



**Enville GC**

***Members Survey Results***

# Who completed the survey?

- **388** responses – **49%** (*National Average 36%*)
- **Males – 353 / Females – 35**
- **Most popular age category – 51-65**
- **Most popular handicap range - 13-19**
- **Membership length – 53% 10 years or more**



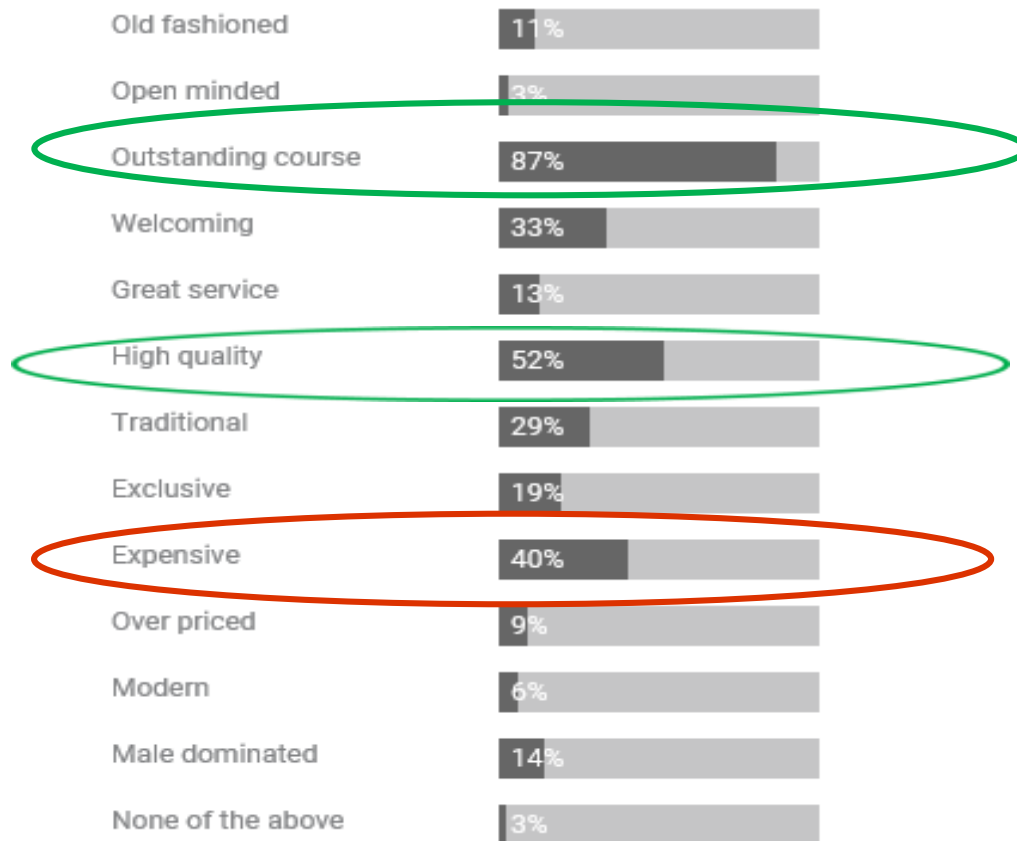
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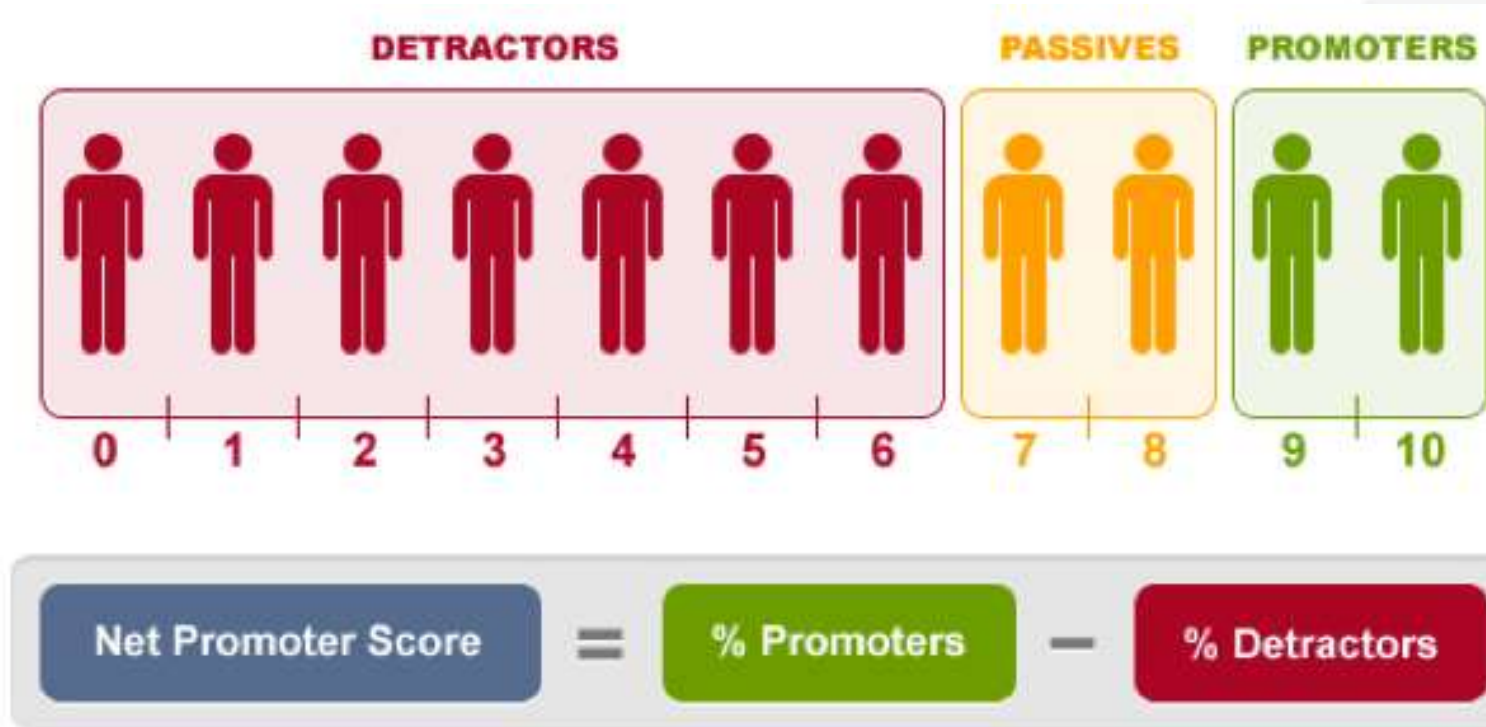
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# Description of Club

