

**Case Study - Retention**

Llanishen Golf Club

Llanishen Golf Club in North Cardiff (founded in 1905) prides itself on guaranteed high quality customer service. The club is exceptionally welcoming and friendly which is key to its success in retaining its members.

With a membership of over 700 playing and social members, including 150 females and nearly 100 juniors, the club is extremely family and beginner focused. Llanishen has a clear business plan which will ensure that the club remains successful for many years to come.

The club's membership strategy is to focus on under-represented groups such as juniors and women. Llanishen Golf Club reached its full playing membership limit in 2019, however the club was still determined to continue the growth of the women’s section through their hugely successful New2Golf programme. The management committee took the decision to reduce the male membership by 10 full members for the next five years, replacing them with a minimum of 10 ladies. Llanishen has had 57 women join as full members through the New2Golf scheme over the last 5 years and 48 are still members. This has brought in additional revenue of over £100,000.  The club continues to be committed to growing the women’s game and is a proud holder of the ‘Women in Golf’ charter. Ensuring greater diversity of members has been key to ensuring a truly welcoming and family friendly golf club, which puts member retention at its heart.

During 2022 the club also focused on retaining the existing junior members and encouraged their friends to join them to ensure the longevity of membership. For those juniors new to the game, the club offers weekly complementary coaching sessions throughout the winter at a nearby driving range. Throughout the summer months the course is reserved every Wednesday evening for juniors of all abilities, playing off their new junior tees, on a measured course with its own dedicated scorecard. The club is also committed to holding junior competitions at least once a week during the school holidays.

In the last 5 years the club has spent £500,000 on major projects, to enhance the member and visitor experience. During 2022 the club transformed its patio area, resulting in a high-end outdoor socializing space trebling the number of chairs and tables available. This project included extras such as outdoor heaters, covered seating areas and decorative planting. This has been a major strategy to attract and retain members. The club was also awarded the prestigious Golf Club Managers Association 'Team of the Year' award in November 2019. At Llanishen Golf Club you are guaranteed a fantastic service from the minute you arrive until the minute you leave.