



ENGLAND  
GOLF

Players 1st **Membership**

**Satisfaction Survey**

Summary of Findings

**September 2022**

**Warkworth Golf Club**

### BACKGROUND – Survey Data Collection:

Survey type:	Member Survey
Survey live dates:	17 - 31 August
Responses:	188 responses
Response Rate:	64%

### Responses Profile and Net Promoter Score (NPS) Split:

“How likely is it that you would recommend Warkworth Golf Club to family, friends or colleagues?”

Club Net Promoter Score: **+49**

*(promoters 61% minus detractors 12%= NPS **+49**)*

The clubs performance against the benchmarks from the past 12 months:

- National benchmark: **+3**

Our members are slightly more likely to recommend the Club to others than members at other club would be to recommend their club.

Note: NPS of -100 to 0 needs improvement, 0 to 30 is good, 30 to 70 is great and 70 to 100 is excellent.

# PRIORITY MAPS

*The **Priority Maps** that follow are generated through the Players 1st algorithm and maps respondents Net Promoter Scores (NPS) in correlation with service area scores to prioritise service areas (and touchpoints) based on their potential impact to improve the overall NPS. These are categorised as **'in need of immediate attention'**, **'underperforming'**, **'in balance'** and **'over performing'**.*

*The further right on the graph, the higher the potential impact on NPS.*

*Of the six areas surveyed there were no areas in need of immediate attention.*

*Three areas, namely club life, the course and food and beverage were underperforming. Within these three the greatest impact on our NPS score would be if we can deal with the issues around club life followed by the course in general. Food and beverage improvements would have the least effect on our NPS.*

*Three areas were in balance, namely the club in general, practice facilities and the clubhouse.*

*We had no areas considered to be overperforming.*

## Evaluation points

### Net Promoter Score

“ How likely is it that you would recommend Warkworth Golf Club to friends, family or colleagues?

### Service areas

#### Underperforming

Club life	76	➤
The course	78	➤
Food and Beverage	64	➤

#### In balance

The club in general	76	➤
Practice facilities	74	➤
Clubhouse	66	➤

#### Without priority

### Further questions

How likely is it that you will still be a member of Warkworth Golf Club in two years?

What is the reason you do not expect to be a member in two years? (It is possible to specify more than one reason).

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

How often do you use the practice facilities (driving range

## Priority map

How likely is it that you would recommend Warkworth Golf Club to friends, family or colleagues?

Score



SERVICE AREA

TOUCHPOINTS

**Service Area for Improvement 1:**  
**Club Life - underperforming**

Service area	
Club life	76
Touchpoints	
Needs immediate attention	
Great social events were held at the club during the previous 12 months	57
There is a good social environment at the club	73
I am happy with the number of social events offered throughout the year	59
Underperforming	
There is a friendly/welcoming atmosphere in the clubhouse	80
The club is important to me, and when I have the opportunity I like to participate in activities organised in the club (competitions, committees, club socials, etc.)	73
In balance	
The variety of competitions covers my needs	81
Overperforming	
I feel well informed of the club's competitions	85
Without priority	
Warkworth Golf Club is a place I really like to come to	86

Overall club life had a score of 76 which is 1 below the national benchmark.

Three areas were deemed to require immediate attention, all of which resolved around a lack of social events. You gave over 75 suggestions of things we could do to improve this aspect.

**Service Area for Improvement 2:**  
**The course - underperforming**

Needs immediate attention	
Fairways are excellent	68
Tee boxes are excellent	71
Underperforming	
The course is, as a whole, well maintained	82
The speed of the greens is appropriate	80
The club keeps us well informed if work is being carried out on the course	81
The greens are smooth and the ball rolls as it should	81
The rough is satisfactory	73
Bunkers are well maintained	70
In balance	
The greens are uniform (same speed and firmness)	78
The game usually flows well, and there is generally only limited waiting time during the round	77
Overperforming	
The greenkeeping team are friendly and service minded	91
The number of available tee times makes it easy to get onto the course when you want to	83
The distance markers on the course are good	76

Overall the course had a score of 78 which is +4 against the national benchmark. More detail on the next slide.

