



DerbyshireGolf

KNOWING YOUR CLUB



DerbyshireGolf



DERBYSHIRE COUNTY
GOLF PARTNERSHIP

SUPPORTED BY
ENGLAND GOLF



- **CLUB GOVERNANCE – GARETH SHAW – ENGLAND GOLF**
- **STAFF & VOLUNTEER TRAINING – GARETH SHAW – ENGLAND GOLF**
- **UNDERSTANDING YOUR CUSTOMERS – MATT GREEN**
- **MARKETING YOUR CLUB – GARETH SHAW**
- **HEALTH & SAFETY and EMPLOYMENT LAW - CITATION GROUP**

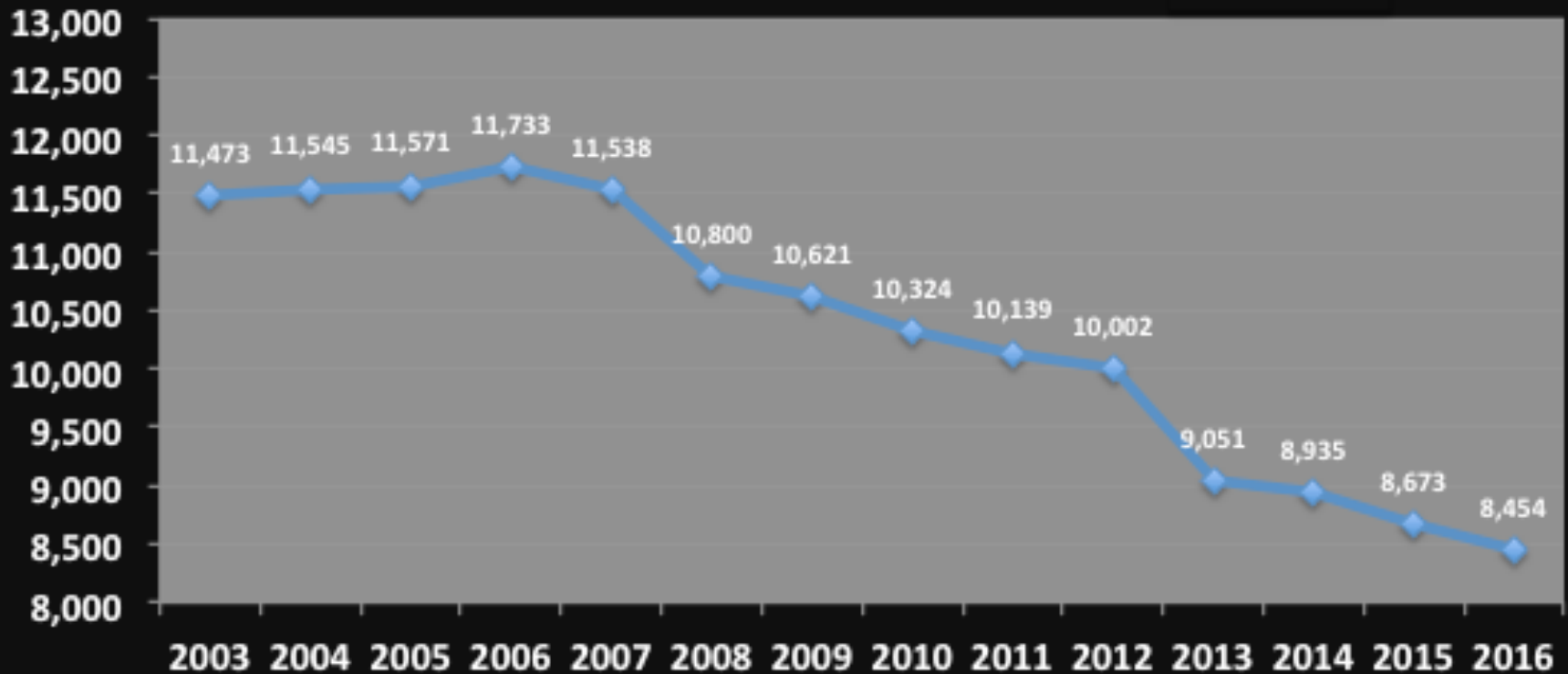
GOLF CLUB MEMBERSHIP



Total Number Female Members **-39%**



Number of male members

-28%



	2015	2016	INC/DEC	%
MEN	8605	8454	-151	-2%
LADIES	1335	1215	-120	-9%
BOYS	511	438	-73	-14%
GIRLS	75	80	+5	+6%



DERBYSHIRE

- ▶ Clubs with membership vacancies **90%**
- ▶ Last 14 years membership has decreased **28%**
- ▶ Last 5 years Junior membership has decreased **50%**
- ▶ Active number membership vacancies reported per club **131**

