



Stanedge Golf Club

Country	England
Contact	Fame Tate
Position	Director & Owner
Installation Date	2020

Course Goals

- 1 To modernise the golf club and be able to make decisions and take quick action.
- 2 To be able to offer a variety of membership options and easily manage the admin.
- 3 To get members and visitors used to booking and paying online with BRS Golf.



Outcomes

- ✓ Visitors have gone from using a cash honesty box to prepaying their green fees online!
- ✓ Members are now using the BRS Golf members booking website and app to book all their golf online.
- ✓ Stanedge Golf Club is able to offer and easily manage six different membership options.
- ✓ Since lockdown the club has added new members, many of them young people thanks to their diverse membership offering.
- ✓ With support from BRS Golf, Stanedge Golf Club had the new Memberships system up and running within 24 hours.
- ✓ Members and staff all love the system, and juniors particularly enjoy the mobile booking app.



BRS Golf's Memberships software helps Stanedge Golf Club grow new members

Stanedge Golf Club is a thriving proprietor owned golf club in Derbyshire. It's a huge turnaround for a business that had essentially closed down in December 2018 before being bought in February 2019 by PGA professional, Fame Tate, who saw an opportunity to innovate.

"I wanted to put my stamp on something," she says. "My vision was to break away from the traditional golf club model. We have tried to create a culture, a community where people want to spend their time, not only on the golf course, but also in the clubhouse. There are no committees, no hidden partners. If we want to do something, we do it!"

Stanedge looked to BRS Golf for time-saving solutions

As owner, general manager and resident teaching professional, Fame often finds herself without enough hours in the day so she has been quick to trial and adopt possible time-saving solutions.

“When I took over I quickly reinstated the BRS Golf booking system. I thought that was pretty important,” she said. “When members started to come back to the club, no-one was particularly used to booking online because previously they could literally turn up, and off they went.

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You know, when I took over, visitors were still used to paying via an honesty box! Obviously things have changed at the club and as membership numbers have increased, the booking system has become very, very important, especially since reopening after lockdown.”

Offering new membership types helps appeal to a younger audience

Stanedge currently offers six different membership options – full, 31-35, 26-30, 18-25, Junior and family. The club has successfully managed to attract some 180 members, many of them in the younger demographic.

Fame was looking around for an option to help with the administration workload and adopted the BRS Golf Memberships management software as golf remerged from Covid related lockdown.

“It’s a fantastic system. The support that I received from BRS Golf to start with was absolutely brilliant. I’m quite technologically savvy myself. I had a couple of telephone conversations with the guys and I got to grips with it straight away. We were using the system within 24 hours or so,” added Fame.



Memberships has streamlined all of Stanedge’s member admin

“We have no set renewal date for membership at the golf club. Initially, you know, that was taking up an awful lot of my time prior to adopting the membership software. I was constantly having to look at the spreadsheet to see who needed a monthly reminder etc. This has kind of streamlined all of that for me and it has dramatically reduced the time I am having to spend on it.”

Like all businesses, the pandemic forced Fame to implement new procedures and operational processes to try and keep people as safe as possible. A new integrated IT system has been installed to make sure staff members are fully aware of who is at the facility at any time.

Regular communication with the members has been crucial and Fame believes that has helped the members to adopt the new technology.

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Junior golfers love the BRS Golf Members' Booking app

She continued: "I've have assisted them every step of the way in getting used to the booking system, getting the app on their phones, and now we have started with the membership programme.

"The members themselves can now manage their own subscription via the BRS Golf website and obviously the mobile app. They receive reminders now when their bills are due. For the younger members, who have embraced technological innovations on their mobile phone, they absolutely love it. You know, they are literally a click away on the phone from a tee time booking or checking their membership.

Manage all aspects of membership in one place

"By bringing it all under one platform we can take payments in house and we can obviously do refunds. It's been brilliant, it's been really, really great."

Fame added: "I think as well, one of the big things for me is that I can go to the dashboard and I can actually look at the membership breakdown in 'real time'. As a business owner, I can then see the percentages in each category and I can start to focus more on segmentation. It allows me to consider which membership categories I need to target. Everything is there in the one place."



The only membership management solution you need

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Customer contact

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