



***Member Survey***  
***For***  
***Cheadle Golf Club***  
***2009***

*Building on 125 years of Tradition & History*

## **Contents**

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- 2. Findings from research of members**

## **Background and objectives**

Cheadle Golf Club will be 125 years old in 2010 and this member's survey was organised to gain feedback from the valued members of the club on the strengths and areas for development for the club. A total of 80 completed questionnaires were returned out of 300 sent out giving a 26.6% return rate this is an excellent return rate for this type of survey.

The Marketing team would like to thank all the members who took time to complete the questionnaire and give both positive and constructive feedback. The questionnaire was designed to collect both quantitative and qualitative feedback from members. The objective was to listen to what the members have to say.

To help maximise the number of questionnaires returned with names included there was the incentive to be entered in to a draw for six free golf lessons. The draw took place at the evening event for the President's day and the lucky winner of the six free golf lessons was Andy Stirling well done Andy. The six lessons were kindly donated by Ian Haig, John Sandford and Martin Loynd.

The design of the questionnaire and compiling of the members feedback has been compiled by Martin Loynd in his spare time free of charge as a thank you back to the Club.

Q1. Please tell us what you think about the **golf course** itself.

Excellent	19	Good	47	Satisfactory	7	Disappointing	0
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Your suggestions for improving the golf course:

- Sort out 3<sup>rd</sup> green – goes without saying virtually all who made a written statement mentioned this.
- Have two tee off points at each hole – some tees have the ability to be utilised more and provide alternative tee positions e.g. as with the 1<sup>st</sup> 4<sup>th</sup> and 6<sup>th</sup> holes. Separate tee positions could be provided on 2<sup>nd</sup>, 5<sup>th</sup> and 7<sup>th</sup>. =12
- Improve security at the 5<sup>th</sup>
- New Practice mats = 3
- More / better sand in bunkers front of 1<sup>st</sup> and 7<sup>th</sup> back of left of 5<sup>th</sup>, left of 8<sup>th</sup> green down to clay (deep rake bunkers required) = 10
- Additional help for green keepers – ½ person
- Better practice putting greens (for woods irons and drivers) = 3
- Address depressions on the 6<sup>th</sup> fairway. Fill in groves on fairway from war veg patches = 3
- Rough too long
- Stream needs rough cutting down it take too long to find your ball delaying play.
- Stop stripping out the vegetation and associated root system from the bank are always going to wash away with the first heavy storm.
- Sort out drainage near 6<sup>th</sup> tee and 9<sup>th</sup> fairway/green
- Shoe cleaning air gun needs a grid collector to keep tidy
- Paths too narrow around air guns bottle neck
- Fill in some of the water leave it at the sides of fairways
- Improve pathways and areas bordering these between the 3<sup>rd</sup> green and 4<sup>th</sup> Tee and 5<sup>th</sup> tee and 6<sup>th</sup> tee. Edge the paths
- More distance markers (new member)
- Lowering the two right hand bunkers in front of the 5<sup>th</sup> green
- Improved drainage around the 4<sup>th</sup>, 5<sup>th</sup> and 9<sup>th</sup>
- Communal ball retrievers near ditch/stream
- Introduce pond area to stream on 6<sup>th</sup> or 8<sup>th</sup> hole providing water to water the course with use of a pump if necessary.
- Install drain between path and boundary fence alongside 5<sup>th</sup> by the 6<sup>th</sup> tee and meeting up with drain from spinney between 5<sup>th</sup> green and 8<sup>th</sup> hole
- Bushes Plants on 4<sup>th</sup> fairway should be cut back regularly
- Some of the holes do not seem to be cut quite right i.e. there is rises at the edge making them not quite true.
- Better definition of 4<sup>th</sup> and 7<sup>th</sup> fairways near the stream currently rough and unfriendly = 2
- Re establish the cut down shrubs / trees adjacent to the stream. Do not cut any more trees down unless unsafe!
- Make the 5<sup>th</sup> tee fencing area more secure from trespassers.
- Install permanent distance markers and course map on score card
- walking from 3<sup>rd</sup> to 4<sup>th</sup> tee needs strimming, low shrub 4<sup>th</sup> RHS boundary cutting back
- Prime condition credit to green keepers = 3
- Water containers on course
- Ground staff need to keep up good work well done they have done a fantastic job
- Edges of fairways merged with paths consider employing a part time summer person like Mike cutting the rough and mending the path.
- Grounds men both excellent Mick Holmes fantastic very appreciated.
- New members attend lesson/course on rules, etiquette and dress code unless they have been a member at another club.
- Allow drivers on 3<sup>rd</sup> tee to help older/high handicappers
- Have a continuous stone path between the 9<sup>th</sup> tee an 9<sup>th</sup> green. = 3
- Additional planting behind 5<sup>th</sup> Tee
- Continue work on the winter bog area surrounding 5<sup>th</sup> Green.
- Seniors to keep their garden weeded behind the 5<sup>th</sup> Tee

