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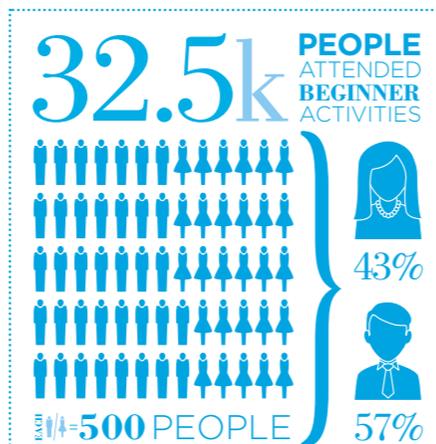
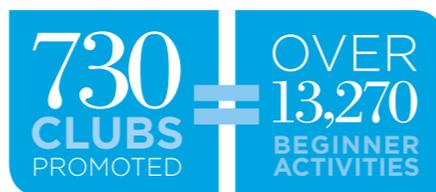
ENGLANDGOLF

Recruiting new golfers

Contents

- 04 Welcome
- 05 Points to consider
- 07 Products
- 09 Promotional calendar
- 11 Your plans
- 13 Guidance
- 14 Activities
- 15 Support

Get into golf



Source: England Golf Impact Report April-September 2016

Welcome

New customers are the lifeline of any business. England Golf is committed to supporting clubs by helping to recruit players to grow the game.

This resource provides points to consider when recruiting new golfers.

There is a range of free and exciting programmes for you to use and get involved with. These are supported by on-line business tools that give you flexibility and resources to tailor your local offering.

A national marketing campaign will create huge awareness and direct people to websites where they can find out how to get started and play.

A team of expert County Development Officers is on hand to guide your club and signpost club support resources, training and tools for all your business needs.

We'll help you to make sure that potential new customers who are searching for golf opportunities will find your offers.

Have a great season.



Nick Pink
England Golf CEO

Planning

“ Support from England Golf has allowed us to see where we are as a business, and to plan accordingly. ”

Mike Reynolds
Great Barr Golf Club - Committee Chair

“ Plans to give people a pathway into full membership has taken our recruitment to another level ”

Simon Race
Meltham Golf Club - PGA Professional

“ What works well with the Get into golf scheme is its structure. There is a plan to follow and it works. ”

Scott MacAskill
Boringdon Park Golf Club - PGA Professional

How well do you know your club?

Before planning any recruitment activity, you may wish to consider the following points...

- Number of members and breakdown?
- How has your membership changed?
- How many members have left, joined and why?
- What activities do you offer for beginners?
- Do you have a pathway to membership?
- Are different categories of membership available?

Even if recruitment activity is established and successful it's good to revisit these questions annually, then plan accordingly.

This club did know their business...

Boldon Golf Club, Durham

Reviewed their business. Found women's membership had declined from 75 to 28 over the past four years.

The club wanted to reverse the trend by attracting beginner golfers who, in time, would become members.

Boldon implemented a scheme to attract new women to the club through a beginner-to-golfer pathway into membership.

The sessions were run at times that most suit women and give them flexibility if they have family or work commitments.

Promoted locally and on the Get into golf website, the first course soon filled up.

A WhatsApp group for the beginners was set up so that they could keep in touch and gain support from their PGA professional.

An introductory membership offer leading to a full membership is now in place.

In just three months 19 women attended a beginner course and nine have taken up a full membership, generating over £3000 in revenue.

To read the full case study visit:
englandgolf.org/clubhouse



Products to help you recruit golfers

Get into golf

Get into golf is the national campaign to get more people golfing by providing affordable, easy-to-access beginner activities.

Supported by Sport England National Lottery funding and Sky Sports, it creates huge awareness through a national marketing campaign that encourages would-be players to book beginner activities through an online activity finder.

Any golf club and PGA professional can get involved for free by uploading their beginner activities to the website which offers 24/7 access

to activities and an online booking system. This will help you to manage your business through automated communication and reports that include the customers' booking details.

You will also have access to a range of promotional material through a web-to-print system.

To upload beginner activities for free and access promotional materials visit englandgolf.org/clubhouse.

For more information visit getintogolf.org



Golf Express

Golf Express is designed to get busy people playing more often by promoting and creating availability of 9-hole golf and other short formats.

It offers the complete golfing experience in half the time of an 18-hole round and it is compatible with the rules of golf and the handicap system.

Supported by a national marketing campaign, it is creating awareness and educating people about this alternative option through digital advertising, social media and promotional materials. These point people to a website of information and a directory of 9-hole courses and offers.

This programme will help golf clubs attract lapsed players who no longer have time to play a full round. It may also be used as part of the beginner pathway and for those who don't have the confidence to play a full 18 hole round.

Golf clubs and PGA professionals can upload their 9-hole and other offers for free and access a range of promotional materials via englandgolf.org/clubhouse.

