



F&B / COVID-19 Response Survey

Roehampton Club





Executive Summary

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The Roehampton Club Food & Beverage / COVID-19 Response Survey was distributed to members on July 30th, 2021. Respondents had until August 13th to complete the survey, and the deadline was then extended to August 16th. Overall, GGA received 934 responses to the survey out of 3,666 surveys that were successfully distributed to the membership, resulting in an overall response rate of approximately 25%. The results have a confidence interval of 2.8%, meaning the results of the survey would not have varied by more than +/-2.8% if the entire membership had responded, with 95% confidence.

Members appeared to show reasonable levels of satisfaction with the food and beverage operation at the Club over the past 12 months. Metrics are difficult to benchmark in 2020/2021 due to unique circumstances at each club, but several key takeaways can still be observed. Members are very satisfied with the staff in each food and beverage outlet at the Club, with ratings for “speed of service” and “attentiveness of staff” typically receiving the highest ratings in each of the outlets. Menu selection and frequency of menu change generally received some of the lowest ratings across all outlets. All outlets received relatively similar ratings, with the Piazza Coffee Shop receiving the highest ratings on average. Ratings were typically lower overall compared to 2018 figures but were higher than 2019 figures, which is a positive sign for the Club given the vast limitations that the food and beverage department experienced over the past two seasons. Many respondents noted that they could not comment on food and beverage operations at Roehampton due to lack of facility usage as a result of closures over the past 12 months.

Regarding the Club’s response to COVID-19, members appeared to be very satisfied with how the Club has implemented various measures across each of the amenities. The majority of members indicated that the Club has had a “good” or “excellent” response to COVID-19 in each area of Club operations. No more than 1% of members indicated that an area of Club operations had a “poor” or “very poor” response to the pandemic.

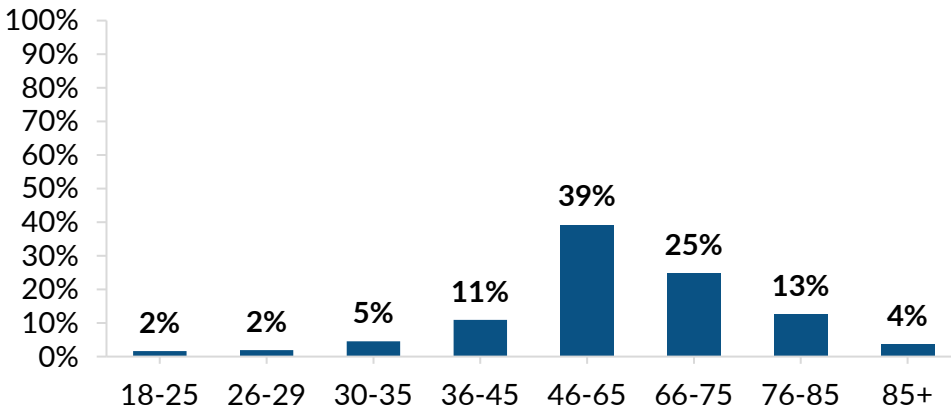
Nearly half (47%) of members indicated that the importance of the Club has increased as a result of COVID-19, with only 12% of members indicating that the Club has become less important to them as a result of the pandemic. The quality of Club’s amenities was the number one factor among members who indicated that the importance of the Club has changed (66% of members), followed by additional outdoor facilities and activities (53%). Over two-thirds (68%) of members indicated that they have returned to their normal usage level at the Club, a number that is expected to consistently increase over the coming months. Overall, it appears that the Club has responded well to the COVID-19 pandemic and should continue to maintain this level of excellence moving forward through the remainder of the pandemic.



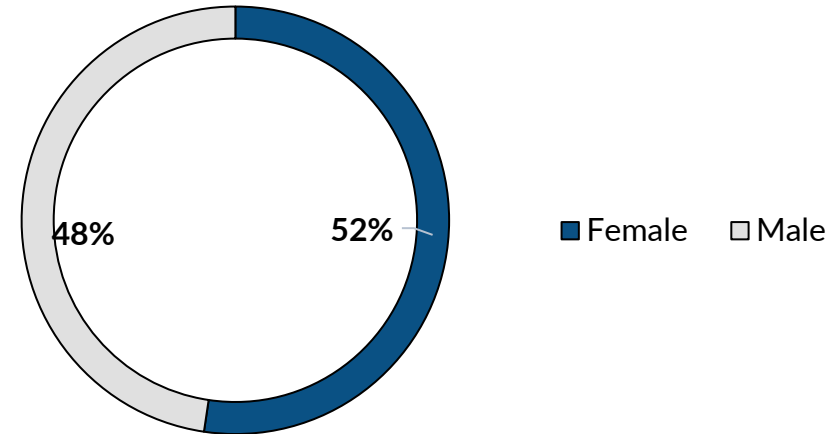
Survey Data

Profile

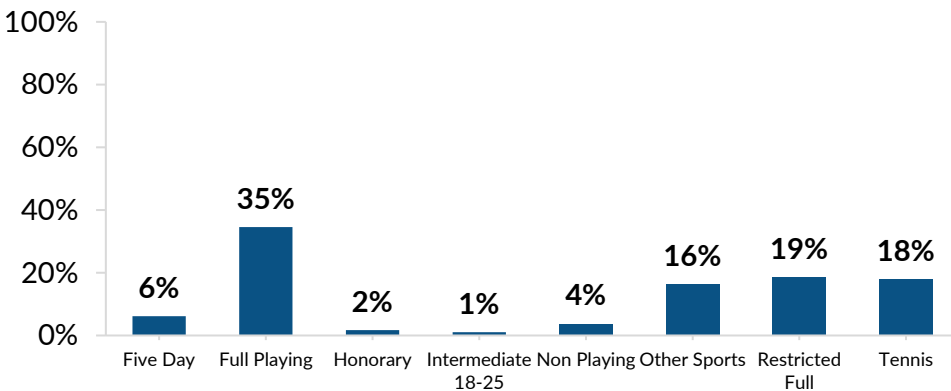
Age Category:



