

UK / EU - GM SURVEY

2.19 SUMMARY



59club
study

DECEMBER 20TH 2023

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64% give staff a holiday bonus



Yes we give staff 1 month salary bonus every four months so 15 months in total



35% offer a New Year's Eve party



We host NYE party each year - casino themed with live music



7.7 / 10 – Avg GM rating of attachment to their club



I don't get emotionally attached to work or work relationships. They can change very quickly.



Roughly 1 in 5 have a staff member with 40+ years of tenure



Member of staff was presented with an engraved watch at the Annual Dinner

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Expected Revenue Growth for 2024:

- 4-5% = 42% of clubs
- 6%+ = 38% of clubs
- 1-3% = 20% of clubs

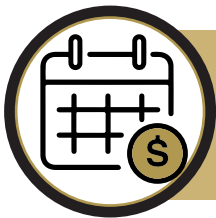


Incentivizing Chef:

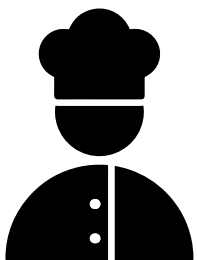
- 90%+ issue a bonus
- 40% use time off as an incentive
- Other – Education stipend, commission/performance related remuneration



£850 - Avg spend per year on Christmas décor



1.7 - Avg comp/free events for members per club per year



£40,000 - Approx annual Chef salary

£2,000 Approx annual Chef bonus

Roughly half will offer a bonus and few offer more time off as an incentive

Top interview questions for a panel...

"Does the club currently hold any debt?"

"What are the employees looking for from their next GM."

"How would you describe the average member at the club?"

"Why did you join this club and why do you continue to be a member?"

"Who is your favourite staff member at the club, and why?"

"What is the expected relationship between Board and GM?"

"What is the expectation level regarding being present for non-club events?"

"Directed specifically at President, how should I approach a conversation when I disagree with you?"

"What do you see as my priorities when I start. If they aren't consistent then you need to wonder if the Board is all rowing in the same direction. I once talked to a GM who asked that question and they got everything from better Chicken Salad Sandwiches to we need a Master Plan. Their governance reflected that diversity...it was all over the place!"

"If I was to be selected for this position, excluding moral or ethical failures, if one year from now, I was to be terminated, what would you predict to be the most probable cause?"

"Are the Board united in their vision for the Club?"