

AREAS OF FOCUS

The results make for interesting reading and although not all sections provide a clear answer there are certainly some that do and enable us to look at the following focus areas:

SERVICES

- Security
- Wifi
- Team interaction – Whilst a majority voted positively, to have any negative on this area is not acceptable
- Owner Communication - 22% Not Good and an even more disappointing 10% Awful
- Purchase experience 72% Amazing/Good 10 % Awful or Not Good
- After sales 32% state Not Good or Awful and 12 % just Ok
- Delivery of what was promised 30% Awful/Not Good and 18% Ok
- Owner offers 34% Not Good/Awful

FACILITIES

- Signage - 53% stating that there was need for improvement with their votes of Ok, Not Good/Awful
- Showbar – a good percentage of 55% stating Good or Amazing though a large percentage not happy.
- Menu choice in Sandpiper – again another split with 53% stating Amazing or Good
- Indoor Play area – 20% stating Awful or Not Good and an additional 39% stating just 'Ok'
- Arcade – 41% stating Ok and an additional 10% stating Awful or Not Good
- Park Shop – 30% stating Awful or Not Good
- Show bar & Arcade Toilets Cleanliness – upto 20% stating Awful or Not Good

ENTERTAINMENT

- Kids day entertainment – 35% stating Awful or Not Good, another 25% stating just 'Ok'

MOVING FORWARD

The results and focus areas give us clearer sense of direction of what our Owners are looking for, to take this to the next step we will be looking at the following:

OPPORTUNITIES

Communication A key area in need of focus. We are now looking at ways we can improve this. Potentials could be in the form of courtesy calls to owners diarised, increase in Newsletters, diary of Management/Owner meetings

Security We have already ticked some of the boxes with regards to security with improved and additional CCTV put in place, speed bumps in Beachfields (with more to follow) and 24 hour security with 2 security guards.

Offers Currently researching into 3rd party offers for Owners in the local area. Will seek to provide new 'monthly' offers for Owners in Sandpiper

Wifi Currently researching into a new supplier for Wifi

Pool Research being carried out with options for the pool. The cost implications and physical structure of the park will play a major part of the outcome. The survey stated that it was generally too small during peak.

Arcade Additional toys placed in the arcade machines more regularly

After Sales A full review will be undertaken with after sales, Ownership needs to be taken and updates need to be provided at all times to the Owner.

Beachfields Park Due to the next step of development on Park, there are no plans to build a play area on the Beachfields site.

Owner Events More family orientated days were requested and this is something that the Ents team will take into consideration for the 2017 calendar.

We will continue to provide surveys such as this and hope our owners will see the benefits in the actions we take to continually improve the park facilities and services.

kindest regards, all the team at Golden Sands

Owners Survey

RESULTS

We constantly seek to improve/upgrade/invest in the park so as to provide an environment where Owners, guests and team members look forward to staying and working in.

Feedback from our guests and owners is so very important, enabling us to make the right decisions when it comes to investments and seek to make changes if we are failing in any area.

A survey was sent to all owners in June 2016, giving an online and paper version. The response rate was disappointing with just 14% returning their feedback (52 responses). Though it does give us a base to work from. The results follow...

the team at Golden Sands

SUMMARY OF FINDINGS

The response options were based on a scale which ranged from 'Amazing' through to 'Awful'. There was a real mix in responses, very few responses provided a clear direction of one level or another.

All responses have been taken with importance, we may not be able to meet all requests due to the nature or physical structure of the park, though they have been noted and as such, actions have been and will be taken where possible.

We seek to provide 'Happy Holidays' not 'mediocre' or just 'ok' breaks away or service. So when looking at the scale option of 'ok' we take this as being just 'passable' and therefore clearly there is room for improvement.

Looking at the data as a whole the feedback has shown us:

OVERALL

A majority of Owners use their holiday home half of the year and are generally happy with the Park. No one stated it to be 'Awful' or 'Not Good' and just 16% stating 'ok'. This pattern was similar with the park upkeep, cleanliness and general service. Park facilities, whilst scoring highly with 59% in Amazing or Good, 34% did vote just 'Ok' and the remaining awful or ok.

FULL INFORMATION

PLEASE NOTE: On all questions some Owners chose not to give any response.

GENERAL

- Owner Response rate 14%
- Owner Usage 55% use 20+ times a year, another 10% using 10+ times a year.
- Overall judgement is good with no-one stating the park to be Not Good or Awful, though if looking at ok and need for improvement then this was a small number at 16%
- 32% felt unvalued & 16% not happy at all
- General service 51% Good/Amazing and 37% Ok, no votes of Awful
- Park upkeep was a positive vote with 65% Good or Amazing and another 29% Ok
- General Facilities another positive with 59% stating Amazing/Good though 25% Ok (12 % stating Not Good/Awful)

SERVICES

Security Balanced opinion with 47% stating it was good or amazing and another 47% stating it was in need of improvement with a vote of 'Ok', 'Not good' or 'Awful'.

