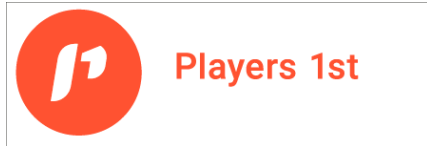


PRESTWICH GOLF CLUB NEWS

MAY 2020



MEMBERS SURVEY SPECIAL EDITION



RELEASING THE INFORMATION

The Members Survey was conducted by Players 1st, a company specialising in conducting golf club surveys and the first choice partner for England Golf, during January 2020 and the results were analysed by Players 1st and presented to the Board by Helen Searle from England Golf on 4th February 2020.

Players 1st are a company specialising in surveys and their results include lots of their trade jargon. Most of this was defined for us by Helen as part of the presentation to the Board.

It would have been easy to just release the results as presented by Players 1st but without the definitions of some of their terminology it would be difficult for a member to interpret the results.

That is why the Board intended to do a short presentation as part of the Annual General Meeting but with the revised date for the AGM is looking further & further away with the Coronavirus lockdown and so it seems appropriate that an attempt to present the results is being made through the Club Magazine.

The results have been put in simple terms however one term that is used throughout the results is Net Promoter Score (N.P.S.) and it is important how this is arrived at.

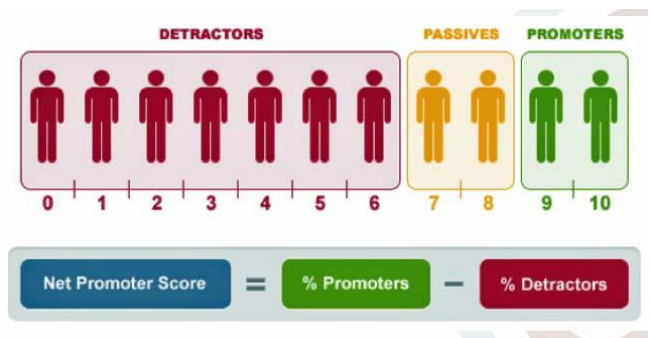
Basically the score is the Number of positive comments minus the number of negative comments,

So for example if there were 70 positive comments about the practice facilities and 30 negative comments the Net Promoter score would be 40.

Why is this important? – with results of surveys from hundreds of golf clubs Players 1st can compare an individual clubs score with the average of all the other clubs surveyed.

Player 1st conclude that any score of nine or ten is positive (they class these members as promoters). A score of seven or eight they class these members as passive.

Any score between zero and 6 is negative (they class these members as detractors)



Why is this important? – take for example the N.P.S we scored for

“the greens are smooth and the ball rolls at it should do”

was 80/100 which sounds pretty good however when compared with the N.P.S. 78/100 it shows that the members opinion of the greens is only slightly higher than the national average.

Similarly if we take the NPS we scored for “Tee boxes are excellent”

49/100 sounds as though our members were very disappointed with our Tee boxes however when compared with the N.P.S. score 61/100 it indicates that although the opinion of members of our tee boxes is lower than the national average the members of most clubs are pretty disappointed with the condition of the Tee Boxes also.

So the results are not just your scores they also compare these with the opinions of members of hundreds of other club answering the same questions.

SURVEY RESULTS

This is an overview the full report.

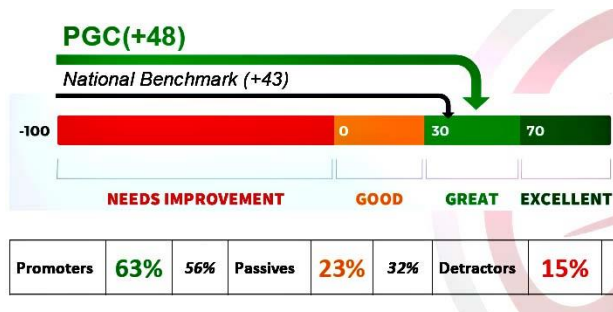
It should be noted that the survey was taken after a period of playing a nine-hole course and disruption due to contractors refurbishing the course & clubhouse.

