



SUCCESS STORY

FILTON Golf Club Gloucestershire



Attracting new women to golf



The Challenge

Filton Golf Club realised that its female members were dwindling. It had just 39 lady members. It was struggling to attract new women to the game and the average age of its current female members was 65-70.

This presented its own problems. Many only wanted to play nine holes and others were forced to have time off the course due to injuries.

Lyn Drewitt, one of the club's female members, stepped up to help with this problem. She worked with England Golf and the club's PGA professional Tom Duke, to come up with ideas. One stood out: running a Family Open Day.



Family Open Day

The Family Open Day concept featured five activity stations around the clubhouse manned by the club's professionals. They included large and small inflatable driving nets, Tri Golf and Street Golf target practice areas, as well as a putting competition. These were situated around the Clubhouse for ease of access and visibility.

The club advertised the open day at local sports clubs, libraries, shops and leisure centres and on social media. Existing members were encouraged to spread the word.

To create a buzzing atmosphere on the day, the club hosted a Shotgun Shambles competition on the morning of the open day. That meant the clubhouse was packed when people were arriving for the open day. In addition, entry fees from the competition contributed towards competition prizes, advertising and welcome packs.

Everyone who attended was given a Welcome Pack, which included details about the club and its Get into Golf programme, as well as general information on golf, light rules and a who's who at the club with contact details. Guests had to register on arrival, which meant the club was able to collect contact details for all attendees.



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The importance of following up

It was recognised that one day wouldn't be enough to attract new members, so they also offered a free taster session for ladies. This included a glass of prosecco after a 50-minute lesson on the basics of golf and an introduction to the club and its ladies section.

The women were then encouraged to sign up for the beginners structured lesson package, priced at £50. This also included a free 'Masters' 7 iron to encourage them to practice.



Developing a community

It was important to make all of the women feel welcome and part of the golfing community. To support this, a WhatsApp group was set up to encourage the ladies to talk about their game. They also used Doodle to coordinate coaching dates and availability.

Lyn also organised a six-hole Texas Scramble competition. The teams included a mix of new and existing female members. This helped the new ladies pick up tips and etiquette from the existing members. Afterwards, a special three-month New Gateway Membership was offered to new women, giving them unlimited play and the use of practice areas.

Further improver lessons were also offered. At the end of the programme, a second six-hole Texas Scramble competition was organised. The aim was to encourage as many women as possible to extend their membership.



20%
INCREASE
IN LADIES
MEMBERSHIP

The Results

42 PEOPLE ATTENDED THE FAMILY OPEN DAY. THERE WERE 19 WOMEN AMONG THEM.

The open day received a lot of positive feedback from all attendees. After the open day, 13 women attended the free taster session and 11 of them signed up for the beginner lessons. They all continued to the improver lessons. At the end of the Get into Golf programme, the ladies section at Filton Golf Club had attracted eight new members, a 20% increase.

Two of the ladies have also encouraged their sons to join the Juniors Section and the partners of three of the other ladies have become full members of the club.

Using the existing female members of the club helped to make the new women feel welcome and grew this supportive ladies' golfing community.



ADDED
GROWTH
THROUGH
FAMILY
MEMBERS



STRONG
WOMENS GOLF
COMMUNITY

WHAT WAS SAID



“Joining a club is daunting when you are a female beginner. Learning with others who are starting out (or with just a small amount of golfing experience) meant that I didn't feel intimidated as we were all in the same boat. **The WhatsApp group was an excellent idea as we have been able to arrange to meet up for practice in between lessons.** We also met up with the ladies section to play a couple of gentle competitions, which introduced us to the golf course and rules and etiquette. ”

Attendee Quote

“An annual Family Open Day is being planned following the success of this one with a strong advertising campaign to reach even more potential new members.

Taster sessions and follow-on lessons will be held and widened to include not only the Ladies Section, but also to reach the Men's and Juniors Sections. ”

Filton Golf Club