



London Scottish Golf Club Development Plan 2024/5

Background

This document summarises the actions which the LSGC Committee will prioritise during 2024/5 in order to maintain and improve high levels of satisfaction among The Club's membership.

It covers plans for the bar and food function, greens, clubhouse and pro shop, as well as measures to be put in place to maximise income and minimise costs without impacting quality.

The survey we ran in February 2024 showed that 89% of members were satisfied or very satisfied with their membership.

However, members made several comments on how their experience could be improved.

This plan aims to make as many of those improvements as possible within the constraints of budgets and bye laws.

We will repeat the survey in September and again in February 2025 to monitor progress.

Communications

Many of the comments in the survey stemmed from members being unaware of certain aspects of the club and the work of the committee.

So, this year there will be a monthly/bimonthly newsletter from the captain.

The committee will establish a set of subgroups across key areas – bar and socials, membership/green fee maximisation, clubhouse, greens/golf course, pro shop services, conservator liaison – and each subcommittee will contribute to the newsletter with a brief update.

Each subgroup will be led by a committee member, but we will ask all members if they'd like to get involved especially if they have expertise in any area.

Bar and Catering

- Having gained permission from the Conservators to serve the public we will prioritise investing in the kitchen's capacity and capability to operate as a commercial kitchen. This will form a key focus to increase income during 2024/5. We will also:
- Invest in furniture for the inside and outside seating areas.
- Continue to try to keep members beer prices below £5 (with the 15% discount applied)
- Add some healthier food options to the menu.

Green fee and membership maximisation

We will establish a marketing subgroup to:

- Develop marketing materials for display and distribution.
- Update the website and maximise its impact.
- Explore ways of using every touch point to promote memberships to green fees.

Pro Shop

Satisfaction with pro shop services showed opportunities for improvement.

We will set up a new pro shop subcommittee which will include Matthew Barr, Steve Mack and two committee members. The role of the subcommittee will be to support the team to improve satisfaction with the membership across a range of services.

This will include:

- Clarifying the allocation of shop credit in competitions and making this information better available to members.
- Changing the way competition winnings are awarded (60% of takings to the winner, 30% to the runner up and 10% to third place).
- Making members aware that they can order items which aren't in the shop using their shop credit.
- Ensuring that the knockout competitions are run to clear deadlines.
- Making sure the shoe cleaner area is clean.
- An audit of lockers and trolley shed use to ensure that everyone using these facilities is paying the correct amount.

Greens

We want to improve satisfaction levels with the greens and fairways.

The vast majority of comments from members acknowledged that we have experienced intense periods of rain that we have a number of restrictions on what we can do to improve the quality of the course.

However, we will:

- Get quotes to install better drainage on our second and sixteenth greens – we'll communicate to members our options and affordability.
- Continue to scan for better equipment when finances allows (this year we spent over £35k on new machinery and we'll see the benefit of that on the greens this spring).
- Try to improve the fairways by setting up divot parties or speak to Ian about how we can add sand/soil/seed to divots using bags.

If finances and conservators permit we will also:

- Explore getting narrow based flags.
- Improve yardage distance markers.
- Get named tee boxes on each hole.

House

The bar environment is a key part of the success of the club and we will continue to scan for better furniture and improvements where possible.

We will:

- Erect a heavy curtain to so that on occasion we can separate the main bar from the hall area where some members of the public may choose to sit.
- Put up a curtain in the bay window in the main bar.

Conservator Liaison.

We'll also continue dialogue over any possible changes which reduce walking activity on the golf course.

We will explore more prominent signage on the course with:

- Clearer “dos and don'ts” for walkers.
- Promotion of walking trails which avoid the golf course
- Information about the cost of the greens, tees and fairway maintenance

How can members help?

Obviously buying food and drink supports the club to do the things it wants to do but members can also:

Join the 100 Club.

We will be running the 100 Club from April to March – monthly draw, £10 a month – talk to Adam about how to participate. All profits go to club improvements and not the day to day running of the club.

Bring up guests.

If every member brought up 3 friends during the year, the club would make around £15 k. Many members know people from other clubs so if you can, invite them up for a game.

If you can get a group from work or friends or sports teams, then Adam will be happy to put together a food package and make a day of it.

Get involved in the 9 hole contest.

We'll be running the summer evening 9 hole competition again. Thursday from 5pm – play as often as you want with you best 4 rounds counting.

