



Tee Time Booking Systems

Guidance for clubs following the end of COVID-19 restrictions.

Summary

As of 19 July 2021, the updated government roadmap dictates that all social distancing laws are abolished. As this includes an end to gathering limits and the need to track and trace, the choice falls to each individual golf club as to how they manage access to their course.

We have received many enquiries from club managers and committees regarding our recommendations for how to manage course access, especially from clubs that have introduced a tee booking system for the first time as a result of the pandemic and have recognised the benefits.

The Benefits of Tee Times

While the decision is at the discretion of each individual golf club, outside of any restrictions set by the government, we encourage clubs to consider the benefits of a tee booking system, or at least a process of player registration.

These include:

- Analysing course usage data to improve the process of income forecasting.
- Analysing member usage, including identifying members that aren't playing regularly and therefore not making the most of their membership, allowing for support to be offered and benefitting member retention as a result.
- Staff work timings, daily duties and facility opening times can be managed more effectively, based on the better understanding of when busy periods are likely to be. This is beneficial to almost all areas of the operation, including the greens, hospitality, and pro/golf shop teams.
- Identifying quiet periods that can be better utilised by members, visitors, or coaches.
- More effective visitor green fee and society/visiting group management.
- Knowing exactly who is on the course at any one time should any issues arise, such as medical emergencies or reports of misbehaviour.

In coming to a decision, we highly recommend considering the benefits above, as well as the opinion from your membership. A simple survey could be used to allow every member the chance to feed in and for you to gain a fuller understanding of the overall preferences of your whole membership from which to make a more informed decision. Golf clubs across the country have welcomed new members during the period in which a tee booking system has been mandatory, and removing them completely may affect their experience negatively in comparison to what they have been enjoying to this point.



Hybrid Option Examples

We have been speaking to golf clubs that are considering continuing with a form of tee booking system, having previously operated a roll-up style method of managing course access. It does not need to be a straight choice of moving to a full tee time system or reverting solely to roll-ups. Below we have some examples of hybrid systems that clubs are putting in place from 19 July. Should you wish to talk through your options with a member of our team, please contact your Club Support Officer.

Example 1 - Marlborough GC (Wiltshire)

Having introduced tee times as a result of COVID-19 restrictions, General Manager Stephen Scott-Bowen has been able to manage the club much more efficiently, having course utilisation data to monitor member and visitor usage, manage busy periods more efficiently, identify any members that are not playing and reach out to them in getting the most from their membership, and allow for clubhouse and pro shop opening times and staff levels to be managed more effectively.

The club surveyed the membership, with results showing 51% in preference of retaining tee times, and 80% saying that a compromise would be acceptable. As a result, a hybrid system has been designed for use in a four-week trial, starting as soon as the period where COVID-19 restrictions end.

As a traditional members club who have not used tee times for more than 130 years, the results were very interesting, yet challenging. Time has always been a barrier to the growth of our sport, and more than ever golfers want to guarantee that they can turn up and not have a long wait on the first tee. People have busier lives and the ability for members to plan their day around their game of golf enhanced and aided the integration of circa 300 new members.

This proposed model below introduces tee times to certain periods, including weekend mornings, with a view to benefiting those members who prefer tee times in order to fit golf into their busy lifestyles, plus busy visitor times, while allowing for roll-ups to take place throughout the week.

Day/Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
7:00-8:00	Roll up	Tee Times	Tee Times				
8:00-9:00	Roll up	Tee Times	Tee Times				
9:00-10:00	Roll up	Tee Times	Tee Times				
10:00-11:00	Tee Times						
11:00-12:00	Tee Times						
12:00-13:00	Tee Times						
13:00-14:00	Roll up						
14:00-15:00	Roll up						
15:00-16:00	Roll up						
16:00-17:00	Roll up						
17:00-18:00	Roll up						
18:00-19:00	Roll up						



Example 2 – Maxstoke Park GC (Warwickshire)

At Maxstoke Park, General Manager Luke Ryan went through a very similar process in surveying the membership to gain accurate and widespread feedback to the direction in which the clubs should go beyond COVID-19 restrictions. While anecdotal feedback from members seemed to be overwhelmingly in favour of reverting to a roll-up system, the survey found that there was a 50/50 split in preference, proving the importance of providing everyone with the opportunity to have their say.

As a result, the club will be introducing a hybrid system as a trial, with the following timings:

Monday - Friday

- 7.00 – 12.00pm: Tee times
- After 12.00pm: Roll-up

Competition Weekend Days

- 7.00-4.00pm: Tee Times
- After 4.00pm: Roll-up

Non-competition weekend days

- Roll up all day