

TONBRIDGE & MALLING BOROUGH COUNCIL

LEISURE and ARTS ADVISORY BOARD

15 March 2010

Report of the Chief Leisure Officer

Part 1- Public

Matters for Information

1 POULT WOOD GOLF CENTRE - CUSTOMER SURVEY RESULTS 2009

Summary

This report provides Members with the results of the 2009 market survey at Poulton Wood Golf Centre. In overview, the results are very encouraging, reflecting the continued popularity of the Golf Centre amongst its users.

1.1 Introduction

- 1.1.1 A market survey is undertaken at Poulton Wood Golf Centre on a biannual basis, as part of the approved market research programme.
- 1.1.2 In previous years the survey has been produced and analysed in liaison with the Council's Improvement and Development Unit. However, this year's survey has been produced and collated using a Standpoint touch screen system, which routinely operates within the Council's other leisure facilities.
- 1.1.3 The system works through a touch screen unit positioned at the site loaded with a set of questions for customers to answer by pressing the screen to select their response and move to the next question. Once the desired number of responses has been reached or the amount of time to gather responses has passed, the information can be sent to be processed by the system.
- 1.1.4 The online reporting software collates the responses and quarantines those that do not match the criteria for validity for such reasons as the responses being too quick, slow or incomplete. The quarantined responses can still be viewed and included where appropriate.
- 1.1.5 By using the Standpoint touch screen system the surveys results have been produced and analysed without additional cost to the Council saving significant Officer time.
- 1.1.6 The 2009 survey was undertaken in the late summer/early autumn, and involved 224 of the Centre's users.

1.2 Summary of Results

1.2.1 When asked to take all services and facilities into account and then rate overall how satisfied they were with Poult Wood Golf Centre, over 85% of respondents indicated that they were satisfied scoring a 3, 4 or 5, with 41% scoring 5 (very satisfied). Those that would recommend Poult Wood Golf Centre to others was 93%.

1.2.2 The customers were asked through a number of more specific questions to rate parts of Poult Wood Golf Centre's golf courses and areas of the clubhouse from 1 – being very poor through to 5 – being very good.

1.2.3 With regard to the golf courses a summary of those rating the facility as satisfactory or above is shown below:

| | Tees | Fairways | Greens | Winter Tees | Green Fees |
|----------------|------|----------|--------|-------------|------------|
| 18-hole course | 86% | 92% | 95% | 59% | 91% |
| 9-hole course | 89% | 91% | 91% | 67% | 95% |

1.2.4 Members will be pleased to note that with the exception of the winter tees the responses show an extremely positive view of both courses, and the charges.

1.2.5 The winter tee mats are due to be replaced this season on both courses, and it is hoped that this will address the concerns expressed by customers.

1.2.6 The rating of those satisfied with the greens on the 18-hole course has increased from 75% in 2007 to 95% this year, the highest response in relation to the courses. This is due to the introduction of the new irrigation system together with the work of the green keeping staff.

1.2.7 In relation to the range and quality of stock and customer service in the Golf Shop, operated by David Copsey Golf Stores Ltd on behalf of the Council, the percentage of satisfied responses was 87%.

1.2.8 The restaurant and bar, operated by Par 4 Catering Services on behalf of the Council, scored extremely well with the percentage of satisfied responses above 82% on range and quality of food, price and cleanliness.

1.2.9 Details of the survey results are displayed on site and will also be discussed at the next Poult Wood Customer Panel meeting in June.

1.3 Legal Implications

1.3.1 None.

1.4 Financial and Value for Money Considerations

1.4.1 The cost of the survey was met from existing revenue budgets and the use of the Standpoint system proved to be exceptional value for money.

1.5 Risk Assessment

1.5.1 Taking into account the number of questionnaires completed and the quarantine system, Members can be confident of the validity of the results.

1.6 Policy Considerations

1.6.1 Communications, Healthy Lifestyles, Customer Contact

Background papers:

contact: Stephen Gregg

Nil

Robert Styles
Chief Leisure Officer