

GET INTO GOLF CLUB RESOURCES

6. Case Study: Glencorse GC



Scottish
Golf



Background

Glencorse GC wanted to arrest the decline in their female membership which had been steadily dropping for the last 10 years, from 37 members in 2008 to 25 members in 2017. Action was required by the club to ensure the future sustainability of the Ladies section. The club engaged the support of their Scottish Golf Regional Club Development Officer, Lesley Nicholson, and led by Ladies Captain Lesley Campbell they created a Get into Golf Business Plan, with the target of increasing female membership at the club by a minimum of 15% over an 18-month period.

The Plan

The Club developed a plan to deliver a successful Get into Golf programme and female membership recruitment through the following steps:

- Work with Scottish Golf's RCDO (Lesley Nicholson)
- Gain insights from another club who had been successful with Get into Golf (Longniddry GC)
- Prepare a paper for the committee requesting support for Get into Golf
- Inform female members of the intention to take the Get into Golf initiative forward
- Engage 3 team members to form a working group with the Lady Captain
- Involve someone from a club with a marketing background (Sara-Jayne Reid)
- Agree a Get into Golf playing package with the committee
- Host an Open Evening at the start of the new season (April 2018)
- Advertise in local press titles (Penicuik & District Town Crier / Metro)

- Submit Club Development Fund application to Scottish Golf
- Keep members informed through ongoing communication
- Encourage members to donate old clubs, putters, bags and balls
- Invite members to participate in a 'Buddy' system
- Prepare marketing collateral – posters, adverts, social media posts
- Organise members to distribute flyers
- Organise 3 group roles for the Open Evening
- Set up 8 group coaching sessions from April to June with the PGA pro
- Create introductory pack, handout and registration form for the Open Evening
- Schedule feedback evening at the end of May

The Get into Golf Adult Membership Package

- April & May: £40 for 8-weeks of Get into Golf coaching (swing technique, overall game play, socialising in the clubhouse)
- June, July & August: £40 per month for temporary Full Adult Membership
- Any Get into Golf participant who wished to become a full member was offered an exclusive adult membership package starting in September 2018.
- This exclusive full membership package provided 16 months of golf for £480 (a saving of £384 against the standard full membership equivalent).
- All fees paid up to 1st September (4 x £40) were subtracted leaving nothing further to be paid until 31st December.
- All monies paid (4 x £40 = £160) up to 1st September 2018 will be subtracted leaving nothing further to be paid until 31st December.
- New members then continued full membership from 1st January 2019 – 31st December 2019 and spread the payment of membership fees at £40 p/month (normally £54 p/m).
- Any female wishing to become a 5-day member was also offered an Exclusive Membership.

Outcomes

The Get into Golf programme at Glencorse GC has been hugely successful with the following results:

- An initial 29 women signing up at the Open Evening
- A further 13 women coming on board in the weeks after
- 42 women taking part in an 8-week coaching programme split into 3 groups
- Female membership increasing by 60% from 25 to more than 40
- Creation of a WhatsApp group for Get into Golf participants to communicate with each other
- A fully engaged PGA professional supporting the programme
- A committed team of volunteers driving the activity
- 2 Get into Golf graduates now on the ladies committee
- Children of Get into Golf graduates joining the junior section
- A buzz around the club with other new initiatives following on

What They Said...

“Through the support of Scottish Golf and the hard work put in by everyone involved over the summer, we’ve now increased our female membership by more than 60% and our Get into Golf graduates are now represented on our ladies committee to help the club introduce more ladies to golf in 2019.”

Lesley Campbell | Ladies Captain

Example Marketing Activity

2019 Get Into Golf Programme

£40 Per Month
PAYG membership April - September

Find out if golf is for you with
8 group coaching sessions @
Glencorse

Run by Glencorse Golf Club Pro - Cliffe Jones

TEE OFF TIME
Mondays or Thursday

08.04.19	11.04.19
15.04.19	18.04.19
29.04.19	25.04.19
06.05.19	02.05.19
13.05.19	09.05.19
20.05.19	16.05.19
27.05.19	23.05.19
03.06.19	30.05.19

If you're unable to make the Open Evening, but would like to sign up please email;
LadiesSecretary@glencorsegolfclub.com



OPEN EVENING

21.03.19

TEE OFF TIME
19:00

Free Entry

Come along and find out about our 2019 Get Into Golf Programme

Open to Men and Women who are interested in learning to play golf

GET INTO GOLF

2019

Bringing it to Life with Photography