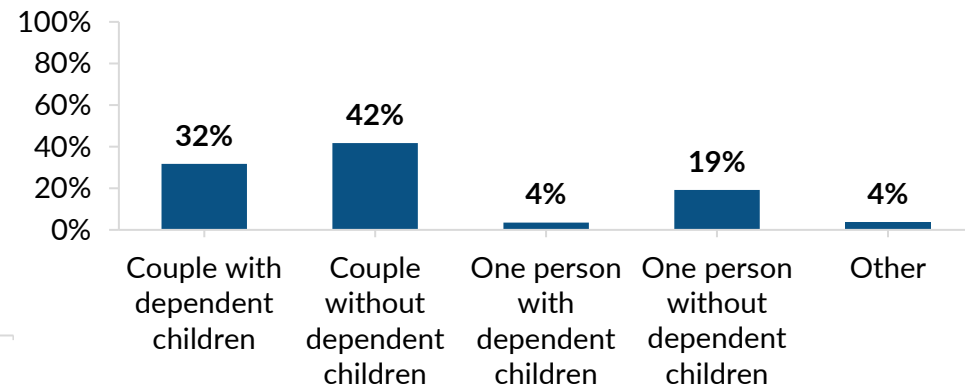
Gender:



Membership Category:

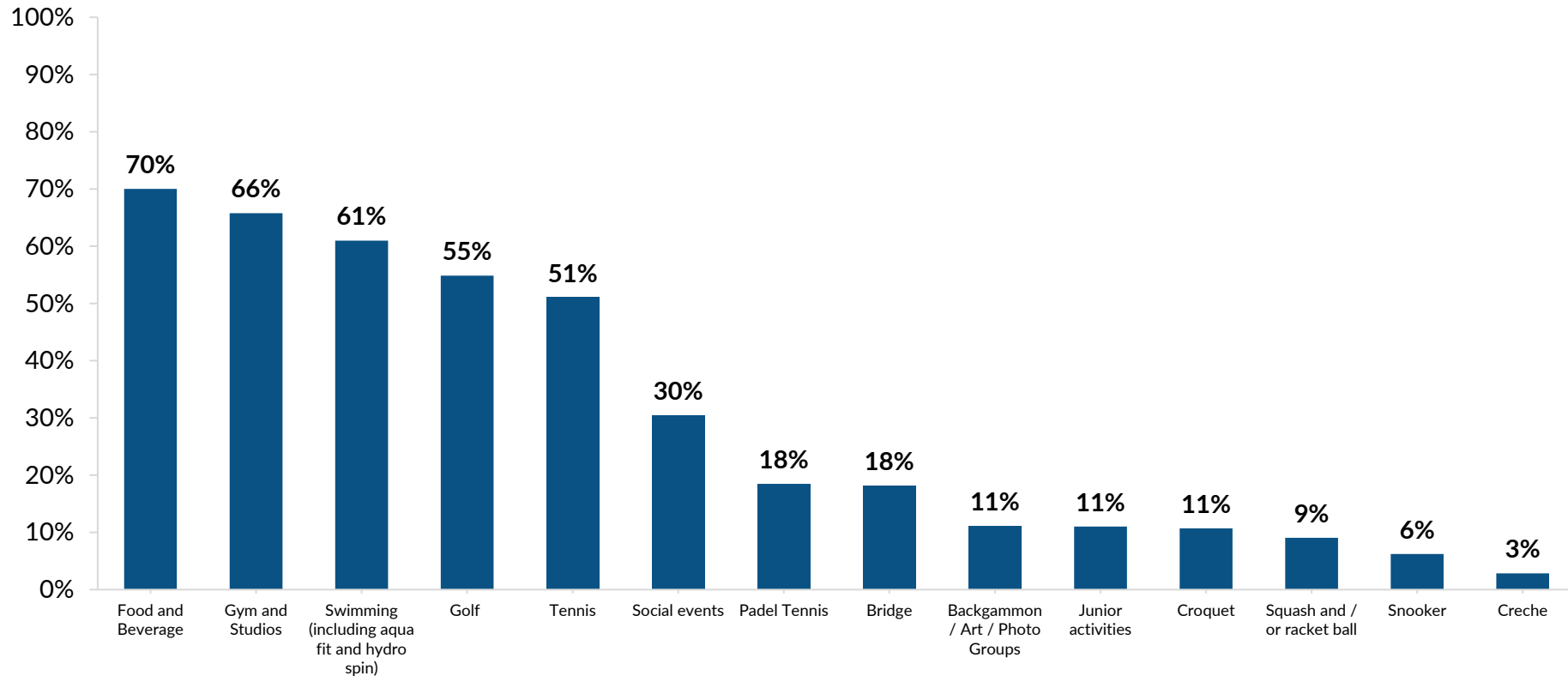


Household Type:



Usage

Please select the core facilities or activities you (and your family) use at Roehampton Club:



Usage

On average, how often do you use each facility or activity while it is in season?

	Almost daily	Few times per week	Once a week	Once or twice a month	Few times per year
Golf	2%	41%	25%	18%	14%
Tennis	4%	39%	26%	18%	13%
Backgammon / Art / Photo Groups	1%	14%	50%	13%	21%
Junior activities	6%	38%	32%	10%	14%
Gym and Studios	6%	37%	27%	17%	12%
Social events	0%	4%	6%	21%	68%
Squash and / or racket ball	0%	20%	17%	28%	36%
Bridge	0%	31%	34%	18%	17%
Food and Beverage	4%	42%	27%	20%	7%
Swimming (including aqua fit and hydro spin)	5%	29%	26%	21%	19%
Croquet	6%	45%	20%	14%	15%
Snooker	0%	4%	20%	30%	46%
Padel Tennis	0%	18%	28%	37%	18%
Creche	0%	20%	16%	24%	40%

Usage

Typically, when do you use the Club most frequently?

