Happy BIGGA Members

It looks like Greenkeepers are happier with their Greenkeeping Association lately with BIGGA members being more faithful to the organisation than ever before. A staggering 90.3% of members chose to renew in 2006 up until September, compared with 79.5% at all our time low in 2002.

In the marketing world it is said that if you are keeping 90% or more of your members you are doing a great job in terms of customer satisfaction. We are doing our best to keep this figure as high as possible by improving our service to you.

Still think it’s not good enough? Get in touch now and let us know why:
vanessa@bigga.co.uk or 01347 833800.
We would welcome any feedback from you as to how we can improve our service.

What have we done for you lately:

• In 2006 we spent £200,000 on education and training.

• More than £25,000 was given in scholarships and refund of fees.

• The BIGGA website was upgraded to improve interaction between members.

• In 2006 a new legal helpline was chosen as to how we can improve our service.

• Direct Debit payments were introduced so that membership fees could be spread over the year.

• In 2006 to September 4463 90.3% retention

<table>
<thead>
<tr>
<th>Year</th>
<th>Members that renewed</th>
<th>Retention</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>5186</td>
<td>85.4%</td>
</tr>
<tr>
<td>2001</td>
<td>5893</td>
<td>86.3%</td>
</tr>
<tr>
<td>2002</td>
<td>5277</td>
<td>79.5%</td>
</tr>
<tr>
<td>2003</td>
<td>5862</td>
<td>88%</td>
</tr>
<tr>
<td>2004</td>
<td>5169</td>
<td>86%</td>
</tr>
<tr>
<td>2005</td>
<td>5688</td>
<td>86.8%</td>
</tr>
<tr>
<td>2006 to September</td>
<td>4463</td>
<td>90.3%</td>
</tr>
</tbody>
</table>

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To book from UK call 0870 400 8135
To take advantage of this and other great offers during the year, please visit www.ichotelsgroup.com/exclusive

Competition success

BIGGA came runner-up in The Membership Development Awards 2007. With the retention figures, shown above, we demonstrated how the Association has improved its membership.

Membership Update

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