

BUSINESS AND MARKETING SUPPORT PACKAGES

Invest now in the future of your golf club!

Take advantage of these flexible business and marketing support packages to help you and your golf club survive, thrive and grow in these challenging times

URGENT - CURRENTLY ONLY AVAILABLE TO A LIMITED NUMBER OF CLUBS. APPLY NOW TO SECURE YOUR PLACE.



ENGLISH GOLF UNION
...at the heart of golf

GOLF UNLIMITED

Supported by



Business and Marketing Support Packages to help your golf club

The golf industry and golf clubs in particular are facing uncertain times. Economic recession and more and more golfers moving from traditional membership to pay and play golf, has seen the traditional subscription model of many golf clubs come under pressure.

In support of the Are You Ready? campaign initiatives, the EGU is committed to helping its affiliated clubs deal with these challenges and more importantly face a secure future with the knowledge, skills and business tools to help your golf club now and prepare you for what lies ahead.

Benefits to you and your golf club

Thanks to support from the Government through Train to Gain, the EGU and its golf club marketing consultants Golf Unlimited have secured funding to enable senior managers and volunteers at golf clubs to receive practical business training and year round ongoing support on all aspects of marketing your golf club.

The aim is to provide senior golf club staff and volunteers with the management and marketing tools to increase your overall business in this changing market through and beyond the current economic downturn.

By taking advantage of one of these business support packages, senior golf club staff and volunteers will:-

- Be innovative in their club membership acquisition and retention programmes
- Understand the real value of visitor and society business and how to increase it
- Develop a marketing plan now and for the future
- Learn at first hand the use of effective business tools to help you operate in this market
- Receive year long support and advice from dedicated marketing managers at Golf Unlimited (level 2)
- Receive beneficial support and business tools from golf business suppliers dedicated to helping the golf club industry thrive

Delivered by golf marketing experts



The team at Golf Unlimited under the direction of Jane Carter will carry out the training and ongoing support to golf clubs. Jane has delivered marketing workshops and individual support and advice to hundreds of golf clubs in England and Wales working with the EGU and Golf Union of Wales. She has practical knowledge of the issues facing golf clubs and how best to implement marketing within the limitations of budget, time and resource. Supported by a team of marketing specialists from all aspects of industry, Golf Unlimited will ensure golf clubs learn the latest in marketing skills and techniques, receiving consistently reliable and useful advice and support to help them implement their marketing action plans now and in the future.

Who is eligible?

Eligible applicants should be golf clubs employing more than 5 employees. This number can include part-time employees and volunteers. The owner, Golf Club Manager, or key director (member)/key manager who report directly to the most senior person or who have strategic responsibility for marketing are eligible.

Regional Variations:

Clubs in the **North West** can benefit from additional European Social Fund funding and include up to 7 members of the senior management team/volunteers on the programme.

Yorkshire and Humberside – the offer is limited to the Golf Club Manager/Owner or Chairperson.

North East – additional European Social Fund money will support businesses with 2-4 employees.

Level 1 - Effective membership and loyalty marketing

Dedicated training to enable a senior manager/employee or a nominated volunteer responsible for marketing within your golf club, delivered over two separate days. There will be no more than 25 clubs at each session working with dedicated marketing specialists in groups of 12. At the end of each day's training each club will have developed an individual action plan to put in place at your golf club.

Day 1 – Membership recruitment and retention

Tried and tested membership marketing ideas that work covering:-

- a. Membership management:-
 - i) Recruitment
 - ii) Retention
 - iii) Recognition and appreciation
- b. Club readiness
 - i) Procedures and processes
 - ii) Staff awareness and training
- c. Marketing tools and communication resources to help retain your members
 - i) An effective member website
 - ii) Managing the membership communication process
- d. Developing your membership action plan

Day 2 - Building society and visitor loyalty

- a. Visitor and society recruitment and retention
 - i) Database marketing
 - ii) Developing a loyalty marketing programme
- b. Effective email marketing to visitors and societies
 - i) Communication planning
 - ii) Effective writing
 - iii) Effective offers and promotions
 - iv) Measurement
- c. The role of the effective website in marketing
 - i) Optimisation
 - ii) Evaluation
 - iii) Your website review
- d. Tee time management - effective green fee pricing
- e. Developing your loyalty marketing action plan

Level 2 – 12 month marketing support

Think of a level 2 package as adding a senior member to your marketing team for a year, helping you turn your golf club marketing plan into a reality!

