



2025 LONDONERS GOLF SOCIETY MEMBERS SURVEY SUMMARY

Insights and feedback from
society members in 2025



SURVEY OVERVIEW



INTRODUCTION

Survey Purpose

The survey gathered member insights on participation, preferences, and suggestions for club improvements.

Survey Scope

37 members responded, covering topics like communication, event formats, and participation barriers.

Goal of Survey

Insights aim to enhance member engagement and improve Londoners Golf Society events experience.

MEMBER ENGAGEMENT



MEMBERSHIP & PARTICIPATION

Active Membership Engagement

Most members consider themselves active participants in the golf society, demonstrating strong dedication.

Annual Golf Play Frequency

Members typically play between 11 to 50 rounds annually, reflecting high involvement in golf.

Event Participation

Many members reported that they attended more than 10 club events in the past year, showing strong community involvement.

COMMUNICATION PREFERENCES

Preferred Communication Channels

WhatsApp and email from the TRUE handicap system are the top preferred methods for updates and event info with LINE being preferred by fewer respondents.

Clear Pre-Event Communication

Members want clearer, concise pre-event communication using bullet points or standardized formats.

Timely Information Sharing

Interest in receiving start sheets and rules via messaging apps ensures timely and accessible communication.





WEBSITE USAGE

Low Website Engagement for Active Players

Members currently show low visit frequency to the website, confirming that primary use of the platform is to attract new members and as place for the historical records of our society.

Suggested Content Enhancements

Adding start sheets, event calendars, and competition results could increase site value and member visits. But on the whole, True Handicap provides those functions.

Improved Functionality Benefits

If True Handicap provided the same functionality as the website then we could switch to just the 1 tool but both are needed for the foreseeable future.

— **EVENT PLANNING**



COURSES & FIXTURES

Popular Golf Courses

Vintage Club, Flora Ville, and Subrapruek Golf Club are top preferred courses for the 2026 fixture list.

Additional Course Suggestions

Members suggested Royal Latkrabang, Bangpoo, Riverdale, and other courses for inclusion.

Variety and Freshness

Advocacy for occasional new courses aims to keep the fixture list varied and engaging.



EVENT FEES & FORMATS

Member Event Fee Preferences

Most members prefer event fees below 3,500 THB, with many favoring fees under 2,500 THB for affordability.

Preferred Competition Formats

Stableford and Medal strokeplay are the most favored formats, followed by Pairs Betterball and team events.

Single Competition Focus

Members prefer one main competition per event rather than multiple formats to enhance focus and enjoyment.

— PARTICIPATION FACTORS

BARRIERS TO PARTICIPATION

Scheduling Conflicts

Many participants struggle to balance other commitments, limiting availability for events.

Event Timing Preferences

Late tee times and preference for midweek play affect attendance rates among members.

Distance and Accessibility

Distance to courses poses a significant barrier for some members attending events.

Concerns Over Event Value

Some members express concerns about prize value and pace of play impacting their participation.



MOTIVATIONS FOR PLAYING

Social Connection

Members value camaraderie and playing with friends, enhancing a positive social atmosphere.

