



# MEMBER'S SURVEY

2024

How do you rate the following		2021	2022	2023	2024
<b>Tee boxes</b>	Good or Great	62.3%	65.9%	68.0%	54.0%
	Poor	7.1%	5%	3.5%	8.2%
<b>Fairways</b>	Good or Great	87.7%	86.3%	93.7%	90.9%
	Poor	7.1%	0.3%	0.4%	0.0%
<b>Bunkers</b>	Good or Great	20.5%	18%	26%	12.9%
	Poor	40.9%	38.8%	30.5%	55.3%
<b>Rough</b>	Good or Great	67.4%	70.3%	68.1%	59.7%
	Poor	2.8%	2.6%	3.5%	6%
<b>Greens</b>	Good or Great	84.2%	91.3%	98.9%	97.5%
	Poor	4%	1.7%	0.4%	0.3%

**What one change would you make to the course to improve it for members?**

- 49% of comments were about bunkers
- 7% said keep doing what we are doing, continuous improvements
- 7% referred to tee needing improving
- 6% wanted paths improving

**Actions**

1. The club will begin a programme to replace the sand in all bunkers over the next 2 to 3 years
2. Tee boxes will be protected over the winter with mats and undergo increased spring maintenance
3. 6<sup>th</sup>, 7<sup>th</sup> & 18<sup>th</sup> paths will be improved this winter

How do you rate the following		2021	2022	2023	2024
Clubhouse	Good or Great	94.1%	97.4%	95.8%	93.7%
	Poor	0.4%	0.9%	4.2%	0.9%
Food & drink	Good or Great	87.3%	84.8%	87.4%	97.8%
	Poor	0.8%	2.6%	1.1%	1.3%
Toilets	Good or Great	65.9%	65.3%	73.3%	63.9%
	Poor	5.6%	6.4%	5.3%	7.5%
Service	Good or Great	93.6%	94.5%	93%	93.7%
	Poor	1.2%	1.2%	0.4%	0.3%

**What one change would you make to improve the hospitality when visiting the club.**

- 41% offered no suggested improvements, keep doing what we are doing
- 6% suggested we extend the kitchen hours
- 5% suggested menu changes
- 5% wanted member etiquette to improve

**Actions**

1. Previous trials to extend the kitchen hours proved unviable but will be kept under review
2. Chris and his team will regularly review the menu
3. Etiquette in the clubhouse is the responsibility of all, so we would ask all members to behave appropriately

<b>How do you rate the following</b>		<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>
Office	Good or Great	88.5%	87.8%	90.6%	91.8%
	Poor	2.4%	2.3%	1.1%	0.9%
Golf Shop	Good or Great	72.3%	59.5%	67.0%	52.8%
	Poor	7.1%	13.4%	7.7%	15.7%
Lockers	Good or Great	43.6%	51.5%	61.1%	52%
	Poor	15.1%	11.7%	11.6%	11%
Car Park	Good or Great	53.9%	48.1%	52.6%	45.0%
	Poor	16.3%	16.9%	15.8%	15.4%
Service	Good or Great				91.5%
	Poor				1.3%
<b>What one change would you make to improve the members experience when visiting the club.</b>					
<ul style="list-style-type: none"> <li>• 33% offered no suggested improvements, keep doing what we are doing</li> <li>• 13% wanted improved communication</li> <li>• 7% recommended employing a club general manager</li> <li>• 6% made suggestions to improve/change competitions</li> <li>• 6% wanted improvements to the shop</li> </ul>					
<b>Actions</b>					
1. We will trial a monthly newsletter to help improve communications					
2. We have already started some work on a prospective General Club Manager role					
3. Competition feedback has been provided to the Handicap & Competitions Secretary					
4. Shop feedback has been passed to Marc					
<b>How likely are you to recommend Wearside Golf Club to family, friend, or colleague?</b>		<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>
<ul style="list-style-type: none"> <li>• 60% of members would recommend Wearside GC, up 2%</li> <li>• 8.5% would not recommend us at all, up 1.5%</li> </ul>		58%	60%	58%	60%
<b>This gives a Net Promoter Score of +52% which is back up 1%</b>		<b>50%</b>	<b>54%</b>	<b>51%</b>	<b>52%</b>
<b>Number of responses</b>		<b>252</b>	<b>343</b>	<b>285</b>	<b>318</b>
<b>Are you likely to still be a member in 2 years' time</b>		96%	97%	96%	95%
<b>Would you like a club paper diary reintroduces at an additional cost of £10?</b>					
<ul style="list-style-type: none"> <li>• 88% of members do not want paper diaries, with just 37 prepared to pay £10 for a diary</li> </ul>					