	Weekdays a.m.	Weekdays p.m.	Weekends a.m.	Weekends p.m.
Golf	30%	24%	9%	5%
Tennis	26%	23%	9%	9%
Backgammon / Art / Photo Groups	25%	65%	1%	1%
Junior activities	10%	14%	35%	3%
Gym and Studios	45%	16%	9%	3%
Social events	3%	52%	4%	26%
Squash and / or racket ball	7%	39%	14%	13%
Bridge	18%	74%	1%	1%
Food and Beverage	18%	25%	7%	9%
Swimming (including aqua fit and hydro spin)	85%	45%	18%	28%
Croquet	27%	21%	3%	2%
Snooker	12%	51%	6%	18%
Padel Tennis	10%	29%	11%	17%
Creche	24%	0%	62%	5%

Usage

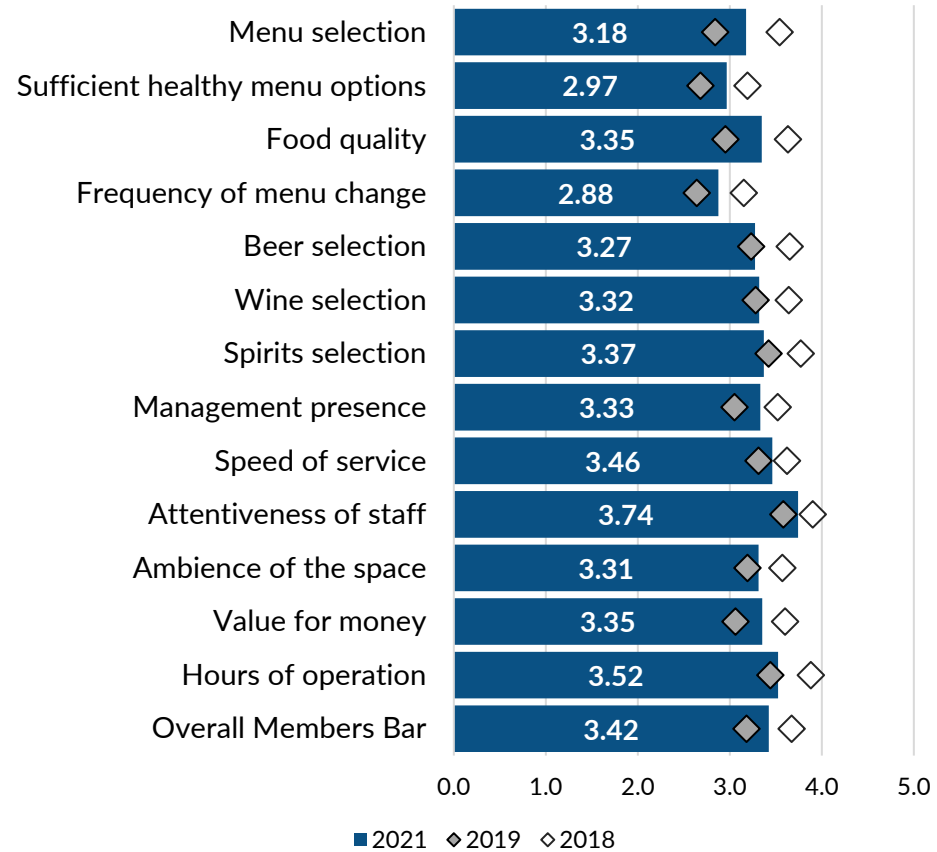
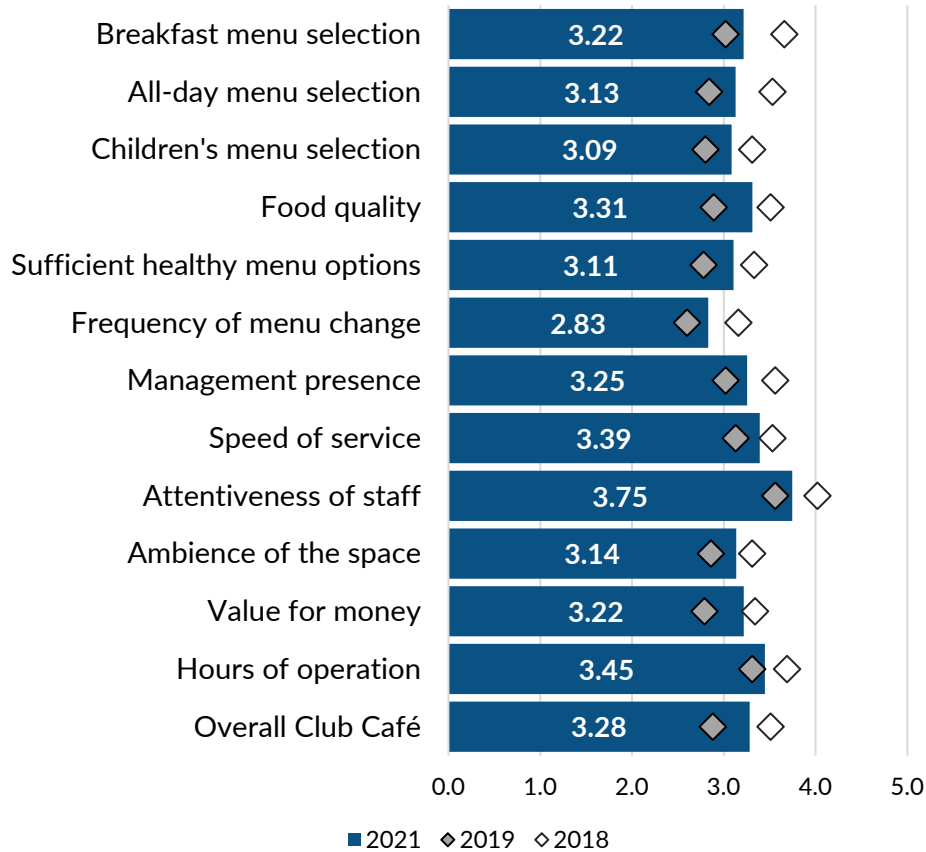
How often do you use the following food and beverage outlets?