Which of the following words do you think non-members would use the most to describe Enville Golf Club.



# Net Promoter Score (NPS)



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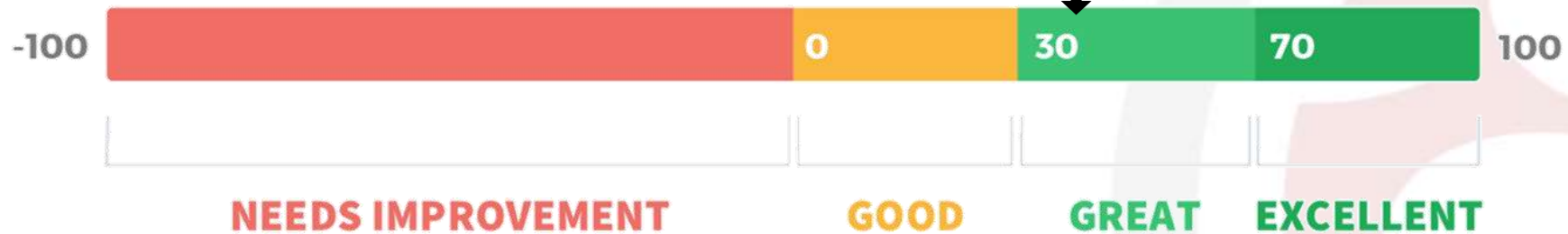