How Many Members Participated?

We had 62 responses to the survey which equates to 45% of the membership and this is average for the surveys conducted by Players 1st.

55 men responded and 7 ladies, the most popular age range of respondents was 51 – 75 and the most popular handicap range was 13 -19.

What was their overall views of the Club? Membership Satisfaction.



The score (NPS) for members overall views on the club was 48 compared with the national average score for this item being 43,

The score for men was 51 whereas the score for ladies was 29 giving the average of +48

The male member's feedback put the club in the top 40% - 26th of 65 clubs of similar size.

The ladies feedback puts the club in the bottom 26% 50th of 65 clubs of similar size.

The happiest overall membership category was our five day members with a NPS of 63.

Membership Loyalty

Of 45 (75%) responses to Membership Loyalty 81% said they would be a member in two years' time. 8% said maybe – 10% said no.

Top 3 reasons of the 10% who said no they wouldn't be a member in 2 years' time were-

- 33%- general dissatisfaction with the club
- 33% - will probably move on to another club
- 17% - Due to my age.
- 17% - Moving meaning it will be too difficult to travel

The Golf Course

This has to be considered in light of a couple of years playing on a limited course due to refurbishments.

The overall assessment of the Golf Course was a score of +69 compared with the average score of courses being 74.

The top 3 scoring areas were-

- The green keeping team are friendly and service minded. 89/100 compared with National average of 84 /100
- The greens are smooth and the ball rolls as it should 80/100 compared with the national average of 78/100
- The speed of the greens is appropriate 79/ 100 compared with the national average of 79/100

The bottom 3 scoring areas were-

- Bunkers are well maintained 43/100 compared with the national average of 49/100
- Tee Boxes are excellent 49/100 compared with the national average of 61/100
- The game usually flows well, and there is generally limited waiting time 56/100 compared with the national average of 71/100

The Atmosphere of the Club

The overall assessment of the Club Atmosphere was a score of +79 compared with the average score of courses being 79.

The top 3 scoring areas were-

- There is a friendly/ welcoming atmosphere in the clubhouse 86/100 compared with the national average of 81/100
- PGC is a place I really like to come to – 85/100 compared with the national average of 83/100
- There is a good social environment at the club- 82/100 compared with the national average of 75/100

The bottom 2 scoring areas were-

- I am happy with the number of social events offered throughout the year 71/100 compared with the national average of 73/100
- The variety of competitions covers my needs 79/100 compared with the national average of 81/100

Food & Beverage

The overall assessment was 18 NPS which matches the national average.

The top 3 scoring areas were-

- The bar / Clubhouse layout works well 79/100 compared with the national average of 72/100
- The price level is appropriate to the choice and quality 6/100 compared with the national average of 72/100
- The catering opening times suits my needs 71/100 compared with the national average of 71/100

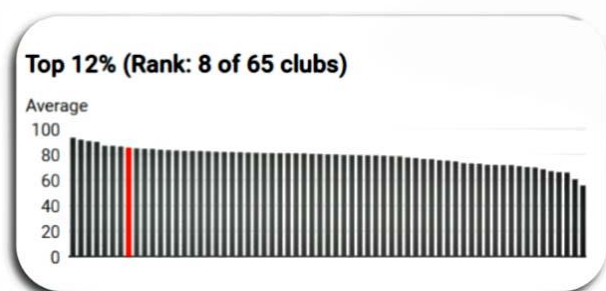
The bottom 3 scoring areas were-

- The menu offerings are interesting 61/100 compared with the national average of 67/100
- The selection of food and beverages is sufficient 70/100 compared with the national average of 72/100
- The food and drink quality is excellent 70/100 compared with the national average of 71/100

The Clubhouse

The overall assessment of the Clubhouse itself by the 60 members who responded to the question was +85 which is higher than the national average of 79

This places our clubhouse in the top 12% and were 8th in the 65 clubs compared with.



