



GOLF CLUB MEMBERSHIP WORKSHOPS & UPDATE THE PLAN FOR GOLF IN DERBYSHIRE 2013-2017

Cavendish Golf Club Tuesday 11th August 1-4 pm

NOTES

- **INTRODUCTION – NIGEL FURNISS**
- **THE PLAN FOR GOLF IN DERBYSHIRE – NIGEL FURNISS**
- **THE JUNIOR CLUB OFFER – PHIL BEARD England Golf**
 - Number of junior organisers has been decreasing over the last 7 years across England.
 - Biggest drop off in Club membership is around the age of 18. Relevant offers for this age group is key.
 - Key to junior membership is through existing members children and grandchildren – family packages is key. This can also help to RETAIN existing members if their family is also involved.
 - 7 month membership offers to students for winter membership – October to April (students coming to the area to attend University or College).
 - Junior Organisers' Handbook available through England Golf's Clubhouse web portal.
- **WOMEN & GIRLS GOLF – IAIN LANCASTER England Golf**
 - Syngenta website for research into women and girls golf – www.greencast.co.uk
 - Syngenta Growing the Game report - <http://www.greencast.co.uk/uk/news/general/news-2014/growing-golf-in-the-uk-download-your-free-report.aspx>
 - Research shows that many women prefer a shorter version of the game
 - England Golfs' Clubhouse also contains information and fact sheets around Women and Girls golf

- **WHERE ARE WE NOW – NIGEL FURNISS**

- Last 12 years has seen a significant decrease in the number of golf club members across the county – 26% decrease
- Last 5 years has seen a 50% decrease in junior members in Derbyshire
- Sport England's Market Segmentation tool can be used to look at the local market around your golf club. Can be used to target your marketing more specifically - <http://segments.sportengland.org/>
- CACI report through England Golf – where your current members reside and number of other potential members in the area. Can help to target market your club if you are interested in doing leaflet drops etc.

- **WHERE DO WE WANT TO BE – More Members – More Golfers – ALL**

- Survival is the most important aspect over the next 5 to 10 years – is this based on membership or additional green fees. Ideal is that all income comes from golf club members.
- Survival – Club structure. Can Clubs afford to pay professionals to manage the Club as there are less and less individuals willing to do things on a volunteer basis. It's always the same people who volunteer.
- Nomadic golfer is a threat – non-members. Golf is too cheap
- Membership is very price sensitive. Glossop GC attracted 24 new members with a 9 month for £395 incl £50 on their bar tab.
- Chesterfield GC focus is on membership rather than green fees and have introduced a flexible membership for golf off peak after 1pm. This is restricted to 30 new members. Existing members cannot drop onto this category. Also look at increasing revenue. £50 discount for anyone over 65 who has been a member for 25 years+
- Value for money was the overriding issue for people leaving Chesterfield GC
- What do members think that value for money looks like?
- Members Survey is vital to find out what they think about the Club, its facilities, policies and services. Derbyshire Golf have an online survey available which clubs around the county are finding very useful in planning their development.
- Do Clubs actually know what they want from a volunteer? A general committee member or someone with specific skills.
- Erewash GC have clear documented role descriptions for every volunteer position within the Club. This has helped get the correct people for the correct role.
- NF believes the Golf Club Pro is key to attracting new members to the Club. Not enough Assistants retained by Pro's to help drive new membership forward and working with new members to retain them. Governance and management of personnel is key.
- Most clubs regret the fact that they have gone down the 2for1 route.

- Kedleston GC don't accept 2for1's. Only accept County Card and members guest fees at discounted rate. They have also put green fees up by 50% and revenue has subsequently increased by 75%. Green fees should never compromise the membership.
- Chesterfield GC looking at adding additional facilities to help to increase revenue – gym etc.
- Value for money of being a member –
 - play any time
 - competitions
 - variable membership options
 - bar discounts
 - access to a great golf course – better maintained course
 - social aspect
 - ease of access (tee booking etc)
- Do members want more competitions? Ageing memberships perhaps don't. Clubs need to ask their membership. Club competitions and open competitions.

- **WHAT ARE THE CHALLENGES - ALL**

- Time to play golf
- Legislation
- Equality
- CASC?? Change of rules and replacing that income
- VAT implications on green fees
- Negativity from the press around golf. England Golf are working on this through campaigns such as “This Girl Can” etc
- What can Derbyshire Golf offer to Clubs to promote golf generally?
- Management structures that are fit for purpose going forwards
- Affiliation fees – is the collection process flawed? England Golf are currently reviewing this process.
- Maintaining the entrance fee. Depends on the golf course / club. Can help to maintain loyalty

- **WHAT CAN WE DO - ALL**

- Golf clubs need to work together more closely to share ideas and solutions. Do they want to work together?
- Most Clubs don't have a structured business plan with targets and responsibilities. Club Matters via Sport England can help clubs compile plans
- Reciprocal links – can this help provide a further incentive to being a member
- Derbyshire Golf offer clubs a Club Audit to look at a where they are now, where they want to be and possible solutions for how they could get there.

- Nomadic golfers – how can we get them into membership? Golfshake have the UK's biggest database of nomadic golfer. Clubs in Derbyshire can put their membership offers on here.
 - Do Clubs collect data and information on nomadic golfers who visit the Club? Incentivise people to give their details and feedback
 - Member incentives to introduce new members (£50 on bar tab etc)
 - Is a CONGU handicap important to members?
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- **SUMMARY**
 - Clubs need to work Smarter and utilize the resources available via organisations such as the Derbyshire Golf Partnership, England Golf, Derbyshire Sport, GCMA etc