# Wearside Golf Club - Members Survey 2024

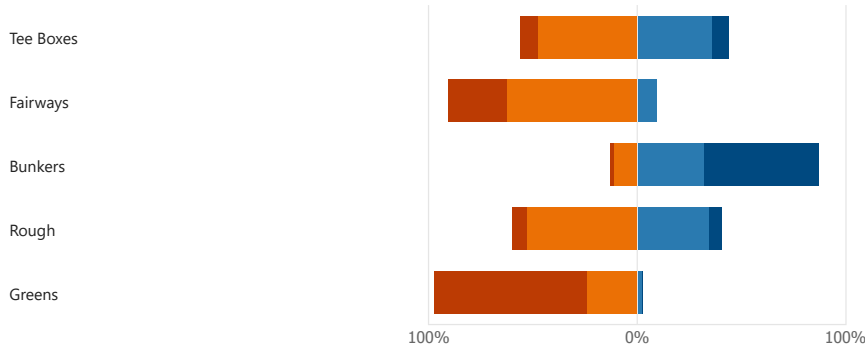
318 Responses

13:35 Average time to complete

Closed Status

1. How do you rate the following (0 point)

Great Good Fair Poor



2. What one change would you make to improve the course (0 point)

318 Responses

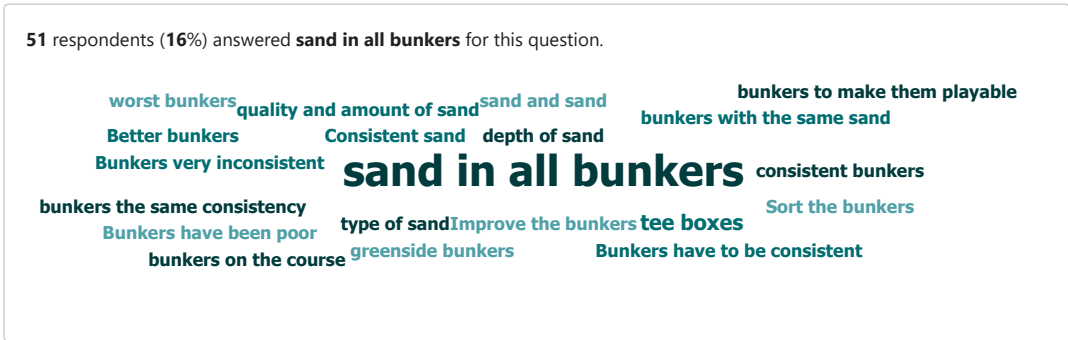
Latest Responses

"Consistent sand in the bunkers "

"Improve pathways."

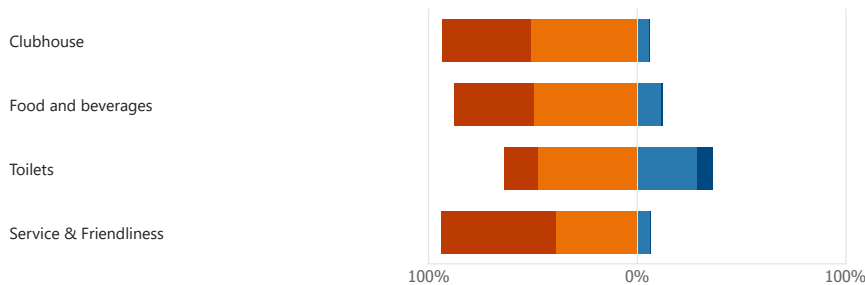
"Make the bunkers Consisten"

51 respondents (16%) answered sand in all bunkers for this question.



3. How do you rate the following (0 point)

Great Good Fair Poor



4. What one change would you make to improve the members experience when visiting the clubhouse (0 point)

315 Responses

Latest Responses  
"Nicer changing facilities "

"More variety "

"Open the kitchen earlier for breakfast sandwiches "

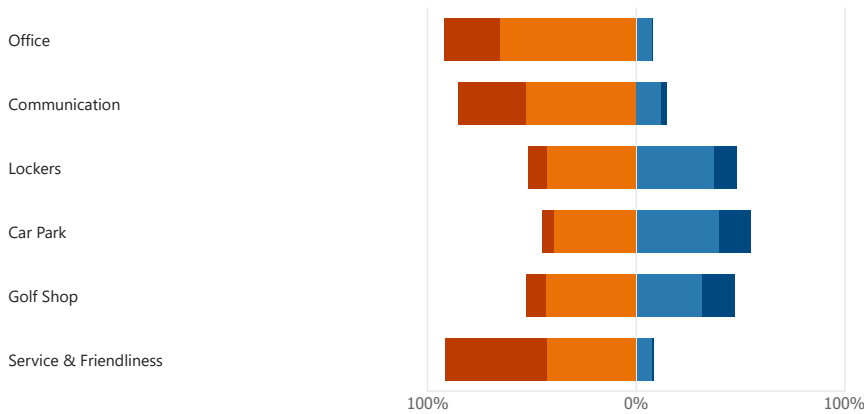
Update

30 respondents (9%) answered none for this question.



5. How do you rate the following (0 point)

Great Good Fair Poor



6. What one change would you make to improve the running of the golf club? (0 point)

315 Responses

Latest Responses

"Updated changing facilities / showers / working trolley and shoe cleaning ..."

"Don't know"

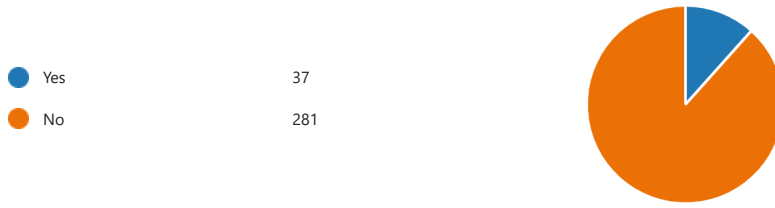
"Better comms on large scale proposals that affect the whole club"

Update

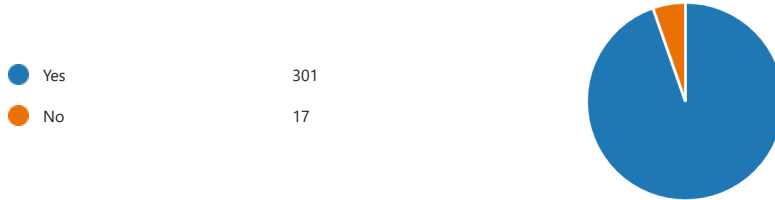
49 respondents (15%) answered member for this question.



7. Would you like a club paper diary reintroduces at an additional cost of £10? (0 point)



8. Are you likely to still be a member in 2 years time (0 point)



9. How likely are you to recommend Wearside Golf Club to family, friend or colleague? (0 point)

