



18 July 2016

Dear Member,

I would like to thank all members who completed the recent membership survey. I attach a synopsis of the key findings emerging from the survey to which 59.5% of the membership responded. The responses were very helpful in providing Council with a broad range of views and opinions on various matters associated with the Club.

In general, the responses were very encouraging in respect of both our courses and clubhouses. It is reassuring to know that most things are being done well but we must continue to develop the Club, by improving the member experience and maintaining the quality of our product.

On the subject of lady members, 41.2% of respondents indicated that they would be in favour of the introduction of lady members. While Council acknowledges that this represents a sizeable level of support, it has been decided that in view of the need for a two-thirds majority for effecting such a rule change, there is insufficient support, at this time, to take further action on this matter. The situation will, however, be reviewed periodically and if it should change Council will engage in further consultation.

A recurring theme in the comments sections was the topic of the dress code at Killermont and requests for the dress rules to be relaxed. You will be aware that the dress rules have been relaxed in the members' bar for a trial period. As a result of these further comments, Council is conducting a review of the space and usage of the whole ground floor at Killermont House with a view to accommodating all (well hopefully the majority) of members' needs and requirements.

Thank you very much for responding to the survey.

Yours sincerely

Clive Miquel

Chairman

Membership Survey – Synopsis

Response Levels

	Sent	Replies	%
Full Survey	845	521	61.7%
Gailes Survey	230	119	51.7%
Total	1075	640	59.5%

435 Members did not reply

Highlights and key findings on questions asked:

Full Survey

- 👥 The condition of the golf course at Killermont was rated very highly, and although the practice facilities also rated very well they did not score as highly as the course.
- 👥 The general condition and presentation of the Gailes golf course received very high scores. Only 1.2% rated it as poor. The practice facilities received top marks.
- 👥 The quality of service from Killermont clubhouse staff is seen by over 80% of respondents as above average or excellent and for the Pro shop even higher score at over 92% above average or excellent. Service of office staff also rated very highly. A number of constructive comments were made about improving service at Killermont clubhouse and these will be taken on board.
- 👥 Only 2.6% were not pleased with the Killermont dining room food choice but, interestingly, 136 (27%) do not use the dining room.
- 👥 Snack bar menu at Killermont scored highly in terms of choice and value for money.
- 👥 Gailes clubhouse scored exceptionally high on choice of food, value for money and service. (77% high quality or very high quality)
- 👥 79% of members said the number of competitions was about right.
- 👥 Only 13% of respondents indicated that they were likely to propose a new member in the next 12 months.
- 👥 Social events scored well in terms of number, style and value for money.
- 👥 On the final question: “Overall I am satisfied with the Club” – 81.6% agreed or strongly agreed. 5.2% disagreed or strongly disagreed.

Gailes Only Survey

- 👥 Over 75% rated the Gailes course as very good or excellent.
- 👥 The majority of respondents (63%) thought the number of competitions was about right, but a relatively high number (35%) thought there were too few.
- 👥 Again there were very high scores for the quality of food, value for money and service in Gailes clubhouse with service coming in at 94% high quality or very high quality. The service from the professional shop also rated very highly.
- 👥 On the final question: “Overall I am satisfied with the Club” only 5.2% disagreed, which was exactly in line with the full survey.

Ladies at Glasgow Golf Club

- 41.2% of respondents indicated that they would be in favour of the introduction of lady members.
- 41.1% worried that the Club appears out of date with current policy.
- If approved, 16.6% said they would be likely to propose a lady for membership.

Other matters

- A recurring theme in the comments sections was dress code at Killermont and how it links in to the usage of the ground floor of Killermont House. It is Council's intention to review the space and usage of this area, which will look to maintain our values, but also accommodate all members' needs and requirements.
- There was a clear desire to maintain our standards and the quality of the member's experience at both courses and clubhouses.