



ROADMAP FOR BAILDON GOLF CLUB

VISION

To provide services out of Baildon Golf Club that promote sustainable membership for golfers and hospitality for users of the moor and local community

SHORT TERM

RE-OPEN COURSE

- Booking system
- Course communication
- Course safety
- Greenfee collection



JULY 20

MID TERM

GOLF REVENUE

- Online Booking Promotions
- Online Payments



CLUB SYSTEM REVIEW

- Contract renewals
- Administration Processes



Q3'20

APR 2021

LONG TERM

PRODUCT AREAS



Course



Membership



Clubhouse

TODAY

GOAL

RE OPEN CLUBHOUSE

- Deep cleanse
- Social Distancing
- Staff
- Functions
- Goods & Deliveries

CLUB COMPETITIONS

- Mobile Scoring
- Mobile Sign in
- Online Knockouts

SELF SERVICE

- Introduce Card payments for Fees
- Online payment processing
- Forum
- Notifications
- Check account balance



VISION to support 2020

Maximise revenue streams to offset impact of the Covid-19 on the business

THEMES

IMPROVED IT SYSTEMS

NEW MEMBERSHIP

CONTRACT MANAGEMENT

ONLINE PRESENCE

MEMBER COMMUNICATION

CLUB MANAGEMENT

BUDGET FORECASTS & PLANNING

WIDEN SELF SERVICE

MARKETING

IMPROVED IT SYSTEMS

Problem:

The Club's enterprise architecture is made up of several systems implemented with little integration.

Objective:

- Investigate potential of existing packages.
- Improve flexibility to meet club business needs.
- Improve usability to meet expectations of membership.

Features:

- Management and administration tools
- Members Portal.

Stage:

In Development

NEW MEMBERSHIP

Problem:

Membership onboarding includes manual and digital steps and also relies on one person to process each request.

Objective:

- Simplify membership onboarding.
- Create consistent process.
- Increase uptake.
- Understand client base

Features:

- Simple membership packages
- Lifestyle targeted membership categories
- Value tied to benefit.
- Management information to inform decisions.

Stage:

In Development

CONTRACT MANAGEMENT

Problem:

Legacy purchasing agreement and contracts from the old clubhouse are still in place and have not been reviewed.

Objective:

- Review existing contracts.
- Determine contract end dates.
- Rationalise suppliers.

Features:

- Visual contract management
- Best price agreements

Stage:

In Progress

ONLINE PRESENCE

Problem:

Customers using a Digital channel have a heightened expectation that access to information should be quick and be fulfilled wholly online. The club website is not designed to take account of modern devices and browsers.

Objective:

- Update visual design guidelines
- Refresh layouts and content.

Features:

- Consistent user experience
- Satisfaction at source, (self service)

Stage:

In Progress

Risk:

Loss of public interaction, negative customer perception

MEMBER COMMUNICATION

Problem:

Club information is distributed through a single channel that does not always target the right recipients.

Objective:

- Create specific target member groups.
- Increase method/channels of communication.
- Promote communication channel

Features:

- Reminders, status updates, alerts
- 2 way channels (forums)

Stage:

Discovery

CLUB MANAGEMENT

Problem:

Annual changes to the team and frequent management structure changes lead to inconsistent approach to key areas

Objective:

- Stabilise structure
- Clear section objectives
- Fix key monitoring and reporting info

Features:

- Roles and responsibilities
- Management info
- Agile principle approach
- Club annual calendar

Stage:

In Development

BUDGET FORECASTS & PLANNING

Problem:

Management information has been abandoned, no formal metrics in place to manage finances. Budgeting left until last minute and based on unsubstantiated assumptions.

Objective:

- More transparent management information.
- Improve the monitoring and reporting to be more regular/formal

Features:

- Key metrics, Section reports
- Health checks
- Forecast models

Stage:

In Development, awaiting further Discovery

WIDEN SELF SERVICE

Problem:

Analysis of member requests and administrative 'bottle necks' identifies the potential for a range of services that are suitable for self-service

Objective:

- Self service option for all suitable services
- Reduce demand on administration service

Features:

- Visitor / Opens
- Bookings
- Guest greenfee payment
- Subscriptions
- Top ups

Stage:

Discovery

MARKETING

Problem:

Club relies on internal publicity around clubhouse for events and promotions that need to attract external interest.

Objective:

- Increase use of alternative marketing channels.
- Make use of free publicity
- Determine marketing strategy.

Features:

- Marketing templates and calendar
- Open & Functions Promotion
- Membership Drives
- Newsletters

Stage:

Discovery

FUTURE CONSIDERATIONS

Course:

- Maintain/Increase greenfee income.
- On course signage and fixtures.
- Putting Green.
- Divot repairs.

Membership:

- Strengthen Ladies and Junior section
- Clear package of benefits.
- Regular promotion of membership.
- New member induction program.
- Assist straight through request processing.

Clubhouse:

- Changing facilities.
- Upgrade members lounge.
- Outdoor facilities & Rooftop Terrace
- Cellar.

PRODUCT AREAS



Course



Membership



Clubhouse

Disclaimer

This roadmap is for informational purposes only, the information contained here should not be relied on for major purchasing or planning purposes. The items in the roadmap are subject to change or delay, and the continued refinement of features is at the sole discretion of the project team and the resources available to them to meet any commitments.