- Don't cut any more trees
- Putting green by first tee
- 100 yard marker plates on fairways
- Look at the old plans for an elevated tee and lengthening of holes 1 and 9.
- Tidy rough areas, stop making mistakes damaging fringes of greens by hand mowing when necessary.
- Clean patio area and clubhouse is too often left unclean after functions smells like a social club.

Q2. Please tell us what you think about the **professional**.

Excellent	50	Good	21	Satisfactory	2	Disappointing	0
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**Strengths**

- The professional is extremely helpful at getting any products & very quickly
- Very well thought of and an asset to the club
- Always very friendly and helpful.
- Anthony has brought the club together and is a focal point the club is friendlier with the Pro's roll up and other matches. Despite the lack of space and competition from larger stores Anthony offers a great service to the club.
- Anthony is a credit to the club and his banter is great we must not lose him!
- Anthony is a great professional and asset to the club, he has helped turn me in to a half decent player and without him I would not have enjoyed playing as much as I do.
- His advice and guidance have helped me bring my handicap down and win the odd event cheers Anthony.

Q3. Please tell us what you think about the **shop**.

Excellent	20	Good	36	Satisfactory	15	Disappointing	3
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Your suggestions for improving the shop and product range you would like to see:

- More Cheadle branded goods = 5
- Have a Course planner
- Second hand area – pro gets a % of sale
- Increased shop area knock in to junior and build a shed for their clubs.
- Try to keep prices reasonable compared to online prices = 2
- I accept Anthony can't compete with the discount stores
- More choice for ladies – foot joy shoes for ladies, shirts, shorts (Greg Norman)
- Would be happy with samples on show so sizes could be ordered rather than carrying huge range
- ball makers for hats
- Wider variety of equipment
- The professional needs to be aware of discount stores although he has been cheaper than American Golf on several occasions.
- Choice has improved hard to see it expand with size of shop.
- Anthony price matches where he can more members should support Anthony a club without a professional is unthinkable.
- Something for the left-hander other than balls and tees!! Seriously though Anthony is an excellent asset always provides an excellent service
- Use as a professional base for recruiting new membership as Mike Daggitt was very good at this role. It is very hard for the professional as there are not enough members so focus on it as his hub.
- Can we not partner up with a local professional and offer different clothes for lady members
- More ladies clothing
- Redecorate and put new shop front in, more products make it bigger.
- People need to spend more money to generate cash to be reinvested shop is good and well run.
- More Variety in shirts, Ping etc
- Have a book for ordering things where request could be made

Q4. To what extent do you feel you get value for money for your **membership fees**?

Excellent value for	13	Good value for	29	Satisfactory value for	26	Disappointing value for	8
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money		money		money		money	
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- Still too expensive for a 9 hole golf course. Particularly with only 16 greens!!

Q5. How easy is it to get a **tee-off time** when you want one?

Very easy	29	Fairly easy	39	Fairly difficult	4	Very difficult	3
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Q6. Please tell us what you think about the **changing facilities**.

