

Houghton Le Spring Golf Club
Member Survey Analysis – May 2019 (Players 1st)

177 responses (sent to 411 members) = 43%

(average survey response rate for golf clubs in England is 50%).

Well engaged membership who want to input. Keep momentum, show you are listening and acting- ensure to feedback overview of results, thank them for participating and explain what will happen next.

Net Promoter Score (NPS) +45 (National Average: +40)

- Promoters (scored 9 or 10)- **58%** escalated up is 238 members.
- Passive (scored 7 or 8) **29%** = escalated up is 119 members
- Detractors (scored 6 or less) - **13%** = escalated up is 53 members

Example NPS's for reference:

Apple +69, Amazon +64, Google +50, Adidas +49, John Lewis +42, Mercedes +39, Audi +37, Nike +32, Nando's +32, Waitrose +30, Asda +21, Sainsburys +16, M&S +21, Tesco -8, McDonalds -8, BMW -21, HSBC -24

Membership Satisfaction – Net Promoter Score (NPS)

Table 1: Membership Satisfaction (Gender) at HLS GC vs National Average

Gender	HLS GC NPS Score	National Average	Responses
Male	+43	+40	164
Female	+69	+40	13

Table 2: Membership Satisfaction (Age) at HLS GC vs National Average

Age	HLS GC NPS Score	National Average	Responses
18-30	-22	+26	9
31-50	+41	+22	39
51-65	+45	+49	64
66-75	+52	+44	52
76+	+77	+53	13

Table 3: Membership Satisfaction (Handicap) at HLS GC vs National Average

Handicap	HLS GC NPS Score	National Average	Responses
5 or below	+71	+15	7
6 - 12	+44	+32	52
13 - 19	+41	+39	74
20 - 28	+51	+42	75
37+	+39	+47	22
None	+67	+45	5

Table 4: **Membership Satisfaction at (Membership Type) HGC vs National Average**

Category	HLS GC NPS Score	National Average	Responses
Gents Full M'ship	+39	N/A	145
Ladies Full M'ship	+67	N/A	12
5 Day	+57	N/A	7
Over 75 M'ship	+82	N/A	11
Intermediate	N/A	N/A	0

Membership Loyalty

68% - Yes. Indicated they will be a member in 2 years time

15% - Maybe.

16% - No. They will not be a member in 2 years time.

Top 5 reasons why they will not be a member in 2 years time:

1. 43% - Have a dissatisfaction with the course
2. 43% - Have a general dissatisfaction with the club
3. 25% - Have a general dissatisfaction with the Board/Committee
4. 25% - Too hard to get a tee time
5. 25% - Think membership fees are too expensive

The Golf Course: (177 responses)

Overall Assessment score: 6.7/10 (Nat Average: 7.3)

Top 3 areas:

1. The golf carts perform well and are easy to use 8.8/10 (8.2)
2. The golf carts are in good condition 8.8/10 (8.1)
3. The greenkeeping team are friendly and service minded 7.9/10 (8.3)

Bottom 3 areas:

1. The toilet facilities on the course are good 3.6/10 (6)
2. Bunkers are well maintained 4.8/10 (5)
3. The game usually flows well, and there is generally only limited waiting time during a round 5.9/10 (7.1)

Note: 73% were happy with the speed of the greens stating that they were appropriate. 25% thought they were too slow.

Atmosphere: (177 responses)

Overall Assessment score: 7.8/10 (National Average: 7.8)

Top 3 areas:

1. Houghton Le Spring Golf Club is a place that I like to come 8.3/10 (8.2)
2. The variety of competitions covers my needs 7.9/10 (8.1)
3. There is a friendly/welcoming atmosphere in the clubhouse 7.8/10 (7.9)

Bottom 2 areas:

1. Great social events were held at the club within the last 12 months 7.1/10 (6.8)
2. I am happy with the number of social events offered throughout the year 7.3/10 (7.1)

Restaurant: (176 responses)

Overall Assessment score: +45 NPS (National Average: -15)

Top 3 areas:

1. The food and drink quality are excellent 8.7/10 (7.2)
2. The selection of food and beverages is sufficient 8.7/10 (7.2)
3. The price level is appropriate to choice and quality 8.7/10 (7.2)

Bottom 2 areas:

1. The catering opening hours suit my needs 8.4/10 (7.2)
2. The bar/clubhouse layout works well 8.4/10 (7.3)

Clubhouse: (177 responses)

Overall Assessment score: 8.3/10 (National Average: 7.8)

The clubhouse is clean and tidy 8.4/10 (8.1)

The changing rooms and toilet facilities are satisfactory 8.1/10 (7.6)

The locker rooms meet my expectations 8.5/10 (7.6)

Practice Facilities: (177 responses)

Overall Assessment score: 7.1/10 (National Average: 6.9)

Key areas:

1. In general, the practice facilities are available/accessible when I want to use them 6.4/10 (7.7)
 2. General satisfaction with the Putting Green 8.0/10 (7.6)
 3. All in all, I am generally satisfied with the Practice Facilities 6.9/10 (6.5)
- 27% of the membership use the Practice Facilities 1-2 times per week or more
 - 12% use the practice facilities every 2 weeks
 - 17% use the practice facilities approximately once per month
 - 28% use the practice facilities less than once a month
 - 15% don't use the practice facilities

The Golf Shop (172 responses)

Overall Assessment score: 6.9/10 (National Average: 7.5)

Key Areas:

1. Customer service and attention 7.8/10 (8.2)
2. Hours of operation 7.7/10 (8)
3. Selection of retail goods 6.6/10 (6.9)
4. Price levels 5.5/10 (6.8)

PGA Professional Instruction / Tuition (52 responses)

Overall Assessment score: +40 (National Average: +48)

Key areas:

1. Technically proficient 9.1/10 (8.8)
2. Sufficient opportunities to book lessons 8.8/10 (8.7)
3. Educational and exciting coach 8.5/10 (8.3)

Club Management: (175 responses)

Overall Assessment score: 7.0/10 (National Average: 7.3)

Key areas:

1. The Board of Directors/Management Committee group is effective 7/10 (6.9)
2. I feel well informed about important issues and developments at the club 6.9/10 (7.4)
3. The Club's Board/Management Committee listens when members make suggestions and new ideas 6.1/10 (6.3)

Prices & Products: (176 responses)

Overall Assessment score: 7.7/10 (National Average: 7.6)

Top area:

1. Compared to other clubs, the prices at HLS GC seem reasonable 7.8/10 (7.5)

Bottom area:

1. I think my membership offers great value for money 7.5/10 (7.4)

Average Journey Time for members:

- 45% - Under 10 minutes
- 46% - 10-20 minutes
- 7% - 20-30 minutes
- 2% - Over 30 minutes