



## Welcome

Welcome to our September issue of the Mid-Herts Golfer. This edition is to bring you a summary report of the survey which we carried out in August.

Our thanks to all those who responded to the survey.

Janet Biscoe

## Survey summary

We received a very positive response to the survey with 334 replies received by early September which represents about 45% of the membership. The Board would like to thank those members for taking the time to express their views about the club.

This summarises the conclusions of the survey but members can download the full analysis by going to

[http://www.surveymonkey.com/sr.aspx?sm=Vr23wODSrarv6\\_2fuwHmKqhR\\_2fKuKWB4TqIXvJiIwOkdA\\_3d](http://www.surveymonkey.com/sr.aspx?sm=Vr23wODSrarv6_2fuwHmKqhR_2fKuKWB4TqIXvJiIwOkdA_3d)

**The most encouraging feature of the analysis is the positive attitude to Mid-Herts, indicated by the following statements.**

- 95% of the respondents state that Mid-Herts is meeting or exceeding their expectations
- 98% of those replying would recommend the club to others
- The course is considered to be good or excellent by 95% of respondents
- 97% of replies indicate support for the Mid-Herts policy of not having starting times
- The practice of starting 2 and 3/4 balls at different tees is endorsed by 82% of respondents

**There were several questions relating to improvements in the club infrastructure, and the views are summarised below:**

- The majority of respondents rate the course as the main priority for expenditure
- 70% of responders feel that the bunkers are the priority for spending on the course

**ACTION: We will be carrying out a pilot project with the 7<sup>th</sup> hole. It is hoped to prepare a plan over 6 years to visit all bunkers. A sum of £80,000 - £100,000 is to be budgeted for this work.**

- The club house is regarded as satisfactory and no real demand for radical restructuring emerged. Redecoration and general freshening up of soft furnishings would seem to meet the demands of most members.
- There were several suggestions that upstairs should be adapted for greater use
- Regarding the car park, 66% felt it should be resurfaced, though many commented that it should not be covered in tarmac. A third felt there should be lighting and a third thought there should be marked out spaces.

**ACTION: We have a working group looking at this and drawing up plans. This group will look at this feedback in more detail and put forward recommendations**

**Questions were asked about the financing of the club, membership categories and in particular how capital expenditure can be increased.**

- Seeking new members and increasing visitor and society revenue are regarded by respondents as the two highest priorities to increase annual income
- Subscriptions are considered about right by 86% and the change in renewal date to 1<sup>st</sup> May is supported by 85% of those replying

**ACTION: This will be implemented in 2010.**

- 78% are in favour of the proposal to limit the membership categories to 7day/5day/Cadet/Junior/Social

**ACTION: The 6.5 day Associate membership is closed to new entrants.**

- While respondents recognised that finance would be needed to undertake projects there was luke-warm support for either CASC registration or a levy

**ACTION: We will continue to implement our current marketing plan, focusing on increasing revenue with new members and more visitors. We will keep CASC and levies under review.**

The other main conclusions that can be drawn from the responses are:

- The service provided by the administration team, bar staff and catering team is considered good
- Most people (68%) think the catering services are good or excellent; nevertheless we will continue to improve in all areas.
- Communication to members is considered good or excellent by 81% of respondents and the decision to encourage exchange of information by e mail receives 91% support
- There is no clear view about dress code with 58% supporting the recently modified policy and 42% indicating reservations
- **ACTION: The dress code was changed relatively recently and clearly there is divided opinion on whether this is good for the club or not. The Captain's Committee is giving consideration to the views expressed by members and will be making their decisions known to members shortly.**

This report highlights the main conclusions but there are several other interesting views which can be studied by going to the link shown above. The survey responses included many individual comments that members have made and these are being studied by the Board, and where appropriate will be acted upon.