Excellent	0	Good	16	Satisfactory	29	Disappointing	29
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Your suggestions for improving the changing facilities:

### Gents Changing room

- Need modernisation Very poor condition = 15
- Members should buy lockers for 10 years as opposed to yearly to get investment
- See Alderley Edge they are a 9 hole course
- Knock through in to juniors area = 4
- Take out party wall
- Lockers that take a full size golf bag - Wooden locker = 5
- Blackely and Dukinfield are having new clubhouses get their old ones.
- Replace carpets and lockers as a minimum.
- Keep clean and tidy monthly checks throw out old cloths/gear each month or give to charity.
- Difficult to change in to jacket and tie when playing other clubs etc = 2
  - Money needs to spent to improve this will be unpopular like the car park, once done it will improve our club.
- Offering an engraving service for those of use in societies
- The men to do fund raising like the ladies did for their locker room
- Modern lighting through a false ceiling

### Ladies Changing room

- Need more room in the ladies
- Rearrange lockers on right hand wall replace with seats
- Change of carpet, covers on benches to give a more modern look
- Very old but comfortable needs modernising
- It smells = 2, toilets flush to serve leading to splashes on the seat. Basic and jaded
- paint ceiling in ladies toilet ( paint under the stairs)

### Juniors

- we don't have a locker in the changing rooms
- Brighter colours and lighting.
- Write to M&S, Sainsbury's etc saying 125<sup>th</sup> year could they donate old staff lockers??

Q7. Please tell us what you think about the **shower/toilets**.

Excellent	0	Good	12	Satisfactory	27	Disappointing	25
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Your suggestions for improving the shower/toilets:

**Male showers**

- They are that bad they are very rarely used now.
- Improve water pressure
- Check temperate of each shower seems to vary
- Health & Safety fit thermostats
- Re-tile / re-grout
- Towels required looks like a charity shop with current ones = 5
- Get a professional cleaner in you can afford it with the fees charged.
- Should be disabled toilets in clubhouse due to many functions. = 3
- Again raise money against levy Q6 & Q7 need attending to within one year to retrain new members
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**Ladies showers**

- Too cramped no privacy
- not used but looks ancient – needs modernising
- Toilet flush
- Floor mats dangerous
- Ladies Loos opposite the snooker room are not always as clean as they should be.

**Juniors**

- No washing or toilet in the junior locker room

Q8. Please tell us to what extent you are made to feel welcome in the **club house**.

Extremely welcome	49	Fairly welcome	22	Quite unwelcome	1	Very unwelcome	0
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- Depends on who is behind the bar 95% of the time good

**We would like to know what you think of the catering / restaurant service and facilities:**

Q9. Please tell us what you think about the **menu choice**.

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Excellent	19	Good	43	Satisfactory	15	Disappointing	0
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Your suggestions for improving the menu range :

- Breakfast options – get a part time in to do breakfast on a Saturday (bacon sausage butties)
- Improve the variety of sweets at socials / functions
- menu for special events can be disappointing, especially use of shop bought items
- more imaginative menu for snacks needed
- more variety = 4
- more vegetarian dishes = 2
- Plates need warming for hot meals
- Healthy options
- Written menu
- curry night / steak night
- Perhaps wider range of sandwiches with alternative dressings, quiche, salads, pies, etc
- The menu provides good basic food I doubt by adding exotic dishes we will increase demand there is not (currently) the requirement.
- Much better than previous years.
- Prices at socials getting too high for food.
- Better range of sweets at social functions
- additional of crumpets and muffins
- Communicate opening hours, more quick meals – toasted teacake, beans on toast.
- Is it possible to make Sunday roast lunch available
- Have an honesty box for prepack sandwiches and make sure coffee machine dispenses a full cup

Q10. Please tell us what you think about the **quality of the food**.

Excellent	18	Good	48	Satisfactory	8	Disappointing	0
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Q11. Please tell us what you think about the **level of service** you receive in the club house.

Excellent	20	Good	45	Satisfactory	12	Disappointing	0
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Your additional comments on opening times:

- Open bar from 4.30 in summer months
- Summer months bar to open afternoons
- 45 hours in summer and 25 hours in winter (work out a bank of hours to be worked)
- Open lunch time on Thursdays
- Open 12 noon until evening
- More responsibilities (e.g. snooker room ) (junior comment)
- When meals are to be served at 7 for 7.30 pm please make it 7.30 pm not 8pm.
- Earlier opening times I had to go to the Village last year where I saw other members up to 12/14 sales lost in the 30 minutes I was there.
- Have a buzzer to living quarters so we could have more service

Q12. Please tell us what you think about the general attitude and presentation of the **catering staff**.

