

business building – why winning counts



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The 2011 Club Awards – why you should enter

Whether you're a finalist or winner, the Club Awards will have a measurable and positive impact on your club. Here we talk to previous winners about how they've maximised opportunities presented by the Club Awards.

If you haven't already entered the Club Awards then make today the day. They bring business benefits to your club and will inspire confidence in those around you. But don't take our word for it. Have a look at what these previous Award winners have to say.

For the Elm Tree Social Club, a win at the Club Awards was seen as a springboard for the club.

"It's the beginning of the future for us; we're going to build on our win. We were over the moon; the members think it is great too. We won't be sitting on our laurels," says the club's John Docherty.

Docherty's sentiments are echoed by the Rolls Royce club, whose Colin Bancroft was quick to incorporate the club's win into the club's marketing strategy.

Stuart Chapman-Edwards, Colwyn Bay Cricket Club, also sees the Awards as an important string to the marketing bow. "It's the prestige; we can use it to promote the club," he says.

David Simkins, manager at the Mount Pleasant Golf Club has gained publicity from the Club Awards, and has included the accolade in advertising and newsletters to members.

"The members were certainly pleased that we won, and have taken some pride in the achievements. I am sure the Club Awards have raised our profile within the local golf community. The Bedfordshire Golf Union gave a glowing report of them on their website."

Adderley Green WMC's members are also enthusiastic about the club's wins. "We share all our achieve-

ments/successes with our membership as it is their club and they are very proud of it. When you keep them involved they have respect for the management," says club secretary John Pyatt.

Virtuous circle

An interesting insight from Crown Golf's Nick Moran highlights the positive impact it can have on staff and on the operation in general.

"Our experience shows that in receiving an award it tends to act in a virtuous circle - the award comes following a period of excellent service or delivery of a product and once the award has been made this pushes the club performance onto another level and so it goes on," he says.

Suppliers on-side

The virtuous circle concept also applies in the commercial side of club business, as both Adderley's John Pyatt and Olwyn Hocking, club secretary at Newcastle Cricket Club have discovered.

"It has a big impact on our suppliers because they can use the club's name when applying for other contracts," explains Pyatt.

The confidence boost which the Awards provided Newcastle Cricket Club has also transformed the club's working relationship with suppliers.

"Winning a Club Award gave us a lot more confidence to aim high in our future plans. As we've grown in confidence and drawn up more long term development plans, we've begun to realise the mutual benefit of sharing these with suppliers - and we've been pleasantly surprised at how supportive and proactive they've been," says Hocking. "The award has helped the club to be seen as a worthwhile partner. We have the sense that our suppliers really believe we can continue to strengthen and grow, and are prepared to take steps to help us along the way."



Colin Bancroft



John Pyatt



Nick Moran



Mount Pleasant Golf Club

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