



Marketing News

www.newforestgolfclub.co.uk

Issue 4 January 2010

Message from Marketing

The period since my last issue of Marketing News has been another positive time with the Club moving forward in many areas.

We have continued our great relationship with the local press, having more than 220 individual reports of our competitions published throughout the year giving us welcomed free publicity, which is the envy of many of the local golf clubs.

Visitors have responded well to our printed publicity and have commented favourably on the professional image we portray in our leaflets and flyers.

The three new Business Schemes we introduced during the year to attract a different revenue stream has proved successful and will add value to our portfolio of commercial offers.

The website continues to be our single most effective marketing tool reaching thousands of people each week. For the twelve month period

to the end of November 2009, the website attracted just under 2 million visitors. Lesley Griffiths, our Webmaster, is working on an improved version of the website for uploading during the early part of 2010.

It is my aim over the next few weeks to review all of the actions I have taken during the past year in order to develop my Plan for 2010. This will include building upon business relationships already developed; following up sponsorship leads; seeking innovative ways to increase membership and the usage of our facilities; seek and respond to feedback from members and visitors and to do whatever I can to ensure we are the chosen provider of golf in the New Forest.

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.

Success of our Club is not about any one person or a small group, it is about all of us together. When we all work together, we win together.



Ivor Griffiths
Head of Marketing



Fixture Diary 2010

The diary pages covering all of our competitions and fixtures are available now on the website. This year we have colour coded the entries to allow for easier viewing of the different sections. For those who do not have access to a computer, monthly printouts can be obtained from The Office.

Tee Block Sponsorship

Three tee blocks were sponsored during the year by Fullers and Mandy Lacey, Regional Sales Manager, can be seen placing the first of the three sponsor plates in position. Anyone interested in sponsoring a Tee Block should contact either myself or The Office for further information.



New Scorecards

We have recently redesigned our Scorecards for 2010 to incorporate a new cover photo together with the insertion of three sponsorship advertisements. For a very reasonable cost, you can have your business advertised on the next issue of our cards. Contact either myself or The Office for further information.

Golf as it was intended...
Playing golf at our club offers a unique opportunity to experience a natural forest course in beautiful landscaped surroundings, enjoying the typical tranquility and serenity of the New Forest. In an area where the conservation of the playing environment is a very high priority, we seek to preserve that special feel of our long established course in a way which is sympathetic to both the surrounding countryside. We fully encourage speed and responsible equipment of our course which amounts that the special character is not damaged. Being part of the New Forest, we are a Special Protection Area, a Site of Special Scientific Interest and a Special Area of Conservation. Details of our facilities and the course can be obtained from literature within the clubhouse and from our website.

HoneyBee Coffee Shop
Situated at 46A High Street, Lyndhurst, next to Bishops, for an enjoyable social after your round of golf. We are the resident caterers in the Clubhouse of the New Forest Golf Club in the HoneyBees' Bunker.
Tel: 01256 357000 Fax: 01753 334473
13 Stoneys Court, Waterford Lane, Lyndhurst SO41 3ZJ
honeybee@newforestgolfclub.co.uk
Repairs - Service - Sales
www.golftrolleyworkshop.co.uk

The Penny Farthing Hotel & Cottages
Tel: 01256 360442
Pinnacled Car Park, Free WI-FI, Bar and Village Centre location
200ft north of traffic lights, on Ramsey Rd
www.pennyfarthinghotel.co.uk

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honeybee@newforestgolfclub.co.uk
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New Forest Golf Club
Southampton Road, Lyndhurst, Hampshire SO40 7EU
Secretary and General Office 012 8326 3884
Golf Shop and Bookings 012 8326 3894
Clubhouse and Bar 012 8326 2752
www.newforestgolfclub.co.uk

Open Competitions

The continuance of our Open Competitions for 2010 is by popular demand. Details are available on the posters which are displayed outside the Clubhouse entrance, also on the A5 flyers in the leaflet rack and on the website.

