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Reasons For Lack of Locker Room Use ...And Solutions

I recently communicated with two private country club general managers, and both said the men's locker room does not get much use. I will suggest reasons for the lack of locker room use and solutions.

Is there an attendant on duty offering shoeshine service? Could the main reason for the lack of locker room use be that there is no staff on duty offering each member and guest daily shoeshine service while keeping the locker room clean, neat and well stocked throughout the day?

One hundred golfers means an opportunity and responsibility to do 100 pairs of street and golf shoes that day. Having only one attendant working a 40-hour week limits services provided to only eight hours a day and none on his two days off.

and polish any shoes left in a designated area. It could mean extra income for them if tipping is allowed or a set fee exists.

Showers can actually attract users, but there needs to be excellent water volume and pressure. As a result, full thick wide spray showerheads with no hollow spots become something to look forward to. A massage room and barber shop, with set hours of operation, are also a draw. Private water closets add a modern touch. Cloth hand towels make paying a locker fee more worthwhile. Having an ice water station can also bring people inside the locker room. So can offering food and drink service in a sitting area with large flat screens.

Metal lockers instead of wood are not a factor, providing they are in decent condition. In fact, most have more storage

**Are you hesitant about hiring full-time staff?
Consider providing shoeshine service with an attendant on duty
a few times a week. Perhaps on busy days?
A part-timer is better than no service at all.**

Also, the shoeshine room needs to be inside the locker room with a greeting counter near the entrance. The attendant must be visible rather than hidden in a room off a hallway. When I worked at Butler National Golf Club and The Greenbrier, we staffed the locker room from before the first golfers arrived to after the last golfers were off the course and serviced.

Location of the locker room, condition, offerings and solutions: Second-story locker rooms are not standard but still function the same. Not every clubhouse design features the parking lot next to the locker room entrance. Not every locker room leads directly to the first and 10th tee or flows into the pro shop. Some clubs have two-story locker rooms. These are not excuses for lack of use.

If not staffed, the men's and women's locker rooms need to be clean, orderly and fully stocked with a complete line of quality sink, shower and grooming station amenities. There needs to be a housekeeper who checks the locker rooms numerous times throughout the day so that when a member or guest enters, they can sense everything is how it should be and ready for them. Although a housekeeper is not the same as an attendant on duty, the housekeeping staff could clean

space. They can also be painted. New carpet and/or vinyl flooring, better (not necessarily brighter) lighting, and a new interior color all add to the attractiveness.

A STARTING POINT

Are you hesitant about hiring full-time staff? Consider providing shoeshine service with an attendant on duty a few times a week. Perhaps on busy days? A part-timer is better than no service at all. Member-guest events with two attendants will give the members a feel for service. Put any gifts for the guests inside their lockers so they will have to enter the locker room.

Borrow an idea from a club in the Cleveland area and give a comp guest greens fee with the annual locker fee. More members rented lockers, and guest play increased along with food and beverage income. The annual fee can include a "thank-you" item, such as a travel amenity kit.

Maybe the simplest solution is to survey the members by asking, "Why do you not use the locker room?" Summarize the response; if you would, please let me know the results. **BR**