

Recruitment + Retention

HDUGC

Oakdale Golf Club

March 2016

Tom Freeland

Yorkshire County Development Officer



ENGLANDGOLF

Potential players



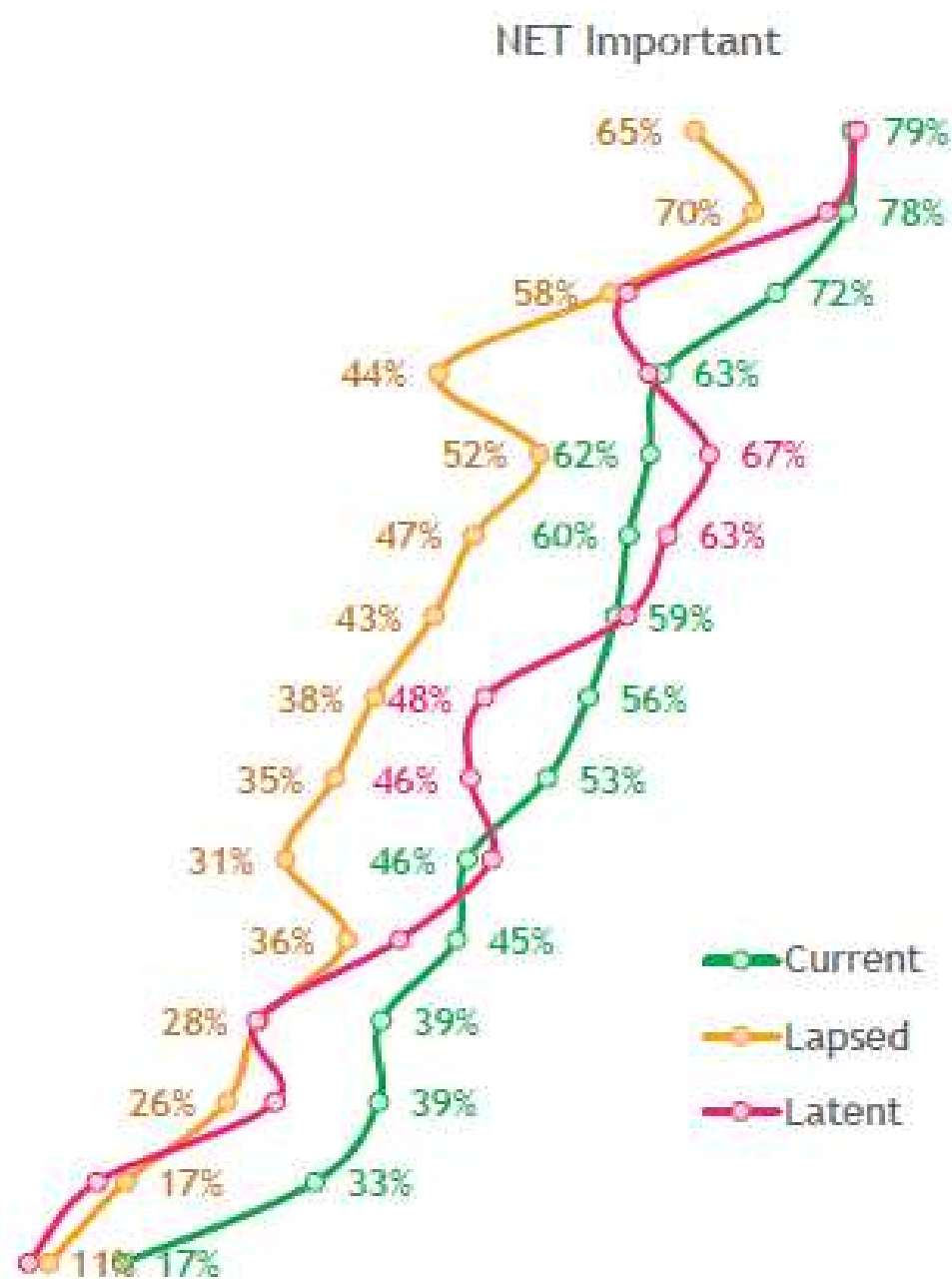
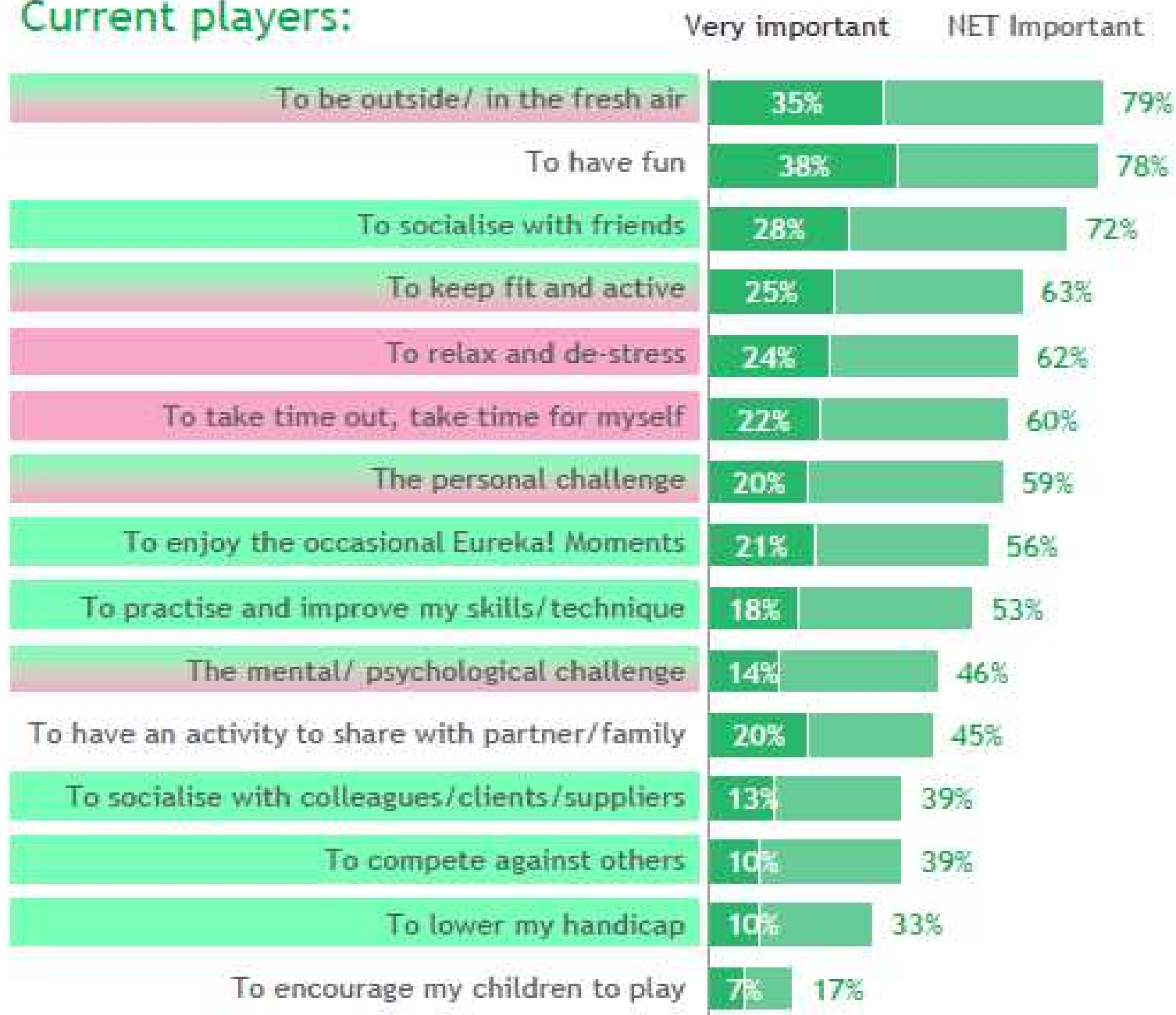
Q: What is the reason you have never taken up Golf?
I do not know how to get started
42%