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# Club NPS Analysis

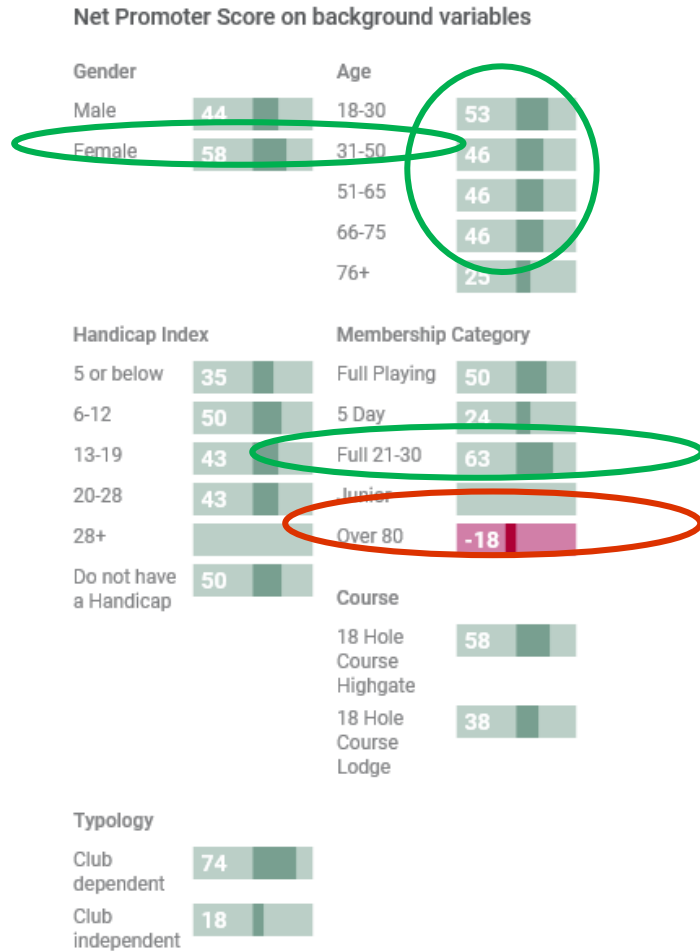
**Enville GC (+45)**

*National Benchmark (+39)*



Promoters	<b>48%</b>	54%	Passives	<b>34%</b>	31%	Detractors	<b>18%</b>	15%
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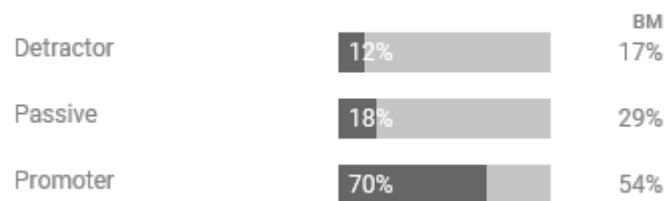
# Club NPS Analysis



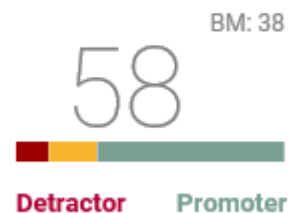
- Females more satisfied  
*(BM 38)*
- Most satisfied group 18-30  
*(BM 31)*
- *Great NPS from Full 21-30 age range*
- Lowest from over 80 membership *(No BM)*
- Consistent scores up to the age of 75

# Club NPS Analysis - Females

## Distribution of NPS types

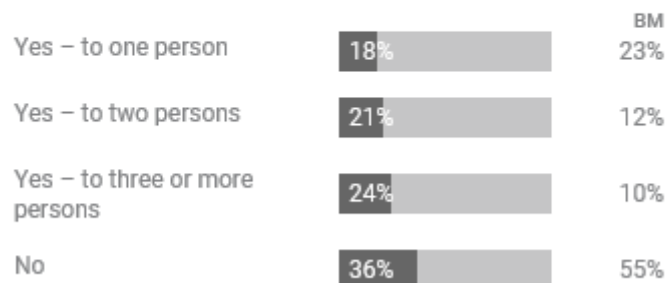


## Net Promoter Score

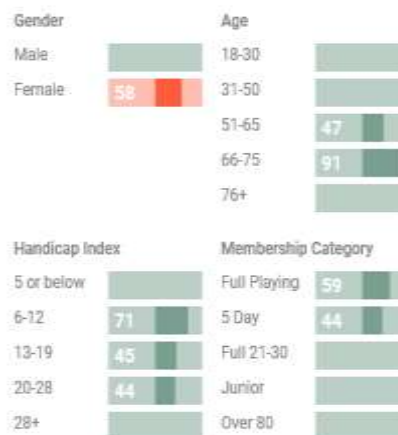


- NPS at +58 (BM 38)
- Low number of detractors (12%)
- Promoter well above national average
- Highest scores for lower handicaps (71) and 66-75 age range (91)

## Have you recommended membership to Enville Golf Club to any non-members in the past 12 months?



## Net Promoter Score on background variables



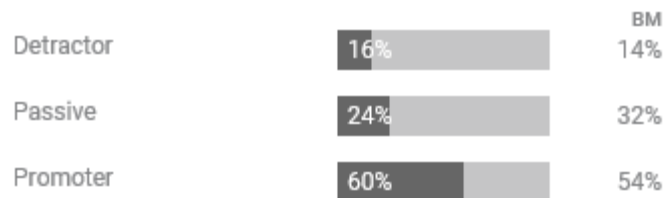
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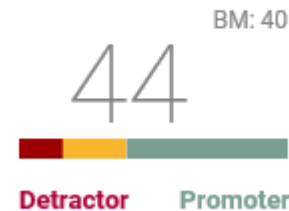
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# Club NPS Analysis - Males

