



ENGLANDGOLF

# ACCESS THE STUDENT MARKET AND **BUILD YOUR BUSINESS**

Making links with your local university is a great way of tapping into a market of **2.2 million** students and **200,000** staff and attracting new and existing players to your club. We're here to help you understand this market and connect with the right people so you can meet their needs – and your own growth goals.

Many students would love to carry on playing golf when they leave to go to university, and many more are keen to have a go for the first time. With **70% of students** getting involved in some form of extra-curricular activity, there's clearly a tremendous opportunity for clubs to look at ways of increasing local students' involvement in golf and finding ways to make the game fit their busy lives. And you might well find they're longer-term members than expected, because **over 50% of students stay in the area** after they've graduated and **76% of these find local jobs** within six months.



ENGLANDGOLF

## WHAT SUPPORT CAN WE GIVE YOU?

We're passionate about growing the game of golf and will provide the support, information and tools you need to reach out to thousands of students swiftly and effectively. You will also have an England Golf Club Support Officer (CSO) who will work with you to try and develop a relationship with your local university, often where most of the work lies. They will:

- Identify a specific person at the university who is positive and enthusiastic about linking with your facility
- Help set up an initial meeting for both of you to talk about your needs and wishes
- Help pull together a basic plan of action outlining what you've each agreed to do
- Provide advice and guidance as you develop and implement the plan

## GET IN TOUCH NOW

Send us an email:

**[clubsupport@englandgolf.org](mailto:clubsupport@englandgolf.org)** – letting us know you're interested and we'll get in touch to get the ball rolling. Alternatively, you could contact your local England Golf Club Support Officer.

## WHAT OFFERS COULD WE HELP YOU DEVELOP?

### INTRODUCTORY SESSIONS

You might choose to work with your local university to offer taster sessions for beginners on campus, or courses of lessons at your club.

### REGULAR COACHING SESSIONS

Promoting regular coaching schemes for different levels of ability would help you reach a large number of students and staff.

### SUPPORT FOR UNIVERSITY LEAGUE PLAYERS

Student golfers involved in the British Universities and College Sports League may be keen to sign up for expert coaching and playing opportunities to prepare for matches.

### COMPETITIONS

Competitions for all abilities, whether competitive or social, are a great way of showcasing your venue and getting players and supporters through the door.

### VOLUNTEER OPPORTUNITIES

Your club could offer students the kind of practical experience they're looking for to enhance their employability, from helping with marketing to supporting junior teams.

### STUDENT MEMBERS

Getting more students playing at your club will help you promote your membership offers – and gain a clearer understanding of their needs.