	Almost daily	Few times per week	Once a week	Once or twice a month	Few times per year	Never
Club Café	1%	19%	19%	30%	23%	8%
Members Bar	0%	14%	19%	30%	26%	11%
Piazza Coffee Shop	5%	32%	22%	19%	13%	10%
Restaurant	0%	2%	6%	22%	46%	24%
Bar Terrace and Gardens	0%	12%	17%	33%	31%	6%

Food and Beverage

Evaluate your satisfaction with the Club Café over the past 12 months, with respect to the following:

Evaluate your satisfaction with the Members Bar over the past 12 months, with respect to the following:

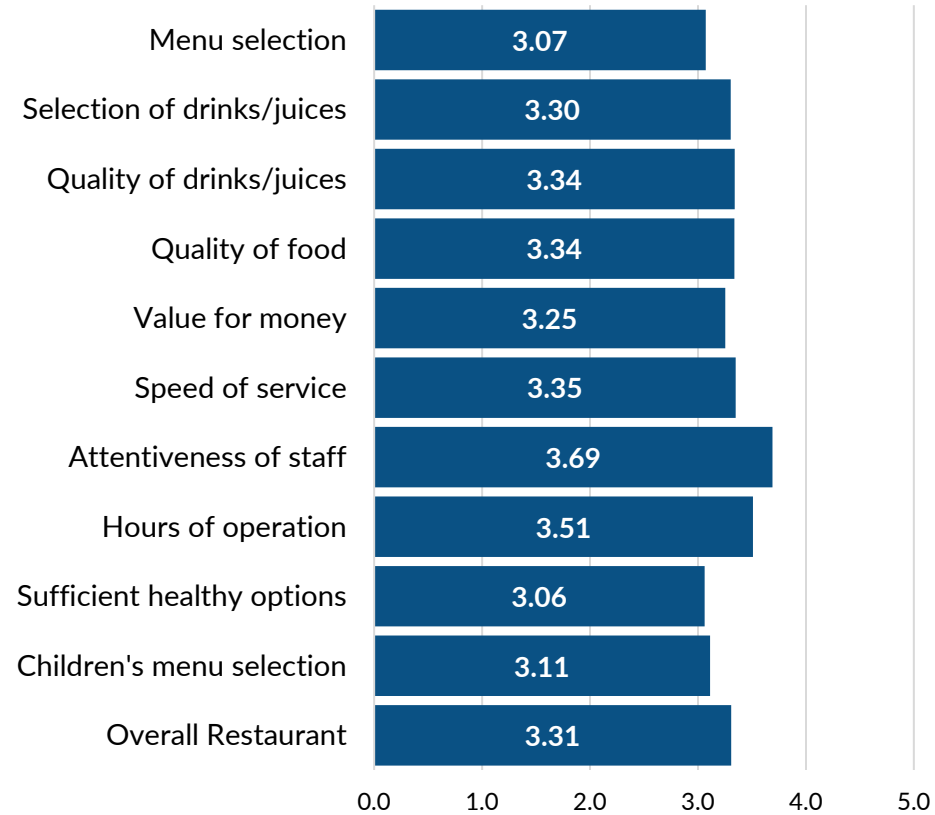
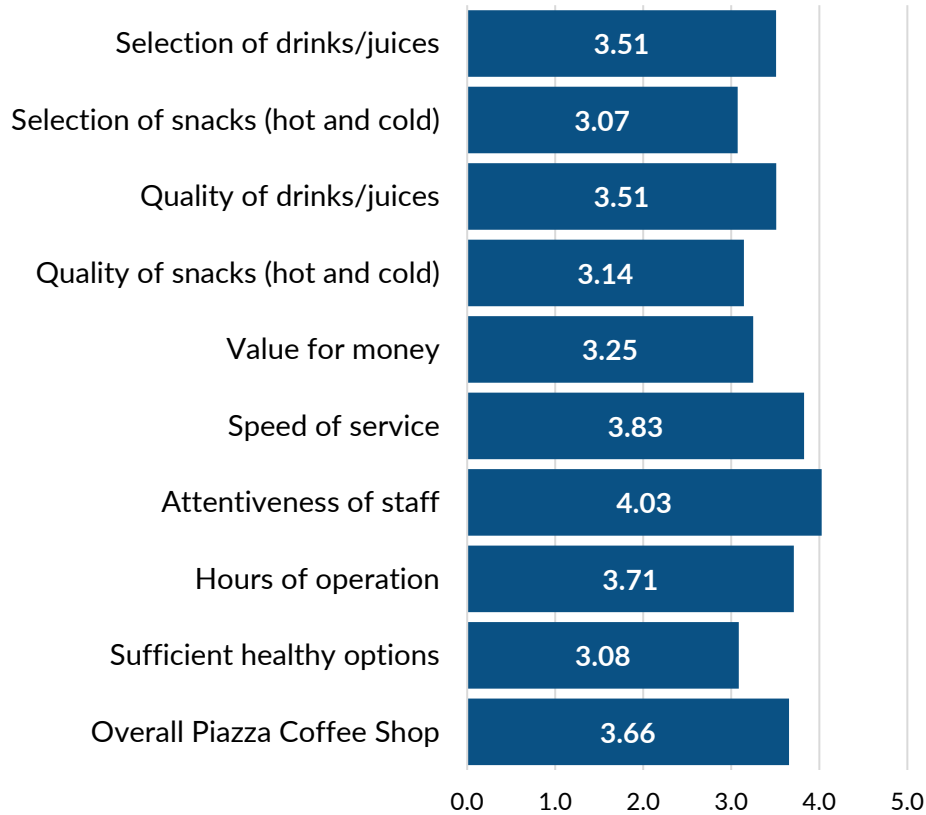


**Food and beverage operations for 2020/2021 have been subject to drastic differences across the club industry depending on the club profile, location and government policies, and it is not possible to benchmark this area of operations in 2021 as a result.*

Food and Beverage

Evaluate your satisfaction with the Piazza Coffee Shop over the past 12 months, with respect to the following;