Q: What would encourage you to give Golf a try?
Easy access to affordable golf lessons
55%



Current motivations to play golf

Current players:



Young Actives

Size:



Opportunity:

Index 86



Context

Just under a third are current players (30% Current, 35% Lapsed, 35% Latent)
Young and active, but less affluent (including more non-white players)
Enjoy the occasional game, but play infrequently and generally not at a high level
Some interest in playing more but have limited time and money
Some current involvement in playing other sports (inc. swimming and football)

"I enjoy it but I don't play often enough to be any good"

Golf Activity

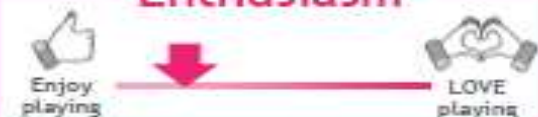
Virtually none are members of a golf club (1%) but 26% are interested in joining one
Play infrequently in the summer (18-holes, 9-holes, pitch and putt and/or driving range) and less in the winter
Usually play for less than 3 hours
Almost half would like to play more
Play with close friends primarily, family members secondarily
A few play in informal social competitions

Social vs. Golf



Enjoy the balance between playing the game and socialising with friends/family

Enthusiasm



Enjoy playing every now and then but can take it or leave it

Motivations & Barriers

Golf is relaxing and sociable but also expensive
Could be enjoyable to play and spend time outside with friends, but not really motivated to try it/play more
Expense is main key barrier, compounded by time pressures and lack of playing partners
Some issues with exclusivity (only 12% feel it is "for people like me")
Haven't joined a club because of the cost involved and limited justification to cover that cost, but the expense is less of a barrier to this group
Advantages of short courses (e.g. par-3s) could breakdown some of these barriers

"I might play more if more of my friends played"

"I did think about joining a club but you'd need to play 2-3 times a week to justify the cost"



74%
Male



26%
Female

Average age 38
74% aged under 45
40% HH income <£25k
80% White
39% Single
50% No children

Golf Activity

1% are golf club members
26% handicap of 24 or less
20%+ play 18-holes / 9-holes / driving range / pitch and putt monthly+ in the summer
29% play in the winter
23% have a regular commitment to play
44% play with close friends, 32% with family members

Motivations & Barriers

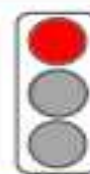
15% golf is an important part of my life
45% would like to play more
50%+ play to be outside, have fun, socialise, relax and for the personal challenge
50%+ interested in par-3 courses and in-home golf games
MAIN BARRIERS:
69% golf is expensive
61% not enough friends to play with
54% time pressures

Casual Fun

Size:



Opportunity:
Index 55



70%
Male



30%
Female



Context

Only a quarter are current players (26% Current, 48% Lapsed, 26% Latent)

Range of ages and mix of men and women

Have more time to play (no kids, not working) but little inclination

Enjoy an occasional 'knock about' (mini/crazy golf or pitch and putt) with family or friends

Play at a low level (only 20% have ever had lessons)

Limited interest in golf in general (41% never even watch golf on TV)

Some current involvement in other physical activities - mainly swimming

"We all enjoy a game of pitch and putt on holiday"

Golf Activity

None are members of a golf club and only 6% are interested in joining one

Play infrequently during the summer, and very rarely play a full round (mainly mini/crazy golf, pitch and putt or driving range)

Playing less than they used to and expect to play less in the future, although some would like to play more

Usually play for 2 hours or less

Play with family and close friends

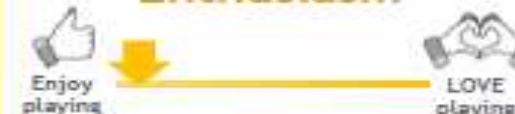
Very little competitive play (even informal social competitions)

Social vs. Golf



Interest in playing the game itself is pretty low, only real appeal is the social side of spending time with family/friends

Enthusiasm



Enjoyable to play every now and then but no real enthusiasm for the game

Motivations & Barriers

Golf is sociable but also expensive and exclusive

Will be motivated to play more, or start playing, by desire to have fun socialising with family and friends

Expense is the key barrier

Exclusivity issues may dampen the 'fun' element

- only 5% feel it is 'for people like me'

- dress codes and unwelcoming attitudes of other players can be barriers

Cost of joining a club is too high to justify the expense, plus view clubs as exclusive and old fashioned

Alternative forms of golf (e.g. Warehouse/Street golf) could help sell the social side of the game

"I don't take it seriously enough to be a member"

"I got told off once for changing my shoes in the carpark!!"

Golf Activity

0% are golf club members

10% handicap of 24 or less

10-15% play mini/crazy golf, pitch and putt and practice at driving range monthly+ in the summer

16% play in the winter

14% have a regular commitment to play

46% play with family,

46% with close friends

Motivations & Barriers

1% golf is an important part of my life

32% would like to play more

70%+ play to have fun and socialise

51% interested in Warehouse/Street golf

MAIN BARRIERS:

90% golf is expensive

63% dress codes are too strict

61% takes too long to play a full round

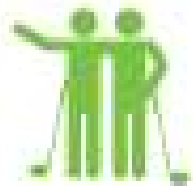
50% other golfers are stuffy/snooty

What are Juniors looking for?



SHORTER COURSES

A solution to the problem that golf takes too long is shorter courses. While 6-hole courses are perceived to be too short, 9-hole rounds appeal to young people and could be made quicker with forward tees.



MORE SOCIAL ENVIRONMENT

Young people don't feel comfortable in the traditional club environment and require a place to meet and share time with their own peer group



AFFORDABLE RENTALS

The perception that golf is expensive and you need to buy all the equipment and/or join a club, could be overcome with affordable equipment hire or free rental. It may also offer an additional revenue stream to courses.



