



Member Satisfaction Survey Report

October 2011

Summary and Methodology

During June 2011, the Board of Caldwell Golf Club conducted a survey into various aspects of being a Caldwell member.

A short two page questionnaire was constructed (attached as Appendix 1), based on an example available on the SGU website, and distributed to members both electronically and on paper. The questionnaire contained a series of short questions on topics such as various aspects of the course, the facilities, and services. Responses were required on a simple scale of 1 – 5 where, with the exception of two questions, a 5 represented excellent/agree and a 1 represents poor/disagree. Space was also included at the end of the form for additional comments.

Returns were received either electronically or on paper and each respondent who supplied his/her name was allocated a unique returns number and entered into a prize draw for a Titleist Vokey Wedge.

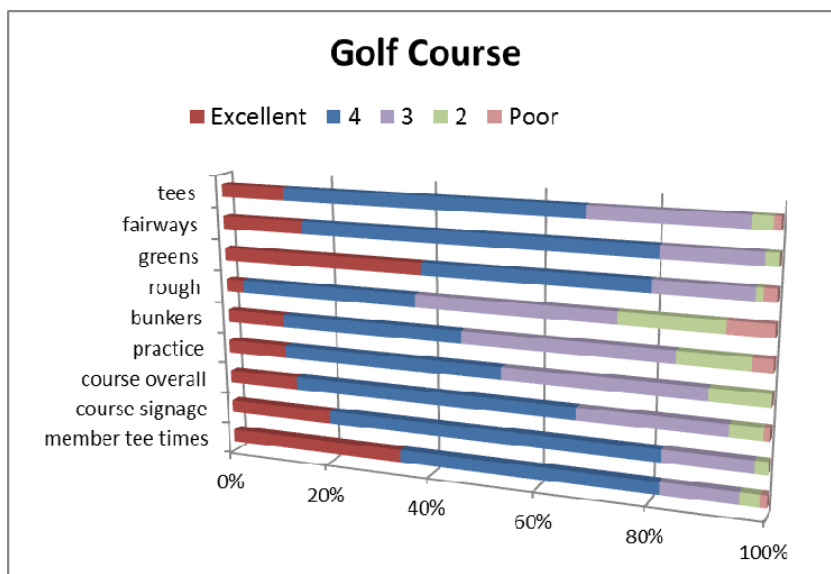
357 forms were emailed to members and approximately 60 paper copies distributed throughout the club. A return rate of 21% was achieved.

Returns were analysed via a simple spread sheet and the number of returns in each category presented graphically as a percentage of total returns.

Results

In addition to presenting the results graphically, where relevant, the individual returns in categories 4 and 5 are aggregated and presented as an overall percentage. Similarly categories 1 and 2 are aggregated.

Question 1: The Golf Course



	Rating	Rating
	5,4	2,1
tees	68.2%	4.5%
fairways	80.7%	2.3%
greens	79.5%	3.4%
rough	37.5%	26.1%
bunkers	46.0%	16.1%
practice	53.5%	10.5%
overall	67.0%	6.8%
signage	82.0%	2.2%
times	81.8%	4.5%



Member Satisfaction Survey Report October 2011

The course is undoubtedly the Club's greatest asset and the favourable ratings returned for many aspects of the course reflect both the tremendous amount and the quality of the work that the greens staff undertake in the preparation and maintenance of the course.

During May the course was subjected to some of the worst storms and rain ever recorded. This was coupled with damage to some of the well established trees on particularly the 11th and 16th holes. Much of the work during May concentrated on removing tons of branches and because of wet ground conditions some of the work normally planned for May could not be carried out.

In spite of the adverse climatic conditions the survey reveals that course is generally in very good shape in many respects.

The greens iron purchased last year would appear to have had a beneficial effect in maintaining better pace and roll this year compared to previous years. Comments indicate that although the greens are generally considered as good, there is still room for speed improvements.

The course is being re-shaped in various areas and this possibly has contributed to the lowest score for the condition of the rough. This coupled to the fact that adverse weather conditions have made it difficult to cut the rough when planned. The length of the rough was commented on by several respondents and related comments on the possible delay in medal competitions caused by players looking for balls.

