



Member Satisfaction Survey

Summary Report

October 2011

Summary

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, based on an example available on the SGU website, and distributed to members both electronically and on paper. Responses to questions 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. The questionnaire is appended to this report.

Returns were received similarly either electronically or on paper and each respondent who supplied his/her name was 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.

The summary recommendations are as follows:-

Q 1: The Golf Course

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 repairing divots and pitch marks.

Q 2: The Clubhouse

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.

Q 3: Golf Competitions

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



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Q 4: Service

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.

Q 5: Dress Code

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.

Q 6: Social Events

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

Q 7: Overall Satisfaction

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.

Q 8: Recommend to friends

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.

Q 9: Usage

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 themembers.

Q 10: Comments

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.

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**

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.

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 THANK YOU**