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GOLF

# Players 1st Entry Survey Results

## Heswall Golf Club

22<sup>nd</sup> May 2023



# Agenda...

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- 1) **Survey Respondents / Net Promoter Score**
- 2) **Member Duration**
- 3) **Why Heswall?**
- 4) **Member Retention**
- 5) **The Priority Map**
- 6) **In Detail: Touchpoints / Development Areas**
- 7) **What you said (...and what we're doing)**
- 8) **Questions**

# Respondents

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**36 responses (58%)**



**Net promoter score of +83 (National NPS: +72)**



**Male respondents: 28 | Female respondents: 7**



**5 respondents aged 66+ (13.9%)**

# Net Promoter Score (NPS)



## DETRACTORS

- Rate you from 0-6
- Are not particularly satisfied by the company
- Danger of spreading negative word of mouth

## PASSIVES

- Rate you between 7-8
- Are receptive to competing offers from other companies
- Are left out of the NPS calculation

## PROMOTERS

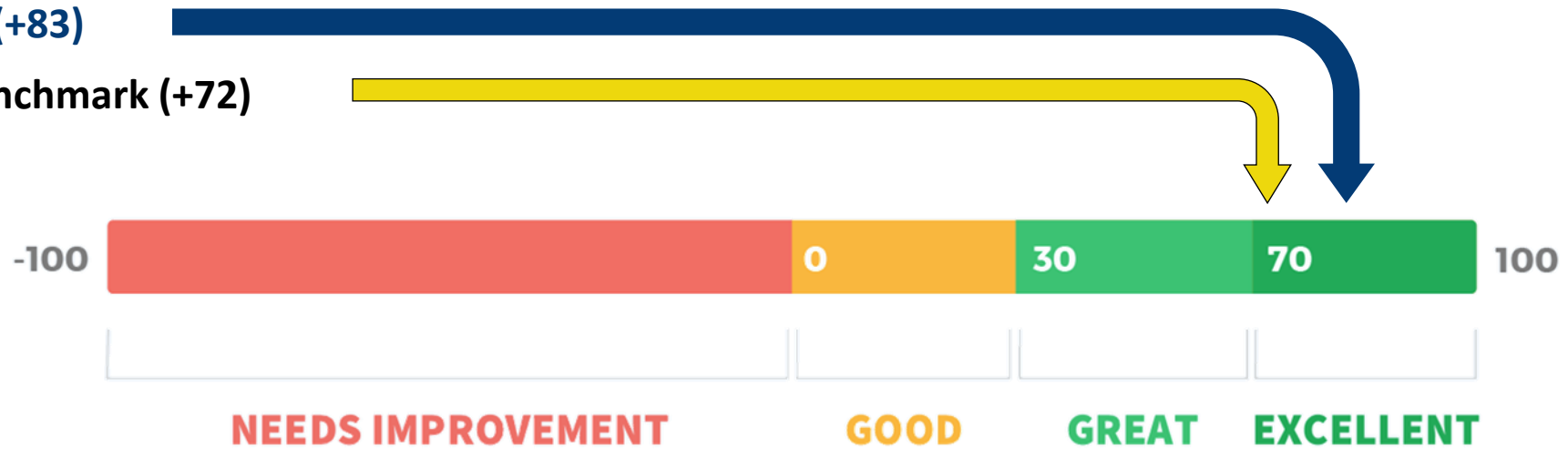
- Rate you between 9-10
- Are loyal and highly committed to the company
- Fuel viral growth through word of mouth

# Net Promoter Score (NPS)



Heswall GC (+83)

National Benchmark (+72)



Promoters	83.3%	Passives	16.7%	Detractors	0%
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# Membership Duration

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How long have you been a member? (35 respondents)	Club Percentage
Less than 1 month (9)	25.7%
1-3 months (6)	17.1%
3-6 months (10)	28.6%
Longer than 6 months (10)	28.6%

# Why Heswall?



What is/are the primary reason(s) you chose Heswall Golf Club?	Club Percentage
The club's location in relation to home and/or work (25)	71%
I have friends / family who play in the club, and it was most convenient (15)	43%
Have heard good things about the course (8)	23%
Tried the course as a guest / visitor before I joined (7)	20%
The club was recommended (7)	20%
The club has a membership offer which suits my requirements (4)	11%
Participated in a taster day and/or introductory golf session (3)	9%
Heard good things about the social club life (3)	9%
Other – returning member / felt more welcomed than other clubs where they enquired (2)	6%

# Member Retention

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## Research undertaken through analysing the Players 1<sup>st</sup> Membership survey:

“How likely is it that you will renew your membership next year?”

