



Membership Survey Feedback Summary Document

Results and Observations

The overall results of the survey can be viewed by clicking on the following link and our interpretation of the results is summarised below:

283 Members responded and we feel that this provides us with a representative sample to measure the views of our membership. In addition the mix of age, gender and category of membership was also reflective of the membership mix at Windlesham Golf Club and again this ensures that the results can be interpreted as a representative sample.

When our members currently play their golf was generally defined with an even split of a third playing mostly at weekends, a third playing during the week and a third playing a combination of both. To us this highlights the need to look at the arrangements across the whole week to ensure that we continue to cater for our membership as a whole.

With whom do you play your golf and how often?

This question can be interpreted in many ways but in essence the vast majority of members seem to indicate that they currently play mainly within club sections, in competitions and with fellow members. This confirms the ethos of Windlesham Golf Club as being a friendly and vibrant members' golf club, something that we are keen to ensure continues.

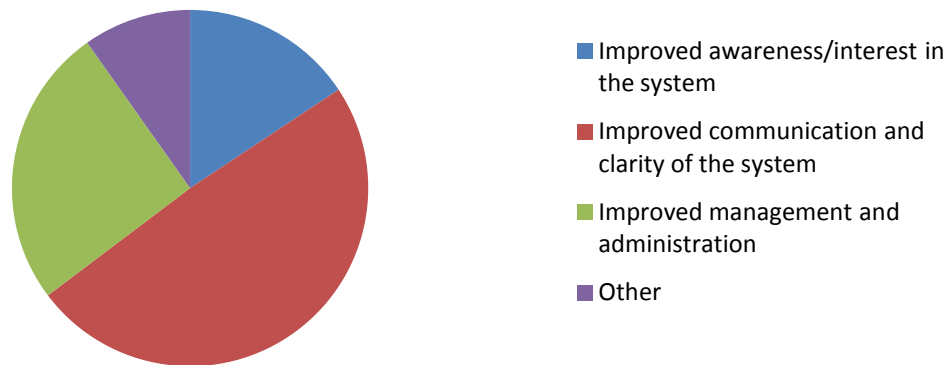
Are the current arrangements clear to you?

Generally speaking 80% of our members are clear about the existing arrangements and 20% were unclear. The comments from those that were unclear are available to view within the survey results and we have categorised our actions to address this into three main areas:

- Improved awareness in the system
- Improved communications and clarity of the system
- Improved management and administration
- Improve the membership service

For 1 in 5 of our members to be unclear about the system highlights the need for us to be more proactive with our communications and also to review the existing arrangements to ensure that they are not too confusing.

Are the current arrangements clear to you - if not why not?



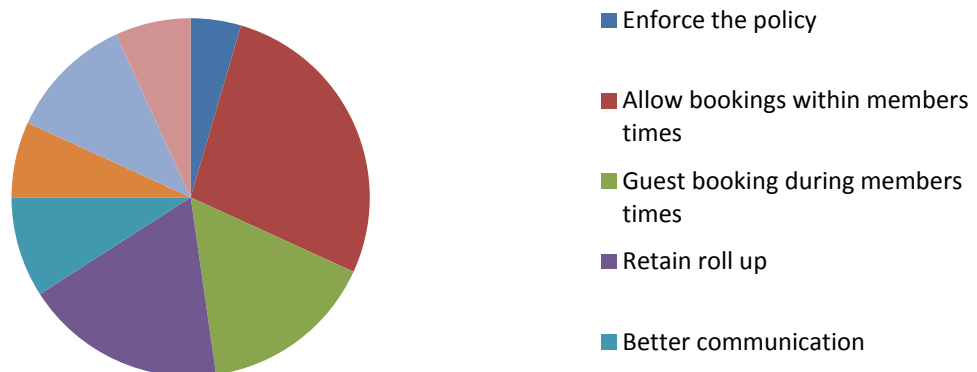
Does the current tee booking system meet your requirements?

Again this fell into an 80-20 split with 80% of the membership highlighting that the existing system meets their requirements. Whilst it seems that the vast majority of our members are happy with the existing arrangements, the fact that 20% highlight that we are not currently meeting their requirements is a significant concern to us.

Clearly we want to reduce this element of dissatisfaction and a number of suggestions for improvements have been made for us to consider.

Again the full detail is available within the survey link, however we have summarised the responses as follows:

Does the current tee booking system meet your golfing requirements? If not how would you improve the booking system?



There seems to be a misconception that the existing system does not allow members to bring guests within the Members Exclusive times. This is not the case and we actively encourage our members to introduce their guests to Windlesham Golf Club at all times. In addition the existing system allows

for members to book in advance (even within the members' exclusive times) if bringing a guest and this is intended to ensure that your arrangements can be planned in advance.

How do you currently organise your golf?

The responses indicate that the majority of our members currently organise their golf using a combination of advance booking and roll up and book in on the day.

What would be your preferred booking method for your friendly/sociable golf 'Inside of the Members' Exclusive Tee Times'?

It is important for us to establish how members are currently organising their golf and if the existing systems are meeting your needs. We also wanted to establish what your preferred method of booking would be for the future.

For us this is the most important question and the results may require further clarity in order to assess the best booking method(s) for the future.