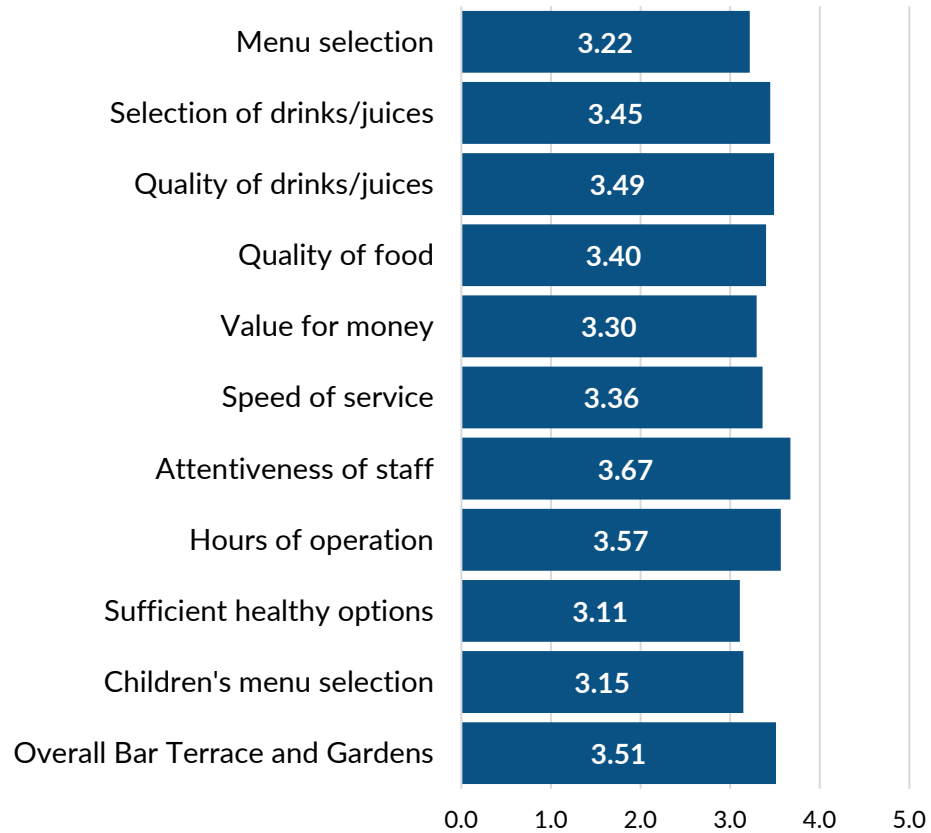
Evaluate your satisfaction with the Restaurant over the past 12 months, with respect to the following:



**Food and beverage operations for 2020/2021 have been subject to drastic differences across the club industry depending on the club profile, location and government policies, and it is not possible to benchmark this area of operations in 2021 as a result.*

Food and Beverage

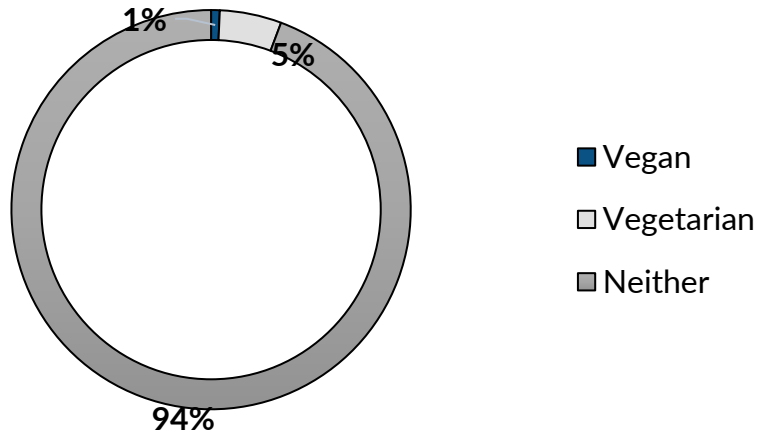
Evaluate your satisfaction with the Bar Terrace & Gardens over the past 12 months, with respect to the following:



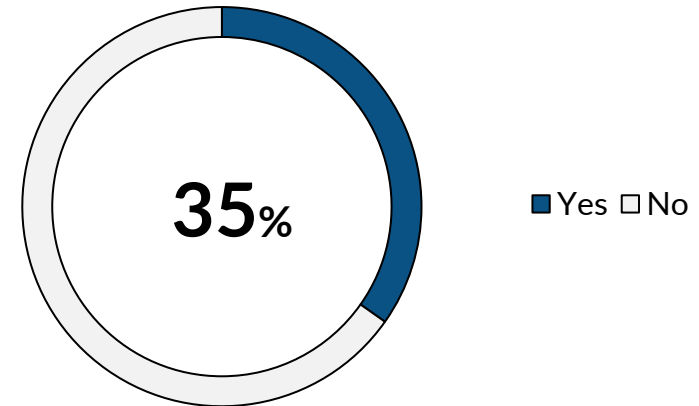
**Food and beverage operations for 2020/2021 have been subject to drastic differences across the club industry depending on the club profile, location and government policies, and it is not possible to benchmark this area of operations in 2021 as a result.*

Food and Beverage

Are you vegan or vegetarian?



Does the Club offer sufficient menu options for your vegan or vegetarian diet?

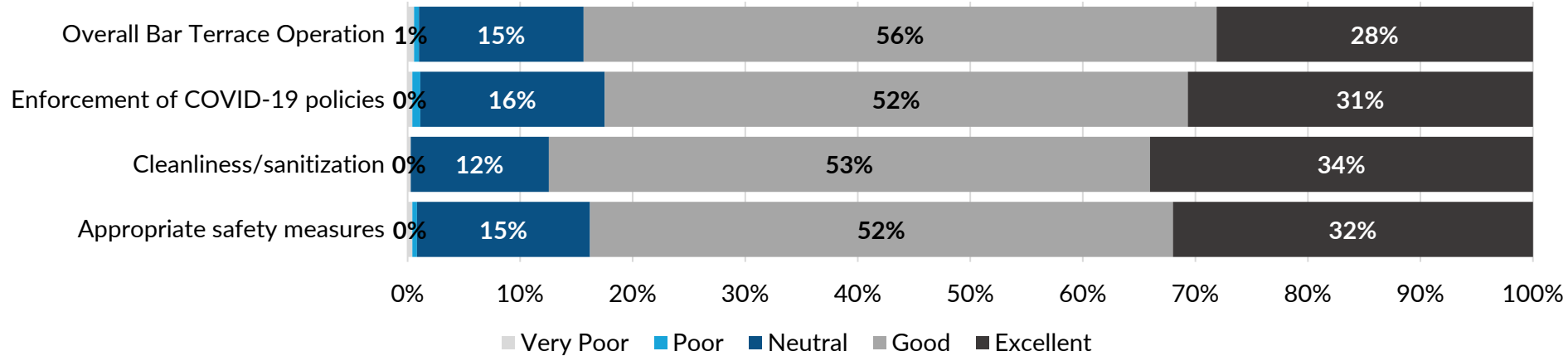


Additional comments with regard to the Food and Beverage Operation at Roehampton Club:

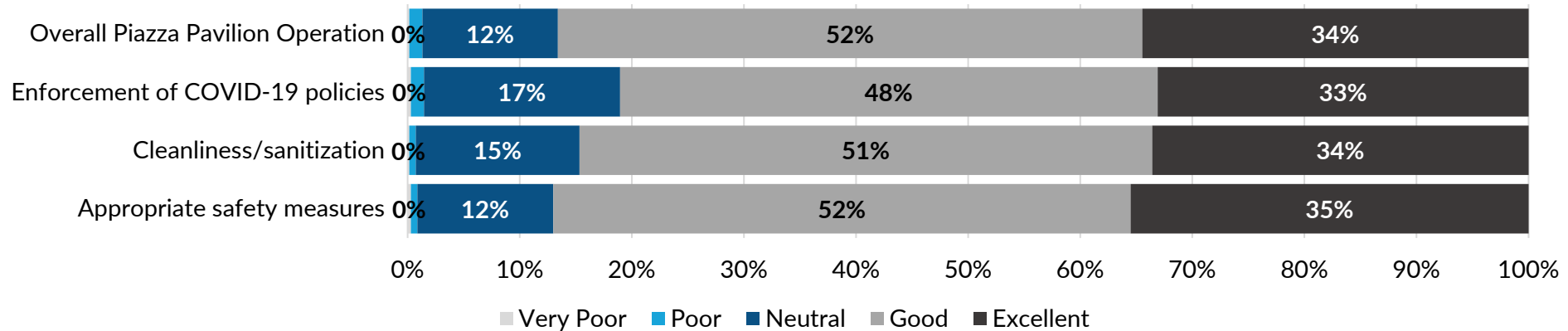
Refer to Appendix I - Verbatim Comments

How well has the Club adapted to COVID-19 in the following areas?

Bar Terrace

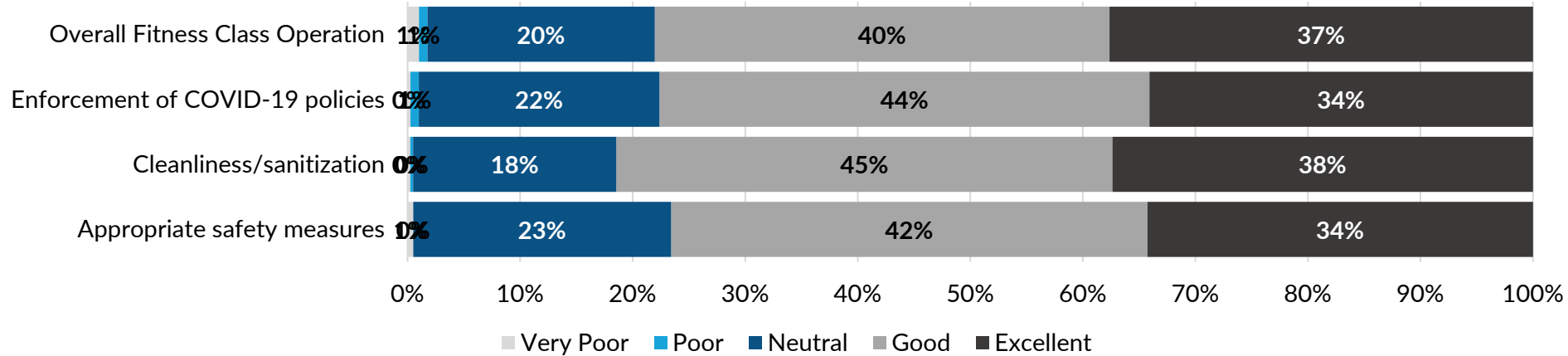


Piazza Pavilion

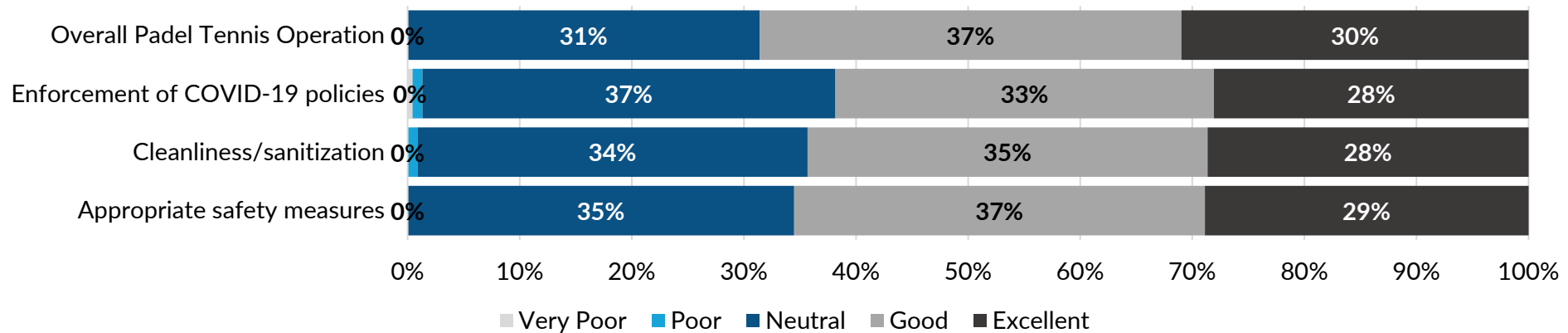


How well has the Club adapted to COVID-19 in the following areas?

