

New2Golf Feedback Report 2015

EXECUTIVE SUMMARY AND RECOMMENDATIONS

- Each autumn New2Golf (N2G) participants from the current and preceding years are invited to complete feedback surveys; for the first time this year, a survey was also issued to participating clubs. Surveys were completed by 144 of the 2015 participants, 72 of the 2014 participants, and representatives of 21 clubs.
- The majority of participants had heard about N2G either through a family member or friend, and/or through the golf club, either from the Professional or a club member. This is supported by the clubs' responses indicating that word of mouth is often the most successful method of advertising for N2G, although a variety of methods were used.
- N2G coaching and the friendliness of the golf course/driving range were very highly rated by participants, as was their overall N2G experience. Communication from the golf club was more highly rated than that from GDW. Several 2015 respondents had not received starter packs/vouchers.
- The majority of clubs felt that N2G had been highly beneficial for their clubs, and reported at least some success in attracting participants, recruiting them into membership, and raising the club's profile. Clubs reporting that they were 'very successful' in one of these areas were highly likely to be 'very successful' in achieving the other two aims as well.
- All clubs provided follow-on lessons and 75% of 2015 respondents had already used the discount voucher for '6 lessons for the price of 5'; the most valued voucher was the one for 50% off an individual lesson, which 34% had already used. Vouchers for discounts on golf clubs, clothing and other golfing equipment would be appreciated by a majority of the cohort.
- 50% of 2015 participants had already joined a golf club, over half of these on a trial membership or special deal. Over 60% of the 2014 cohort were now club members, the majority on a full rate membership but over a third on trial membership. Friendliness of the club, friends and family being members, and the availability and quality of coaching were the strongest drivers toward membership.
- For those in both cohorts who had not yet joined a golf club, the greatest barrier was feeling they were not yet competent enough to do so (far outweighing time and cost considerations). Comments indicated the importance of on-course lessons and an existing member as buddy/mentor in easing the transition from beginner to member, and almost all clubs who thought they were very successful in recruiting N2G participants into membership had a buddy/mentor system running. Dissatisfaction was expressed when the transition from beginner to member incurred a vastly increased cost, or when the full membership package was perceived to provide much less value for money.
- **GDW is recommended** to amend their system to ensure packs are despatched sooner (being done for 2016) and to consider a quarterly e-mail communication to N2G participants.
- **Clubs are recommended** to focus on integrating their beginners into the club and increasing their confidence levels (buddy/mentor system; on-course lessons; appropriate competitions and social events; listening to what beginners want). Cost/value needs to be taken into account at the transitional stage from trial to full membership. As word of mouth is so important, clubs need to ensure that their members are aware of and actively promoting N2G and club membership.