

CCL LTD INDUSTRY POLL AUGUST 2019

SHOULD I PLAY GOLF AT THE CLUB WHERE I WORK ?

Many of us are attracted to work in the sport that we love, yet find that doing so results in us enjoying the game less. This can simply be because the relationship with the golf course has changed, and it has become impossible to just enjoy the game without turning a critical eye to the product you are responsible for delivering. This sometimes results in a Manager choosing not to play the golf course at which they work, but this brings about its own problems, with a disconnect from the product that you are responsible for delivering.

As a subject which often divides opinion, CCL conducted a poll to gather feedback from fellow managers, to provide insight on this topic.

On average – how often do you play golf at the club at which you work ?

- **42% Once a month**
- 23% Less than once a month
- 19% Once a week
- 16% More than once a week

Of the golf that you play there, how much would you consider to be work ?

- **50% Some**
- 20% Most
- 20% None
- 10% All

At the club where you work, would it be beneficial to play golf -

- **61% A little more**
- 20% A lot more
- 15% The same
- 4% A lot less

When I golf at work, I do so -

- **88% With Club Members**
- 65% With other industry professionals
- 54% With Guests of the club, VIPs or sponsors
- 42% With friends or family
- 31% In Club Competitions
- 31% On my own

CCL Summary –

Manager's play their course about once a month & consider some/most of this to be work, whilst one in five do not consider it to be connected to work at all.

Managers believe that playing a little more/a lot more often would benefit them in their work.

Managers generally play with Members, and people connected to the club, but also play with peers, family and friends. Only one third play in club competitions.

Therefore, the topic remains one which divides opinion. We have captured below a selection of comments from managers which provide insight in to the pros and cons of playing golf at the club at which you work. We recommend that you reflect on how you want your time on the golf course to be viewed.

- **Knowledge of the course helps me understand member comments & suggestions** but if you win a club comp... you will get the 'I know what you do all day' comments.
- One is often told the **course is the number one asset** and in the same breath you are not supposed to experience it? In hospitality, I am responsible for trying all new dishes, wines and cocktails before they make the menu. Once they are menu items, we continually eat/ drink them **to ensure consistency and quality**. It is a given in the hospitality industry and should be crossed over to golf.
- Not to play at all **alienates you from the club & members**. Fun events are ok but big competitions where the winner is.. "ME" is an **absolute no go** in my opinion.
- **Keep it professional** - don't allow members (or committee) the chance to criticize. Be very **transparent** with your team and the committee about who you have 'hosted'.
- The pros-**Visibility, getting to know members**, course inspection, business networking. The Cons- The Taliban whispering about **why you are not in the office!**
- If you are wanting **to golf to relax and switch off** from your role at the Club you **need to do that elsewhere** in my opinion.
- Playing **once or twice a month** gives me knowledge on how the course is playing and especially **with course manager** gives us time to discuss various projects and club developments
- **Playing as a member is a problem** as other members don't respect the fact that I am not working before, during and after the round. I don't think I would choose to be manager and member at the same club **knowing what I know now**.

Contemporary Club Leadership Ltd

Kevin Fish is the Director of **Contemporary Club Leadership Ltd**, his own training and consultancy business, where he and two colleagues provide support to Managers and Committees of clubs in a variety of sports and settings in the following areas ;

- **Governance & Business Planning** –get your committee doing the right things, right
- **Club Audit** – An objective & confidential appraisal of where the focus of your club needs to be
- **Full Strategic Planning Support Service**
- Confidential insight and guidance on the role, **recruitment and appraisal** of your Club Manager and Senior Staff
- Training programmes for your **Senior Clubhouse Staff**, to ensure that they are given insight in to the **five Ps of Clubhouse Management** (Process, People, Performance, Plant and profile)
- On-site support in **customer service training** to ensure that you are providing the experience customers now expect and can readily find elsewhere
- **Personal Professional Development** as a qualified Lumina Practitioner and Coach
- The **CCL BAROMETER** - a Financial Analysis and benchmark of your Club's performance in a range of important areas, comparing your club against 90 other UK based golf clubs, and against a large dataset of clubs of your size.

Kevin Fish CCM

Director – Contemporary Club Leadership Ltd

21 Rhodes Park, North Berwick, East Lothian. Scotland. EH39 5NA - 07398155908