AVG No VACANCIES PER CLUB	NATIONAL	DERBYSHIRE
MALE	64	58
FEMALE	50	30
BOYS	35	23
GIRLS	37	20
TOTAL PER CLUB	186	131
TOTAL	334800	4061

RESEARCH

	NATIONAL	DERBYSHIRE		
AVG No Members	NATIONAL	DERBYSHIRE	%	
0-15	21	25	5%	} 11%
16-19	15	17	3%	
20-25	16	13	3%	
26-29	13	11	2%	} 12%
30-34	19	14	3%	
35-44	41	35	7%	
45-54	85	80	16%	} 77%
55-64	109	130	26%	
65+	148	173	35%	

MARKET RESEARCH

SPORT ENGLAND MARKET SEGMENTATION

HIGH PEAK	Already Play	Want to Play		Already Play	Want to Play	
	20km radius	20km radius		10km radius	10km radius	
Buxton High Peak	7513	3172	42%	1377	591	43%
Cavendish	8415	3545	42%	1323	570	43%
Chapel en le Frith	15483	6799	44%	1900	816	43%
Glossop	24146	10719	44%	2401	1058	44%
New Mills	32559	14496	45%	7594	3253	43%
Lafarge	11411	4928	43%	551	232	42%

DALES NORTH, NE	Already Play	Want to Play		Already Play	Want to Play	
	20km radius	20km radius		10km radius	10km radius	
DERBYS & CHESTERFIELD						
Bakewell	11272	4807	43%	835	340	41%
Chatsworth	14697	6371	43%	1413	583	41%
Chesterfield	23236	10241	44%	4588	2012	44%
Grassmoor	23394	10304	44%	4738	2090	44%
Matlock	13741	5974	43%	2519	1070	42%
Shirland	20468	9016	44%	4814	2130	44%
Stanedge	19908	8721	44%	4114	1793	44%
Tapton Park	25984	11479	44%	5705	2504	44%



MARKET RESEARCH

SPORT ENGLAND MARKET SEGMENTATION

DALES SOUTH	Already Play	Want to Play		Already Play	Want to Play
DERBY CITY & SOUTH DERBY	20km radius	20km radius		10km radius	10km radius
Allestree	22387	9809	44%	7749	3414
Ashbourne	8091	3462	43%	714	303
Brailsford	14864	6497	44%	3494	1502
Broughton Heath	13010	5704	44%	2406	1035
Burton on Trent	15900	6965	44%	4509	1982
Kedleston	20105	8786	44%	6788	2999
Mickleover	19692	8629	44%	7217	3194
Pastures	17934	7858	44%	6900	3057
Sinfin	23046	10086	44%	7348	3249
TOTAL	155029	67796	44%	47125	20735

AMBER VALLEY & EREWASH	Already Play	Want to Play		Already Play	Want to Play
EREWASH	20km radius	20km radius		10km radius	10km radius
Alfreton	21977	9702	44%	4976	2184
Breadsall Priory	26936	11928	44%	9341	4125
Chevin	22484	9870	44%	6224	2720
Erewash Valley	32718	14417	44%	12042	5346
Horsley Lodge	27629	12264	44%	7929	3483
Ilkeston	32891	14497	44%	11481	5064
Maywood	32521	14313	44%	10624	4685
Morley Hayes	30233	13384	44%	8626	3799
Ormonde Fields	32540	14407	44%	6663	2920
TOTAL	259929	114782	44%	77906	34326



MARKET RESEARCH

SPORT ENGLAND ACTIVE PEOPLE SURVEY

Measure		Sports participation - At least once a week								
		2005/06 (APS1)	2007/08 (APS2)	2008/09 (APS3)	2009/10 (APS4)	2010/11 (APS5)	2011/12 (APS6)	2012/13 (APS7)	2013/14 (APS8)	2014/15 (APS9)
Geography	Derbyshire	2.27%	2.36%	2.40%	1.75%	2.45%	1.82%	1.38%	2.11%	1.80%
	National	2.18%	2.29%	2.15%	2.04%	1.96%	1.97%	1.73%	1.67%	1.67%
Population	1018438									
	No Golfers	23119	24035	24443	17823	24952	18536	14054	21489	18332
	Inc/Dec		4%	2%	-27%	40%	-26%	-24%	53%	-15%

THANK YOU

**WHERE
DO WE
WANT TO BE?**