

Apply for Wales Golf New2Golf Beginner Scheme.



New2Golf Beginner Scheme 2019 – Example Action Plan

Please use and adapt these ideas to help develop your new2golf back2golf beginner scheme.

Pre Scheme

Week	Actions	Details	Approximate date	Who is responsible	Completed (tick and date)
	Meet with existing section, that you are trying to increase (e.g. ladies) to make them aware of the scheme, reasons and to get their backing in creating a friendly welcoming environment. Also invite LA and Key Partners				
	Identify volunteers to help organise and run the scheme				
	Identify membership area you would like to target. General beginners, families, women and girls etc.				
	Agree a 'trial membership' package with committee / club manager for beginner scheme attendees (examples attached) Look at current membership offers and see if they suit differing lifestyle and needs				
	Arrange date for initial taster session (should commence in April/ May) and provisionally book taster days and lessons with golf professional				
	Consider promoting lessons as a package with free use of practice facilities and a social roll up with members.				
	Organise a meeting with key volunteers: <ul style="list-style-type: none"> • Distribute roles • Recruit playing mentors • Discuss ideas on how and where to promote scheme (sample communication plan available): 				
	Develop a communication plan this may include ideas such as: <ul style="list-style-type: none"> • Emailing membership - encourage them to promote with family and friends • Social media (77% of women use face book) • Posters, distribute in local shops, businesses, residential areas, other sports clubs etc. • Press editorial Think about what local facilities you have access to? What companies do your members work for? Can they promote in their workplace? Local sports clubs?				

	Member friend and family? Taster sessions in schools and community clubs to promote free taster day? Town centre campaign? Local fete? Etc.				
	Plan your taster day/session (example on WG website or request). Contingency - organise what will happen in adverse weather conditions.				
	Why not organise a family fun day/ Easter egg or alternative events hunt at the club on Easter Weekend (or a weekend close to the start of your programme) and promote to members and the wider community to promote your scheme further?				
	Ensure telephone/ email booking sheets are placed by telephone/ computer and people answering is fully aware of scheme details REMEMBER – when participant’s book encourage them to bring a friend or family member if they wish.				
	Ensure all current members are aware that the scheme is taking place and that there will be a relaxed dress code for all beginners on the scheme				
	Decide on dates to run, fun playing opportunities for all or other social activities like a pamper night, family BBQ.				
	Design a promotional letter and email detailing continuation lessons and trial membership (outline the benefits)				
	Design a promotional letter/flyer for full membership (outline the benefits)				
	Apply for Wales Golf New2Golf Beginner Scheme.				
	Estimate approx. number on taster day and contact Wales Golf to pre order New2Golf packs.				

During Scheme

Week	Actions	Details	By when	Who is responsible	Completed (tick and date)
	Turn up 2 hrs prior to start to set up (a taster day outline is available on request or on the WG website)				
	Meet and greet participants in the car park or clearly display signs on where to register				
	Register all participants on arrival (in club house)				
	Fun taster of golf (putting/practice area) Pro and volunteers				

	Provide refreshments whilst explaining to group what they can expect if they sign up for the lessons				
	Participants sign up for lessons and New2Golf Membership (£5.00 adults, Free Junior) (use New2Golf registration flyer) Distribute New2Golf packs				
	During registration ensure all participants provide email addresses (on application form) in order for WG to implement communication plan				
	Send completed registration forms and payment to WG offices (cheques made payable to Golf Union of Wales or payment can be deducted from final claim).				
	Give each participant a lesson confirmation form with details of their time of lessons				
Week 1 of WG lessons	Ensure a volunteer/s from membership attends all 6 lessons and provides an especially warm welcome to the participants during the first week. Encourage the participants to use the club house after lessons for refreshments to increase the social element Throughout scheme <ul style="list-style-type: none"> • talk about next offer. E.g. additional lessons and trial membership, along with the benefits. • After each session check if everyone attended. If not it is worth chasing to inform them about the next session etc. • Send regular reminders about next week's session • Encourage participants to use facilities • Promote club social events. 				
Week 2-5 of WG lessons	Promote continuation lessons and trial membership <ul style="list-style-type: none"> • During a coffee/ tea meet up, ask the women for their feedback and what they want out of golf. Check that your offer matches the needs of the women, or could something else be developed. 				
Weeks 6 of WG lessons	Book participants onto continuation lessons (6 weeks) and/ or trial membership. Submit claim form to WG for lessons				
Week 7-12 Continu	Continuation lessons take place – funded by participants Organise playing opportunities for those ready and				

ation lessons	mentors to take them onto the course.				
Week 11 Continuation lessons	Promote trial membership (if not already done so) Organise social event for end of scheme participants and families				
Week 12 Continuation lessons	Promote playing opportunities e.g. time ladies section meet for competitions, junior night etc.				

Post Scheme

Week	Actions	Details	By when	Who is responsible	Completed (tick and date)
During trial membership	Encourage participants to play with current members/ mentors/ buddies and with each other				
	Organise fun competitions or weekly roll ups				
	Promote and arrange social activities such as BBQs, pamper nights etc.				
End of trial membership	Promote membership options				
	Help participants to gain a club handicap (if that is what they want to achieve)				
	Encourage them to invite family and friends to the club and potentially to have lessons themselves				

If you have any questions please do not hesitate to contact us.

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