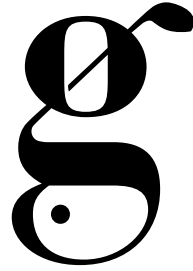
FLEXIBLE PLAY

Some of the junior golfers said that 18-hole rounds took too much time. Most agreed that the option to play 9-hole rounds would be preferable.

Golf Express

Primary

1. Latent golfers
2. Males 35-55 year of age
3. These are the people who can play but now don't have the time through work and family commitments.



GOLF EXPRESS



Secondary

1. New Golfers
2. Existing members that are time poor

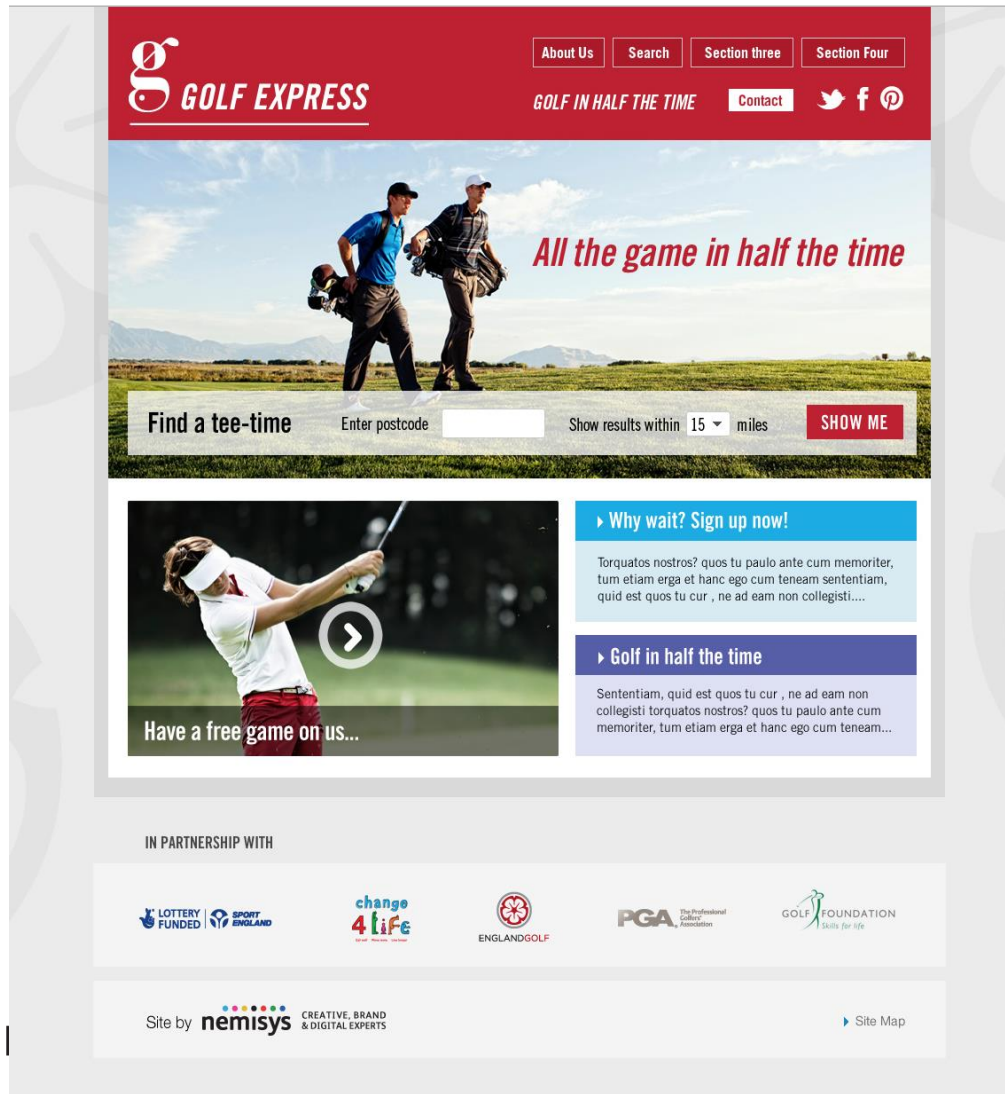


"Remember those 25-40 year olds? They are working..... help them 'fit in' their golf."



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Communication channels



Golf Express consumers have a different set of needs to GIG or EG as they are latent golfers.

However their communication expectations will be the same:

- easy to access
- clear information
- product available when they want it

Communication Platforms

- Website
- Social media – Twitter/Facebook
- Content

Golfexpress.org

A micro website built within the GIG site so that it benefits from the GIG technology, finder mobile and tablet responsive.

Golf clubs will upload their offers through Golf Express tile in Clubhouse.

These will view until offer date expires.

CGPs will access through own site, like GIG Basic reports will generated.

It will appear from the outside as a stand alone site.



EI

Get into Golf

It aims to provide and promote **introductory and intermediate activities.**

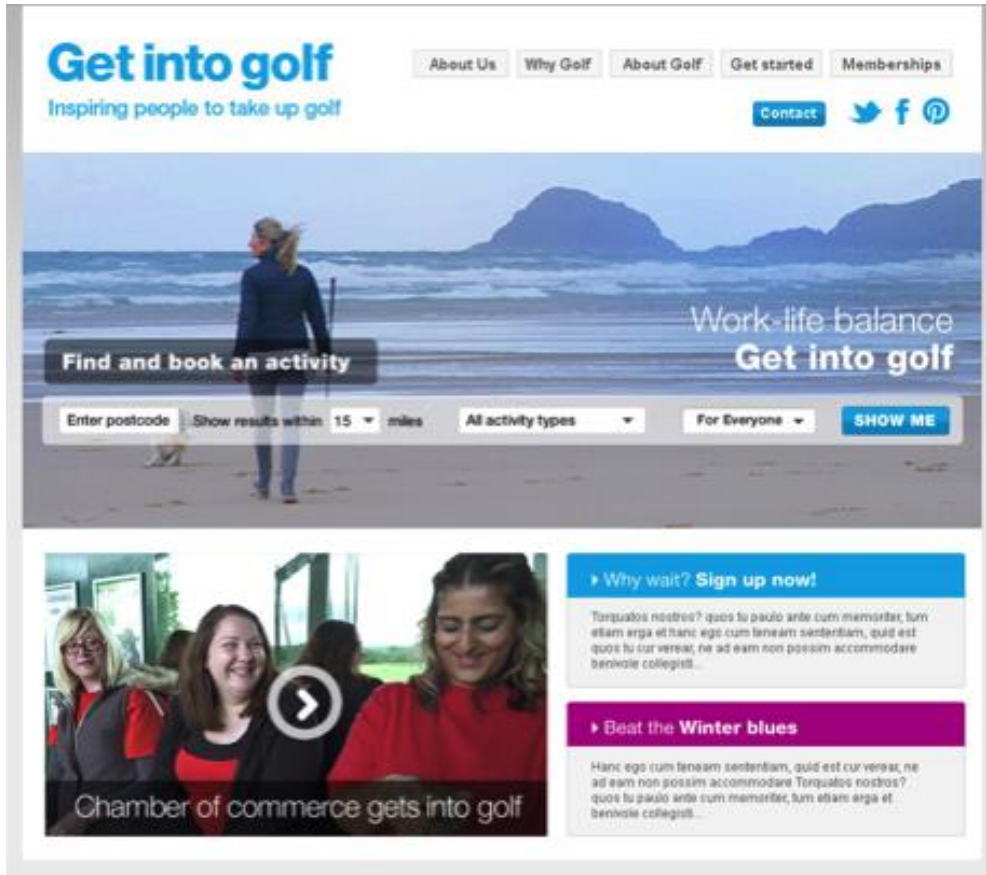
It helps make the game **more accessible than ever before.**

Get into Golf

Over the last 18 months more than 90,000 people across England have participated.