Landscaping Majority vote of 'Amazing' & 'Good' at 71% though 26% believe need for improvement.

Roads & Pathways 51% stated 'Amazing' or 'Good' leaving 45% seeing need for improvement

Lighting Majority stated 59% 'Amazing'/'Good' though still need for improvement with this at 38%

Cleanliness Great read - 76% saying 'Amazing'/'Good' and just 2% saying Not Good

Signage Needs work! 53% stating need for improvement with their votes of 'Ok', 'Not Good' & 'Awful'

Wifi Not a good read! Massive 45% saying Awful & 27% Not Good

Indoor Play Area Mixed response with 32% stating Amazing and Good and 20% stating Not Good or awful with the remaining saying ok - though clearly a need for improvement based on this response.

Outdoor Play Area Gets a different response with 55% stating Amazing & Good and just 8% stating Awful. Still need for improvement as we need more Amazing and 27% stating Ok doesn't give this.

Pool 53% stating Amazing/Good and 25% stating Ok. 16% stated a Not Good or Awful vote and 25% stating Ok.

Arcade Seems a majority can 'live with it' at 41% stating Ok. Small percentage stating Awful or Not Good at 10%

ENTERTAINMENT

Adult Eve Gets another mixed response 45% stating good or Amazing and 27% stating Ok

Kids Day Needs some work with 60% stating there is need for improvement (this is based on 55% stating it was Ok - the rest stating Awful or Not Good)

Kids Eve Another real mix - though the majority stating it was Amazing or Good at 49% (18% no response)

OWNERS EVENTS

Attendance 50% go to an Owners Event less than 6 times a year

Judgement 61% stated Amazing or Good

FACILITIES

Showbar 55% think it's Good or Amazing with 27% just Ok

Sandpiper 67% think it's Good or Amazing and 25% Ok

Drink Range 65% happy with the product range of drink 29% thinking its Ok

Menu Choice 53% believe the menu choice is great, 29% just Ok

Food Quality Gets the thumbs up from 55% and an additional 24% saying it is 'Ok

Chip Shop Just 2 % believe the chippy to be Awful and 4% not good, the rest very happy

Park Shop Not the best with just 43% agreeing it to be Ok and 22% stating it's Not Good and an additional 8% stating Awful

OWNER DEMAND

Sandpiper Busiest days for Sandpiper, no surprise Fri & Sat with Sunday very close

Showbar Busiest days for Showbar - Fri/Sat

Pool Busiest days Sat & Sunday

Arcade Busiest days Fri/Sat

CLEANLINESS

Sandpiper Cleanliness marked well with 91% stating Ok or above

Showbar Also scored well with 71% stating Amazing or Good and an additional 18% Ok

Showbar toilets A large 41% stating just Ok and an additional 10% stating Not Good or Awful.

Arcade & toilets Scored similarly with 49% stating Ok for the arcade overall and 41% stating the same for the toilets. An additional 20% stating Not Good or Awful for this area.

Launderette Tops them all with a staggering 43% stating Amazing and 25% Good. With not one awful or not good.

Indoor Play Area 4% stating Not Good and 25% stating Ok, the rest stating Amazing or Good for cleanliness in this area

Outdoor Play Area Scored highly with 73% stating Amazing or Good

Park overall No Awful or Not Good though 24% stating it was just 'Ok'

TEAM

People We sadly got 4% stating Awful or Not Good though 59% voted for Amazing or Good

HSM Scores were 37% stating Good and 14% Ok. 10% however stated Not Good or Awful

Caravan Sales 69% stating Amazing or Good though 8% do state Awful or Not Good.

Pool team Mixed reviews 45% stating Good or Amazing and whilst 18% state Awful or Not Good!

Retail Another positive outcome with 53% stating Good/Amazing and 25% Ok though still 4% stating Awful or Not Good

Park Shop 59% stating Amazing or Good

Chippy Outstanding with 71% stating Amazing/Good

Ents team 49% stating Amazing and Good and 12% stating Not Good

Accounts team Gained 45% Amazing or Good though 14% stating Not Good and 2% stating Awful

Staff interaction 43% Amazing/Good though a massive 20% stating Awful or Not Good

Management 45% stating Amazing or Good though 14% stating Awful or Not Good.

COMMUNICATION/HAPPINESS & AFTER SALES

How valued Was a real mix with 10% Amazing, 31% Good, 22% Ok, 16% Not Good and another 16% Awful

Communication Again a mixed bag with 18% Amazing, 24% Good, 22% Ok a disappointing 22% Not Good and an even more disappointing 10% Awful

How Happy? 59% voting for Extremely, Very or Happy. 18% stated 'So So', 16% are really not very happy at all.

Recommend Only 25% would 8% stated they wouldn't (the rest didn't answer)

Purchase exp 72% Amazing/Good 10 % Awful or Not Good

After sales 32% state Not Good or Awful and 12 % just Ok

Deliv. Promise 30% Awful/Not Good and 18% Ok

Owner offers 34% Not Good/Awful