

## New2Golf Beginner Scheme 2017 – 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.				
	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.				
	Apply for GDW New2Golf Beginner Scheme.				
	Organise a meeting with key volunteers: <ul style="list-style-type: none"> <li>• Distribute roles</li> <li>• Recruit playing mentors</li> <li>• Discuss ideas on how and where to promote scheme (sample communication plan available):</li> </ul>				
	Develop and communication plan this may include ideas such as: <ul style="list-style-type: none"> <li>• Emailing membership - encourage them to promote with family and friends</li> <li>• Social media (77% of women use face book)</li> </ul>				

	<ul style="list-style-type: none"> <li>• Posters, distribute in local shops, businesses, residential areas, other sports clubs etc.</li> <li>• Press editorial</li> </ul> <p>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.</p>				
	<p>Plan your taster day/session (example on GDW website or request).  Contingency - organise what will happen in adverse weather conditions.</p>				
	<p>Meet with your LA sport development officer to help with promotion.</p>				
	<p>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?</p>				
	<p>Ensure telephone/ email booking sheets are placed by telephone/ computer and people answering is fully aware of scheme details</p>				
	<p>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</p>				
	<p>Decide on dates to run, fun playing opportunities for all or other social activities like a pamper night, family BBQ.</p>				
	<p>Design a promotional letter and email detailing continuation lessons and trial membership (outline the benefits)</p>				
	<p>Design a promotional letter/flyer for full membership (outline the benefits)</p>				

## 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 GDW 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				
	<b><i>Participants sign up for lessons and New2Golf Membership (£5.00 adults, Free Junior) (use New2Golf registration form)</i></b> <ul style="list-style-type: none"> <li><b><i>Ensure club also uses contact details to keep in touch with the participants</i></b></li> </ul>				
	<b><i>During registration ensure all participants provide email addresses (on application form) in order for GDW to implement communication plan</i></b>				
	<b><i>Send completed registration forms and payment to GDW offices</i></b>				
	Give each participant a lesson confirmation form with details of their time of lessons				
<b>Week 1 of GDW lessons</b>	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				
<b>Week 2 of GDW lessons</b>	Distribute New2Golf resources to participants				
<b>Week 5 of GDW lessons</b>	Promote continuation lessons and trial membership <ul style="list-style-type: none"> <li><b>During a coffee/ tea meet up, ask the women for their feedback and what they want out of</b></li> </ul>				

	<b>golf. Check that your offer matches the needs of the women, or could something else be developed.</b>				
<b>Weeks 6</b> of GDW lessons	Book participants onto continuation lessons (6 weeks). Submit claim form to GDW for lessons				
<b>Week 7-12</b> Continuation lessons	Continuation lessons take place – funded by participants Organise playing opportunities for those ready and mentors to take them onto the course.				
<b>Week 11</b> Continuation lessons	Promote trial membership (if not already done so) Organise social event for end of scheme participants and families				
<b>Week 12</b> 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)
<b>During trial membership</b>	Encourage participants to play with current members and with each other				
	Organise fun competitions or weekly roll ups				
	Promote and arrange social activities such as BBQs, pamper nights etc.				
<b>End of trial membership</b>	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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