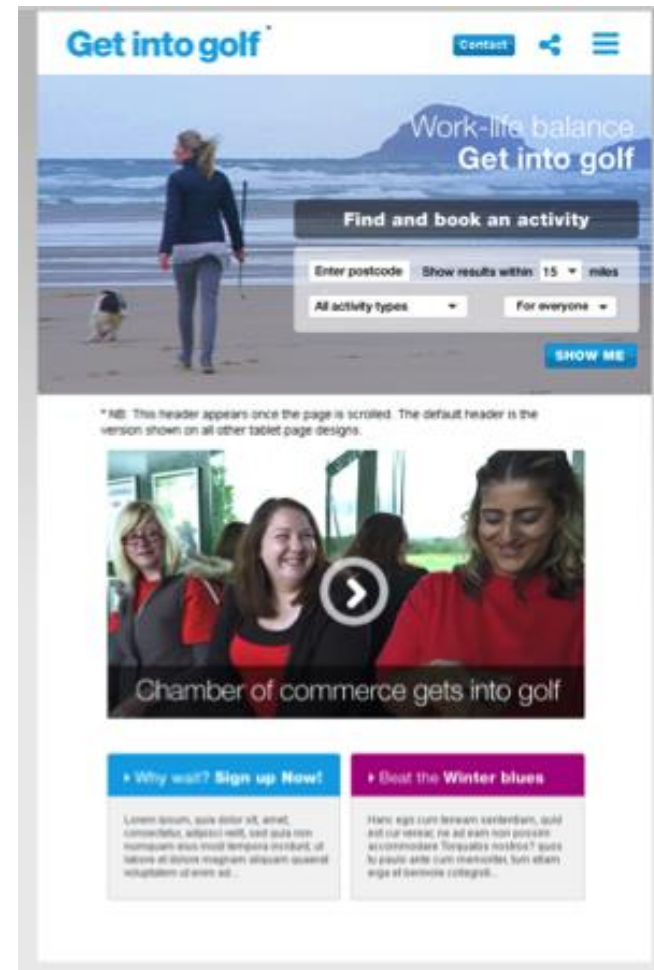
Bookable online or at the club.
Activity booked in **under 5 minutes**

Get into golf

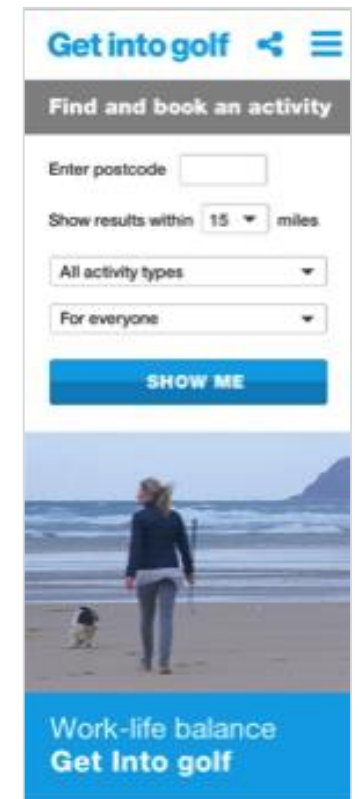


Desk-top

Tablet



Mobile

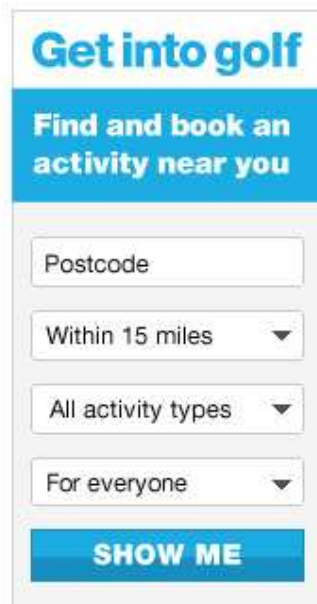


Site has also been improved to work on tablets and mobile devices.

Making it easier to view and book.

Activity finder has been built as a widget to embed into external sites

There will be 3 different designs that will scale to the space available
Instructions and a link to the widget will be provided



Get into golf

Find and book an activity near you

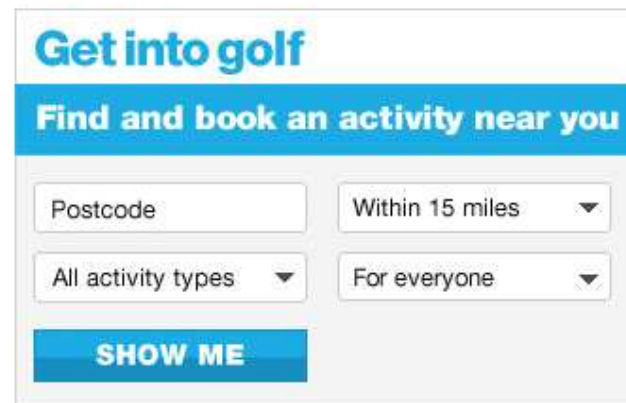
Postcode

Within 15 miles

All activity types

For everyone

SHOW ME



Get into golf

Find and book an activity near you

Postcode

Within 15 miles

All activity types

For everyone

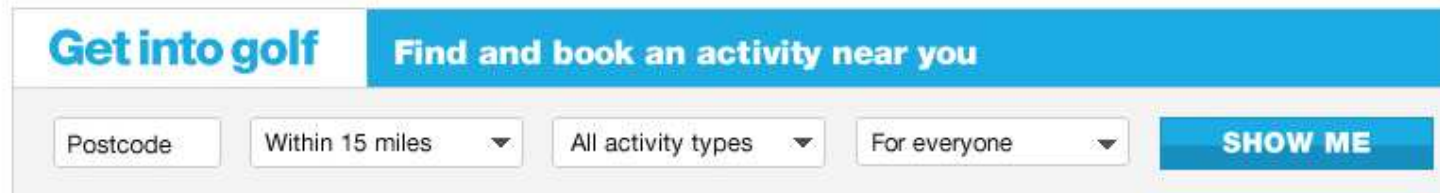
SHOW ME

HOW IT WORKS

1. Club embeds into their own site
2. Customer adds in their postcode
3. Takes straight through to this page on Get into golf activity map

