summary

Highlights:

- NPS +53
- The course, in particular the Green Keepers and Greens
- Club atmosphere
- Golf Shop
- Lessons

Lowlights:

- Catering offer, in particular menu offering
- Practice facilities
- Tee boxes

Considerations/ Next steps from survey

- Review data and comments
- Communicate results back to members and staff. What is the process/ timeline?
- Speak directly to those members that have left negative comments and left contact details
- Use data to set targets and build business plan
- Improvement of catering offer. Specific survey on this? New menu? Change menu more regularly? Regular/ weekly specials and promote on e-mail/ social media etc? Competitor analysis of other clubs and pubs F&B?
- Improve practice facilities
- Improve tee boxes
- **Plan for the future!**

Action Plan

| Category | Action | By Who & Supported by | By When | Priority Order * |
|---------------------|--------|-----------------------|---------|------------------|
| Course | | | | |
| Atmosphere | | | | |
| Restaurant | | | | |
| Club house | | | | |
| Practice Facilities | | | | |
| The golf shop | | | | |
| Instruction | | | | |
| Management | | | | |
| Product & Price | | | | |

***Priority Order:**

1- Very Important

5- Average Importance

10- Least Important