



# Lansdown Golf Club



## Increasing membership through a family open day

### The Starting Point

Lansdown Golf Club set out to deliver a successful family open day that would promote the club as a sociable, forward-thinking environment to enjoy golf. With limited funds available, they wanted to hold an event which would appeal to all members of the family, from experienced players to absolute beginners.

The club wanted to achieve certain recruitment targets and by increasing member numbers, it would also increase subscription income. But this wasn't only about the financial rewards, it was also about the positive benefits of introducing new faces and personalities to the club.



### What they needed to do

- **Set up an initial planning meeting** - to establish a steering committee to help guide and advise, consisting of the management authority, club professionals, the club captain, a ladies representative, a greens committee member and an England Golf representative. All members needed to be practical and willing to take on set tasks.
- **Start planning in good time** - a minimum of six months was decided on to support organisation. An action plan was prepared which formed the agenda for progress meetings.
- **Choose a date** - consideration was given to a number of factors including school holidays, other events, the club diary and time of year.
- **Set a budget** - considering potential sponsors as well as investigating existing initiatives to 'piggy-back' on to help with promotion.



### Other actions

- The committee made sure that all members were aware of the plans and how they were progressing.
- Promotional material was ordered including roadside banners, posters and flyers. Articles were placed in local press and community magazines.
- Posts for Facebook and Twitter were prepared.
- The committee decided on a range of activities for the day and drew up a layout plan, with competitions and prizes.
- A roster was created to ensure there was adequate cover where required.
- Welcome packs were prepared and included follow-up offers, coaching arrangements and mementos. They also included an 'on the day only' offer.
- Arrangements were made with the club caterer to provide refreshments and a BBQ.
- A wet weather plan was developed with alternative activities. Whilst the weather on the day was good, the club felt this was an area which needed further consideration.

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## **On the day**

There were plenty of clear signs to direct visitors, particularly to parking and the reception. Volunteers would meet and greet the guests, introducing them to the club and the range of practical activities they could get involved in. The focus was very much on having fun, with everything from short games of golf, bunker work and putting available to try.

Visitor contact details were all recorded, allowing the club to make follow-up-contact.

Plans were put in place to nurture any new members, with the Club Captain and the Captains of the respective sections integral to this. This was approached in two ways: by arranging formal playing introductions for experienced new members and less formal, more social events for new golfers.

There were also plans for a post-event evaluation, where all the positive aspects of the day were recorded, as well as the areas which could be improved. Results were also shared with existing members.

## **Positive benefits**

The open day created a positive feeling within the club. Lansdown is committed to maintaining its recruitment drive and is considering hosting another open day next year.

It has also led to positive recognition of the facilities and the value of the club, which successfully combines a high-quality sporting challenge with a welcoming social environment. The enthusiasm and momentum from the day has continued, with regular and positive measures introduced to integrate and develop the new members.

## **Top tips**

- Start planning early and prepare a plan which doesn't leave everything to the last minute.
- Get the right people involved.
- Keep your members involved and onside.
- Have plenty of people to help, briefed and organised with a dedicated lead to keep things on schedule.
- Prepare plans for follow-on actions.
- Remember to have fun!

## The results

**OPEN DAY TOTAL COST =  
£1,365.15  
TO ARRANGE  AND RUN**

**THE EVENT ATTRACTED  
55 NEW MEMBERS   
★ 19 SIGNED UP ON THE DAY**

- 14 Full adult members
- 4 Family members
- 15 Younger age group members (aged 18 to 35)
- 11 Junior members
- 3 Off-peak members
- 3 Academy Course members
- 5 Social members

20 had played golf previously

**INCOME GENERATED =   
£14,971**

This figure reflects a number of one-off initiatives, including reduced membership fees for the first year, free junior membership if accompanying an adult, and free social membership for non-playing family members. It's therefore expected that in the second year of their membership this will be greater.



It will be hard work but well worth it. Don't forget you're there to have fun.  
**Alan Wheeler**, Greens Chairman