Course Quality

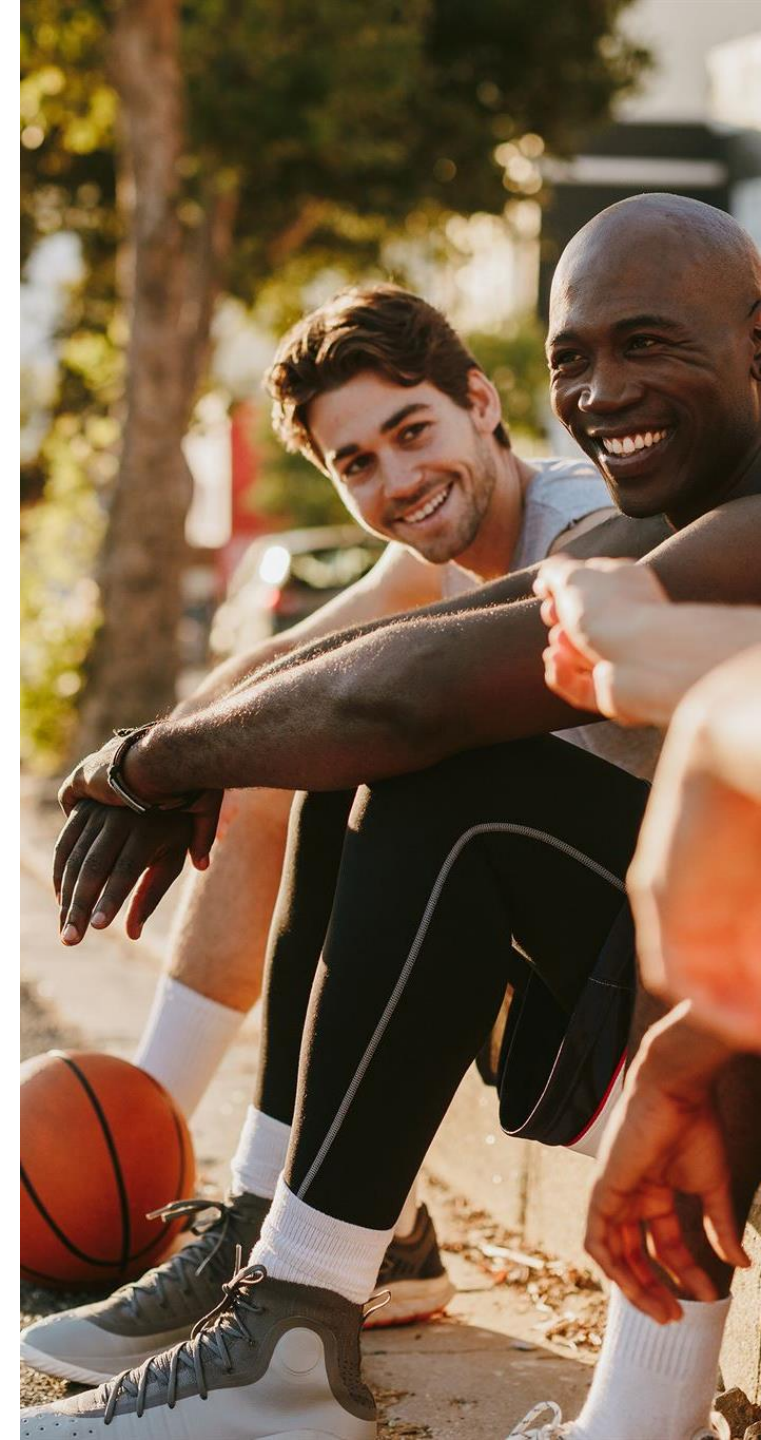
The quality of the courses is a crucial factor motivating participation in events.

Event Organization

Well-organized events ensure smooth participation and enhance member satisfaction.

Convenient Scheduling

Saturday fixtures provide convenient timing, encouraging higher attendance and involvement.





FEEDBACK & SUGGESTIONS

PRIZES & FEEDBACK

Positive Prize Feedback

Most members expressed satisfaction with the current prizes, highlighting positive reception overall.

Higher-Value Prizes Recommended

Suggestions included offering fewer but higher-value prizes to enhance competitiveness and reward excellence.

Cash Prizes and Achievement Recognition

A majority think cash prizes are acceptable, with calls for recognizing specific achievements like lowest gross score.

Sponsorships and Prize Quality

Recommendations included seeking sponsorships and improving the quality of technical prizes to increase value.





COMMITTEE & VOLUNTEERING

Appreciation for Committee Efforts

Survey shows strong appreciation for committee's organization and event planning efforts.

Willingness to Volunteer

Many members expressed readiness to volunteer or join the committee, showing engagement.

Encouraging Member Involvement

Promoting member participation and recognizing contributions strengthens club operations and teamwork.



ADDITIONAL COMMENTS

Member Feedback Themes

Feedback included requests for earlier tee times, more course variety, and better communication on rules and formats.

Concerns on Play Pace

Some members noted slow play issues and suggested direct actions or reminders to improve pace.

Club Appreciation and Improvement

Members expressed appreciation for club spirit and diversity while desiring continuous improvement in experience.

— CONCLUSION

SUMMARY OF KEY TRENDS

Member Participation

Most members are active and regularly participate in society events, showing strong engagement.