# THE COURSE

The fairways are considered to need immediate attention despite a score of 78 which is +4 against the national benchmark.

Tee boxes scored 71 (+7 against the national benchmark) but are still deemed by members as an area requiring immediate attention.

Areas deemed to require attention are:

- General course maintenance 82 (+3 against the national database)
- Keeping members updated on work planned 81 (-1)
- Greens are smooth and the ball rolls as it should 81 (+4)
- The rough 73 (+2)
- Bunker maintenance 70 (+14)

Areas in balance were

- Uniformness of the greens in terms of speed and consistency 78 (+5)
- General pace of play 77 (+4)

Overperforming areas were

- Friendly and approachable greens staff 91 (+5)
- Availability of tee times 83 (+8)
- Distance markers 76 (in line with benchmark)

# SERVICE AREA 3 - FOOD AND BEVERAGE SERVICE - IN NEED OF IMPROVEMENT.

Service Area

Food and Beverage	64
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Touchpoints

Needs immediate attention

How would you rate the bar service	73
The price charged for food is too expensive	43

Underperforming

Catering service is generally good	60
The menu has a good range of food options	58
Food quality is good	61

Overperforming

Does the range of drinks available meet your needs?	78
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The food and beverage service is considered to be an area for improvement and has a score of 64 which is 8 below the national benchmark. There are no national benchmarks for the individual areas. Interestingly, despite the overall poor performance of the food and beverage service, it is the area of improvement that would have the least impact on our overall performance.

**Areas in need of immediate attention are**

- **The bar service 73**
- **Price of food**

**Underperforming areas are**

- **The general catering service**
- **The range of menu items**
- **Food quality**

**However, the range of drinks available is deemed to be meeting your needs.**

# THE CLUB IN GENERAL

## Service area

The club in general	76
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## Touchpoints

### Needs immediate attention

The Board of Directors/ Management Committee group is effective	72
The club's Board of Directors/ Management Committee listens when members make suggestions and new ideas	61
The club's management listens when members make suggestions and new ideas	62

### In balance

Compared to other clubs, the prices at Warkworth Golf Club are reasonable	84
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### Overperforming

I feel well informed about important issues and developments at the club	76
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### Without priority

I think my membership offers great value for money	85
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Overall the Club in general is in balance with an NPS score of 76 which is +1 compared to the national benchmark.

**The notable area of concern is with the management committee itself. This scored 72 which is identical with the national benchmark. Unfortunately there were no suggestions as to what we need to do to improve.**

**The Club is considered to be priced reasonably.**

**Members feel well informed about important issues and developments at the Club**

# **OTHER SERVICE AREAS**

**Practice Facilities were considered to be good with no issues highlighted other than some would like a putting green that is a little flatter.**

**The clubhouse was considered to be clean and tidy. The locker rooms and toilets require work to bring them to a standard deemed appropriate.**



## Member Loyalty:

Our members are suggesting that they are more loyal than the National Benchmark.

64% of your members say they will be a member at the Club in 2 years time.

How likely is it that you will still be a member of <b>Warkworth Golf Club</b> in two years?	Club Score	National Benchmark
<b>Yes</b>	<b>64%</b>	<b>61%</b>
<b>Maybe</b>	<b>26%</b>	<b>24%</b>
<b>No</b>	<b>10%</b>	<b>15%</b>



The reasons selected by those who have said they will not be a member at the Club in 2 years time can be seen in the chart above. The main reasons stated are 'natural reasons' such as moving away such as age/health/not utilizing membership which can't be impacted by the club, The areas for improvement highlighted by this survey when acted upon will, hopefully, persuade some to stay who would otherwise have moved.