



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

Mickleover Golf Club Tuesday 18th August 1-4 pm

AGENDA

- **INTRODUCTION – NIGEL FURNISS**
- **THE PLAN FOR GOLF IN DERBYSHIRE – NIGEL FURNISS**
- **THE JUNIOR CLUB OFFER – ANDY LEIGH Golf Foundation & IAIN LANCASTER England Golf**
 - Information about the Junior Club Offer available through England Golf Clubhouse
 - Junior Organisers' Handbook also available through Clubhouse
 - Information re Family Golf days on Clubhouse
 - England Golf 5 point offer to students to play golf through Colleges and Universities
 - Golf Foundation founded in 1952
 - Golf Foundation – developing life skills through golf
 - Golf Roots programme – grass roots golf – player pathway
 - What is your junior golf offer? (coaching, mentoring, membership). Junior Golf Passport resources can be used to structure the offer and experience of golf.
 - Tri Golf – delivered to junior schools. Golf Xtreme – delivered to secondary schools.
- **WOMEN & GIRLS GOLF – LAUREN SPRAY England Golf**
 - #thisgirlgolfs website available at:
<http://thisgirlgolfs.nationalclubgolfer.com/http://thisgirlgolfs.nationalclubgolfer.com/>
 - 55% of clubs have reported a drop in female membership
 - 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
- Playing offers to women to introduce them to golf – five 9 holes of golf for £25
- Benefits to women being a golf club member – available on Clubhouse
- Flexible and reciprocal membership opportunities
- 2% of golf clubs now have crèche facilities and 26% have a coffee shop
- England Golf website – Supporting Women and Girls – all information available here. Case studies and further information available here.
- Where does the golf club fit in in the market? Who are you targeting? Starter centres maybe need to relax dress codes to attract more women.

- **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
- 4,000 membership vacancies in Derbyshire at present (England Golf Membership Survey)
- 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**

- Clubs have historically sat on their haunches as they HAD waiting lists. Have not had to have strategies in place to develop opportunities and put processes in place
- GolfMark is the ideal resource to put the structures and processes in place for a Club
- Golf needs the equivalent of cricket's Twenty20 – a quicker version of the game to fit in with people's current lifestyle.
- Golf Express being run in Staffordshire – clubs offer 9 holes of golf. A quick version of the game.
- 6 hole loop on a golf course
- Who has the responsibility of increasing golf club membership at the Club?
- Is the Private Members Club model appropriate in this modern environment?

- Financial stability is where golf clubs want to be. Full membership and the secondary income this generates
- Generic marketing of golf and golf club membership across the county – can this be done? £300 from each club in the county = £10,000 to market golf across Derbyshire.
- We need to know our customers better – what do members want from their club?
- Benefits of being a member – unlimited golf, competitions, social activity, county card, reciprocal golf, handicap, health benefits, family friendly, incentives for offers at local businesses, practice facilities, bar and catering discount card, PGA Professional advice
- Do Clubs want green fees to be higher?

- **WHAT ARE THE CHALLENGES - ALL**

- Golf very frequently on terrestrial TV – so the general public don't get exposed to it
- Too many golf clubs?? Can they all be sustained?
- General public perceive golf and golf club membership as old fashioned. Is golf club membership what people now want
- Cost and time are the two biggest factors of why people don't become golf club members.
- Decline in pitch and putt facilities across the county. Poor starting facilities and local authority municipal courses.
- Do we know what nomadic golfers want from a golf club? What would make them join a golf club? Golfshake have 200,000 members – half of which are golf club members.
- Leisure time – more competition now (leisure clubs, gyms etc)
- Clubs now don't have the "reserve" fund which entry fees used to provide.
- Most Club adverts in golf magazines are selling cheap green fees rather than membership

- **WHAT CAN WE DO - ALL**

- Gyms have a monthly membership. Golf clubs have an annual membership which can be paid monthly. Are we selling the product correctly?
- Clear pathway to membership for someone who wants to try golf?
- Clubs could work together more
- Clubs need to communicate more with existing members

Attendees:

Tim Coxon
Graham Finney
Sharon Elliott
Shelagh Lancaster
John Rawson
Duncan Russell
Joe Kelly
Iain Lancaster
Andy Leigh
Ralph Tingle
Karen Whitehead
Lee Sheldon
Malcolm Dinneen
Paul Thomas
Ian Robertson
Andrew Dale