Entry to these competitions may be made in The Office, by telephone, by post or on-line at www.newforestgolfclub.co.uk

New Forest Golf Club Ladies Open
Monday 14th June 2010
Full Handicap Stableford - maximum handicap 36
Check in from 0800 hours
First tee off at 0900 hours
Entry is subject to availability
£10 for Club Members and £20 for Non Members
Includes coffee on arrival, buffet lunch and all prizes
Entries are taken in order of application

New Forest Golf Club Senior Open
Monday 19th July 2010
Full Handicap Stableford - maximum handicap 28
Must be 55 yrs of age or over on day of competition
Check in from 0800 hours
First tee off at 0900 hours
Entry is subject to availability
Club Members and £20 for Non Members
Includes coffee on arrival, buffet lunch and all prizes
Entries are taken in order of application

New Forest Golf Club Junior Open
Monday 2nd August 2010
Full Handicap Stableford - maximum handicap 18
Check in from 0800 hours
First tee off at 0900 hours
Entry is subject to availability
Club Members and £20 for Non Members
Includes coffee on arrival, buffet lunch and all prizes
Entries are taken in order of application

New Forest Golf Club Mens Open
Saturday 7th August 2010
Handicap Stableford - maximum handicap 28
Check in from 0800 hours
First tee off at 0900 hours
Entry is subject to availability
Club Members and £20 for Non Members
Includes coffee on arrival, buffet lunch and all prizes
Entries are taken in order of application

New Forest Golf Club Mixed Open
Friday 24th September 2010
Full Handicap Stableford - maximum handicap 36 and 28
Check in from 0800 hours
First tee off at 0900 hours
Entry is subject to availability
Club Members and £20 for Non Members
Includes coffee on arrival, buffet lunch and all prizes
Entries are taken in order of application

Telephone : 023 8028 3094
www.newforestgolfclub.co.uk
Entries Monday 2nd August 2010

- Ladies Open** - Monday 14th June
- Seniors Open** - Monday 19th July
- Juniors Open** - Monday 2nd August
- Mens Open** - Saturday 7th August
- Mixed Open** - Friday 24th September

Community Partnership

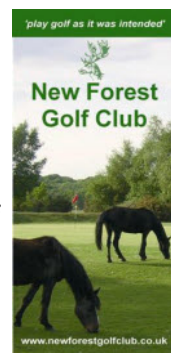
New Forest Golf Club welcomes the opportunity to be involved with the local community in projects and activities. The establishment of 'community partnerships' with individuals, schools, organisations, businesses, sports clubs is key to harmonious development and gives all involved the opportunity to foster and further develop relationships for the benefit of everyone involved. We look forward to sharing our facilities with our 'community partners' and we encourage individuals, regardless of age or ability, to try golf as a sport and as a 'healthy option' pastime. Golf provides a stimulating challenge combined with a healthy walk in very pleasant surroundings. Golf can be played as an individual, as a couple or in a team. It may be a casual pastime or a competitive activity. It's what you want it to be. If you feel we can be of some benefit to you, then get in touch.

Thank You

My personal thanks go to everyone for their support. I am always happy to hear from you, so please do not hesitate to contact me by email at ivorgriffiths@sky.com with any concerns, queries or general points of view.

Club Information Leaflet

A leaflet is available from the rack inside the Clubhouse containing information about the course and facilities and its importance as part of the New Forest National Park, a site of Special Scientific Interest (SSSI), a Special Protection Area (SPA) and a Special Area of Conservation (SAC).



Charity Contributions

Through the generosity of members of the New Forest Golf Club, the Ladies section presented £450 to the Starlight Childrens Foundation, the Seniors Section gave £1,753 to Oakhaven Hospice and the Men's contribution when finalised will go to Marie Curie Cancer Trust. Well done everyone!!

Website Awards

For the second successive year, our website has been nominated for a Hants Award.