- 27% of the membership wanted to retain a 'Roll Up and book in on the day only system'.
- 16% of the membership wanted an 'advance booking system' only.
- And 58% of the membership wanted to be able to book using a combination of both 'roll up and book in on the day' and 'advance booking system'.

At present we operate a 'roll up and book in on the day system' during the majority of the exclusive members times with the last hour available for members wishing to book in advance. This enables our members to utilise a combination of both 'roll up' and 'advanced booking' although we feel a further survey is required to see if existing arrangements meet with your requirements.

What would be your preferred booking method 'Outside of the Members' Exclusive Tee Times'?

The results to this question were very similar to the preferred option within the exclusive times with 67% feeling that a combination of both 'roll up and book in on the day' and 'advance booking' was their preferred system.

Again we may need to establish if we are currently fulfilling our members' needs with the existing system and we will conduct a survey to establish this.

Do you think we could improve the access/booking arrangements to make it easier for you to enjoy your golf?

27% of you felt that we could improve the access/booking arrangements. Again this is a significant number and we will look carefully at the comments to ensure that we respond to make it easier for you to enjoy your golf.

We will go through every response to see how we can improve the access/booking arrangements however these generally fell into 7 main areas:

- **Visibility of the Tee Sheet** – The online booking system currently offers total transparency of our tee sheets and you can see both available times and times already booked. We will be organising some training sessions for the online services and we are more than happy to demonstrate the online facilities on a one to one basis with any member requiring assistance.

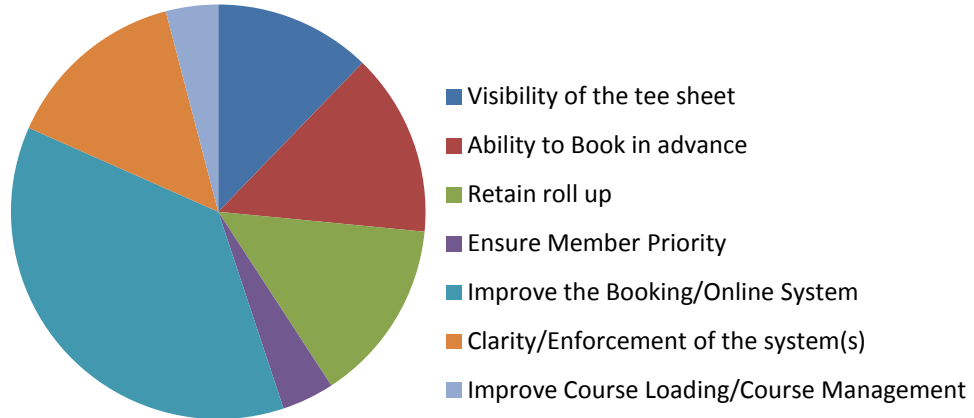
- **Ability to Book in Advance** – We are recognising a growing demand from members wishing to plan their golf in advance and we need to ensure that we respond to this demand whilst recognising that the existing ‘roll up and book in on the day’ also meets the needs of a significant body of our membership.
- **Retain the Roll Up** – We totally recognise that the existing ‘roll up’ concept is based around ensuring that Windlesham operates as a friendly, inclusive club and there is no intent or desire to change this philosophy.

It seems that if we provide a combination of ‘booking’ and ‘roll up’ time we can cater for 100% of our members’ needs. Clearly this will need to be managed effectively and the survey will enable us to capture a snapshot of the required balance between bookings and roll up availability. Demand will then dictate these requirements and we can ensure that we keep this under continual review to ensure that we respond to our members’ needs.

- **Ensure Member Priority** – We are 100% committed to ensuring our members have priority at all times. As our membership grows we will adapt our booking arrangements to ensure that we respond to the changing needs of our members’ requirements. For example – increasing the number of members’ exclusive times.
- **Improve the Booking/Online System** – Our new system has presented us with some teething issues and we are working with the software developers to ensure that this system is stable and user friendly. Going forward we are looking to enhance the online services and we will be running a number of training sessions to assist our members in gaining the best benefit from our system(s).
- **Clarity/Enforcement of the System** – We recognise that we need to ensure that our members are clear about the system(s) in place and we need to ensure that we manage and communicate the systems to the membership. We will produce a working document to outline the tee booking arrangements and this will be posted online and will be displayed on the various notice boards.
- **Improve Course Loading/Course Management** – This is a common issue in most golf clubs and we are looking at various options to manage the course more effectively. Pace of Play Guidelines have been introduced and the Starter will enforce these when on duty. We are also exploring options to manage golfers’ expectations with the possibility of extended tee times to 10 minute intervals (at certain times). We will continue to encourage members to make up into 3 & 4 balls wherever possible at peak times to assist in the management of pace of play. We will also develop a policy for buffer zones during busy days and/or after golf days, matches and large competition fields.

In addition we will position a clock near to or on the 1st tee and this will assist us in managing the flow of golfers on to the course. In many instances golfers tee off ahead of or after their allotted time and this has a significant impact on the loading on the golf course.

Do you think we could improve the access/booking arrangements to make it easier for you to enjoy your golf? If yes how?



Summary & Conclusions

[\[CLICK HERE\]](#) to view the Summary & Conclusions Documents