

Members' Satisfaction Survey Results

Introduction

In November this year a new Marketing committee was formed. This was made up of members who expressed an interest in becoming involved in the group together with members of the Links Finance Committee.

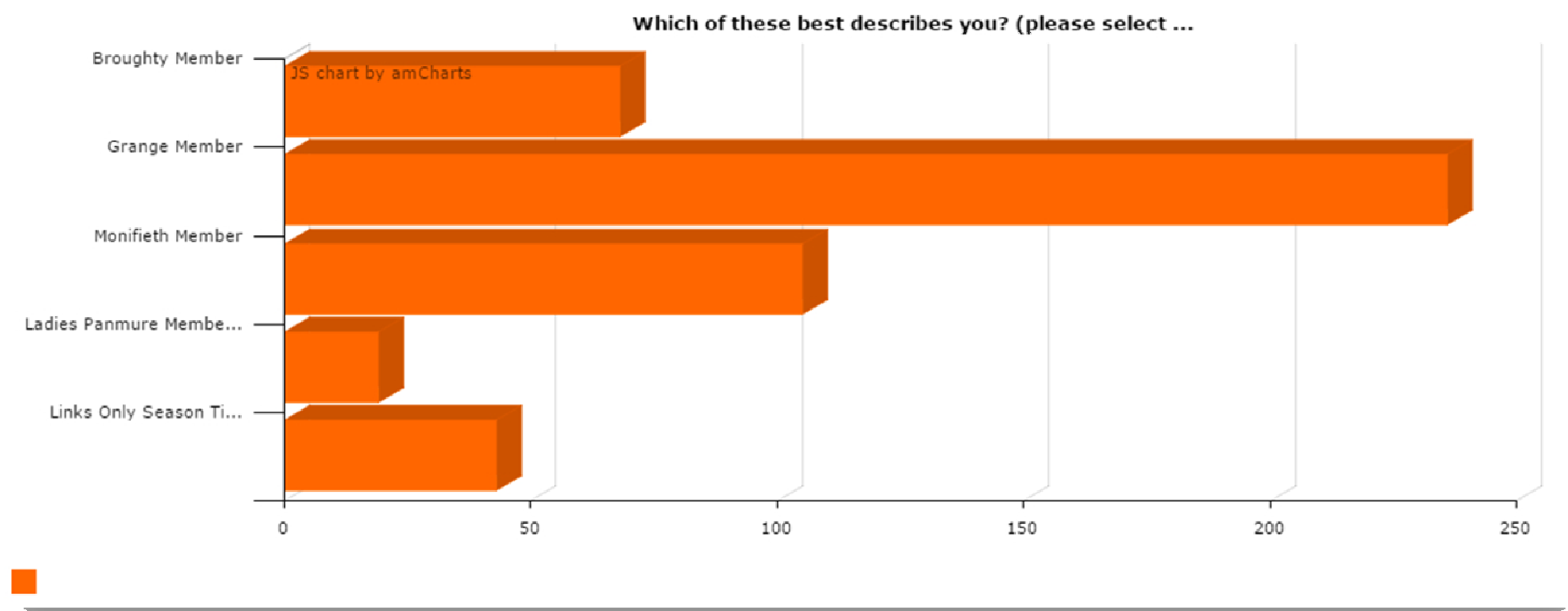
A full marketing strategy and plan will be put together in due course however the Group identified that our current and future membership were, and would continue to be, key to our continued success at Monifieth.

With that in mind we issued a members' satisfaction survey to help us to establish how our current membership felt about their experience at Monifieth and to identify how we could make that experience better. Feedback gained would also give us some key selling points to help us to attract new members.

472 members took part in the survey which is a fantastic response and the Links Board would like to express a huge thank you to everybody who took part.