Practice Facilities

There were 61 responses to this activity, 54 men and 7 Ladies.

The overall assessment score of the practice facilities was +53, the national average score is 68

Practice Facilities (Continued)

- All in all I am satisfied with the clubs' practice facilities 46/100 compared with the national average of 65/100
- In general the practice facilities are available /accessible when I want to use them 51/100 compared with the national average of 76/100
- Quality of Practice facilities 43/100 compared with the national average of 65/100
- The chipping green / short game area 40/100 compared with the national average of 65/100
- The putting green 83/100 compared with the national average of 76/100

The Golf Shop

The overall assessment score for the Golf shop was 75/100 compared with the national average of 77/100

The top scoring area-

- Customer service and attention 82/100 compared with the national average of 83/100

The bottom scoring area –

- Selection of retail goods 66/100 compared with the national average of 72/100

Instruction/ Tuition from the P.G.A Professional

There were only 33 responses to this activity.

The overall assessment score was 48/100 compared with the national average of 51/100

The top scoring areas –

- Improves my golf game 88/100 compared with the national average of 86/100
- Contributes positively to the environment of the club 88/100 compared with the national average of 88/100

The bottom scoring area was –

- Sufficient opportunities for booking lessons 83/100 compared with the national average of 88/100.

Average Journey time for members

- 48% under 10 minutes
- 27% 10 – 20 minutes
- 15% 20 – 30 minutes
- 10% more than 30 minutes
- 0% more than 60 minutes

Club Management

The overall assessment score was 71/100 compared with the national average of 74/100.

The top scoring area-

- I feel well informed about important issues and developments at the club 75/100 which matches the national average 75/100

The bottom scoring area was-

- The clubs management listens when members make suggestions and new ideas 68/100 which was higher than the national average 64/100.

Prices & Products

Overall assessment score was 79/100 compared with the national average of 76/100

The top scoring area was-

- Compared to other clubs, the prices at Prestwich Golf Club are reasonable 81/100 compared with the national average of 75/100

The lowest scoring area was –

- The different types of club membership meets my needs 79/100 compared with the national average of 80/100.

Membership Satisfaction

Membership Satisfaction = Gender

Gender	PGC Score	Nat..Avg.	Responses
Male	+51	+43	55
Female	+29	+43	7

Membership Satisfaction – Age

Age	PGC Score	Nat..Avg.	Responses
18-30	N/A	+32	0
31-50	+74	+24	13
51-65	+64	+38	21
66-75	+69	+45	21
76+	+73	+53	

Prices & Products Continued

Membership Satisfaction – Handicap

Handicap	PGC Score	Nat..Avg.	Responses
5 or below	N/A	+20	0
6=12	+65	+33	18
13-19	+70	+40	23
20-28	+71	+44	17
28+	N/A	+41	0
None	N/A	+48	0

Membership Satisfaction – Membership Type

Category	PGC Score	Nat..Avg.	Responses
7 Day	+67	N/A	48
6 Day	+78	N/A	5
5 Day	+77	N/A	8

Volunteers

13 members indicated that they would be willing to volunteer to assist with various activities for the club. This is in addition to the members already volunteering their services.

Activities members would assist with –

- Help the club recruit new members 1
- Mentor New Members 3
- The Golf Course 9
- Clubhouse outdoor areas 3
- Committee work 2
- Competitions 3

Initial Conclusions

We have a core of very supportive members who have gone through the rough periods of reconstruction etc and are looking forward to the brighter future that the new course and refurbishments can bring.

Given the opportunity which a survey of this type presents to air our moans & groans the club compared fairly well with others of similar size, however the Board must address all of the issues raised in the survey and check against member's aspirations and incorporate them in any future developments.