

Member Retention Health Check

A quick check to help golf clubs see which members may need attention before renewal, and what income could be at risk.

CLUB DETAILS

Club

Renewal period

Completed by

Date

For General Managers, club teams and committees.

Start with the renewal picture

Use the club's own figures and note anything that is still an estimate.

WHY USE THIS CHECK

Good retention often comes down to noticing a problem before the renewal letter lands. This page shows where the club stands and which categories may need attention.

Overall position

Measure	Last year	This year	Difference
Members due to renew			
Members renewed			
Members resigned			
Members moved to another category			
Renewal rate	%	%	%
Membership income kept	£	£	£

By membership category

Category	Due to renew	Likely to renew	Income kept	Income at risk
Full / seven-day			£	£
Five-day			£	£
Intermediate			£	£
Flexible / lifestyle			£	£
Other			£	£
TOTAL			£	£

FIRST VIEW

The category that may need the most attention is:

Possible income at risk: £

Which members may need a conversation?

Use what the team knows as well as the figures. The aim is to check in, not make assumptions.

Possible sign	Yes / no	Members affected	What we know / next step
Playing less often			
No recent bookings			
Less involved around the club			
Queries about price or value			
Difficulty getting preferred tee times			
Change in work, family or health			
Asked about another category			
Complaint or unresolved issue			

Quick check of the member journey

Club check	Working well	Needs work	Comment
New members receive a proper welcome	☐	☐	
Someone checks in during the first few months	☐	☐	
Members know how to get involved	☐	☐	
Queries are followed up	☐	☐	
Renewal contact starts early enough	☐	☐	
There is another option before resignation	☐	☐	
Reasons for leaving are recorded	☐	☐	

- Which members would benefit from a call before renewals begin?
- Can someone move to a better-fitting category rather than leave?
- Do we know why members have resigned, or are we guessing?
- Who in the club team is responsible for following this up?

MAIN GAP TO FIX

The part of our renewal or member contact that most needs improving is:

Agree the next steps

Keep the action list short and give each action to someone in the club team.

Statement	Yes	Partly	No
We know our renewal rate by category.	☐	☐	☐
We record why members leave.	☐	☐	☐
We notice when member activity changes.	☐	☐	☐
New members receive a proper welcome.	☐	☐	☐
Renewal contact starts early.	☐	☐	☐
Members can move to another suitable category.	☐	☐	☐
Someone owns member retention.	☐	☐	☐

OVERALL HEALTH

Mostly Yes: Good foundations

A mixture: Some clear gaps to fix

Mostly No: A fuller retention review would help

Three actions

Priority	Action	Who	By when	Income protected
1				£
2				£
3				£

Where flexible membership may help

If a member still values the club but can no longer justify a full subscription, a suitable flexible or alternative category may help keep them connected rather than losing them altogether.

PlayMoreGolf helps clubs manage flexible members, renewals and member support while the club keeps control of pricing, access and how the category fits alongside its other memberships.

A PRACTICAL CONVERSATION

Use this health check to speak with the PlayMoreGolf club team about members at risk, other membership options and making the renewal journey easier to manage.

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