The depth of sand in some of the bunkers was also commented upon, particularly in the effect of making balls appear to plug more easily.

The facilities offered by the practice area should improve over the next few months with the Club being awarded a Sport Scotland grant for improvements to the practice area.

The score for the condition of the tees reflects the comments made concerning the perceived untidiness of the tees with regards to the lack of small bins for broken tees and the number of divots lying around and not removed, and divot marks not being repaired.

The score of 67% for the course overall indicates a degree of work in both quality and presentation still requires to be done to meet members expectations.

Recommendation 1: The Board, through the Greens Convenor revisits the work plans already in place with specific regard to:-

- Rough
- Bunkers
- Course presentation

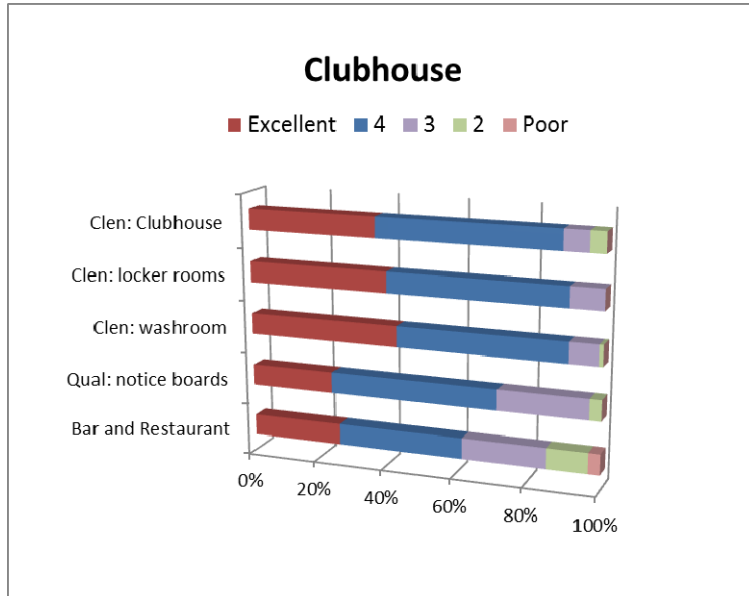
Recommendation 2: The Board, with the aid of the Sport Scotland award expedites the improvements to the practice area.

Recommendation 3: All members continue to play their part in improving the presentation of the course by way of replacing/repairing divots and repairing pitch marks.



Member Satisfaction Survey Report October 2011

Question 2: The Clubhouse



	Rating	Rating
	5,4	2,1
Clubhouse	88.8%	4.5%
locker rm	90.8%	0.0%
washroom	90.9%	1.1%
notice bds	71.6%	3.4%
bar	61.8%	14.6%

An over 90% satisfaction rating concerning the cleanliness of the clubhouse, locker rooms and washrooms is a testament to the hard work of the staff involved.

There has been a particularly difficult time recently with well attended competitions and the shoe cleaner being out of action (commented upon by many people) and the associated debris being carried in to the locker rooms. In spite of this a superb level of cleanliness is maintained throughout.

In comparison to other facilities in the clubhouse, the quality and relevance of notices displayed on the notice boards requires to be examined with a view to general improvement.

The relatively low score for the appearance of the bar and restaurant is a reflection of a general need for upgrade of fixtures and fittings in these areas. It is over ten years since any refurbishment/redecoration has been carried out and as the score indicates, is possibly now regarded by many members as becoming important and in need of attention.

Recommendation 4: The Board brings forward without delay a replacement/repair of the shoe cleaner.

Recommendation 5: The Board keeps under review the quality and relevance and timeous nature of information displayed on noticeboards throughout the Club.