Communication Preferences

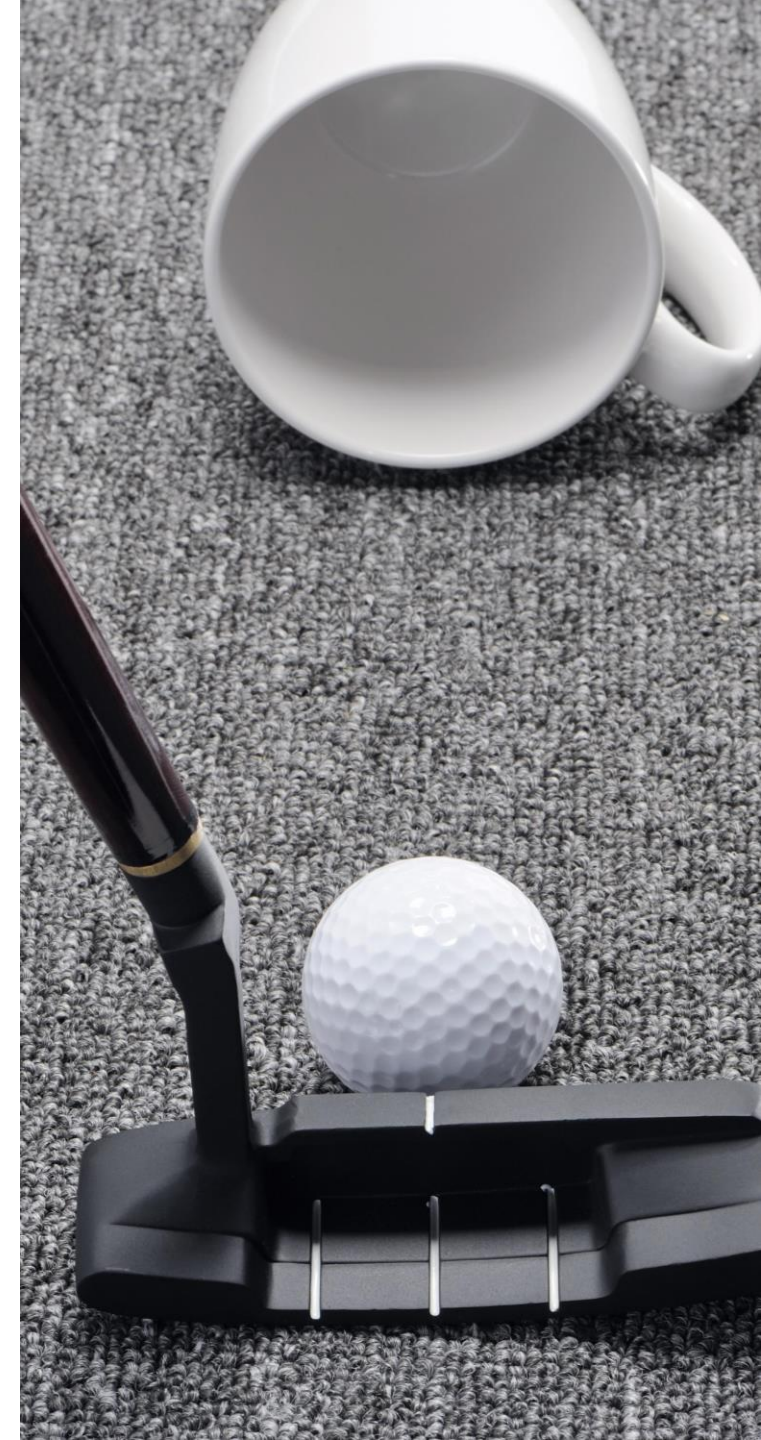
WhatsApp and email are the preferred communication methods among members for efficient information sharing.

Course and Format Preferences

Popular courses include The Vintage Club and Flora Ville, with Stableford and Medal formats favoured.

Motivations and Barriers

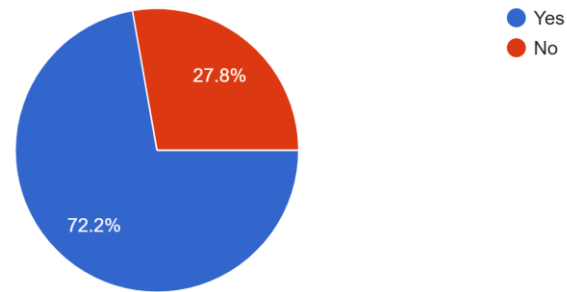
Members value camaraderie and well-organized events but face barriers like scheduling conflicts and late tee times.



