

Mount Ellen Golf Club

Prioritised Requirements for Future Planning Operating Teams

General operating Team Involvement

1. Letter Drops To New Housing Developments In Local Areas
 - Baillieston – Action by R Batty
 - Moodiesburn – Action by J Donnelly
 - Muirhead - Action by J McGovern and E Bradley
 - Coatbridge - Action by G Dick
 - Greenhill - Action by G Dick
 - Mount Ellen)
 - Glenboig) Volunteer to distribute Letter Drop required
 - Gartcosh)
 - Bargeddie - Action by M Kelly
2. Letter Drops to Older Existing Housing Developments in the Above areas
3. Advertise in Supermarkets and Shops in Local Areas
4. Advertise in Library's, Doctor and Dentist Surgeries, Community Centres and Sports Centres / Facilities in Local Areas – Amended Membership Information Required

Sponsorship Operating Team – Team Leader John Donnelly

1. Identify all Businesses in Each Local Area – Everything from Barbers to Banks.
2. Develop Sponsorship Options / Deals on Offer to Businesses / Individuals
3. Prioritise Businesses by Scale of Organisation and Potential Sponsorship Likelihood
4. Letter, Call and Meet Businesses regarding Sponsorship Options / Deals

Golf Club Offering Improvement Operating Team – Team E Bradley, J McGovern,

B Johnson & G Ward

Work with the Existing Catering Team to;

1. Significantly Improve The Welcome to the Club and the First Impressions Presented by The Clubs Condition and Hospitality
2. Set a New Positive Tone and Improved Standards in the Club House.
3. Develop New and Improved Menu's For the Club Generally and in Anticipation of New Business from the Public and Social Members.
4. Set the Food and Presentation Quality / Standards Required
5. Review and Improve Associated Items Such as Crockery / Cutlery etc
6. Review and Establish a formalised Cleaning Regime for the Member and Public Areas of the Club

Golf Services Offering Improvement Operating Team – Team Leader Robert Batty

1. Set Up Golf Academy teaching Syllabus
2. Approach Schools Re Golf Academy
3. Establish List of Members Willing to Mentor Juniors
4. Develop Golf Skills Improvement and On Course Coaching Programme with the Pro

Golf Course Condition Improvement Operating Team – Team Leader George Dick

1. Establish with Head Greenkeeper Basic Daily Course Management Regime
2. Develop a Prioritised Realistic Rolling Course Improvement Plan
3. Review and Improve Course Signage
4. Review and improve tee Usage
5. Consider the use of Blue Tee positions for Learners and Juniors

Golf Club Building Condition Improvement Operating Team – Team Leader R Batty

1. Develop a Prioritised list of Realistic Building Improvement and Maintenance Works
2. Use Skills, Experience and Expertise Survey Output to Identify Members who can Support the Prioritised Building Condition Improvement and Maintenance works.
3. Manage the Implementation of the Prioritised List of Building and Maintenance Works

Social Calendar Improvement Operating Team – Team Leader Michael Kelly

Establish Social Calendar for 2018 that is;

1. Launched structured around the 2018 World Cup with;
 - a. Club open for all world cup games
 - b. Potentially Friday, Saturday and Sunday 9 holes, Food and the Game Promotions.
 - c. Promote all dates but particularly the first game and the final.
2. Social Calendar to potentially include;
 - a. Ladies Nights
 - b. Ladies Lunches
 - c. Quiz Nights
 - d. Race Nights
 - e. Casino Nights
 - f. Men's Smoker
 - g. Occasional Cabaret / Dance
3. Club , Team, Section (Vets) Evening Events, Christmas Lunches
4. Open most if not all events to Social Members.

Communications Improvement Operating Team – Team Leader Michael Kelly

Members and Social Members are to kept up to date with the;

1. Weekly Club and Team Competitions
2. Up and Coming Social Events and the Success of Previous Events
3. Greenkeeping Activities and Course Improvement Works
4. The Building Asset Maintenance and Improvement Works
5. Other club matters and points of local interest

Through a Continually Updated Club Facebook Page and Website, E mails to all members notifying special events / offers etc, a Periodic News Letter (Monthly), Up to Date Notices on Locker Room and Main Entrance Notice Boards and potentially Future Sponsored Adverts.