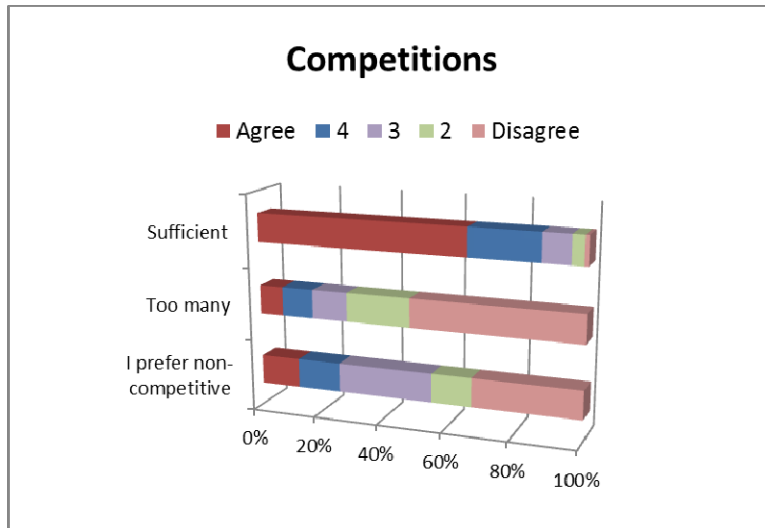
Recommendation 6: The Board examines the feasibility and cost of refurbishment/upgrade of both the Scott and main lounges.



Member Satisfaction Survey Report

October 2011

Question 3: Golf Competitions

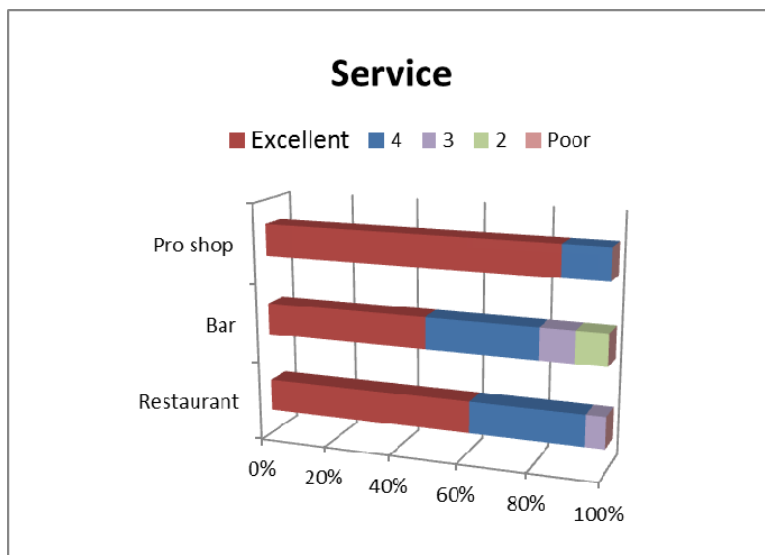


	Rating	Rating
	5,4	2,1
sufficient	86.9%	4.8%
too many	17.3%	71.6%
non-com	25.6%	45.1%

On the question of golf competitions and their frequency, the opinion seems to be that there are about the right number available for members to participate in. A significant number, 1 in 4 members, have indicated that they prefer to play non-competitive golf.

Recommendation 7: No change is made to the existing balance of competitive/non-competitive golf.

Question 4: Service



	Rating	Rating
	5,4	2,1
proshop	100.0%	0.0%
bar	80.9%	9.0%
restaurant	94.3%	0.0%

The returns indicate a vote of confidence in the services offered by the Club by way of the quality of service from staff in the three main areas.



Member Satisfaction Survey Report

October 2011

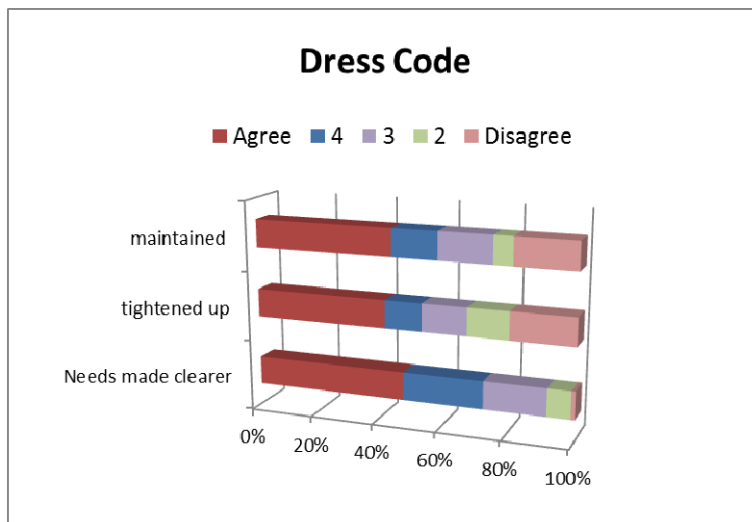
All areas were commented upon by many respondents who were not only too ready to offer their appreciation for the quality of service and facilities offered, but to offer suggestions on how service levels could be further improved.