CHARTS

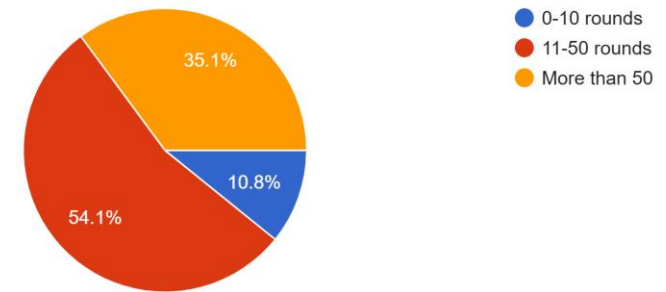
Do you consider yourself an active member of Londoners Golf Society?

36 responses



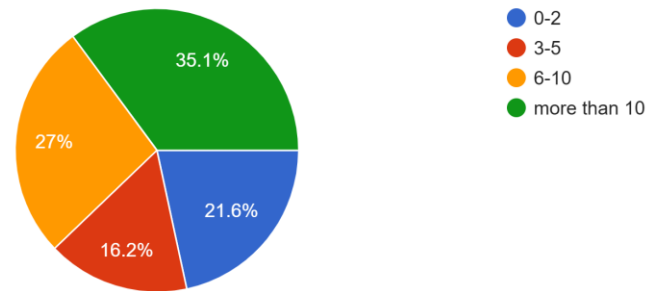
Roughly how many times per year do you play golf?

37 responses



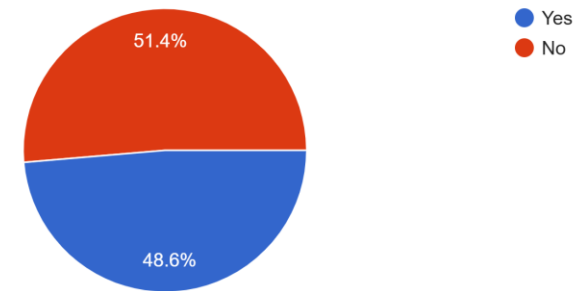
How many Londoners Events have you played in last 12 months?

37 responses



Do you consider yourself a regular attendee of weekend away events (e.g. Club Championship?)

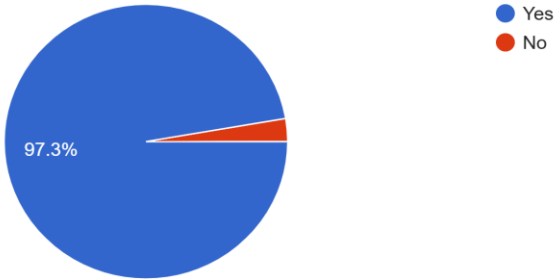
37 responses



CHARTS 2

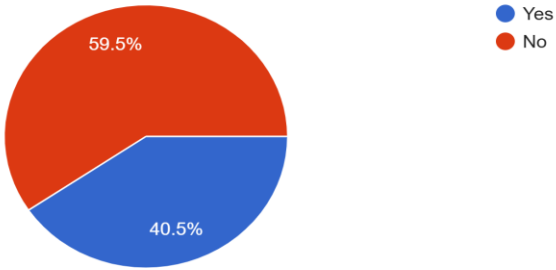
The committee regularly sends out email reminders for competition sign ups along with start sheets and rules/instruction for upcoming events. Do you read these emails?

37 responses



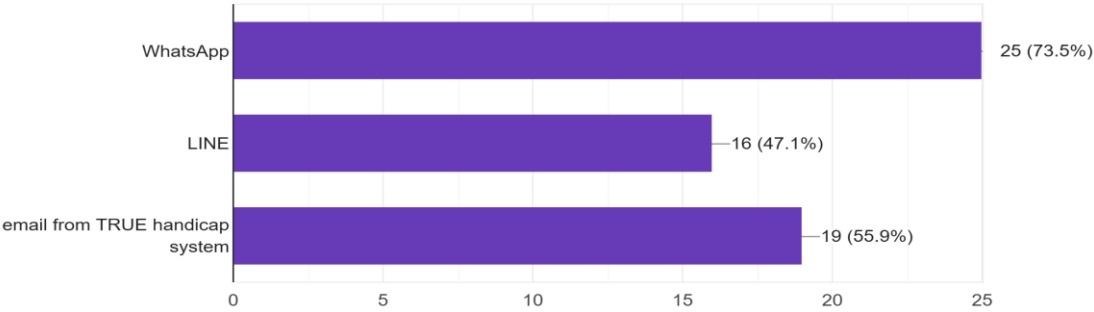
Do you consider your self a regular visitor to the Londoners Website? <https://www.londonergolfclub-bkk.com/>

