



CASE STUDY – ATTRACTING NEW MEMBERS TO LANARK GC

1. The Challenge

Lanark Golf Club, the 25th oldest golf club in the world has benefitted from a loyal membership for many years together with a consistently sizeable waiting list patiently awaiting their opportunity to join the club. However like many clubs across the country, Lanark has witnessed a reduction in their waiting list in recent years.

2. The Solution

The club realised that action was required and a sub-committee of 5 council members was formed to look at a variety of options. The sub-committee looked at several of the case studies on the Membership Marketing area of the SGU website, selected the solutions that would be most suitable to Lanark Golf Club and adopted a number of them, together with a few personal changes.

As a result, the Lanarkshire club reduced their entrance fee from approximately £1000 to £500 and provided new members with a facility to pay their entrance fee up over 5 years if required. Furthermore, identifying a membership gap in the 18-30 age group, Lanark extended the club's youth category from under 23 to under 30 together with a new pricing structure. Meaning that under 21's now pay 40% of full fee, under 25's pay 50% of full fee with under 30's paying 75% of the full fee.

Although word of mouth provided a high awareness of the changes, a small editorial was also placed in the local newspaper, at a cost of just £250. This provided information on the club itself as well as raising awareness of membership availability, not previously expected at Lanark GC.

3. The Outcome

The club, 11 times a host of regional qualifying for The Open Championship, was looking for 25 new applications to ensure a full membership for the year ahead but received 52 within 4 weeks. The Club now once again holds a strong waiting list.

4. Key Learnings

As with all aspects of golf club management in Scotland there is no 'one size fits all' approach for golf club membership packages but Lanark have found the balance that has worked best to meet their objectives.

“For us the need for an entrance fee is required to prevent transient golfers, but in this difficult economic climate it should be at an affordable level with a facility available to pay it up over a number of years,” commented George Cuthill, Lanark’s Club Manager.

“By making our golf club membership more affordable to the 23 to 30 age group we have encouraged previous members to re-join.” he added.

5. The Future

With a sustainable membership structure in place, Lanark Golf Club are focusing on maintaining the quality product they have on offer, that over the years has maintained a loyal membership base at the club.