

## Case Study: Participation



# Stirling Golf Club: Encouraging Women to Get Into Golf

**INTRODUCTION:** Stirling Golf Club treats its members and visitors to incredible views of Central Scotland, topped off by historic Stirling Castle towering over the Old Town of Stirling. The club was established in 1869 and has been home to many successful golfers, in particular, Tom Morris Junior. Despite being home to a golfing great, Stirling Golf Club's ladies membership has been waning.

## THE ISSUE

Due to an ageing women's section, Stirling Golf Club were seeing decline in the numbers of playing female members and felt that they were not doing enough to attract new ones. After surveying their members and reaching out for ideas on how to encourage more women to try the sport, they came to the conclusion that small group coaching, followed up with buddying could potentially be the most effective form of support. However, group coaching can be a challenge to market and organise. It was at that point that Stirling GC received some information from Scottish Golf regarding their Get into Golf campaign.

## THE SOLUTION

Get Into Golf is a coaching programme that aims to help beginners and players that have been away from the game play more golf. As the Stirling GC female members met to discuss their tactics for gaining more female membership, they received information on Get Into Golf. Seeing that Get Into Golf would help with the planning and implementing of their original group coaching idea, Stirling GC signed up, joining one-hundred-and-twenty other golf clubs in Scotland who are involved with Get into Golf.

Once registered, Stirling GC received support from Scottish Golf Regional Club Development Officer, Mandy Martin, and also received a Scottish Golf Development grant to help them out.

## IMPLEMENTATION

At the time of Stirling GC signing up to Get into Golf, the campaign was scheduled to host a Get Into Golf day at the popular Stirling shopping centre, The Thistle Centre. This gave the ladies of Stirling GC the perfect opportunity for some publicity so they decided to link their personal Get into Golf campaign to the official golf day.

## AT A GLANCE...

- >> Wanted to increase the female membership
- >> Asked members for ideas
- >> Received information from Scottish Golf
- >> Felt that the Get Into Golf promotion would suit their needs
- >> Held a Get Into Golf evening where new members learnt about the different aspects of golf
- >> 18 women signed up for 6 weeks of coaching in 2016 and 17 in 2017

***"We are hoping through our process we will encourage, inspire and get them hooked to return as members for next year."***

***Muriel Young, Stirling Member***



## IMPLEMENTATION (Continued)

Stirling arranged an evening in June where women could come along and learn about the different aspects of golf, including the social and membership side. They then got the chance to do some putting with the assistant professional in attendance, Palmer Mitchell. Stirling attracted 18 women to their event, who signed up then got the opportunity to attend six weeks of coaching sessions and beyond that, buy a reduced rate three-month play package.

The night was a huge success with many women trying golf for the first time and 15 existing members attending to support the new women.

## IMPACTS

- 35 women have signed up to Get into Golf at Stirling GC over two years
- Several of the 35 women became members of Stirling GC
- Increased Get into Golf publicity
- Stimulated interest in golf as a sport
- Female golfers, both beginners and existing members, were given the opportunity to make new friends
- Introduced a social yet informative event for current members to attend

## NEXT STEPS

Stirling GC believe, through their Get into Golf programme, they will continue to gain new female memberships. However, whilst their current focus was on supporting the women and helping them enjoy themselves, they did open the coaching to gents!

Although primarily targeting women to join their Get into Golf programme, Stirling are hoping to include more youngsters (male and female) in their membership in the future. To achieve this goal, they have contacted Active Stirling, a sports management and promotion company.



***“Everybody has been so supportive and reassuring. It has been brilliant, I think it’s a great setup.”***

***Tricia Donald, Get into Golf Beginner***

## 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:

### TAYSIDE & FIFE:

[I.EVANS@SCOTTISHGOLF.ORG](mailto:I.EVANS@SCOTTISHGOLF.ORG)

### CENTRAL:

[M.MARTIN@SCOTTISHGOLF.ORG](mailto:M.MARTIN@SCOTTISHGOLF.ORG)

### NORTH:

[W.MACKAY@SCOTTISHGOLF.ORG](mailto:W.MACKAY@SCOTTISHGOLF.ORG)

### GREATER GLASGOW / SOUTH WEST:

[C.CHALMERS@SCOTTISHGOLF.ORG](mailto:C.CHALMERS@SCOTTISHGOLF.ORG)

### GRAMPIAN:

[I.EVANS@SCOTTISHGOLF.ORG](mailto:I.EVANS@SCOTTISHGOLF.ORG)

### WEST:

[S.LAIRD@SCOTTISHGOLF.ORG](mailto:S.LAIRD@SCOTTISHGOLF.ORG)

### EAST:

[L.NICHOLSON@SCOTTISHGOLF.ORG](mailto:L.NICHOLSON@SCOTTISHGOLF.ORG)

**View more information on Stirling GC:**  
<http://www.stirlinggolfclub.com/>