[Note: Yes, that really is 100% for services at levels 4 and 5 from the pro shop(92% at 5, 8% at 4). Well done!]

Recommendation 8: On behalf of the members, the Board formally conveys to the staff involved its appreciation for the service levels achieved.

Recommendation 9: The Board invites comments from staff in the three areas involved, as to how continuous improvements in service levels can be achieved.

Question 5: Dress Code



	Rating	Rating
	5,4	2,1
maintained	58.3%	25.0%
tightened up	53.5%	32.6%
made clearer	72.6%	8.3%

There is just a very slight vote in favour of the existing dress code not only being maintained, but also being tightened up.

What is abundantly clear is that the existing code is confusing and requires clarification.

Recommendation 10: The Board produces a clear statement of the current dress code.

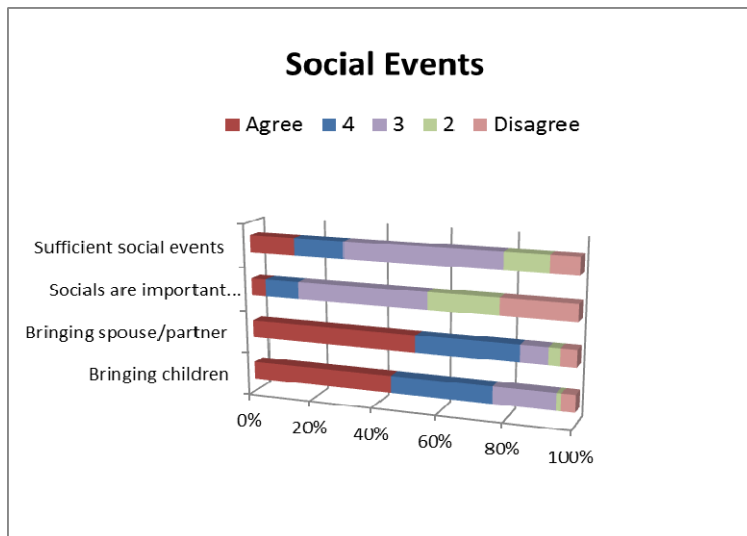
Recommendation 11: Given a clear statement on dress code by the Board, all members make it a personal priority to uphold the code both on and off the course.



Member Satisfaction Survey Report

October 2011

Question 6: Social Events



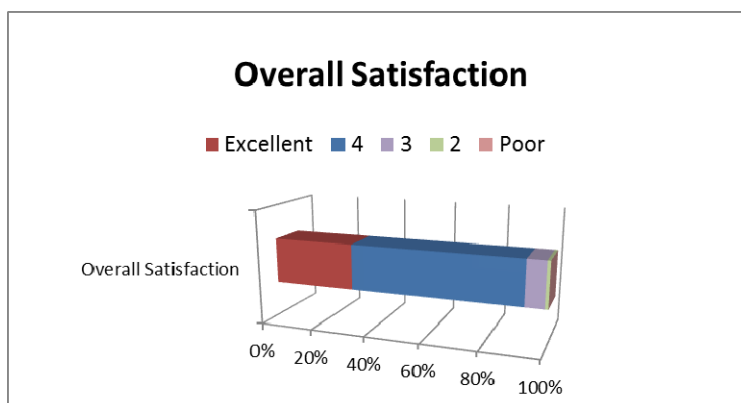
	Rating	Rating
	5,4	2,1
sufficient soc	30.1%	21.7%
social imp.	15.5%	44.0%
spouse	83.7%	8.1%
children	75.7%	5.4%

On the question of social events, the current balance would appear to be about correct. There appears to be no great appetite to increase (or decrease) the current (low) level of activity.