37 responses



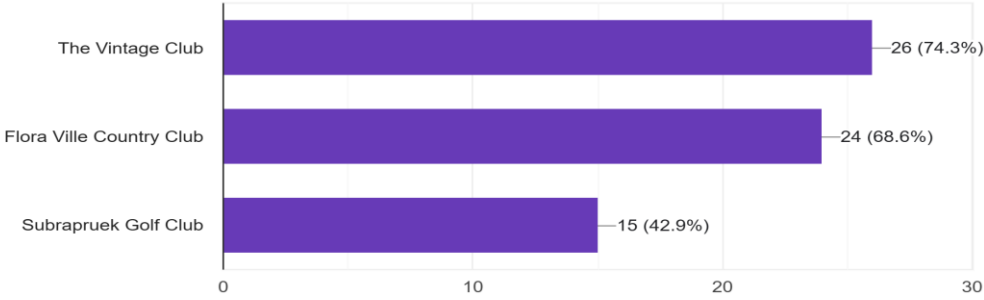
What other method of communication would you like to see us use to ensure you get the heads up information about future events and 'on-the-day' information? (can tick more than one)

34 responses



Which of the regular courses we currently use for Saturday events would you like to see continue in 2026?

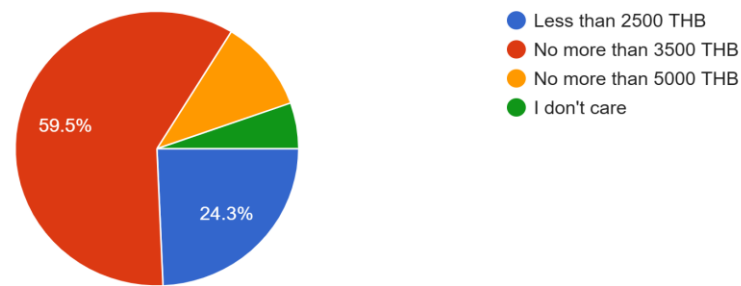
35 responses



CHARTS 3

How much are you prepared to pay for a Londoners Saturday fixture (Green Fee, Caddy Fee, plus mandatory cart - where possible we will keep carts optional)

37 responses



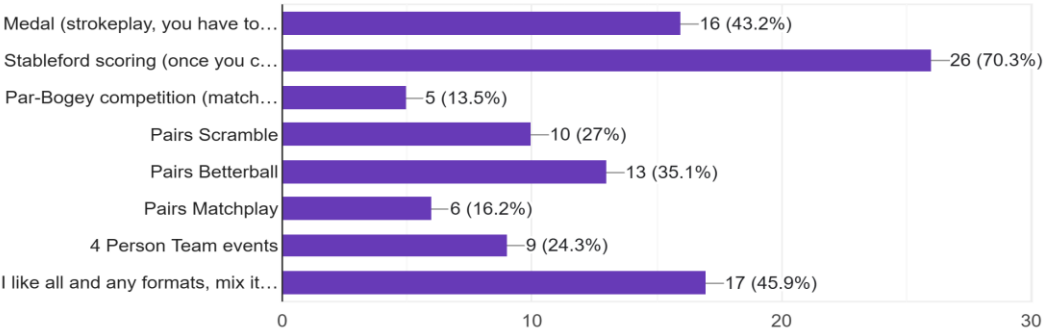
Do you prefer having a focus on one competition (eg singles stableford) or do you prefer playing a team event at the same time?