Fitness Classes

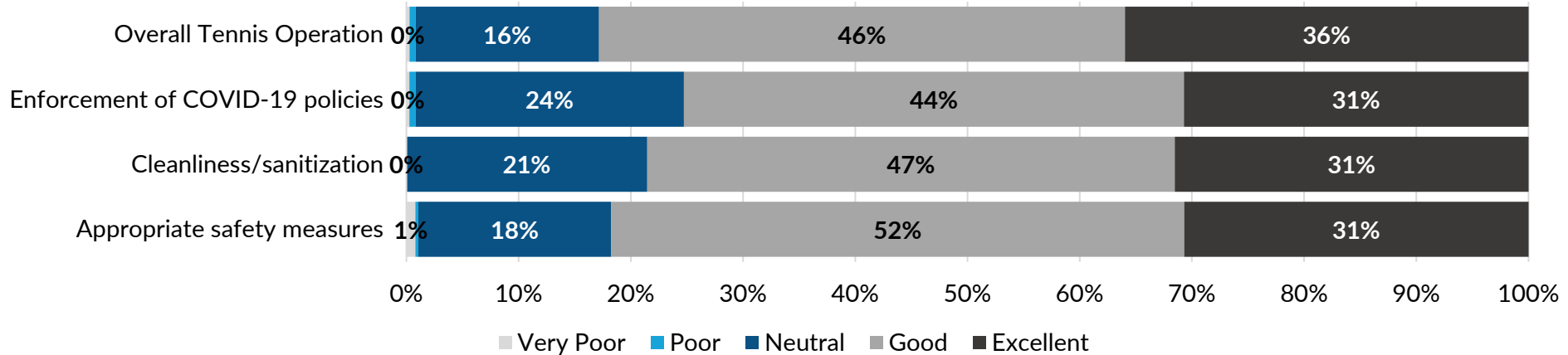


Padel Tennis

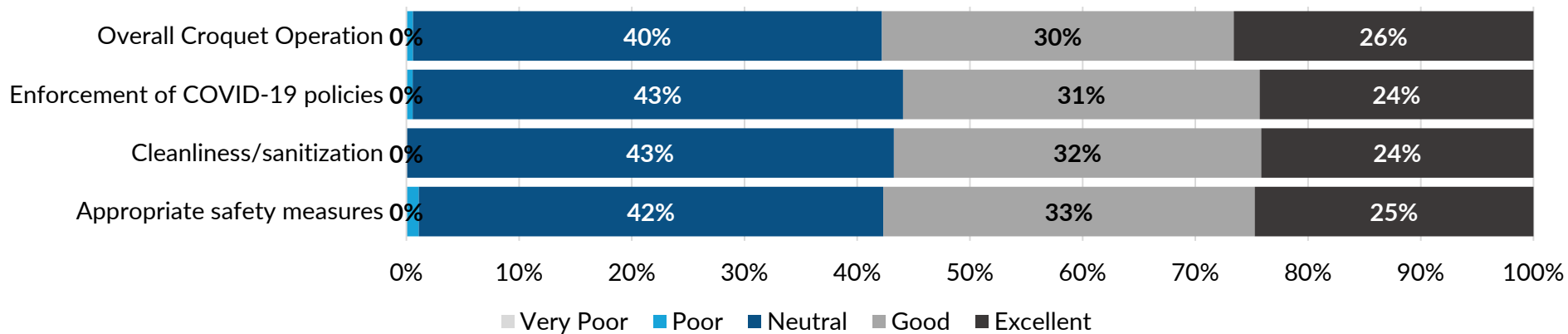


How well has the Club adapted to COVID-19 in the following areas?

Tennis

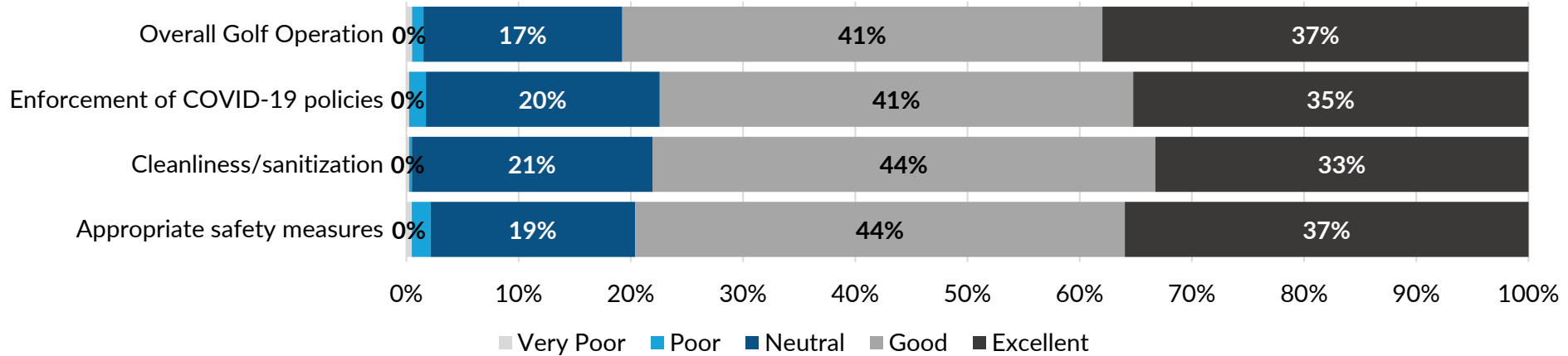


Croquet

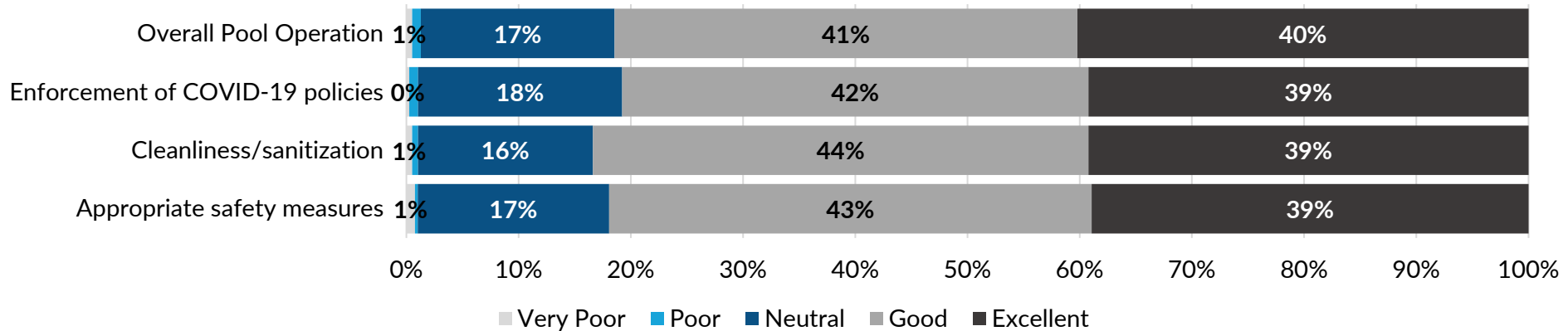


How well has the Club adapted to COVID-19 in the following areas?

