

Mount Ellen Golf Club

Stage 1 Strategic Actions – Page 2

Increase Junior Membership to 20+ - Establish Junior Academy

- Letter Drops of Advertisement to all New and Existing Housing in Mount Ellen, Gartcosh, Muirhead, Glenboig, Coatbridge, Moodiesburn, Baillieston etc.
- Hold Family Day for Prospective New Members to see the Club and its Facilities. Day to provide activities for Juniors, Youths and Adults. Par 3's for Juniors, Coaching, Barbecue etc.
- Promote Easy Access to Club via Road Network and Public Transport
- Set Up Golf Academy Teaching Syllabus
- Approach Schools In Mount Ellen, Gartcosh, Glenboig, Muirhead, Coatbridge, Moodiesburn, Baillieston Regarding Including Golf Training at Golf Academy In School Syllabus / Offering – 1hr Session Once a Week in the Season.
- Academy teaching to be provided to Juniors by the Pro
- Lessons for Junior Members by the Professional.
- Club to Initially Provide Clubs and Equipment for use by Juniors and Youths at Golf Academy.
- Junior Membership Fee to be £50 per annum
- Mentoring of Junior Members by other Club Members

Improve Sponsorship of Golf Club

- Identify All Businesses Within a 1,3 and 5 Mile Radius and Beyond Of Mount Ellen Golf Club.
- Develop a prioritised List of Potential Club Sponsors within 1 to 5 Mile Radius And Beyond and Approach Them With Sponsorship Offering.
- Develop Offering for Potential Sponsors ie
 - Free Membership for £1000 / annum sponsorship
 - Corporate Days for £ 1000 + / annum sponsorship
 - Number of days of free golf – Sponsorship Level to be Set
 - Advertising – On Tees, On Score Cards, On Flags, On Stairs
 - Sole Promoted Organisation for Taxi's etc – Sponsorship Level to be Set
 - Opportunity to Deliver Their Companies Diversity Community Day – Sponsorship Level to be Set
 - Sponsor a Competition – Sponsorship Level to be Set
- Approach All House Building Contractors to Provide Sponsorship in Exchange for Free Membership for One Family Member from Each New House Sold for One Year.