Excellent	21	Good	36	Satisfactory	11	Disappointing	1
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Your additional comments on the attitude and general presentation of the catering staff:

**Strengths**

- Mary is always please to offer different alternatives
- Mary /team welcoming and extremely friendly and pleasant = 3
- Real contribution to the attraction of the club
- Generally helpful and friendly amenable
- Joanne always excellent especially on ladies comp day – Tuesday
- Very impressed by the staff.
- Helpful and pleasant. Their presence is a real contribution to the attractions of the club!
- Steward and Stewardess really nice people!
- Deal with request efficiently and do an excellent job
- Very friendly & helpful along with the pro, they are the part of the recipe for what makes the club what it is.
- Cheadle is less formal than other clubs I think it works well.
- Every club match / social staff have been extremely good

**Areas for possible Development**

- Smarter presentation – uniforms should be provided. You have a dress code for members why not catering staff =6 (dress code for everyone including members should be applied onwards and upwards for all)
- No jeans, tracksuits etc it does make the club look untidy, dirty puts you off eating (exception Jo)
- Nice, but stressed, lacking confidence (training required?)
- Nightwear in the bar area in the morning sometimes, shirt and tie for steward all times behind the bar

Q13. If you have attended any of the social nights organised, what did you think?

Excellent	12	Good	28	Satisfactory	10	Disappointing	0
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- More participation & suggestions from the younger element on themes etc

**Some general questions:**

Q14. Would you like to receive more regular information about the club and its activities other than that currently provided at the SGM, AGM, notice boards and website?’

Yes	37	No	15
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If yes what information would you like to receive? Would you prefer this information to be given:

1. On the notice boards =15  
(Must keep up to date remove old material less is more! Nobody reads them)
2. On the website = 24
3. In Members forums = 6
4. In a Newsletter = 28  
(Have a word with Ron Lee)
5. In a regular email = 33
6. Other- please specify -
  - Information on social events, everything that's happening really like a calendar of men's, ladies, mixed games, matches & socials.
  - Advanced warnings of greens work.
  - Separate board for social events.

Q15. A discussion is currently taking place about having a feature on the course to celebrate the 125<sup>th</sup> anniversary of the club in 2010. One idea is to make the first tee a feature. What do you think of this idea?

Have you any other suggestions for a feature on the course to celebrate the 125<sup>th</sup> anniversary? Note any such feature would need to be funded by specific fund raising by club members and would therefore need wide acceptance amongst the membership to proceed.

Please comment / ideas:

- Agreed the 1<sup>st</sup> tee could be pushed further in to the corner making a slight dogleg and raised 4" to 6 " flowering shrubs to one side to enhance it.
- First tee has to be a project seen by visitors/guest immediately, otherwise water by left of trees on 4th
- Good idea – a sign on the main entrance car park sign marking the anniversary as well.
- Sounds a good idea I live away from Cheadle but have been a member for 51 yrs I will send a donation.
- A more Permanent Hut at the side of 1<sup>st</sup> tee can be used for special occasions. =3
- Commemorative standing stone with appropriate design =3
- Yes the 1st tee excellent idea = 5
- Fountain at the back of the 1<sup>st</sup> tee
- No sort out practice net/curtain by 1<sup>st</sup> tee alternatively roof practice ground bays or introduce pond.
- Commemorated flags for pins and specific merchandise with 125<sup>th</sup> yrs celebration on, comps/tournaments to make occasion.
- Good idea or some sort of plaque.
- Bring back the original club badge from 1885 for the 125<sup>th</sup> year.
- Phased approach to changing room speak with John Crowley or/ad Alf re project for 125th year on changing rooms. Include shower and toilet area. Get costing etc.
- Set up fund for work required on clubhouse/changing rooms in 125<sup>th</sup> year club showing its age.
- Unnecessary
- Low priority
- Wastes of money just have a plaque outside wall near main door. = 2
- Good idea but limit it
- Rather use funds for locker room put plaque in there!
- Raising the tee would increase more wayward shot at the club house and car park
- Is this a priority the lounge needs decorating and new furniture. = 2
- Money better spent on the following
- Rotating the 9<sup>th</sup> tee so it actually points to the green not the clubhouse. Tidying 7<sup>th</sup> 7 8<sup>th</sup> tees. Replanting the trees that have fallen. Creating substantial new bunkers on the 3<sup>rd</sup> 7 6<sup>th</sup> or 8<sup>th</sup>.
- Be careful about suggesting additional funding, fees are not the cheapest for a 9 hole course many are retired don't forget the current climate.
- Chain link fencing, sundial or drinking fountain
- Club ties, scarves and visas to be sold 125<sup>th</sup> on
- Yes - I believe there is a formation of a 5 year action plan in place e.g. toilets, and other priority jobs any new ideas should be given their appropriate place on the list
- Men and ladies need to benefits so I suggest practice area be covered and plaque put there.
- The 125<sup>th</sup> Forum have good ideas

