

Thank you....Customer Survey 2008

Once again a big thank you to all who took part in our third annual golfer's survey during July and August.

9 out of 10 of our golfers are repeat customers and we really value and appreciate your custom. We want you to keep coming back, and to provide you with the kind of facilities that will encourage you to play more.

Through our surveys we have learned more about your needs as golfers, what is important to you and, crucially, where we can improve. We now have a better picture about where future works and improvements need to be targeted at Play Haigh.

So thanks for taking the time to complete our survey.

In this newsletter we have summarised the main points and have drawn a picture of what the surveys are telling us.



Andy Walton from Bolton was the lucky winner of this year's prize draw.

Pictured here is 2008 Haigh Hall Golf Club Lady Captain Mrs Dianne Tierney making the draw, with Martin Longshaw one of our resident PGA Golf professionals.

Andy wins a £200 voucher to spend in the Golf Shop.

Well done Andy!

Overall summary

When we undertook the survey in 2007, we thought that the weather couldn't get much worse. Well it did, and with a vengeance!

The weather in 2008 adversely affected our maintenance programme and this has a knock on effect on course quality. Not surprisingly the results point to a drop off in satisfaction for greens and fairways and in the overall course condition. This followed big increases in satisfaction that we recorded

between 2005 and 2007.

The condition of tees has however shown a positive increase in satisfaction and the enhanced maintenance and feeding programme adopted by Mike and his team through the year has clearly benefitted. We are also delighted to report that in 2008 more than two thirds of those asked still think that playing the course has improved in recent years. This is positive news.

Clearly we have work to do in achieving the very highest levels of excellence that we have set for ourselves, and we will redouble our efforts in the coming year to improve satisfaction levels for the greens, tees and fairways. Weather patterns are changing and we need to adapt. The overall message is that we need to focus on improving drainage and pathways. During the coming months we will be continuing with our programme of improvement, and will be installing additional intercept drainage at vulnerable areas.

We are also reporting a fall off in satisfaction with catering and bar facilities. Whilst this is of secondary importance to the enjoyment and challenge of the golf course, we understand that for many the social side is part of the overall experience. We made a commitment last year to address this, and recognise that we have not achieved the improvements that we had aimed for – this was down to operational and staff movement.

Parking declined in satisfaction from 89% to 71% between 2005 and 2007, and has remained at 72% in this year. It is hoped that the additional security measures, including CCTV, will improve this at the next survey.

On a positive note we are pleased that golfers report continuing high satisfaction with value for money, customer care, overall experience of the day, the golf shop and the quality of our golfing marketing information.

What matters most and would encourage you to play more

Once again we asked what mattered most to you as golfers. Not surprisingly the top three, in order, are the standard of greens, tees and fairways, value for money and security.

We also asked what your priorities for improvement were and what would encourage you to play more. A number of areas for improvement were raised including better greens and improved catering.

Thanks also for telling us what would encourage you to play more – we will be reviewing our charging policies and incentives to keep our costs competitive and affordable. Unfortunately we cannot change the weather, we can't advance your retirement age or provide facilities for free! And while we can't make you 20 years younger we're sure that playing regularly at Haigh will help you feel fitter and healthier and keep you enjoying your golf!