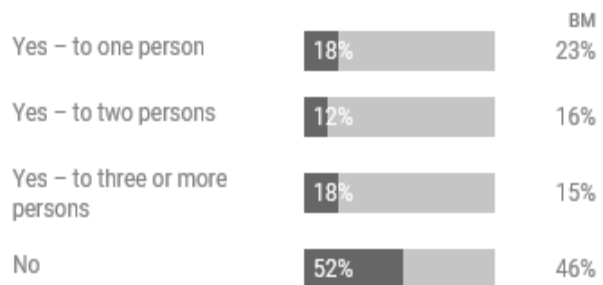
## Distribution of NPS types



## Net Promoter Score



Have you recommended membership to Enville Golf Club to any non-members in the past 12 months?



## Net Promoter Score on background variables



- **Promoters are strong – 60% (BM 54%)**
- **Over 80 membership brings scores down (-30)**
- **NPS overall higher than BM (44)**



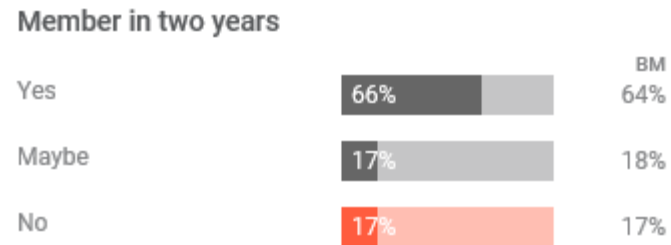
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# Member Loyalty



- High percentage have said yes – 66% - 245 people
- 124 (36%) have said either “maybe” or “no”
- 61 people (17%) answered “no”
- From the 61 that said “no” the membership fees would equate to £74,800
- The reasons why follow on the next slide....



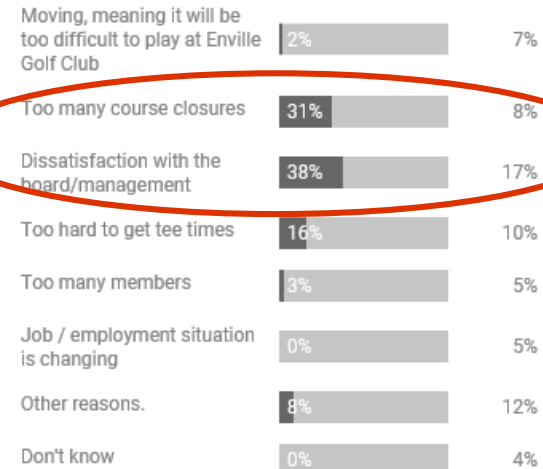
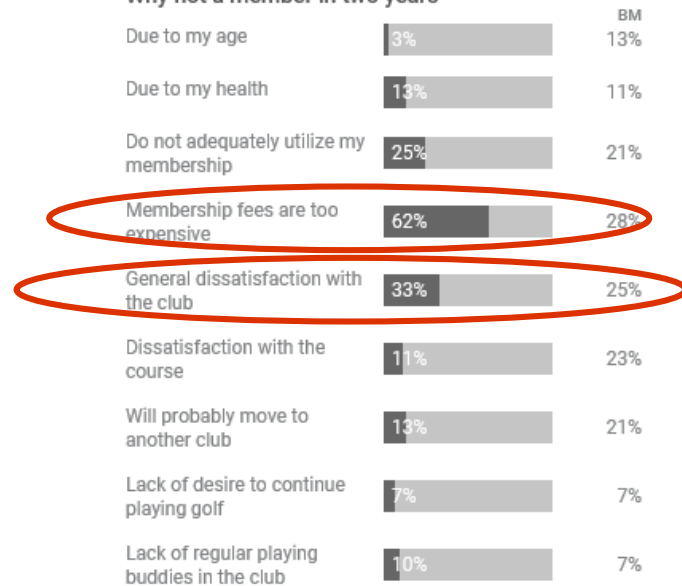
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# Member Loyalty – Why Leave?