Q16. How would you feel about receiving newsletters and other member information by e-mail?

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I'd be happy to receive member information by e-mail <b>Your e-mail address:</b>	48
I'd prefer to receive member information by post	14
16 people did not answer	

Q17. What is the best thing about Cheadle Golf Club?

The best thing about Cheadle Golf Club is:

- Green staff & Pro =5
- Location
- Friendly with a very popular professional
- No Tee times =3
- 9 holes can be played after work – 1.5 hrs (quickly)
- size not too many members
- friendliness, social calendar
- Welcoming atmosphere encouragement given to beginners, high handicap players to participate in competitions, roll ups
- We now have a well maintained course and good catering with as always a friendly atmosphere.
- Cheadle spirit still exist a very friendly club
- Senior section is outstanding, catering staff & food is very good.
- Ability to play 9-holes or combinations of holes to suit time available. = 3 (new member comment – quick 9 holes in 1.5 hrs, , close to where I live)
- The encouraging members for juniors e.g.( they know who they are)
- Friendly ladies section
- The People – 99% of them are fantastic and always make people welcome. The relaxed atmosphere. Too many courses have an elitist attitude and get tied up in rules & regulations for the sake of it.
- Safe can be seen by others on the course, socials very friendly
- Friendly club with a caring committee
- The camaraderie and ability to play virtually whenever you wish to
- Friendly club and short course for the older member i.e. the majority.
- Friendly and informal golf
- Informal presentations on a Saturday evening and friendliness of the membership
- 2<sup>nd</sup> oldest club in Cheshire

Q18. What is the worst thing about Cheadle Golf Club?

The worst thing about Cheadle Golf Club is:

- 3<sup>rd</sup> green
- Showers / changing rooms – male =12
- Smells in changing rooms – female

