



SUCCESS STORY



ENGLAND
GOLF



PLEASINGTON
GOLF CLUB
1891

Understanding Member Experience to Efficiently Drive Business Strategy



PLEASINGTON GOLF CLUB



Background

Pleasington is a premier inland course in North West England with a rich history of hosting prestigious events. Its Championship standard course benefits from five different tee options allowing the club to cater for all abilities across its 800+ members.

The club committed to taking its members on a journey whilst major course re-developments were implemented. The investment being made through the course development is to ensure the course withstands the test of time and satisfies its members and visitors in years to come.



Action

Although the club already had buy-in from the current members to improve the quality and layout of the course, the club wanted to ensure members continued to have a voice throughout the planned developments. **Through Players 1st, the club launched a Members Experience survey in September 2021, receiving a 49% response rate.**

The filter options on the results dashboard provided the splits of scores between gender and also handicap, which has enabled the club to understand the most important club aspects from different golfer types, whilst the age filter helped interpret potential issues within its ageing demographic.



Players 1st





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Conclusion

The survey identified two clear areas for improvement. Through the standard template Food & Beverage questions, maintaining quality of its offer and consideration of price points were highlighted as high importance to member satisfaction. Additionally, through the use of the Custom Question feature, the Club gauged satisfaction with the recent car park extension, new terrace and redevelopment of holes 1, 2 and 3. The club now has data to support its decision to invest in these areas, as well as the feedback on the course, as part of its **'Good2Great'** strategy.



Top Tips

The club will continue to survey its members, enabling management to use consistent measurement and benchmarking **to drive change.** Critically, attention will focus on the two main areas identified from its survey results, as well as understanding more on the experiences of its current female members to support future recruitment initiatives.

“The results suite in Players 1st brings all the key information together from different areas and sections of the membership and is essential in highlighting any problem issues as well as areas in which we are doing well in. We will continue to invest in our members and measure their experiences to ensure the **'Good2Great'** strategy is as effective as possible.”

Mark Bleasdale, *General Manager, Pleasington Golf Club*



Tell Me More

- **Players 1st are a partner of England Golf providing exceptional tools for clubs** in order to support retention performance. Further information can be found here: [▶](#)
- **Listen to Mark on Episode 11 of the England Golf podcast,** as he discusses the Club's **'Good2Great'** strategy and how they have successfully established Players 1st as a tool for growth: [▶](#)
- Watch a video on the **'Good2Great'** strategy here: [▶](#)