94% of respondents (34 members) answered “yes”

6% of respondents (2 members) answered “maybe”

0% of respondents (0 members) answered “no”



# The Priority Map: Service Area



**SERVICE AREA**

TOUCHPOINT

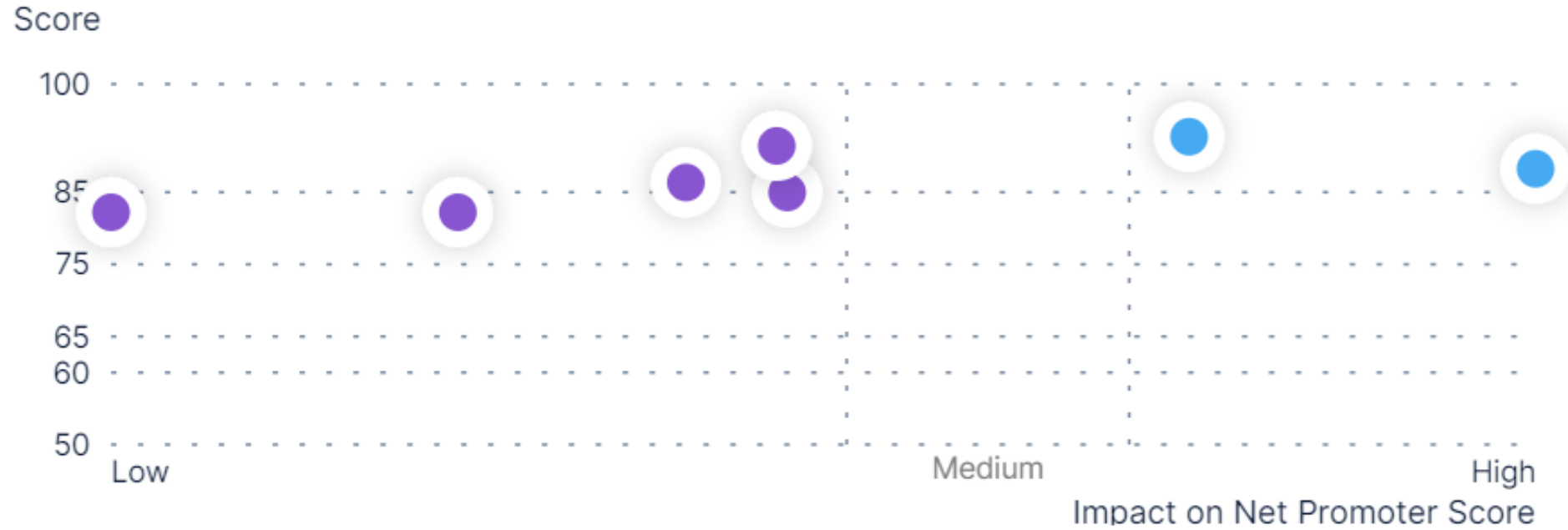
# In Detail: Touchpoints

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Touchpoint	Club NPS	Vs. National Benchmark
<b>Overperforming</b>		
Pro Shop	80	+1
<b>In balance</b>		
Clubhouse	79	+3
Practice facilities	79	+9

# The Priority Map: Touchpoints



SERVICE AREA

TOUCHPOINT

# In Detail: The start in the club



Touchpoint	Club NPS	Vs. National Benchmark
<b>Overperforming</b>		
The practical information related to starting in the club has been good	86	0
I am aware of how to get involved in social and other non-golf activities within the Club	91	N/A
I am satisfied with the development of my golfing ability	85	+10
<b>In balance</b>		
I feel welcomed into Heswall Golf Club	93	+2
I feel that the club has given me sufficient attention as a new member	88	+4

# In Detail: Club life

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Touchpoint	Club NPS	Vs. National Benchmark
<b>Overperforming</b>		
I have other members to play with	82	+2
I feel well integrated into Heswall Golf Club	82	+7



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What you said...

...and what we are doing



# What you said...

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What can Heswall Golf Club improve to make your experience as a new member even better?

## Comments

Price up items in the pro shop so that members do not have to ask

Includes branded items like pitchmark repair and ball marker. These should not be chargeable.

Ensure new members have an opportunity to get a handicap in the winter

Better introduction to different competitions formats for new members

Improve the practice balls and mats

Better communication on social events / competitions (3)

Better integration for new members into the full membership

Education on WHS (2)

Improve access to the par 3 / practice area

Some of the older members can be rude

# What we are doing – New members

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## What Heswall Golf Club plan to do to make your experience even better?

- Ensure prices of items in the Pro Shop are regularly updated as new stock is put on display. Discounts are usually available to ensure that prices remain comparable with those available on-line, and 'price-match' promise often available
- The Club is considering providing free refillable branded water bottles to each member as part of its sustainability programme
- Practice balls and range mats will continue to be changed routinely - the older mats have recently been renewed
- An extensive course improvement programme is planned each winter and, therefore, there is limited availability for a qualifying course to be set up. Chair of Golf will ensure that a qualifying course is set up as soon as possible each new year.
- The terms & conditions and formats of all Club competitions can already be found on the members pages of the Club website. Chair of Golf will also be providing a compendium of competition formats to be included alongside these.
- The Club produces a fixture list of all competitions each year and this is available to all members. To supplement this, the Club's weekly Newsletter lists forthcoming competitions. Details of all social events are always circulated to members by email and are also often advertised in the weekly Newsletter.
- New members are invited to a periodic 'New Members Welcome Evening', and the Chair of Handicap contacts all new male members to ensure they are familiar with WHS and the process for obtaining or transferring a handicap. This latter process will now be extended to all lady members as well. Monthly competitions are also run for Provisional Members.
- The practice areas are easily accessible from the main club car park. Unfortunately, the Par 3 course has been decommissioned due to lack of use.
- A new Club Code of Conduct is shortly to be published. Any behaviour by a fellow member which falls below the standard expected should be reported to the General Manager





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Thank you

Any Questions?