37 responses



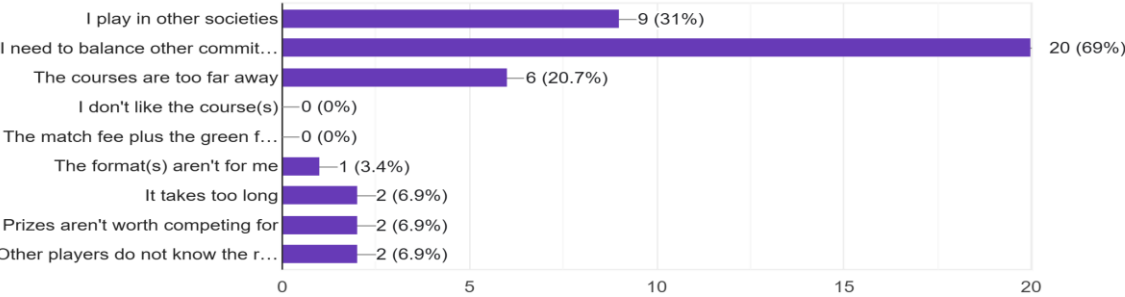
What is your preferred format for a Londoners event (you can choose more than one)

37 responses



What are the main reasons you do not play more Londoners Events? (you can tick more than one if relevant)

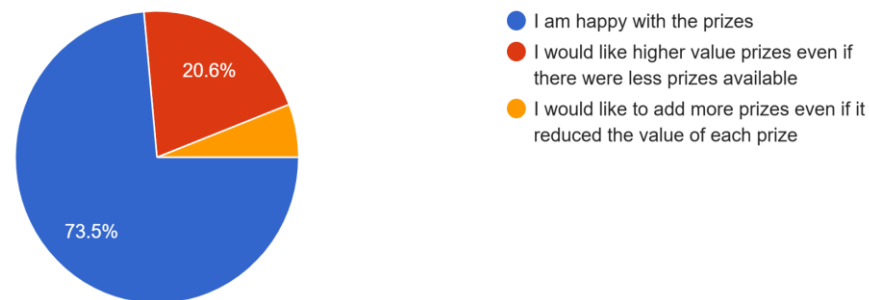
29 responses



CHARTS 4

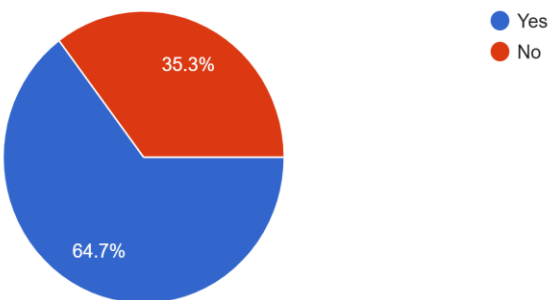
What sentence below best describes your view of the prizes given at a typical Londoners event?

34 responses



In your view, do you think cash prizes are acceptable?

34 responses



Do you follow your progress in any of the electrics or other season long competitions in TRUE HANDICAP for The Londoners?

36 responses



The Londoners Saturday events typically start around 11am - 1130am. Would you attend more or less events if the tee time was earlier but the price was higher?

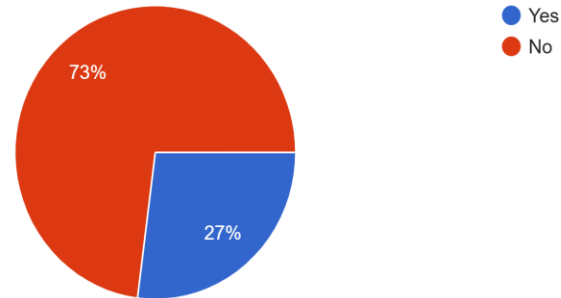
37 responses



CHARTS 5

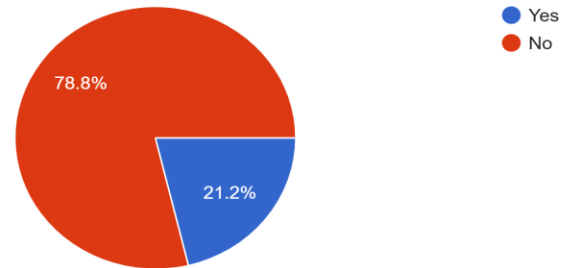
Do you ever look on the website to see where you stand in the 2025 Londoners Order of Merit?

