



ENGLANDGOLF

Club Support



Ben Martin

Regional Manager - South West



- Club manager – Exeter Golf & Country Club
- PGA Professional
- Represented Devon at amateur and professional level
- Joined EG August 2018
- **Summary of Roles and Responsibilities**

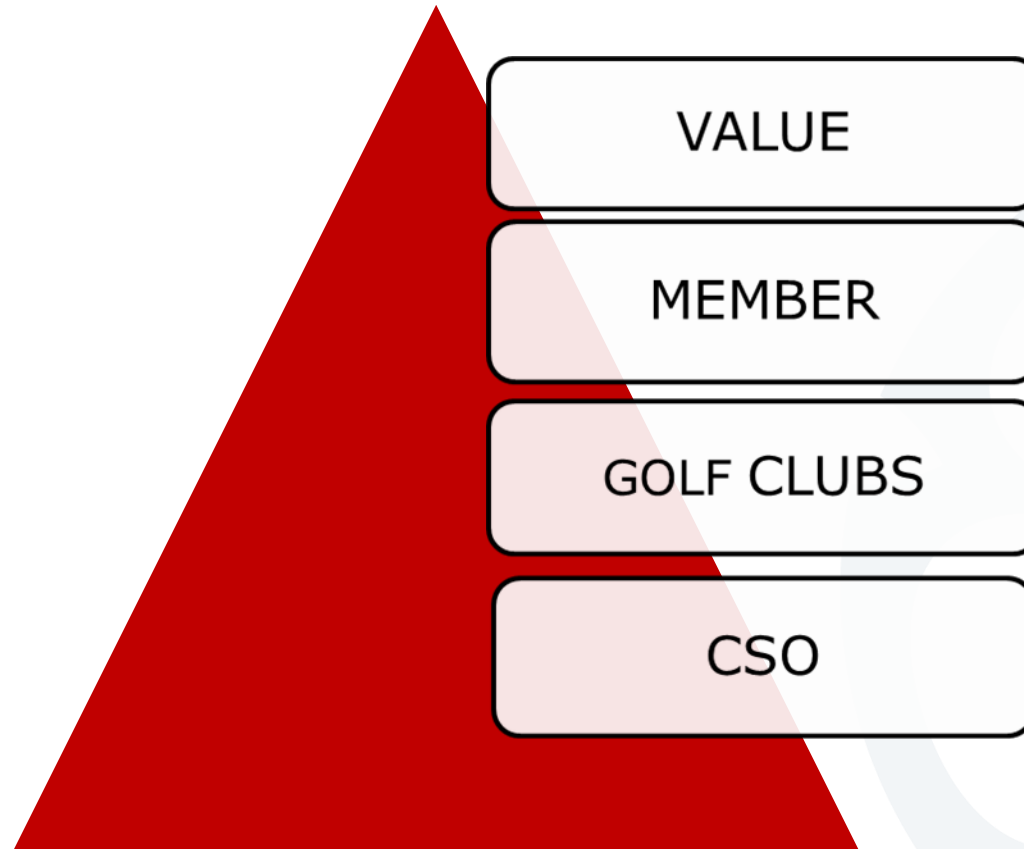
Natalie McColl

Club Support Officer – Dorset



- BA in sports and social science from UOBath
- Career Background: Sales (Motor and Health clubs)
- Sporting Background: Martial Arts
- Joined EG May 2017
- **Summary of role and responsibilities**

How can my work benefit you...



ENGLANDGOLF

How can I help your club...



Players 1st



ENGLAND
GOLF



Understand Your Market



Case Studies



Club impact...

WOMEN'S GET IN TO GOLF PROGRAMME:

Taster Session: 21 participants
Beginner course: 18 participants
Improver course: 10 participants
Follow on membership (academy/beginner): 5

SALES REVENUE: £2150 (PGA professional and Club)

IF two academy members convert to full members during 2019 renewals the club will generate an additional **£1895.**

This programme cost £70



Club Impact...

- Funding enquiry – presentation to club working group
- Club diagnostics – financial loss
- Presentation to the club board
- Objective – to increase club revenue and improve customer satisfaction
- **OUTCOME:**



Players 1st



ENGLANDGOLF

*CURRENTLY ONGOING

Impact on Women and Girls in Dorset

■ GGR 2018:

- 60 girls attended a GGR taster across 4 centres
- 49 girls signed up to a 5-week structured coaching course (including 7-iron)
- GGR on tour event /EZGO)

■ GGR 2019

- More streamlined/dynamic model
- 4 CENTRES – One returning to the programme



ENGLANDGOLF

Help me to help you...



Questions for your club...



Is your club...

- Membership full?
- Visitor revenue growing YOY?
- Diversifying it's revenue streams? (i.e. weddings, e' conferences)
- Confident that its procurement processes secure best value?

Does your club...

- Understand it's market
- Have recruitment and retention action plans in place?
- Work with your professional to deliver on core business objectives?
- Carry out members survey's to identify areas of potential growth and improvement?
- Have an effective governance structure?
- Have a business and marketing plan?
- Utilise website and social media platforms effectively?
- Have robust safeguarding policies and procedures?
- Have a thriving junior section?



ENGLANDGOLF

Please share ...

Natalie McColl

Club Support Officer Dorset

Tel: 07702 913 937

Email: n.mccoll@englandgolf.org

Thank you for your time!