BENEFIT

Club has an 24/7 booking system



Get into golf

Find and book an activity near you

Postcode

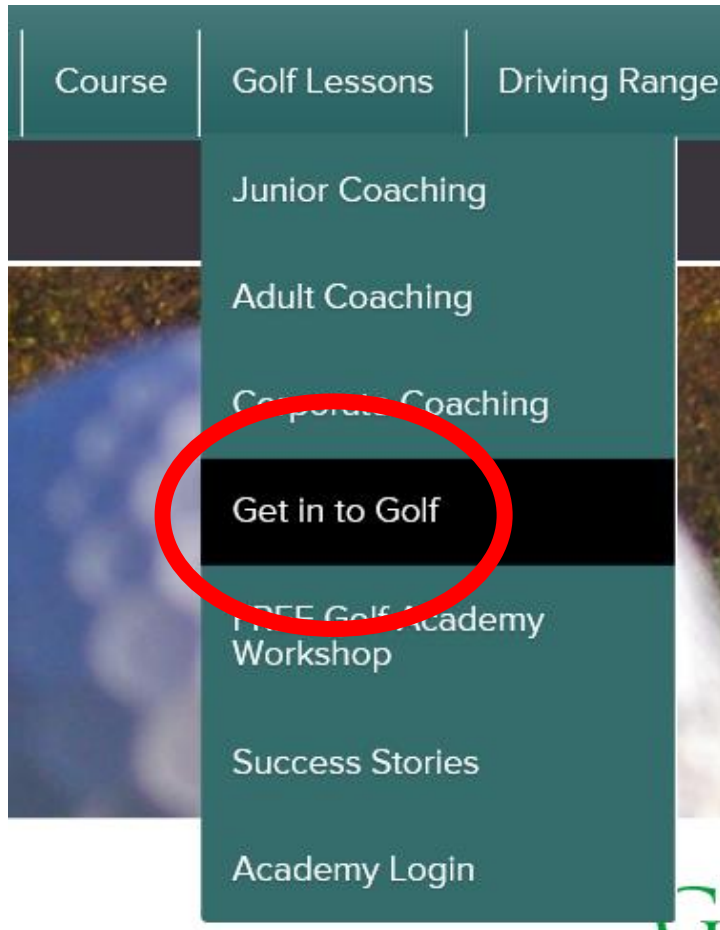
Within 15 miles

All activity types

For everyone

SHOW ME

Club Website



Adult Group Roll up sessions - just turn up!

'Beat your Handicap' Adults' roll-up

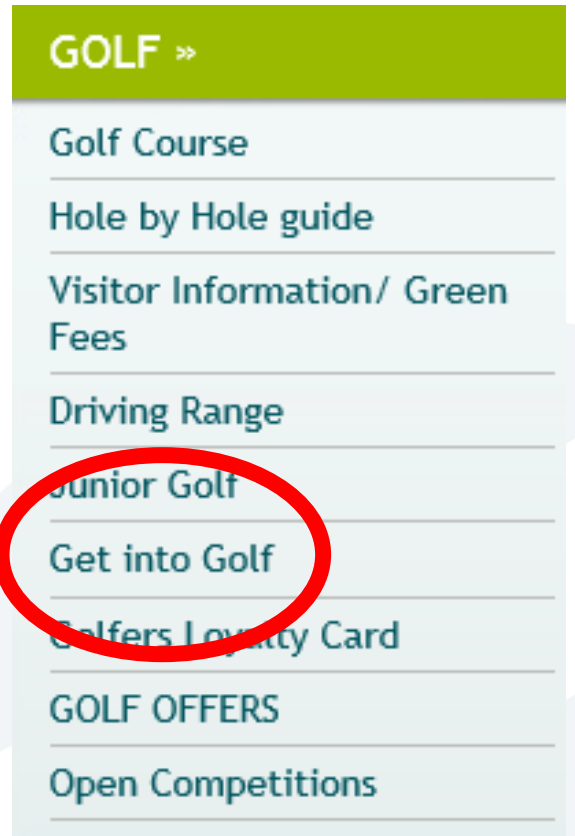
Every Tuesday at 10.00 - 11.00am
£6.50 pp(includes FREE coffee).

BEAT CLUB - Break 90/80/70

Every Tuesday evening 6 - 7pm
Adult Roll up £6.50pp game improvement session & Free Coffee, supported by Golfshake

'Pink Ladies'

Every Friday & Saturdays 10.00 - 11am.
£10 pp - includes coaching, 9 holes West Wood Course voucher, Free Coffee + donation to Breast Cancer Research Centre, City Hospital.



- first impressions count
- Is your website geared up for the new beginner golfer traffic?
- The more you TELL the more you SELL