Golf

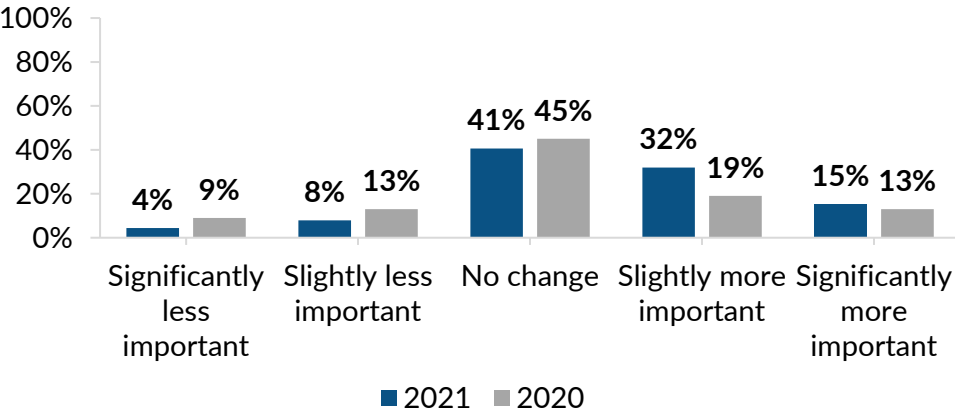


Outdoor Pool

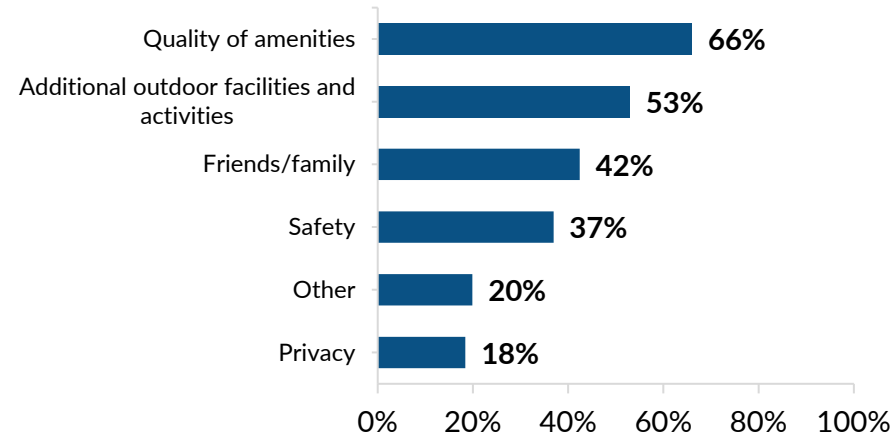


COVID-19 Response

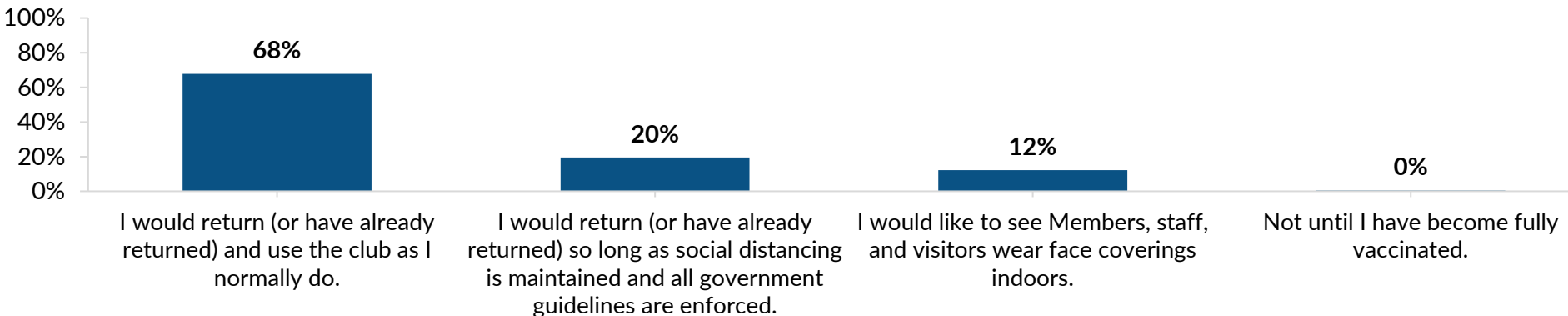
Has the COVID-19 pandemic changed the importance of your Club in your life?



What influences this selection?

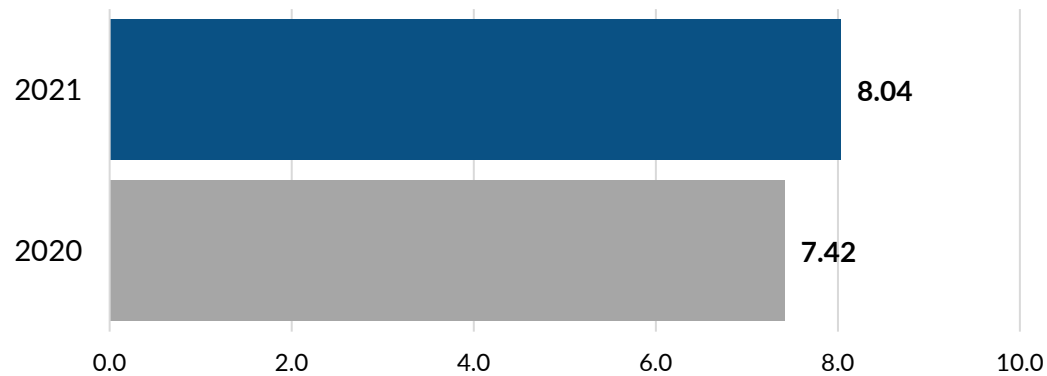


What would you do if the Club could return to full pre-pandemic levels of operation tomorrow?



COVID-19 Response

How well do you feel your club has performed through the COVID-19 crisis?



Additional comments with regard to the COVID-19 Response at Roehampton Club:

Refer to Appendix I - Verbatim Comments

Sources and Restrictions

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