



# Douglas Park GC: A Fun Marketing Campaign to Promote the Club & Membership

**INTRODUCTION:** Douglas Park GC boasts a beautiful parkland layout situated in Bearsden, a leafy suburb of Glasgow just six miles from the city centre. With an ageing membership, a small ladies group, formulated a concerted plan for an Open Evening to promote membership, including Get into Golf.

## THE ISSUE

Douglas Park is a well-renowned club but, like many others, has an ageing membership. 34% of female members are over the age of 65 and a small ladies group began to try and change that statistic. Scottish Golf's national adult programme, Get into Golf, drove their forward planning to encourage new faces.

## THE SOLUTION

The Ladies Section began working with Scottish Golf's Sean Laird, Regional Club Development Officer in the West, to try and deliver a high impact initiative. Through a workshop-style format, Sean helped the ladies working group set up their plan to deliver a successful Open Evening.

## IMPLEMENTATION

Fifty seven lady members distributed 5,000 leaflets all over Bearsden, Milngavie and surrounding areas, as far as Killearn to Glasgow's west end. Efforts were concentrated on new housing developments, as well as local church halls and the school gates for mothers collecting their children. Posters were also put up in various locations to achieve further exposure.

Member Carol Fell was also very active, as part of the working group. Carol dealt with all social media publicity, notably on Facebook, and media publicity.

## AT A GLANCE...

>> Douglas Park sought to tackle ageing female membership via Open Evening and Get into Golf membership

>> 5,000 flyers distributed, especially to new housing

>> Dedicated social media

>> Open Evening a fantastic success with almost 60 females in attendance

>> Fun videos shared across social media on the night and earning widespread praise

>> 23 females took up Get into Golf Memberships with more expected to follow



***“Sean was a fantastic help to me to set the plan in motion. It was great to have detailed guidelines” Christina Graham, Ladies' Captain***

## IMPACTS

The evening was a great success with superb support from all sections of the club and most importantly the buy in from many lady members. The weather helped too – glorious night!

The highlight of the evening was a ‘safari tour’ organized by the Course Manager, wearing his safari hat, in a large buggy decked out with jungle animals!

- 57 ladies attended the Open Evening
- Club delighted with age range, with so many younger faces under age of 40
- 23 took up Get into Golf memberships. Their membership is for a year, before hoped for conversion into club membership
- Get into Golf membership is as inclusive as possible, with various benefits e.g. taking on players at guest rates
- Side benefit of the Open Evening too with some junior girls attracted as well
- Many ladies commented on hearing about the Open Evening from the flyers and posters put up across the area, but most of those who attended had family or friends who were already members



***“The whole evening just seemed to create a huge buzz! We’ve been absolutely delighted with the membership uptake” Christina Graham, Ladies’ Captain***

## NEXT STEPS

The ladies who have signed up for Get into Golf membership have already started their group lessons and the Club has now set up a ‘buddy scheme’ to make sure they are integrated into the club. Given they have all joined in groups has also helped in that regard.

Now that they have had several lessons they are being taken out on the course by their buddies and in due course the club will start setting up some mini competitions for them, before they perhaps move into full membership and gain a handicap.

The plan is to continue fun and friendly social media coverage of Douglas Park’s activities and build on the feel good factor they are enjoying. Especially with Carol’s videos!

***View more information on Douglas Park GC at:***

***[www.douglasparkgolfclub.co.uk](http://www.douglasparkgolfclub.co.uk) or visit their official Facebook page***

## FIND OUT MORE

If your club would like to promote its business success story or require support in this area, please contact your Club Development Officer:

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