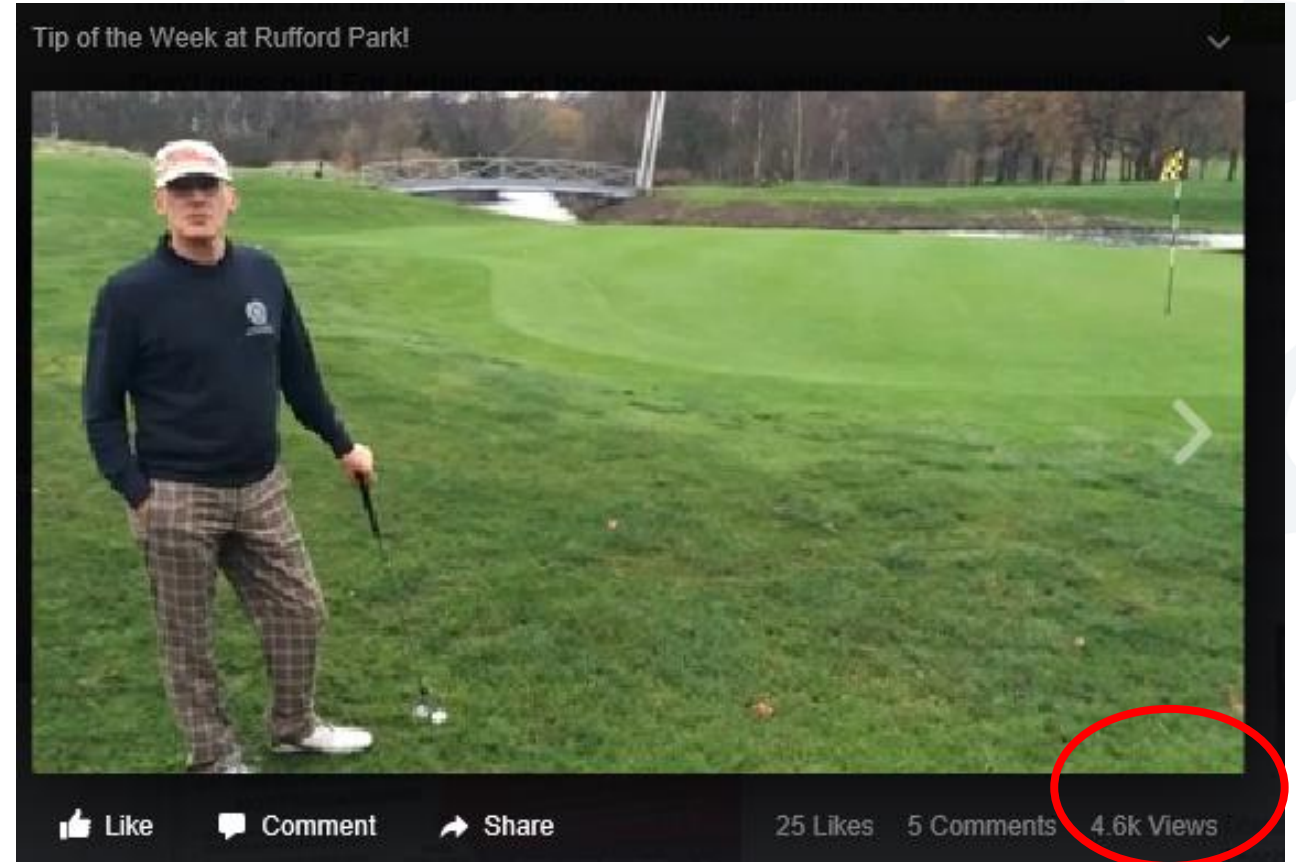


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Social Media

- ❑ Regular updates on Facebook/Twitter
- ❑ 30 second 'tip of the week' videos
 - ❑ Video of you coaching someone. Gives someone confidence in knowing who you are/what to expect before they come to the club
 - ❑ Look on Rufford Park Facebook page & Notts County Golf Partnership page for ideas
- ❑ Invite new participants who are attending Get into Golf sessions to the page
- ❑ Not everyone will be at the club to see you or view the corridor noticeboards





Steve Pearce @stevepearcey · Mar 12

Lots of exciting things happening @BedaleGC this #spring visit @getintogolf & regis pic-collage.com/_5CQ08aXY



Steve Pearce @stevepearcey · 13 Jun 2015

Here's Wilma having her 1st taste of golf @ the Bedale Festival #growgolf @EnglandGolf @GolfRootsEM

Girls who golf.

Have lots of **FUN**

Get into golf
PICCOLLAGE

One in Five
Feel stressed at work

source: British Heart Foundation

Play golf and you will

WALK	TAKE	BURN
4-5 miles	10K steps	900 calories

plenty of time for fun and conversation

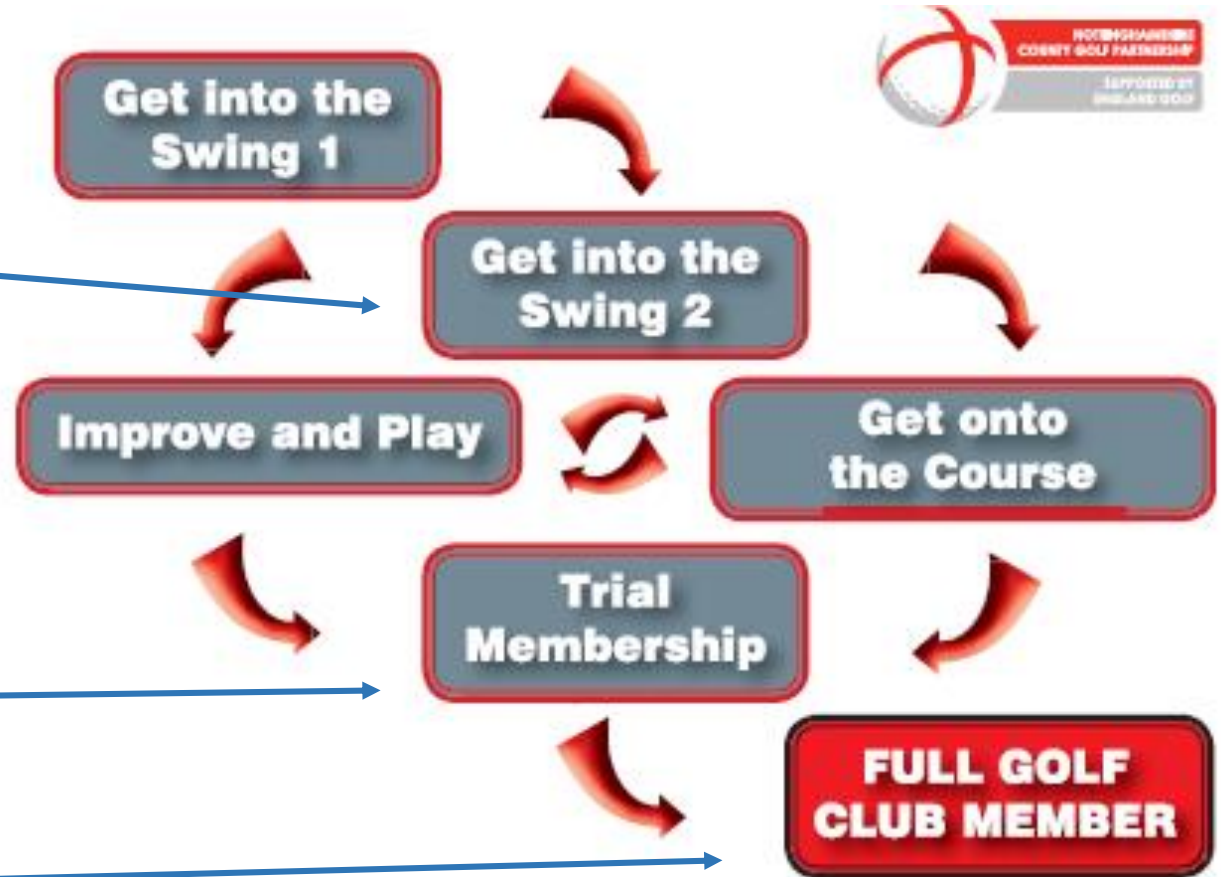
**Become healthier
Stay healthier
Live longer**