Those members that have a partner/spouse and/or children appear to be comfortable bringing them to the Club. In particular, the Club has a duty of care towards children and from the results, members who responded feel that this is being satisfactorily carried out.

Recommendation 12: The Board examines a range of possible social events and consults the membership as to their potential popularity.

Question 7: Overall Satisfaction



	Rating	Rating
	5,4	2,1
satisfaction	92.1%	1.1%

From any view point, the results show a very high approval rating for overall satisfaction with the Club.

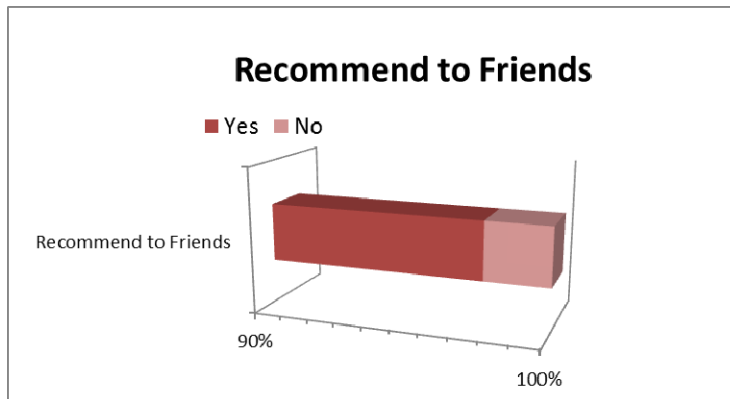
Recommendation 13: To assist in long-term planning and continuity of development, the Board considers the introduction of a rolling 3 year development strategy for the Club.



Member Satisfaction Survey Report

October 2011

Question 8: Recommend to friends



	Rating	Rating
	5	1
Recommend	97.7%	2.3%

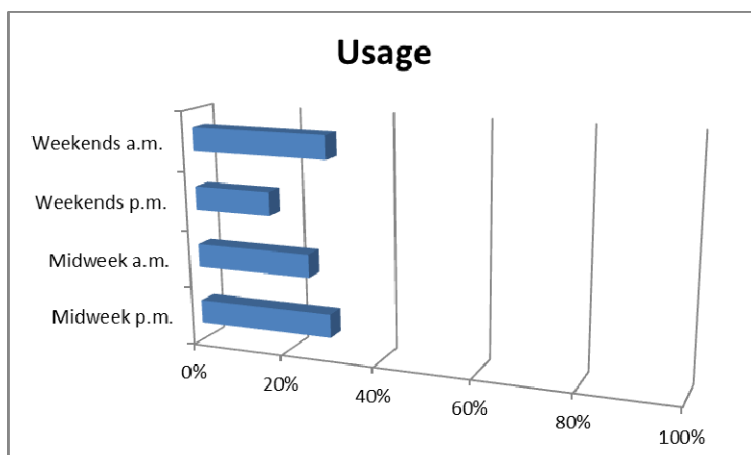
This question, unlike others only gave two options as possible responses.

From an analysis of the responses, a “maybe” category should possibly also have been included. Even with this qualification, this is a very encouraging response and further boosts the proposition that the best method of gaining new members is via the existing membership.

Recommendation 14: The Board reviews existing membership categories and fees in the light of the general prevailing economic and social conditions.

Recommendation 15: The Board develops a marketing strategy with the aims of increasing the profile of the Club in the media, maintaining existing membership and attracting new members.

Question 9: Usage



midweek pm	29.3%
midweek am	24.8%
weekends pm	16.6%
weekends am	29.3%

A very even distribution in popularity is noted between midweek p.m. and weekends a.m.

There is a slightly wider variation between the other two time-slots, midweek a.m. and weekends p.m. The lower usage of weekends p.m. is possibly a reflection of competing time pressures of other recreational and family commitments.



Member Satisfaction Survey Report October 2011

[Note: Only one respondent admitted to playing in all four periods!]

Recommendation 16: The Board reviews the usage, functions and capabilities of the existing BRS tee-booking system with a view developing the system to the increased benefit of the members.