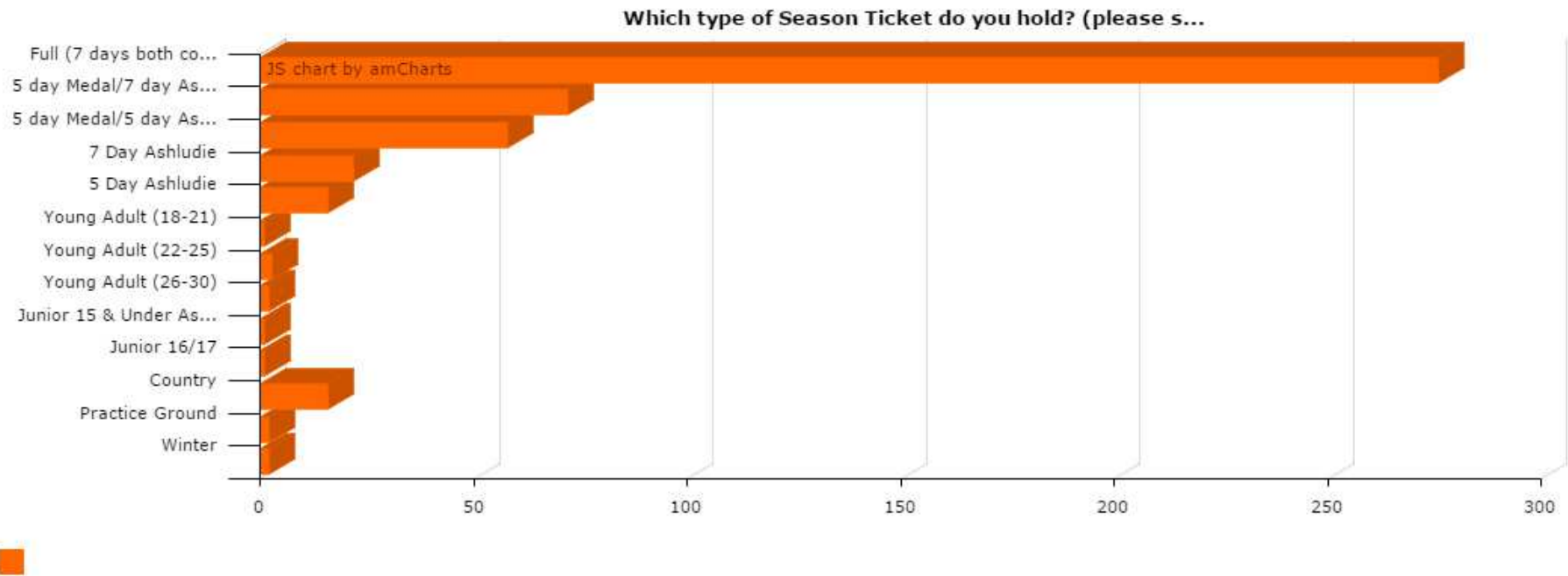
The results are detailed below.

Which of these describes you best?



A total of 472 members completed the survey.

Which type of Season Ticket do you hold?



Very few juniors and young adults took part. However we had a good number of country members giving their views.

Why did you choose to join Monifieth?

JS chart by amCharts



■ I live locally	342	■ Membership is good value for money	137	■ I enjoy the courses	248
■ There are 2 courses to choose from	202	■ I can play golf all year round	258	■ My friends/family were already members	180
■ Other (please specify)	19				

Other reasons included

- Course condition is consistently excellent
- Limited mats
- Been a member for 58 years, family membership goes back over 100 years.
- Everybody friendly
- I was a newcomer to the area and was looking for folk with whom I could enjoy a game
- I was a member in the 1960s, my father was a past captain as were my uncles
- The medal course is a good test of golf. Has a good layout & the smaller course is a good alternative when players find the medal too long.
- Social sides of clubs
- Best greens in the area!

- There was a big junior section, thanks to Ann Hunter.
- Holiday in Monifieth, great courses.
- Both courses are easy to walk i.e. not hilly

Unsurprisingly, locality was the most popular reason, however all year round golf, the condition of the courses and the fact that there are 2 to choose from also scored highly.

Please tell us the extent to which you agree or disagree with the following statements.

