

Participation



Duns Golf Club: Get into Golf Using a ‘Roving Pro’

INTRODUCTION: Duns Golf Club was formed in 1894 and is widely admired for the outstanding quality of its course in the beautiful Borders. The club is also known for its relaxed and sociable atmosphere within the clubhouse and is always looking to introduce new faces to the venue.

THE ISSUE

The club felt a need to increase their membership numbers, in particular women, where they had witnessed a steady decline. They were keen to offer group lessons as part of a package to encourage new people to the sport and provide a great, first professional experience of the club.

THE SOLUTION

As they had no PGA Professional attached to the club, they accessed funding through the Scottish Golf Roving Pro fund. This allowed them to be able to offer a block of coaching delivered by a PGA professional to potential new members, following this experience up with a 3 month membership trial offer. This would allow the new recruits to continue their progress and try out their new sport further without a full year commitment.



IMPLEMENTATION

Initially, a small committee was formed to find out more about running Get into Golf at the club. It was decided they would try and run 2-hour long sessions for 5 weeks and approximately 6 people per group so that they got a reasonable amount of the PGA pro's time.

AT A GLANCE...

- >> Accessed Roving Pro Funding to deliver professional coaching at the club
- >> Recruited a PGA Pro to deliver Get into Golf lessons
- >> Advertised sessions through their membership, flyers in the community and schools, parents of ClubGolf programme
- >> Put together a short term trial membership prior to offering full membership deal
- >> Future benefit for the club as new members joined

“We would recommend anyone considering taking up a new sport to try this taster opportunity. It gave us a fun, low stress, but informative introduction to golf which encouraged us to join the club and enjoy this lovely course.”

Doug & Helen Forbes



IMPLEMENTATION (Continued)

It was agreed to offer all participants a trial membership after the coaching sessions for 3 months at a minimal cost. Following that offer, the club would run a 2 hour refresher session, where participants were offered a full membership for 16 months at reduced fee.

The club contacted a local Roving Pro, Daniel Wood, who the club was already aware of as he worked with the ClubGolf section, to check out his availability. To advertise the initiative Duns printed flyers and posters to circulate them locally, and sent them out to all ClubGolf parents. They also had an article published in the local paper and enjoyed success on social media to promote the coaching.

The club was delighted with the response and ended up having to add a third session, while some are on a waiting list for this year such were the numbers involved.

IMPACTS

- 18 registered for group lessons
- 12 out of 18 took up the offer of a 3 month trial membership offer
- 7 have taken up an additional 16 month membership
- 1 older junior also joined through the programme
- Refresher session delivered shortly after to keep momentum of the group
- Further block of coaching to be introduced in 2017

“We are going to continue with what we offered last year as it seemed to work very well and we’re pleased to say we already have a full class registered for this year!”

Anne Wood, Duns GC

NEXT STEPS

New members are integrating well into the membership and now enjoying some friendly golf with existing members.

The club is going to continue with what they offered last year as it seemed to have work very well. They are also pleased with the fact they already have a full class registered for the year ahead.

In addition, part of the income generated from the programme will be used to organise some refresher sessions for those who attended the Get into Golf sessions last year.

View more information on Duns GC at www.dunsgolfclub.com

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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