- Dated function room – look at Gately and other 9 holes and compare
- Reception area poor needs festally = 3
- Smoking on Patio area – dimps on floor
- Stud bar poor appearance
- The lack of junior support 9(Values)
- Lack of management who do visitors deal with?
- Need a club manager to deal with visitors no overall management.
- Lack of practice area = 3
- Practice area – many years ago we had a scheme for utilising the courses land to the right of the 9<sup>th</sup> fairway!
- Practice area across fairways
- Gents toilets used for social events need renovating
- Too much water 12 over 18 holes
- hold ups due to being 9 holes
- The burn!
- Tendency for some members to pass on rumours without confirming the truth of these rumours perhaps a notice to address this issue could be put up (Values)
- Decreasing membership in ladies section and juniors
- Drainage
- Cliques, it can be cliquish at times = 3
- Backbiting and cliquishness of some of the older established members of who give the impression they own the club and have more rights than newer members. For the men lack of support to new members there is no mentoring or welcome or encouragement to join in. =2 (Values)
- Stream too prominent needs clearing better
- Drainage 9<sup>th</sup> fairway 5<sup>th</sup> hole 6<sup>th</sup> tee can be dreadful
- Introduction to club for new members on how to obtain a handicap and how to integrate in the various sections
- Inefficient secretary becoming more like a municipal course to top up finances.
- Very dated function room and changing rooms
- Fee increases and falling standards aimed at new members. (becoming expensive)
- Too many competitions and matches every Saturday and then the ladies have matches Monday and ladies day Tuesday. Old looking club looking its age has become very shabby and untidy.
- 19<sup>th</sup> hole should have stayed as a dining room, very untidy.
- The 1% who have nothing better to do with their time but find fault/reasons to complain.
- Being a 9 hole course it should be pristine to attract new members it sometimes lets itself down by not paying attention to detail.
- Outsiders coming in and damaging the clubhouse.
- Members who criticise and complain but do nothing to help improve things. (Values)
- Not being able to tee off when one wants to. Some of us have a limited amount of free time. One shouldn't have to rearrange their play time continuously to suit the fixture list. Particularly when they are not shown in the yearly diary.
- Membership fee too high for a 9 hole course compared to other courses/facilities
- Queues at the 2/3<sup>rd</sup>
- Nothing worse than playing the 8<sup>th</sup> and someone practising with white balls at the 170yard marker, should be Coloured balls only – get the professional to buy a job lot.
- The occasional lack of appreciation for the efforts of a few- Captain, office holders, committee by a few who do nothing and should know better. (Values)
- The men's locker room and positive discrimination against juniors
- The untidy appearance of some of the members on the golf course
- currently the reducing numbers at presentations
- Too many Par 3's
- Shortage of facilities no food 7 bar on Thursdays
- Personally the changing rooms and the very unclean appearance of the stud Bar and Bar area and a lot of the staff need to smarten up when serving.
- Some of the Members, dress code, Clubhouse needs a good clean, barge boards need painting,

proshop passage to kitchen health & safety at top of stairs, junior locker room needs emptying.

Q19. What words would you use to describe Cheadle Golf Club?

Cheadle Golf Club is:

**Positive feedback.**

“Cosy, warm, informal family club, hidden gem, interesting (historically) Encouraging, friendly, welcoming, challenging but not too physically demanding, small club big heart, fantastic condition, credit to green keepers, relaxed, fun, finest 9 holes in the northwest of England, well maintained course, accessible, homely, very lively not too formal, pretty parkland course, alive and kicking, exacting and inviting 9 hole course, **oasis in the suburbs of Cheadle**, flat short but still a good test, a small golf club but tricky & challenging, a little gem, relaxed friendly and fun, welcomes all and excludes no one, ideal for competitions and recreation also social activities, improve your health and general well-being, a very sound test of golf”

**Areas for development.**

- A small parochial 9 hole golf club with some dodgy greens! Especially the 3<sup>rd</sup>.

Q20. How would you describe the club website <http://www.cheadlegolfclub.com/>

Excellent	10	Good	19	Satisfactory	9	Disappointing	1
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Your suggestions for improving the Web site:

- Look at Sale golf club website – and current communication report.
- Review the current pictures – kids on the green
- Well done Mr President (Norman Taylor)
- More Club history
- Needs up dating for 2009
- Course details hole by hole
- Never been to it but I will now
- Update opening times from winter
- Historical need updating for 2009
- Get more people on board to maintain it!
- Very well designed
- Results on line and competition entries on line =7
- Course plan/guide with yardages, photo's pro's tips etc
- Give Anthony an area of the website to look after and promote himself and the shop
- Daily mail comps, individual's successes and achievements.
- Good considering it is done by a member in their own time.
- Reports and minutes of meetings
- forum for suggestions and other discussions
- More history on past captains, presidents history etc.
- I used this site before I joined 2 yrs ago well done much improved
- Able to see blocked tee times out like the white board outside the pro's shop
- On the front page advertise the Clubhouse for functions
- player achievements, actual pictures with members appearing to make it live

Q21. Category as appropriate the membership category you fall into:

Male Full/ Vets	40	Restricted Male/Vets	5	Lady Full/Vets	19	Junior	1	Other	3
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Please tick age band 11-18 = **1** 19-30 = **0** 31-40 = **3** 41-50 = **7** 51-60 = **15** 61-70 = **26** 71-80 = **14**  
80+= **8**