## Why not a member in two years



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# Key Areas - Course

**Overall Score – +77/ 100 (BM 73)**

## *Top 3 scoring areas*

- In general, the course is varied and exciting to play (89/**81**)
- The greenkeeping team are friendly and service minded (87/**83**)
- The greens are smooth and the ball rolls as it should (86/**77**)

## *Bottom scoring areas*

- Bunkers are well maintained (46/**49**)
- The club keeps us well informed if work is being carried out on the course (76/**81**)

- Majority of areas scored above the BM
- The Greenkeeping team scored highly for customer service
- Bunkers do score poorly at the majority of clubs
- Communication could be improved



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# Key Areas - Atmosphere

**Overall Score – +81 / 100 (BM 77)**

## *Top 2 scoring areas*

- **Enville is a place I like to be (84/82)**
- **Friendly and welcoming atmosphere (77/79)**

## *Bottom 2 scoring areas*

**Social events and competitions scored below the BM**

Great social events were held at the club during the previous 12 months



I am happy with the number of social events offered throughout the year



The variety of competitions covers my needs



I feel well informed of the club's competitions



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# Key Areas - Restaurant

Overall Score – (-42 / 100) BM -21

## Best scoring areas

- Operation and service is excellent (74 / 74)
- F & B Overall (71 / 70)

## Bottom scoring areas

- Food Quality (68 / 70)
- Interesting Menu Options (65 / 66)

- NPS is a separate recommendation from the individual areas
- Operation and overall on F & B is at the BM
- Food quality and menu choices are slightly below the BM



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# Key Areas - Clubhouse

**Overall Score +79 / 100 (BM 77)**

## Assessment of touch points

		BM
Clubhouse	79	77
The club is clean and tidy	84	81
The changing rooms and toilet facilities are satisfactory	74	74
The locker rooms meet my expectations	77	75

**Club scored well across all areas of Clubhouse, all on or above the BM**



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# Key Areas – Practice Facilities

**Overall Score – +89 / 100 (BM)**

## Assessment of touch points

Practice facilities	89	BM 68
All in all, I am satisfied with the club's practice facilities	92	64
In general, the practice facilities are available/accessible when I want to use them	93	76
Quality of practice facilities overall	92	64
The tee area in the driving range	86	68
Quality of the balls on the driving range	83	62
Targets to aim at on the driving range	81	69
The chipping green/short game area	94	66
The putting green	88	77

## Top 2% (Rank: 1 of 64 clubs)



**The Club has the best Practice Facility out of any that have gone through the survey process so far!**



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# Key Areas – Golf Shop

**Overall Score – +81 / 100 (BM 76)**

## Assessment of touch points

		BM
Pro shop	81	76
Hours of operation	84	82
Customer service and attention	84	83
Selection of retail goods	85	71
Price levels	73	69

- The club scored well in all areas for the Golf Shop.
- Top 10% for the selection of goods
- Top 34% for the price levels



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# Key Areas – Management

**Overall Score – +68 / 100 (BM 73)**

## *Top 2 scoring areas*

- **Office team members (77 / 81)**
- **Office opening hours (77 / 79)**

## *Bottom 3 scoring areas*

- **Board / Committee listen to new ideas (58 / 64)**
- **Management listen to new ideas (58 / 64)**
- **Management Committee is effective (66 / 70)**

- **The office scored highly**
- **This survey will ensure that ideas are listened to more effectively**
- **Comments from the survey need to be reviewed to outline specific issues (society, competition booking ect.)**
- **Effective Management – how does the management measure it's success and communicate this to members**
- **38% (23) of people who said they would not be members in two years showed dissatisfaction with the board**



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# Key Areas – Prices & Products

**Overall Score – +74 / 100 (BM 76)**

## *Areas of Interest*

- **Prices reasonable compared to other clubs (71 / 74)**
- **Value for money (71 / 73)**
- **Ensuring members are reminded of the benefits of membership is important**
- **How can the club add value to the membership without increasing cost?**
- **Does value for membership point towards the people who have said they will not be a member in 2 years? (62% (38 people) said fees were too expensive)**



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# Considerations

- Discuss how adding value to the membership will help move people who answered “maybe” to being a member in two years to “yes”
- Review the comments from members and build an action plan – what can the club improve and deliver
- Review each area and how the NPS can be effected
- Review how overall NPS can be improved



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# The "Top 5"

- 1 Management  
The Board of Directors/ Management Committee group is effective
- 2 Atmosphere  
There is a good social environment at the club
- 3 Atmosphere  
There is a friendly/welcoming atmosphere in the clubhouse
- 4 Management  
The day to day management meets or exceeds my expectations
- 5 Management  
The club's Board of Directors/ Management Committee listens when members make suggestions and new ideas

- These areas will improve NPS most effectively
- How can these be improved?



# What's next?

- **Communicate results back to Committee & Membership**
- **Create Action Plan for “quick wins” (who is responsible?)**
- **Review all comments from members**
- **Speak directly to those who left comments (Negative /Passive comments)**
- **Identify those who are willing to volunteer at the club**
- **Use information to feed into the Strategic Plan**



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