

Chester Golf Club

2021 Members Survey – Summary



An online member survey was conducted in the fall of 2021, and below is a summary of the major findings.

General:

- 364 members, or just over 40%, participated. 95% of those were ‘senior’ members.
- Average length as a member was quite evenly divided between those relatively new to those with over 30 years as members.
- 90% indicate the club meets their expectations for the dollars paid.
- 55% are in favor of higher membership fees to support course and facility improvements. The most frequent comments supporting this were:
 - The club has a surplus now
 - Not getting good value because of tee sheet limitations
 - Revenue potential in restaurant.
- The club’s strongest points were (310 comments):
 - Location/beauty/views 46%
 - Staff 19%
 - Course Conditions 16%
 - Playability 10%
 - Greens 6%
 - Facilities 3.5%
- The club’s weakest points were (246 comments):
 - Booking tee times 35%
 - Course & facility conditions 14%
 - Food & beverage quality and service 13%
 - Goose poop 12%
 - Pace of play/marshals 11%
 - Condition of tee boxes 8%
 - Driving range 4%
 - Greens 3%
- 80% of respondents are satisfied with the pace of play. A common suggestion was to have the starter review pace of play expectations and better trained marshals.

Communication:

- 81% feel the Club communicates effectively. Frequent comments:
 - Improvement has taken place in general
 - It has increased in frequency
 - Want more frequent Men’s Night updates and results
- Most comments about the club email communications are positive or neutral
- 63 members follow CGC on Facebook, 29 on Instagram, 10 on Twitter, but the comments indicate the majority do not follow the Club on social media.
- 76% are satisfied or neutral with respect to the website.
- 62% would like to see a private members only portal/section on the website.

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Tee Times:

- 61% generally play 18 holes, with 39% preferring 9 holes.
- 86% prefer teeing off between 8am and 2pm.
- Weekdays are more popular, with Friday being ranked #1.
- Tee time availability improvements were suggested by over half the members. The most common suggestions being:
 - Use a lottery booking system
 - Better utilization of the back nine especially during busy times (mornings)
 - Reduce the number of members
 - Limit the number of rounds members can play
 - Host less tournaments
 - Apply a cap to league sizes.
- 18% are unsatisfied with Chronogolf, with the main comments being:
 - Not user friendly
 - Lack of member training on system
 - Very difficult to secure times.
- Just over half the members, 54%, were in favor of increased membership fees to facilitate more tee time availability for members.
- A tiered based membership concept was basically a split, with 52% against and the primary concerns being the cost of monitoring, and the fairness.

Food and Beverage:

- 20% of respondents dine at the restaurant once a week, 17% do so several times a week, with 15% never using our restaurant.
- The most common issues and suggestions for improvement were:

Issues		Improvement Suggestions	
Food quality	30%	Menu selections	29%
Covid	29%	Food quality	27%
Service	15%	Service	15%
Menu Choices	10%	Update/expand facilities	13%
Prices	10%	Prices	9%
		Hours	9%

- 84% feel staff greet them personally and appropriately.
- 84% are satisfied with the Clubhouse appearance and convenience.
- A large majority are satisfied with the hours of operation, with a couple of suggestions about lack of consistency and communication.
- 85% support the beverage cart.
- 64% feel the beverage cart is available when needed, but more consistent hours and course wide service being common suggestions.
- 56% support the idea of having a snack/beverage hut.
- 94% feel the appearance and size of the dining room is average or better.
- 76% feel the appearance and size of the bar is average or better.

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- 95% feel the appearance and size of the deck is average or better.
- 53% would not use a feature for online ordering from the restaurant.
- 71% do not support a member's only section of the bar/restaurant.

Pro Shop:

- The most commonly purchased items are clothing gloves and balls.
- 30% do not purchase from the Pro Shop.
- Lack of selection and pricing are the common reason members do not purchase.
- The most common suggestions for improving the shopping experience are:
 - More variety
 - Lower prices
 - Member discounts and sales
 - Better communication regarding special promotions.
- 55% are interested in taking lessons or attending clinics:
 - Short game 51%
 - Full swing 43%
 - Trouble shots 26%
 - Club Fitting 15%.

Course conditions:

- 71% ranked the tee conditions as good or better, with 29% rating them as fair or poor. The following are the most prevalent comments:
 - Forward tees get the most used so red/gold combination tee boxes should be eliminated and all forward tee boxes should be bigger so that the blocks can be moved more often
 - Repair materials should be provided at par 3's to promote repair and divot replacement
- Containers for broken tees should be at all tee boxes.
- Tee boxes are not flat and hard.
- Over 80% indicating fairways were good or very good, with the main comments being:
 - Goose poop needs to be eliminated
 - Flatten the moguls on #3
 - More top dressing and eliminating of bare spots
 - The drainage on #18 and/or #13
- Over 75% indicating the rough conditions are good or very good. Comments include:
 - Rough is tougher than necessary and grass is often too long
 - Wooded areas need to be cleaned up more, with deadfalls removed
- Conditions of bunkers were rated good or better by 74%. Comments were:
 - Sand quality inconsistent with too many rocks
 - Sand too shallow with landscape fabric showing too often
 - Need grooming around the edges
 - Players need reminders to rake after use

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- 92% rated the greens as good or better, with common suggestions being:
 - Speed inconsistent, could be a little faster some days.
 - Players need to fix their ball marks! Signage or other reminders?
 - Pin placements not changed frequently enough
 - Some staff need training on the cutting tool to eliminate the raised lip around the hole
- 75% rated the range as good or better, with a few comments:
 - They do not use it
 - Too far from clubhouse
 - Dangerous when balls go onto #17
 - Tee boxes not in good condition
 - Pins aren't accurate
- 83% rated the pathways as good or better with a few comments:
 - Crusher dust has been a welcome improvement
 - Plastic mesh is slippery
 - Path between #3 and #4 still needs more work
- A few holes were identified as problem holes:
 - #13 due to drainage issues
 - #4 due to path from #3 to #4 and the drainage on the way to #5 tee
 - #18 due to drainage
 - #3 due to the moguls in the fairway and problems they cause for mowing
 - #2 due to condition of the grass on the fairway
- 75% of members felt that grounds beautification is moderately or highly important.
- 56% feel we should leave the #1 and #10 holes as they are now.