



AVRO Golf Club Cheshire



Helping new golfers to get out on the course with Women on Par



Avro Golf Club embraced England Golf's Women on Par initiative to provide playing opportunities for new women golfers, offering them fun and friendship. Their successful event attracted 15 women, including seven who were in their first year of playing. Four of them are now members.

★ The concept

The Women on Par concept was created by England Golf to give beginners, and those who have played a little, the opportunity to play 9 holes and have fun with other players of similar ability. The events are played over shortened holes and use a novel scoring system. Instead of counting shots, the players are set a series of achievable challenges at two levels; for absolute beginners and improvers. Established players accompany the newcomers to provide encouragement and support.

➡ The starting point

The club has used Get into Golf over the past two years to create a very strong beginner pathway, from introductory lessons to membership. This includes a 10 week Academy which features an outing on the course with a buddy to play shortened holes in a Texas Scramble. However, AVRO realised that some of the women felt intimidated by the next step to active, regular club golf. They felt their golf wasn't up to it, despite the club being very friendly and offering a range of opportunities. Women on Par proved the answer. It dispelled the fears around competitive golf and helped them progress with friends.





SUCCESS STORY

AVRO Golf Club Cheshire



Action

Lady captain Aileen Stephenson and fellow member Jane Tarr led a group of volunteers and planned the event with their England Golf Club Support Officers.

The evening event was promoted through Get into Golf. Leaflets were distributed to other clubs and a social media campaign was run. AVRO volunteers looked after all communications with the women who registered. This included inviting them to order food in advance – much welcomed by those coming straight from work – and asking whether they needed to borrow clubs and trolleys.



The event

The course was set up with shortened holes of 100-150 yards, using cones on the fairways as tee markers.

The women played in groups of three or four – with friends put together – and each group was accompanied by a supportive AVRO volunteer. The challenge cards for players of different abilities were well received.

A shotgun start was used so everyone finished together and gathered in the clubhouse for Prosecco, soft drinks and fabulous freshly baked cakes. AVRO provided three prizes for each category.

The women had a great time, both on the course and socialising afterwards, and most signed up immediately for the next event. Looking ahead, the club plan to offer mini competitions based on the Women on Par events in their last couple of Academy sessions.



Top tips

- **Social media is really important to promote the events, so send regular Tweets and Facebook posts**
- **Contact participants as soon as they register and again, about 10 days before the event**
- **Ask the participants if they need equipment and whether they are left or right-handed**
- **Ask participants who they know and at which club they are linked with so friends can play together**
- **Volunteers are vital to the success of the event. Send briefing notes to volunteers a couple of days before the event and then have a further briefing on the day**



WHAT WAS SAID

“Many thanks to all of the volunteers at AVRO who were so welcoming and ensured the event was a tremendous success”