Level 2 includes attendance at both training days as detailed above but then continues, supporting attendees in applying all the techniques learnt. You will work closely with the team at Golf Unlimited to consistently implement your marketing plan.

Practical, results based marketing information when you need it, personal to your golf club:-

- Year long support to help implement your golf club marketing plan
- 12 month continuous learning, collaboration and advice
- Access to case studies, proven solutions from golf and other industries
- Inspiration from creative samples to download and use
- Practical 'how to's', interviews and articles
- Access to hotline telephone and online advice from your dedicated marketing account manager
- Regular audit of your marketing progress, knowledge, tools and skills. Allowing you to analyse your marketing effectiveness and improve your results

How much does it cost?

Thanks to support grant funding from Train to Gain, the cost to golf clubs has been kept to a minimum:

	INITIAL PAYMENT FROM GOLF CLUB*	GRANT FROM TRAIN TO GAIN	ACTUAL COST TO GOLF CLUB
LEVEL 1	£500	£500	£0
LEVEL 2	£1500	£1000	£500

***Important note:** your cheque will not be cashed until you have received your refund from Train to Gain, ensuring your golf club's cash flow is unaffected.

If you initially select a level 1 support package you will **NOT** be able to upgrade to level 2 at a later date.

How do we apply?

Process for securing your place:-

1. Complete the enclosed Application Form **NOW** and return it to the English Golf Union with a cheque made payable to Golf Unlimited. See breakdown below.

INITIAL PAYMENT AND REFUND	LEVEL 1	LEVEL 2
Golf Club cheque to start funding entitlement process	£575 (£500 + VAT)	£1725 (£1500 + VAT)
Train to Gain Leadership and Management programme refund*	£500	£1000
Golf Club Investment VAT (reclaimable)	£0 £75	£500 £225

*where eligibility has been confirmed

Important note: Your cheque will be held by the EGU and not banked until you are in receipt of your funding grant from Train to Gain

2. Golf Unlimited will confirm receipt and advise of course dates which will be held regionally during May, June and July. Your application will be passed to the funding region.

Confirming you are eligible:-

3. A Leadership & Management Specialist Adviser will telephone the named person (NB: they will only make 3 attempts to contact you).
4. During the call, the Adviser will ask questions to check eligibility of your business for the funding, enquire about your business and personal objectives which **must include the business-need for marketing advice and support**. He will ask you to complete an online questionnaire or arrange to visit you.
5. The Adviser will confirm eligibility for the funding and supply an Agreement Letter to confirm the training requirement. Golf Unlimited will also be informed of your acceptance.
6. Print and sign the agreement letter and return it by post to the Adviser with copy of receipt and confirmation of course date
7. You attend the first training day, as agreed
8. Complete an evaluation form and return as directed by the Adviser (make a note of the date sent)
9. You will receive the total refund within 30 days of receipt of evaluation form at which time Golf Unlimited will bank your original cheque

DON'T DELAY IN APPLYING. ACT NOW TO TAKE ADVANTAGE OF THIS FANTASTIC OPPORTUNITY!

For further information please contact

Carol Price at the EGU on 01526 354500. E: cprice@englishgolfunion.org or
Jane Carter at Golf Unlimited on 01451 810611. M: 07918 636841.
E: jane.carter@golfconsulting.co.uk

APPLICATION FORM

GOLF CLUB DETAILS		
Golf Club Name		
Address		
County		
Postcode		
Main Telephone Number		
Website		
Number of Employees (including part-time and volunteers)		
BENEFICIARY DETAILS		
Name		
Management Position		
Home Address		
Postcode		
Daytime Telephone		
Mobile		
Email address		
Which is the best way of contacting you?		
BUSINESS AND MARKETING SUPPORT REQUIREMENT		
Level of Support	Cheque Amount	X to indicate level required
Level 1 2 x days training	£575 £500 + VAT (£500 refunded*)	
Level 2 2 x days training and ongoing marketing support for 12 months	£1725 £1500 + VAT (£1000 refunded*)	
*subject to funding eligibility		

Office Record
Date Application Rec'd:
Cheque Enclosed: <input type="checkbox"/>
On Database: <input type="checkbox"/>

Please send the completed form with your cheque made payable to **Golf Unlimited** to:

Business and Marketing Support
The English Golf Union Ltd
The National Golf Centre
Woodhall Spa
Lincolnshire LN10 6PU

We will acknowledge receipt of the application and payment which will be kept securely. Please refer to sales literature for the next steps of the process.

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