

# Golf Access

## Case Study

### Chesterfield Golf Club



**Golf Access**

Chesterfield Golf Club have been using the Golf Access system since August 2019 and it has been primarily used to attract and retain new female members to the club.

It forms an integral part of the new Ladies Academy and the ladies are introduced to the concept after some initial introductory coaching.

**Golf Access programme at Chesterfield:**

- Mixture of coaching and Golf Access sessions on the course
- Academy Membership set up to bridge the gap between starting the game and becoming a full member
- Whatsapp group to improve communication
- Each new player receives their own online profile to track their scores when they play on the course



So far there have been 16 ladies take part in the new Golf Access sessions, with 7 of the new golfers joining as Academy members.

5 of the participants have completed the Golf Access system and obtained their first official handicap.

The club has generated additional income

of **£3,035**

since the start of the Golf Access project.

“The Golf Access programme is a great way of getting new Lady Members introduced to the game. It has fitted in very well at a progressive club like Chesterfield. Golf Access provides a clear pathway from starting the game to further coaching and Academy membership before completing the journey with full Golf Club Membership.”

**Sue Drake - Chesterfield Lady Captain**

“5 of the 7 Ladies who joined after initial coaching have now gone on to gain an official handicap. It is fair to say this would not have happened, and nor would they have become so engaged in the sport, without Golf Access.”

**Liz Day - Chair, Membership and Marketing Sub Group.**