For more information visit golfexpress9.org



Promotional calendar

England Golf has a range of partners to support its programmes:

- SkySports official media partner
- BBC Get Inspired
- Sport England
- Women in Sport
- UKactive
- Public Health England
- R&A
- European Tour
- PGA
- Golf Foundation

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Season												
Work Cycle	Planning			Implementation						Review & Planning		
Major Golf Events				Masters	BMW		The Open RWBO			British Masters WPGA		
Get into golf: programme to inspire people to take up golf through beginner activities												
Focus month				Launch		Women & Girls	Family					
Digital advertising												
Social media												
Partners												
Golf Express: programme to encourage people to play more often through 9-hole and shorter formats												
Focus months												
Digital advertising												
Social media												
Partners												

During the focus months there will be increased investment to promote to the targeted audiences.

Take advantage of the promotional months by offering activities and promote locally.

Range of resources to support you:

- Guidance on: Product Offering, Local Marketing, Commercial Benefits
- Range of promotional material templates including a web to print service



Great plans deliver great results

Points to consider in your plan:

- What is the target age group and the type of customer you want to attract?
- Do you have a pathway planned to support beginners' progression into the game?
- Can you build other elements into the pathway; social activities, club offers, new players' evenings?
- Do you have concessionary rates for beginners membership (trial / introductory / off peak)?
- Local price points and payment options

Don't forget to create awareness through your own local marketing and members. 'Member get Member' can be an easy win!

Tiverton Golf Club in Devon made a great plan...

Tiverton generated an additional £9000 in just two years.

Membership was in decline so Alistair Walsher, PGA professional decided to create a pipeline of new golfers.

Using the Get into golf model, beginner activities were uploaded to the Get into golf website and a pathway prepared to convert would-be golfers into players/members.

The successful marketing plan used roadside banners, leaflets and local newspaper adverts. It was boosted by the halo effect of the national marketing campaign that helped build word of mouth.

The first five week beginner course was very quickly packed out.

From here the participants would progress on to an improvers' course which would take them out on to the course, then they were offered a two month membership as a transition into full membership

The process was repeated: year one led to six new members, after a review and some adjustments to the course schedule a further nine new memberships were generated in year two. Year three is now in the planning.

To read the full case study visit:
englandgolf.org/clubhouse

Guidance to help target specific audiences

43% of Get into golf participants are female

Source: England Golf Impact Report April-Sept 2016

48% of non-golfers said they would be encouraged to play with friends and family

Source: Syngenta 2013

“Golf Express has impacted on membership and visitors between 25-30 years old, which is brilliant for the golf club”

Martin Novall
Stone Golf Club - Club Secretary

Women

Offering an initial taster session to come and try golf followed by a structured pathway to progress from beginner to golfer and into membership is ideal for women.

Consider when the sessions are held - weekends, evenings or weekdays - depending on the women you are targeting.

Include social elements such as coffee and cake in the clubhouse at each session. Give women time to talk and have fun.

Women will be motivated to take up golf for many different reasons - for example to try something new or achieve a new goal, to meet new people or spend time with family.

Understanding these motivations is key to help tailor an offer to meet their needs.

Let people know what you have on offer and what to expect on your website. For example, give details of the activity, costs, where to go when arriving at the club, what to wear and if equipment is provided.

All of this is important to women because they may feel uncomfortable or worried about starting a new activity such as golf.

Buddies can be used to support coaching and playing, help new women golfers feel at ease and support their transition into the club.

Promote locally through your membership, local groups, workplaces and the community. Social media is also a great way to let would-be golfers know about your activities.

Families

Promoting opportunities to families is a great way of recruiting, as well as retaining the adults and juniors in your current membership.

Family open days can help you raise the profile of your club within the local community as an accessible, welcoming venue that offers a safe environment.

Make your open days fun for all the family with Get into golf sessions, putting competitions, skill challenges, non-golfing activities and refreshments.

Your club membership provides a ready made database to target families.

For information on targeting specific audiences visit: englandgolf.org/clubhouse

Lapsed golfers

As well as seeking new golfers, why not get people back into the game who have lapsed over the years?

Get back into sessions can give people a refresher and help them prepare for the course.

Golf Express offers may also appeal to people who no longer have time to play a full 18-holes.

Wider groups

Consider connecting with local health organisations, such as The Stroke Association, Age UK, Diabetes UK or Slimming World or local charities your club is supporting.

Some activities to consider offering at your club...

- Taster session
- Beginner course
- Beginner session
- Learn golf in a day
- Improver course
- Improver session
- Get back into golf
- 9-holes
- Shorter formats

Ideas to help make your activities a success:

Get to know your attendees so that you can tailor activities and follow-on offers.

Help to form communities by encouraging new players to share contact details and stay in touch outside the coaching sessions.

Share information on your pathway and other activities at the first session.

Educate staff and members on your beginner programme and explain you need their support to welcome and integrate new players.

Buddies or mentors can help explain the rules and etiquette as well as being a vital point of contact

Advise new players of the best (quietest) times to go on the course because they may be intimidated by other, more experienced golfers.

England Golf support

England Golf offers support, resources and initiatives for your club to access.

These include: advice to grow your membership, business support, training and education for your staff and volunteers and advice on funding, targeting specific groups and case studies. There is also a dedicated county officer network and a range of practical tools.

To access these resources simply go to **englandgolf.org/clubhouse**

For support please contact:

Tel: 01526-354500

Email: clubhouse@englandgolf.org