37 responses



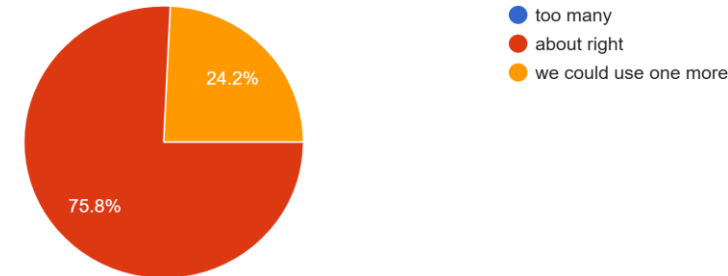
Would you consider helping out the club by becoming a committee member and contributing to event organisation & running? If you click yes please approach a committee member and let them know!

33 responses



We currently have 3 weekend events - The pairs champs (Between January and March) The Presidents cup (July) and The Club Champs (November). Do you think this is....

33 responses



YOUR COMMENTS 1

competitions play 1 format in each event, have less prizes but better ones, keep presentation quick.

When playing a team I want to choose my team members. Stop this team game and get back to 200 baht match fees.

Love the Londoners!!!
More variety of courses and earlier tee times willing to pay bit more for them!

Appreciate all the time and effort that goes in to planning the events. I look forward to each one

I think the committee and organizers do a great job, Thank you all for your efforts!!!

I enjoy participating at Londoners events. Unfortunately due to many travel days, I can't attend as much as I'd wish. A Whatsapp group to share rides to the events would be nice.

Starbucks vouchers are not so great. Always nice to win a little trophy,

Thank you all!

Well thanks to all for the organizing, the effort isn't taken for granted. One last comment would be on slow players who cause the entire group to fall off the pace, i.e. not keep up with the group in front. So I suppose that message is always good to emphasize, which you do.

Slow play is a bane and needs some further action - its only a few players, everyone knows who they are but they slow the whole course down.

super organized and competitive yet fun and collegial environment

Different days from other societies

Fun, serious about golf but not dogmatic about rules; sensible; Saturdays!

I find the competitions taking place alongside the main competition a distraction and the increase in match fee to fund the group team prizes is not something I support. No other society has increased their match fees and whilst 50THB will not break the bank on its own the general increase in green/caddy/cart fees plus the match fee can amount to a sizeable sum.

As mentioned, I do not need to play on weekends. There are other societies where I can play during the week. Another important reason is I like to play early in the day and not during the midday heat.

The post event presentation should identify the lowest gross score on the day. Even if a prize isn't awarded the best golfer on the day should be acknowledged.

YOUR COMMENTS 2

Slow play should be punishable by death.

I love Londoners ... but maybe a bit biased, since I am a committee member.

I think everyone on the committee is doing a fantastic job, it's a great club to be a part off.

Good fellowship, well organized

Encourage every member to speak up - if play is slow, don't put up with it and moan later or leave for the committee - talk to the group and play faster. It's impossible to fix after the round.

Splitting players into divisions is brilliant

committee are doing a fantastic job, its a great club !! One suggestion is a golf coach that could be booked before the game. Opportunity for a coach relationship to get business with some members at the course, enough time before the match and everything there ready to go.

Happy to volunteer occasionally depending on my other commitments.

Friendship

I love the overall atmosphere and feel. The presentations are always upbeat. The organisation is clear. Sensible deadlines are adhered to and sometimes nudged to help us all play. Thank you all

Played in good spirit and diverse players (eg female, different nationalities, local Thai etc)

I think some of the prizes offered are poor and not of fair value for the match fee. Tatty medals, Starbucks vouchers for example. The real value of the technical prizes should be at least the match fee, prizes of vouchers from companies looking to promote themselves should be bonus prizes. The winners "trophy" is an outdated concept other the for the majors and the overall prize strategy is out of touch with what other societies are now doing. Asking courses for some free rounds would also make a good first prize.

