

New Forest Golf Club

Marketing News



www.newforestgolfclub.co.uk

Issue 2 October 2008



As the elected Head of Marketing for the New Forest Golf Club, I am committed to providing strategic direction and coordination of the marketing operations in the best interest of the membership and to contributing to the overall success of the Club. Since the last issue of Marketing News I have been working on a number of projects and report some of those to you in this issue.

Should you have any queries or concerns, please do not hesitate to contact me at ivorgriffiths@sky.com

Marketing Plan

The NFGC Marketing Plan produced in November 2007 covered 11 subject areas and produced 86 individual 'Action Items'. To date a total of 77 of these are 'complete' with 9 outstanding.



Score Cards

We thank A & A Scaffolding for sponsoring our first batch of the new style score cards and take this opportunity to invite other businesses to participate in future print runs. Please talk to John Ledger if you are interested.

New Forest Golf Club

120th Anniversary 1888-2008

The New Forest Golf Club is located near the village of Lyndhurst which has a recorded history going back over a thousand years.

The Club itself has been in existence since 1888 when it gained permission from the Commissioners of Woods and Forests to play golf on open heathland.

The course was set, in the 1920s, used as a backdrop for houses and parks, and today looks like a park and all sorts of annual events.

It has been considered famous in World War One when it was used as a training school and during World War Two as a test flying ground.

Today the Club has an excellent reputation for friendly, social activities and golf competitions.

New Forest Golf Club
Southampton Road,
Lyndhurst,
Hampshire,
SO43 7BU

Tel: 023 8028 2044
www.newforestgolfclub.co.uk



Sheet
Number
012
of 500
Limited Edition

'120th Club Anniversary Special Edition Royal Mail Stamps'

As part of our 120th Anniversary celebration year, we have been successful in commissioning the first Limited Edition golf 'Smilers' stamp sheet incorporating 10 off 1st Class Britannia stamps and 10 off original course photograph stamps. This Limited Edition of 500 sheets is proving to be a popular theme selling out quickly. Royal Mail introduce subjects primarily intended for the philatelist and business user. Smilers® stamp sheets were first made available to the British public at the International Stamp Show 2000. These customised stamp sheets have opened up a whole new area of British stamp collecting and study. Our stamp sheet Order Ref: NF01, is available from Rushstamps who are a local family firm in business for the past 49 years selling stamps and articles of philatelic interest to collectors world-wide.

You can order directly through Rushstamps
online - www.rushstamps.co.uk
by post - Rushstamps (Retail) Ltd
PO Box 1 Lyndhurst SO43 7PP
by telephone - 023 8028 2044
by email - info@rushstamps.co.uk



Car Window Stickers

To assist with 'mobile advertising' we designed and produced a car window sticker for members and visitors to display in their vehicle. These are available from the Clubhouse, The Office and The Shop.

I'd rather be playing golf

www.newforestgolfclub.co.uk

"dedicated to providing an enjoyable golfing experience in a unique forest setting"

What do you think ?

A double sided card is available from the brochure rack and asks for your thoughts, feelings and suggestions against specific and targeted areas of our facilities as well as general ideas for improvements. This helps us in our aim to meet your needs and expectations.

New Forest Golf Club

What do you think?

Please give us your thoughts, feelings and suggestions, so we can keep improving



Telephone 023 9028 2484
www.newforestgolfclub.co.uk

Tee Marker Blocks

Replacement Tee Marker Blocks, arranged by John Ledger, have been procured and placed on the course. Each block will eventually incorporate an engraved plate showing the name of the donor.



Main Entrance Signage

The Club visual identity has been incorporated into our main entrance signage. The sign supplied by Lush Signs of New Milton, was erected back-to-back to allow viewing from both incoming routes, Lyndhurst and Southampton.



Tri-fold Leaflet

This is available from the brochure rack and contains a summary of information about the Club, the Clubhouse, the Restaurant, Venue Hire, the Shop, and the Course.

The Club New Forest Golf Club is a private club for those who enjoy the game of golf. The Club is situated in a beautiful forest setting and offers a unique golfing experience. The Clubhouse is a modern facility with a bar and restaurant. The Course is a challenging 18-hole layout with stunning views. The Club is open to all and offers a warm and friendly atmosphere.

The Clubhouse The Clubhouse is a modern facility with a bar and restaurant. It is a great place to relax and enjoy a meal after a day on the course. The Clubhouse is open to all and offers a warm and friendly atmosphere.

The Restaurant The Restaurant is a great place to enjoy a meal and relax. It offers a wide range of dishes and is open to all. The Restaurant is a great place to enjoy a meal and relax.

Venue Hire The Clubhouse is available for hire for private functions and events. It is a great place to host a wedding, birthday party, or other special occasion. The Clubhouse is a great place to host a wedding, birthday party, or other special occasion.

The Shop The Club has a shop where you can buy golfing equipment and clothing. The shop is a great place to buy golfing equipment and clothing.

The Course The Club has an 18-hole golf course with stunning views. The course is a challenging layout and offers a unique golfing experience. The Club has an 18-hole golf course with stunning views.

Member Profile This section features a profile of a club member, including their name, photo, and a short biography.

Contact Us For more information, please contact the Club. Telephone: 023 9028 2484. Email: info@newforestgolfclub.co.uk. Website: www.newforestgolfclub.co.uk

Your Club Website - www.newforestgolfclub.co.uk

The website continues to be a very popular medium for the supply of news and information to Club members. It is proving invaluable as a tool to enhance our position in the market place. We regularly receive visitor enquiries and bookings through website viewing and our 'hit rate' is hovering around 1 million for the year, a remarkable statistic for a club website. We value the views of our members and visitors and take pride in the content of our website, if you have any comments concerning the look, content or functionality of our website, please let us know by contacting the NFGC Webmaster via the website link.

New Forest Golf Club Website

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AWARDS
2008

Club Flag

The Club flag, donated by one of our lady members, has been hoisted and reflects our new visual identity scheme.