	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
The membership joining/renewal process is easy to follow - all	44.9% (198)	49.21% (217)	4.99% (22)	0.91% (4)	0% (0)
Broughty	41.94% (26)	50% (31)	4.84% (3)	3.23% (2)	0% (0)
Grange	44.59% (99)	50% (111)	4.95% (11)	0.45% (1)	0% (0)
Monifieth	45% (45)	48% (48)	6% (6)	1% (1)	0% (0)
Ladies Panmure	31.58% (6)	68.42% (13)	0% (0)	0% (0)	0% (0)
Links Only	57.89% (22)	36.84% (14)	5.26% (2)	0% (0)	0% (0)

94% of members agree that the joining/renewal process is easy to follow - no great variations between clubs.

	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
There is a season ticket option that suits me - all	43.08% (190)	46.26% (204)	7.48% (33)	1.81% (8)	1.36% (6)
Broughty	35.48% (22)	54.84% (34)	3.23% (2)	4.84% (3)	1.61% (1)
Grange	45.95% (102)	44.59% (99)	7.66% (17)	0.9% (2)	0.9% (2)
Monifieth	42% (42)	43% (43)	10% (10)	3% (3)	2% (2)
Ladies Panmure	36.84% (7)	63.16% (12)	0% (0)	0% (0)	0% (0)
Links Only	44.74% (17)	42.11% (16)	10.53% (4)	0% (0)	2.63% (1)

89% of members agreed that there was a season ticket option to suit them. Suggestions included weekend tickets, off-shore memberships and full tickets for Links only members.

	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
It is easy to book a tee time - all	43.54% (192)	48.3% (213)	6.58% (29)	0.91% (4)	0.68% (3)
Broughty	40.32% (25)	48.39% (30)	9.68% (6)	1.61% (1)	0% (0)
Grange	43.24% (96)	50.45% (112)	4.5% (10)	0.9% (2)	0.9% (2)
Monifieth	49% (49)	43% (43)	6% (6)	1% (1)	1% (1)
Ladies Panmure	31.58% (6)	63.16% (12)	5.26% (1)	0% (0)	0% (0)
Links Only	42.11% (16)	42.11% (16)	15.79% (6)	0% (0)	0% (0)

91% of members agreed that it was easy to book a tee time. Restrictions for Links only members were felt to be a problem by some.

	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
The ballot system (Sat/Sun/Wed) is fair and works well -all	22.22% (98)	42.4% (187)	27.44% (121)	5.9% (26)	2.04% (9)
Broughty	22.58% (14)	33.87% (21)	30.65% (19)	8.06% (5)	4.84% (3)
Grange	22.52% (50)	48.65% (108)	22.07% (49)	5.41% (12)	1.35% (3)
Monifieth	24% (24)	48% (48)	23% (23)	4% (4)	1% (1)
Ladies Panmure	15.79% (3)	26.32% (5)	52.63% (10)	5.26% (1)	0% (0)
Links Only	18.42% (7)	13.16% (5)	52.63% (20)	10.53% (4)	5.26% (2)

64% of members agree that the ballot system worked well. There were many comments about ballots and a few misunderstandings of how the system actually works. Taking all of the feedback into account the Links will revisit the ballot system and come up with some options for improvement which may result in some new ideas being introduced on a trial basis.

	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
The starting staff are helpful and courteous -all	63.04% (278)	32.43% (143)	3.85% (17)	0.45% (2)	0.23% (1)
Broughty	56.45% (35)	41.94% (26)	1.61% (1)	0% (0)	0% (0)
Grange	62.61% (139)	33.33% (74)	4.05% (9)	0% (0)	0% (0)
Monifieth	70% (70)	23% (23)	4% (4)	2% (2)	1% (1)
Ladies Panmure	63.16% (12)	36.84% (7)	0% (0)	0% (0)	0% (0)
Links Only	57.89% (22)	34.21% (13)	7.89% (3)	0% (0)	0% (0)

95% of members agreed that the starting staff were helpful and courteous.