THE COURSES SUGGESTED - 😊

Ayutthaya

Thana
City

Khai Yai
Country Club

Lakeview

Bangpoo

Bang
Sai

Lotus Valley

Bangkok
Golf

Royal Golf &
Country Club

Green
Valley

Lam
Luk Ka

Royal
Lakeside

Bangpakong
Riverside

Phoenix
Gold

Muang
Kaew

Rachakram

Riverdale

Plus the ones we
already play at:
Flora Ville
Subrapruek
Vintage

ACTIONS AND UPDATES 1

#	Item	Owner	Status	Current Action
1	Create WhatsApp community to have more effective ways to communicate with members than just email	Phil	Open	We will work on doing this more consistently. We have done it before with 1 off WhatsApp groups for each event but that didn't work fully so we will revisit e.g. using WhatsApp Communities
2	Consider other courses for 2026	Steven	Complete	We are using Vintage and Flora Ville as our 'Home' courses for 2026 and will rotate different courses every 3rd event. You will have noticed that nearly every course near Bangkok was suggested as a potential venue. Also that no-one said a reason they did not play was the quality of the course but that everyone said the quality of course was important. So this means the courses being chosen are of the right quality for our members.
3	Mix up the event formats in 2026 in line with the results of the survey. Avoid too many competitions running at the same event as confusing	Steven / James	Complete	We will avoid mixing different forms of competition. Events will either be individual (Stableford or Medal - mainly Stableford), or team events (e.g. Pairs, 4-Player teams).
4	Pre-Event - Try and be more clear about competition scoring	Steven	Complete	We will continue to split the field into 3 divisions for Individual events. If one of the divisions has less than 5 players, then we will rearrange the players into 2 divisions for that event. Until now the playing handicap for individual competitions was calculated at 95%, which is recommended for competitions with 30 or more players. To avoid confusion, and align with other groups around Bangkok, we will use 100% of the Playing Handicap.
5	Let people always choose team mates in Team Comps	James	Complete	For team events, members can choose playing partners. We are aware that this can be discouraging to newer members so we remind everyone to be welcoming.

ACTIONS AND UPDATES 2

#	Item	Owner	Status	Current Action
5	Let people always choose team mates in Team Comps	James	Complete	For team events, members can choose playing partners. We are aware that this can be discouraging to newer members so we remind everyone to be welcoming.
6	Maintain course bookings that fit within the existing pricing e.g. below 3,500B in total	Steven	Complete	Noted and we will try and do this
7	Investigate some early Saturday starts for 2026	Steven	Complete	Investigated but early starts on Saturdays increases the green fee cost beyond what was responded plus carts are mandatory even at places where walking is possible with our late morning starts. So we cannot have any early starts unfortunately
8	Improve technical prizes to at least match value of the competition match fee.	James	Complete	Noted and we will phase out the Starbucks vouchers and smaller prizes. We will work on increasing the quality of the technical prizes e.g. more sleeves of golf balls. We have also updated and shared 'The Londoner Way' key points - this is to provide more clarity on the way we run our events.
9	Consider Cash prizes	All	Complete	Although a majority responded that this was acceptable, we are not going to implement cash prizes as this time. Partly as a differentiator to other societies and partly as some committee members have very strong opinions against these and as they volunteer their time for the society they are listened to closely.
10	Pace of Play Comments	All	On-going	You can all read the comments made in the survey. Just play more promptly. Don't be the slowey - if you are unsure, ask your playing partners to rate your pace of play and react accordingly to what they say.
11	Maintain fun and friendships in the society	Phil	Complete	Yeah! Glad this was highlighted as a great thing you all value in the Londoners

ACTIONS AND UPDATES 3

#	Item	Owner	Status	Current Action
12	Keep our events on Saturdays	Steven	Complete	Yes - no plans to switch from Saturdays
13	Maintain that events are well organised	Phil	Complete	Yes, we intend to. Update for future Masters that get held over 2 Saturdays, Day 1 should be Stableford, with Strokeplay (medal) on Day 2.
14	Maintain a good committee	Phil	Complete	Of course. There will be a large refresh of the committee announced soon.
15	Call out the best gross on the day	Phil	Complete	Noted - we used to do this but it lapsed. Good reminder that it is valued - we will try and remember to acknowledge it
16	Golf coach - have one at the course	Phil	Complete	Nice idea but most golf coaches get their busiest days on the weekends with paid-for lessons so they are unlikely to come to us. But we do have a great sponsor - the Golf Point Center - they want to come to an event but so far have been too busy. But you can go to them and get a free trial and then buy lessons like many of us have.
17	Consider an additional Away Weekend	Steven	Complete	For 2026 we will add a 4th Away Weekend for the Masters, to be played at Grand Prix. If this proves to be successful, we will continue with this. The alternative for the future could be a 1-day event at a 'special' golf course, or a return to the previous format (2 separate days of competition, one medal, one Stableford).