The starting point
Stover Golf Club, on the edge of Newton Abbot in Devon, is a beautiful parkland course, featuring a wide variety of holes, mature trees, streams and picturesque ponds.

The club incorporated in 2015 and, two years later, set out to improve its business practices and develop a strategic plan to attract more players and members. It did this successfully by using England Golf’s resource, Understanding Your Market.

The background
In order to draw up an effective recruitment action plan, the club realised it needed:

- better understanding of its existing customers
- information on where to find potential customers
- insight on what they all wanted from their golfing experience

Understanding your market to grow your membership
How Stover Golf Club set out to understand its market with the help of England Golf and found an untapped source of new members
**SUCCESS STORY**

Stover Golf Club
Devon

**Action**
It used the Understanding Your Market resource, which helps clubs understand what their members, potential members and visitors want from their golfing experience. This insight helps clubs retain members and to create offers to attract new ones.

A series of reports were produced for Stover, profiling the local population and highlighting potential golfers living within a 20-minute drive of the club.

The results were analysed and interpreted with the support of England Golf Regional Manager Paul Cloke and Club Support Officer Andrew Jack.

**A surprise!**
England Golf has identified nine golfing profiles and the results showed the current membership at Stover mainly fitted those of the Older Traditionalist, Younger Traditionalist and Relaxed Members. Nothing unexpected here at a traditional members’ club! But the report did throw up one big surprise. Stover was attracting above average numbers of Social Couples who clearly liked what they found at the club.

England Golf’s research shows that Social Couples enjoy playing with friends and family and tend not to play a full round, preferring to fit their golf into two hours or less.

The Understanding Your Market reports also told the club that there were potential players fitting this profile who lived within a 20-minute drive time of Stover.

**More action**
The club used the information to target this group with a ‘GET BACK INTO GOLF’ programme led by PGA professional Jon Langmead and subsequently driven by Jason Fullard. It offered golf in a sociable group, with other like-minded people.

**Marketing**
The programme was promoted on the club’s website and via social media, by word of mouth from members to their friends and family, and with a roadside banner at the entrance to the club.

**Results**

THE RESPONSE WAS GOOD amongst lapsed members and others who had prior experience of the sport.

During 2017, 20 people attended Get Back into Golf sessions and nine joined the club, generating £7,110 in membership fees alone.

The professional team has also benefited from additional individual lesson bookings and healthy equipment sales in the shop.

**The future**

STOVER GOLF CLUB NOW HAS A STRATEGIC PLAN IN PLACE THAT ALL MEMBERS OF THE MANAGEMENT BOARD ARE COMMITTED TO.

The Get Back into Golf programmes are still running and are expected to continue to have a positive impact on member recruitment.