	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
The courses are in excellent condition -all	63.04% (278)	34.24% (151)	2.49% (11)	0.23% (1)	0% (0)
Broughty	75.81% (47)	24.19% (15)	0% (0)	0% (0)	0% (0)
Grange	64.41% (143)	32.88% (73)	2.25% (5)	0.45% (1)	0% (0)
Monifieth	57% (57)	38% (38)	5% (5)	0% (0)	0% (0)
Ladies Panmure	52.63% (10)	47.37% (9)	0% (0)	0% (0)	0% (0)
Links Only	55.26% (21)	42.11% (16)	2.63% (1)	0% (0)	0% (0)

94% of members agreed that the courses were in excellent condition. Some areas for improvement were identified including the condition of the bunkers, flattening of tees and the condition of paths and tracks. All feedback will be considered by the Greens Committee and will inform future course improvement plans.

	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
I receive good and timely communications from the Links - all	37.41% (165)	52.83% (233)	8.39% (37)	0.68% (3)	0.68% (3)
Broughty	33.87% (21)	53.23% (33)	12.9% (8)	0% (0)	0% (0)
Grange	41.44% (92)	48.65% (108)	8.56% (19)	0.45% (1)	0.9% (2)
Monifieth	34% (34)	55% (55)	8% (8)	2% (2)	1% (1)
Ladies Panmure	42.11% (8)	52.63% (10)	5.26% (1)	0% (0)	0% (0)
Links Only	26.32% (10)	71.05% (27)	2.63% (1)	0% (0)	0% (0)

90% of members agreed they received good and timely communications from the Links, however the feedback demonstrated that in actual fact some key information had not cascaded down to the membership. Therefore we have already introduced a weekly email newsletter and will look at other ways to ensure that members receive as much information as possible about Links matters / members' benefits.

	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
My Links fees represent excellent value for money -all	26.08% (115)	44.22% (195)	19.95% (88)	7.94% (35)	1.81% (8)
Broughty	20.97% (13)	45.16% (28)	24.19% (15)	6.45% (4)	3.23% (2)
Grange	28.38% (63)	44.14% (98)	20.72% (46)	5.86% (13)	0.9% (2)
Monifieth	21% (21)	38% (38)	20% (20)	17% (17)	4% (4)
Ladies Panmure	26.32% (5)	68.42% (13)	5.26% (1)	0% (0)	0% (0)
Links Only	34.21% (13)	47.37% (18)	15.79% (6)	2.63% (1)	0% (0)

70% of members agreed that their links fees represented good value for money but almost 10% disagreed or strongly disagreed. Links subs have been frozen for the upcoming season and juniors will benefit from a reduction in fees. More work will be done to look at how we can improve value for money for all members.

	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
I am proud to be a member of Monifieth Golf Links - all	39.91% (176)	43.54% (192)	15.65% (69)	0.68% (3)	0.23% (1)
Broughty	35.48% (22)	45.16% (28)	16.13% (10)	3.23% (2)	0% (0)
Grange	42.79% (95)	43.24% (96)	13.96% (31)	0% (0)	0% (0)
Monifieth	38% (38)	42% (42)	18% (18)	1% (1)	1% (1)
Ladies Panmure	47.37% (9)	42.11% (8)	10.53% (2)	0% (0)	0% (0)
Links Only	31.58% (12)	47.37% (18)	21.05% (8)	0% (0)	0% (0)

83% of our membership are proud to be members of Monifieth Golf Links. We believe that improving on this score will help towards retaining our members in an increasingly competitive environment and will look to see an overall improvement in our member satisfaction survey results year on year. The feedback gained will help us to look at all the ways we can make our members' experience at Monifieth Golf links even better.

Name up to 3 improvements that would enhance your experience as a member of Monifieth Golf Links

A good range of extremely useful comments were received with the following topics figuring regularly

- The courses
 - Bunkers
 - Tees
 - Paths
 - Mats
 - Yardages
 - Dog walkers/mess

- Slow Play
- Ballots
- Facilities (including one club)
- 9 hole option (for and against)
- Practice facilities
- Site of pro shop/vending machines
- Alternative season ticket types
- Communication

All comments received will be considered by the appropriate committee, and the full board and progress will be communicated via the weekly newsletters and by your club reps.