

Improved Member Get Member Scheme

The Management Committee is putting emphasis on trying to increase the number of members at our club. In recent years, we have managed to hold numbers steady, while many clubs have continued to lose members. But if we are to continue to improve our course and clubhouse as we want, we need to generate more revenue by increasing member and visitor numbers.

The greatest recruiting tool we have is you - the existing members. The present Member Get Member scheme has not made much impact. We have therefore decided to try out a much enhanced Member Get Member scheme for the Financial Year starting 1 October 2018.

This enhanced scheme will offer a 20% reduction to the Joiner in the first 12 months of membership. On current subscription rates, this would amount to £156 off the headline full rate of £780 - leaving a first year subscription of £624. The Finding Member will benefit from the same monetary value reduction to his/her subscription on renewal in the 2nd year of the Joiner's membership - provided the Joiner does renew his/her membership at the full rate for the 2nd year.

This 20% benefit to both Finding Member and Joiner will extend to all joining the Full, Veteran, age related and flexible member subscription rates, but not to other categories (eg CASC, Social, Starter, Temporary etc). Returning members, who have not been a member of the club within the last 5 years, will also be eligible for the introductory discount.

The benefit to all existing members from increasing our membership base in the longer term will be substantial, allowing us to invest in our course and club, and we believe that these improved incentives are justified to achieve that long term benefit. We will monitor the effectiveness of the scheme and report back to members in due course.

We hope existing members will support this aim of growing our membership by encouraging friends and relations to join our club.

We will also be offering a 20% reduction in first year subscriptions to other new joiners in these categories during the Financial Year starting 1 October 2018, and will again monitor the impact of this.