

BISHOPSWOOD GOLF CLUB

Annual Plan 2019

Aims: To retain and increase the membership of Bishopswood Golf Club. To encourage all members to enjoy and make maximum use of the Course and Club facilities. To ensure the efficient operation of the Club and Club events.

To achieve these aims, in addition to the normal business of Bishopswood Golf Club, the Club has prioritised the following objectives for 2019. For each Objective, we have identified what we plan to do, how and when and, in delivering these actions we will work closely with Bishopswood Golf Ltd. We will measure the success of these objectives primarily through trends in overall membership numbers; uptake of events; and feedback from members and from Bishopswood Golf Ltd. All events should at the very least be cost neutral.

Objective 1: Retain and Increase Membership of Bishopswood Golf Club.

What	How	When	Who
External advertising of Bishopswood Golf Club to raise profile and membership opportunities			
	Raise profile of the Club on Social Media	TBA	Committee
Understand why members leave Bishopswood.	Questionnaire to all non-renewals.	After renewal deadline	Secretary
	Review list of non-joiners, identify reasons for leaving and any follow-up action.	May or June Committee Meeting	Committee

Objective 2: Better Induction and Integration of New Members

What	How	When	Who
All New Member made aware of how the club works, facilities and events.	All new Members receive Welcome Interview and Pack	Within 1 month of joining	Vice Captain
	Buddy System to help new members integrate into the club.	At welcome Interview	Vice Captain
	Reinstate Welcome Gathering for groups of new members – potentially in conjunction with a fun Competition for New Members	Late Summer?	Social Committee
	Committee Members to be notified of names of all new members.	By email on joining	Secretary
	Committee members to actively engage with new members.	Ongoing	Committee
	Follow up after 3 months to get feedback on new member experience.	3 months after joining	Vice Captain

Objective 3: Improve members' use of course and facilities.

What	How	When	Who
Focus on social events that reach a wider range of members	Establish/Run 2019 Social Committee	Jan 19	Captain
	Encourage participation on social committee from wider Club Membership (ie not only Club Committee)	Ongoing	Captain
	St Davids Day Golf/Evening Buffet	1 st March	Captain
	Music Quiz	5 th April	Captain
	Cream Tea Afternoon	20 th July	Captain
	Golfer/Non-Golfer	? August ?	Committee
	Fun Mixed Competition	TBA	Captain
	Captain's Day	Aug 17th	Captain
	Solheim Cup Competition	? Sept ?	Captain
	Captain's Ball	16 Nov	Captain
Christmas Draw	TBC	2020 Captain	

Objective 3 (Continued): Improve members' use of course and facilities.

Advertise Club Events and Encourage Members to participate in events run by Bishopswood Golf Ltd	Use of Bar Triangles, web-site, Bar TV, Noticeboards and posters.	Ongoing	Committee/Social Committee
	Advertise Events to non-members	Ongoing	Committee/Social Committee
	Encourage use of V1 App	Ongoing	Committee/Social Committee
	Word of Mouth	Ongoing	Committee/Social Committee
Encourage More Members into the Bar Encourage people to eat in the bar?	Support events proposed/run by Bishopswood eg KP's new Friday Nines/Sunday Competitions Evenings with Steve Ward Presentation on New Rules for 2019	Ongoing	Committee
	Where practical presentations/winners announcements to be done immediately after events.		Secretary

Objective 4: Improve external participation in Open events.

What	How	When	Who
Wider Advertising of Open Events	Advertise Open events on rolling banner on web-site	Prior to events	Secretary
	Advertise Open events on other platforms eg Seniors National Classic; Golf Empire Actively promote to other clubs	Prior to Events	Sub Committee
	Explore Sponsorship of Open events	Prior to events	Sub Committee

Objective 5: Improve Club/Committee Practices and Processes

New Club Secretary	Redefine Terms & Conditions of Appointment	Jan 19	President
	Clarify Roles and Responsibilities	Jan 19	President
	Recruit New Secretary	ASAP	President
Raffles/Draws	Consider timings and Prize Money allocation Review How we manage/organise Draws & Raffles	May	President
Improve Communications with Bishopswood Management	Regular formal and informal meetings with KP	Monthly & adhoc	President
Handicaps	Are adjustments necessary to competitions in the light of the new (2018) Handicap Limits.	Special Competitions Meeting TBA By end of March 2019	President/Sub Committee to recommend
Junior Section	Committee Member to be focal point to ensure visibility of Junior Section Activities/Issues in Committee	Jan 19	Nick Leonard
Club Welfare Officer	Assistant Welfare Officer to support Club Welfare Officer	Jan 19	Bob Lycett