5 5

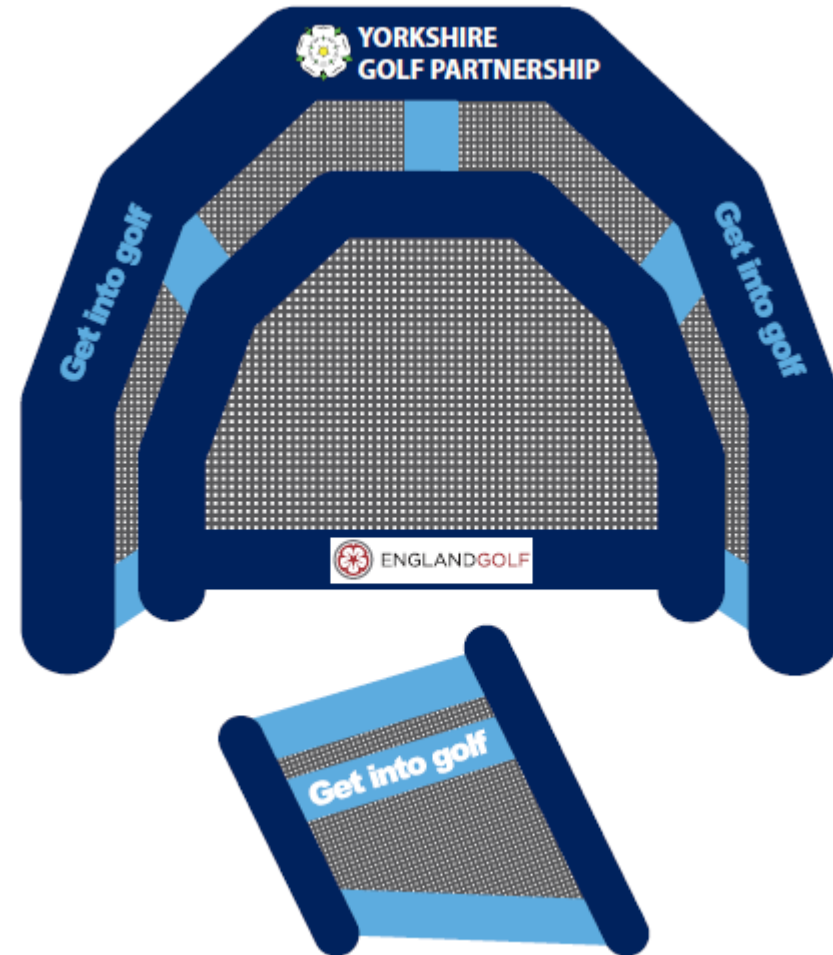
Recruitment Offers

- Taster Sessions / Family Open Days
- Coaching – beginners and improvers course
- Academy Membership and playing opportunities
- Trial Membership
- Membership
- Ensuring flexibility is there for everyone



Inflatable Golf nets

- Great promotional tool
- Creates connections with the public
- Easy to set up
- Ability to target areas with high footfall.
- The net is very versatile and can be used **in and outdoors**.
- **Free** of charge to use
- Ideal for getting participant information and sign posting to your club/facility



Inflatable Golf Net – Usage example

Plan years activity and the courses you want to run

Use Inflatable net at targeted event

Collect participant data

Give participant details of courses running – if practical sign them up at the event

End result is to signpost to the club for follow on sessions.



What happens when people come to their first Get into Golf session....

- What is the initial process at the first session?
 - Meet and greet
 - Tour of facilities
 - Data collection - who's job is this?
- Is it just the PGA Pro there?
 - Pro can't do everything. Primary role is to coach and make it fun
 - Are there any club volunteers/PGA assistants there to assist in the above?

Get into golf registration card

Date: _____

Are you at:

Event Taster session Beginner course Play

About you:

Male Female

Your age group:

14-19 20-25 26-29 30-34
35-44 45-54 55-64 65+

If you are under 18 years of age, please confirm you have asked permission from your parent/ guardian prior to providing an email address

First name: _____ Second name: _____

E-mail address: _____

Tel: _____ County: _____ Post code: _____

Do you have a disability: Yes No

Data Collection

- Data collection imperative for all visitors to golf club
- We can help put a process in place

How did you find out about Get into golf:

Online Facebook Twitter Magazine
Newspaper Poster Leaflet Radio
Via my employer Word of mouth BBC

If you do not want to share your details with the England Golf and partners, (partners being Counties, Clubs and PGA Professionals) please tick.

We know it works... National research findings

- Service offered by **the coach/professional** at each session which was rated as the initiative's single greatest attribute (4.8 out of 5).
- Women are more likely to attend introductory golf sessions as a result of a **desire to emulate a family member who plays rather than a golfing friend**. For men, it is more common to be **influenced by a friend who golfs** than a family member.
- Female attendees were also more likely than men to have harboured a desire to play golf but to have felt in the past that there **was no opportunity for them to do so**.
- 77% of attendees are **more positive about golf** now than they were before the programme.

England Golf Clubhouse

The screenshot shows the England Golf Clubhouse website interface. At the top, there are navigation links for 'VIEW USERS', 'LOG OUT', and 'Your Club Registrations: CDH 514 | MSP 44'. The main header features the 'ENGLANDGOLF CLUBHOUSE' logo, a clock showing '17:0016.09.2015', a weather widget for 'Wed: Patchy rain nearby' with 'Max: 13°C Min: 10°C', and a 'NOTIFICATIONS (0)' button. Below the header, a user profile section identifies 'Nigel Perry' as the user and 'Abbeydale Golf Club' as the club, with a 'CONTACTS' dropdown menu. The main content area is a grid of 16 tiles, each representing a different service or resource. The tiles include: 'How can we help you?' (with a 'Yes' icon and 'VIEW WEBSITE' button), 'Research Portal' (with 'VIEW WEBSITE' button), 'Central Database of Handicaps' (CDH) (with 'USE WEBSITE' and 'HANDICAP ENQUIRY' buttons), 'Get into golf' (with 'UPLOAD ACTIVITY', 'ABOUT', and 'HOW TO UPLOAD' buttons), 'GolfMark' (with 'VIEW WEBSITE' button), 'Old GolfMark' (with 'VIEW WEBSITE' button and a note about the transition to the new system), 'XACT Health & Safety and HR' (with 'USE WEBSITE' button), 'Get into Golf (Marketing)' (with 'USE WEBSITE' and 'USER GUIDE' buttons), 'Golf Central' (with 'USE WEBSITE' button), 'Greener Golf' (with 'USE WEBSITE' button), 'Community' (with 'USE WEBSITE' button), and 'Golf Education' (with 'VIEW WEBSITE' button).

- Online platform /database of knowledge.
- Main club administrator can add you to the system.
- If not contact Club Support on 01526 354500

1. SINGLE ENTRY

This is for an activity that is a course or does not run on consecutive weeks.



SUITABLE FOR?

Beginner courses, improver courses, learn golf in a day and single entry activity.

- Please complete all fields and select from drop-down boxes.
- Information buttons will help guide you through the form.
- Press submit and finish to publish activity.
- A prompt will appear should there be any missing or incorrect information.
- Activity will remain on site until start date has expired.

2. REPEATED ENTRY

This is for an activity that will reoccur on the same day and time over a number of consecutive weeks.



SUITABLE FOR?

Taster session, beginner session, improver session.

DO NOT USE FOR
Courses

- Complete all fields from drop-down boxes as in option 1
- **Start date** is the first activity date.
- **Number of weeks** is how many you would like this to repeat for.

TO ADD A MEMBERSHIP

- Click add Membership offer and follow the same process as above.
- Memberships will remain on site until end date has expired.

How to upload activities?



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Irongate Marketing Materials

Get into Golf (Marketing)

Marketing Materials



Get into golf

➤ **USE WEBSITE**

➤ **USER GUIDE**

Friendship, fresh air and exercise, golf has it all...