Question 10: Comments

The vast majority of respondents took the opportunity to submit comments on a wide range of issues not only concerned directly with the facilities and services at the club, but also on wider issues. Enlightened comments were also made on possible improvements and on experiences members have had at other clubs. Some comments were of an immediate nature, for example comments on the length of the rough. In many areas where the rough was considered to be a problem by some, action has already been taken to trim the rough appropriately.

Some issues raised are already under consideration by the board – a repair to the shoe cleaning machine, upgrading the practice area, refurbishment of the main and Scott lounges. These all require varying amounts of capital expenditure which will be prioritised by the Board, along with other areas, in line with income.

All comments made and will be considered further over the coming months.

Recommendation 16: The Board reviews all comments submitted by respondents in terms of short term and long term applicability to aiding the strategic development and bettering the facilities and services offered to members of Caldwell Golf Club.

Appendix 1 – Survey Questionnaire



MEMBER SATISFACTION SURVEY

Dear Member,

We are constantly striving to further improve our facilities and service levels. To this end, we would be most grateful if you could take a few moments to complete the survey below which will allow us to measure our performance and take appropriate action where necessary. All named respondents will be entered into a prize draw to win a **Titleist Vokey Wedge**. Thank you in advance for your support.

Name: _____ (optional)

Category of Membership: _____

Year of joining Caldwell: _____

Please circle the appropriate score for each question, or if completing the form electronically, you can for example, change the colour of your selected value. With the exception of questions 8 and 9, a 5 represents excellent/agree and a 1 represents poor/disagree.

1. The Golf Course	Excellent					Poor
Condition of Tees:	5	4	3	2	1	
Condition of Fairways:	5	4	3	2	1	
Condition of Greens:	5	4	3	2	1	
Condition of Rough:	5	4	3	2	1	
Condition of Bunkers:	5	4	3	2	1	
Condition of practice facilities:	5	4	3	2	1	
Quality of course signage:	5	4	3	2	1	
Condition of course overall:	5	4	3	2	1	
Availability of Members tee times:	5	4	3	2	1	
2. Clubhouse	Excellent					Poor
Cleanliness of clubhouse:	5	4	3	2	1	
Cleanliness of locker rooms:	5	4	3	2	1	
Cleanliness of washrooms:	5	4	3	2	1	
Quality of Notice boards:	5	4	3	2	1	
Appearance of bar and restaurant:	5	4	3	2	1	
3. Golf Competitions	Agree					Disagree
There are sufficient members' competitions:	5	4	3	2	1	
There are too many members' competitions:	5	4	3	2	1	
I prefer to play non-competitive golf:	5	4	3	2	1	

**Please return your completed form by the 30th of June to either:
 box in the gents/ladies locker room or email to: caldwellsurvey@btinternet.com
 THANK YOU**

Appendix 1 – Survey Questionnaire



4. Service		Excellent			Poor
Quality of service from Professional Shop Staff:	5	4	3	2	1
Quality of bar service:	5	4	3	2	1
Quality of restaurant service:	5	4	3	2	1

5. Dress Code		Agree			Disagree
The dress code should be maintained:	5	4	3	2	1
The dress code should be tightened up:	5	4	3	2	1
The dress code requires to be made clearer to members:	5	4	3	2	1

6. Social Events		Agree			Disagree
There are sufficient social events:	5	4	3	2	1
Social events are important to me:	5	4	3	2	1
I feel comfortable bringing my partner/spouse to the club:	5	4	3	2	1
I feel comfortable bringing my children to the club:	5	4	3	2	1

7. Overall Satisfaction		Excellent			Poor
Overall satisfaction with club:	5	4	3	2	1

8. Recommend to friends		Yes	No
I would recommend Caldwell Golf Club to my friends:	5	1	

9. Usage
Please indicate which of the following days/times you tend to play:

Weekends	a.m.:	1
Weekends	p.m.:	2
Midweek	a.m.:	3
Midweek	p.m.:	4

10. Other Comments
Please provide any other comments or suggestions that you feel may help us provide you with excellent service.

**Please return your completed form by the 30th of June to either:
box in the gents/ladies locker room or email to: caldwellsurvey@btinternet.com
THANK YOU**