There's no better sport for bringing people together. With its winning combination of exercise, sporting skill and social interaction, golf is the perfect tonic for good health and happiness. Here's how:

Keeps you active
Golf can help you keep active, burn calories, stay in shape, lower cholesterol, reduce the risk of heart disease and research shows it may even help you live longer.

Helps you unwind and relax
Outdoor exercise in a green space can help reduce stress levels, enhance mood and even improve your self-esteem.

Connects you with others
With plenty of time for conversation and fun, golf is the perfect way to make new friends or grow closer bonds with people you already know.

Golf has to be the most social sport ever invented.

For more information and to book

Beginner to Golfer




Get into golf

For more information
t: 0800 118 2766
e: info@getintogolf.org
w: getintogolf.org

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THIS GIRL CAN With **Get into golf**



Learn to play golf
5 weeks for £25
Twentywell Lane

Tuesday 10:30 - 11.30am

Equipment will be provided, just book and turn up on the day in comfortable clothing.
All classes are delivered by PGA Professional coaches.

THIS GIRL CAN with **Get into golf**

ENGLANDGOLF

To find out more and to book visit
getintogolf.org or call 0800 118 2766



It's never been easier to get started...

Title goes here

Learn in a relaxed and friendly environment at Woodhall Spa Golf Club
The Broadway, Woodhall Spa, LN10 6PU
Call: 01526 352511

Equipment will be provided, just book and turn up on the day in comfortable clothing
All classes are delivered by PGA professional coaches

THIS GIRL CAN with **Get into golf**

ENGLANDGOLF

To find out more and to book visit
getintogolf.org or call 0800 118 2766

Get into golf

LEARN | IMPROVE | PLAY

To find out more visit getintogolf.org or call 0800 118 2766



ENGLANDGOLF



It's never been easier to get started...

Get into Golf at Woodhall Spa

Learn in a relaxed and friendly environment at Woodhall Spa Golf Club
The Broadway, Woodhall Spa, LN10 6PU
Call: 01526 352511

Equipment will be provided, just book and turn up on the day in comfortable clothing
All classes are delivered by PGA professional coaches

Get into golf

ENGLANDGOLF

To find out more and to book visit
getintogolf.org or call 0800 118 2766

We want to remove barriers to playing golf by showing the game is fun, informal and inviting

- What do you want to achieve?**
- Clubs that are doing well are trying things and are not scared of failing.
If things are not working out then make changes**
- Please contact us if you would like to arrange a meeting**
 - Beneficial for us to sit down with yourselves and the Club Manager and volunteers who can help with recruitment

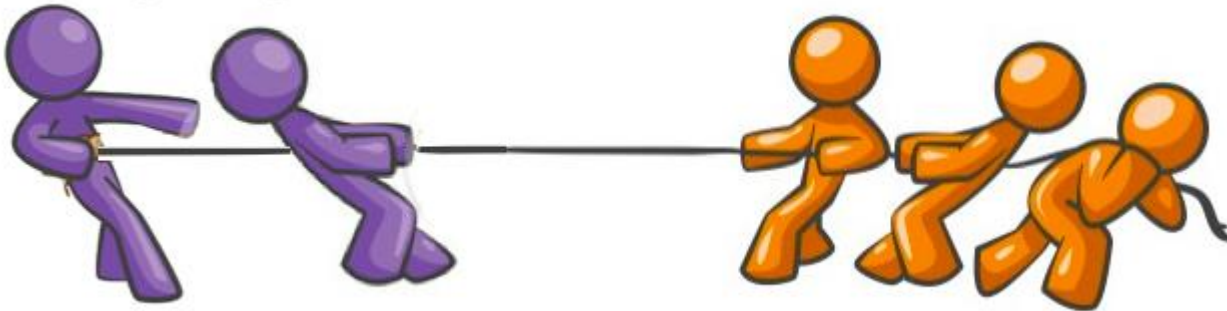


County Development Officer Support



Change Agents

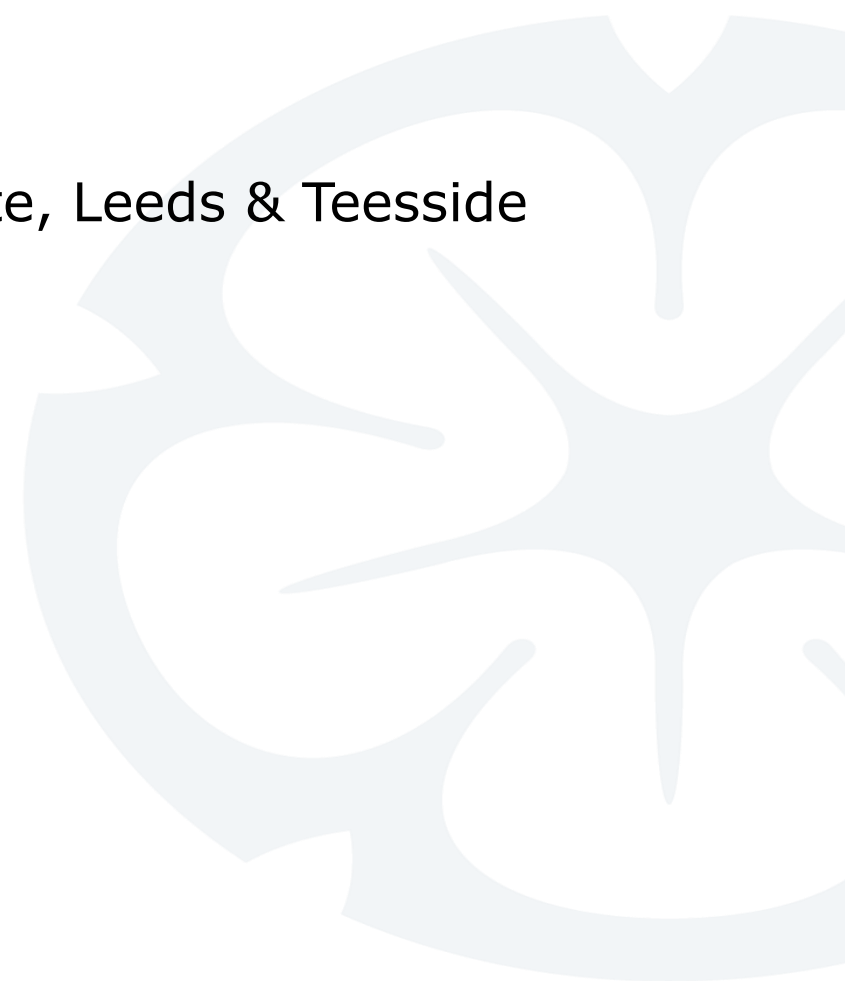
Change Recipients



Contact Details

Thank you for your time

Tom Freeland – covering Bradford, Harrogate, Leeds & Teesside
t.freeland@englandgolf.org
07736 880910



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