

Minutes Delegates Meeting 27th March 2015 at Bury St Edmunds Golf Club

1. Welcome; Welcome to all new and exciting delegates. This is my first time chairing the delegates meeting so we took the opportunity to introduce ourselves.
2. **Apologies;** Ann Graves, Felixstowe, Southwold, Hintlesham
3. **Matters Arising;** No matters were raised from the previous meeting.
4. **England Golf;** The group heard from the chair regarding proposed changes to be made by England Golf which directly affects the Suffolk Golf Partnership.

Raising our Game.

Focus on all golf partnerships to set targets and objectives to increase the participation of golf between April and September. The proposals are still in their infancy, however, a meeting has taken place with the SGP (Suffolk Golf Partnership) to discuss the proposals. The proposals are;

- Create a single plan for both the SLCGA & SGU. This would replace any operational plans both parties have. It includes 7 core values which are;
- **More players:** Increasing the number of players who play golf regularly
- **More members:** Increasing the number of players in club membership
- **Stronger clubs:** Supporting clubs to attract and retain members and to achieve a sustainable business model
- **Winning golfers:** Identifying and developing talented golfers at every level, leading to international amateur success
- **Outstanding championships:** providing excellent championships and competitions for golfers of all levels
- **Improved image:** changing the perception of golf and improving communications with members, clubs and within the sport as a whole
- **Excellent governance:** improving the governance, building the infrastructure and strengthening the partnerships to develop golf in England
- Proposal 2; Rename CGP to County Golf Development Group
- Proposal 3 CDO – Make full time position employed by EG

- Proposal 4. Reallocation of funding i.e. get in to golf funding if not spent. This is not any money the county has raised itself, only funding from England Golf which remains unspent after a period of time. Currently this is not time measured.
- Proposal 5 Golf club offer. Currently developing an offer for golf clubs, watch this space!

5. Inter Club & County & Regional Competitions

- Division 4 @ The Suffolk on 21st May. A concern was raised by The Suffolk as to our readiness for this competition. Rebecca Evans' will speak with Jenny Cardwell to ensure all is in order.
- County & Senior County Championships @ Felixstowe 8th to 10th May. A discussion was had as to why we had not reached capacity for this competition. No consensus was reached but it was felt that people seem to leave it quite late in apply for this competition. Also the room felt that the age restrictions should be the same for all competitions.
- The seniors have reduced the age limit to 50 with the handicap being 13. If you would like to be considered please contact Jo Moore.
- Junior coaching, we are holding junior coaching during the spring/summer months. This is an excellent opportunity for juniors to receive some excellent coaching and to get a chance to play golf. It's all about enjoying the game and improving, not about county golf. The cost is just £15, really good value. Any one interested should contact Sarah Howe for more information. The dates are

Saturday 11th April 2015 at Bungay - 2pm – 4pm

Saturday 2nd May 2015 at Stonham Barns - 2pm – 4pm

Saturday 13th June 2015 at Bungay – 2pm - 4pm

Saturday 11th July 2015 at Stonham Barns - 2pm – 4pm

Saturday 8th August 2015 at Bungay – 2pm - 4pm

Saturday 12th September 2015 at Stonham Barns - 2pm – 4pm

- England Golf would like our feedback on the following;
The demand within the County for additional events, this may be scratch, handicap, mixed or likewise? Have you recently introduced any new events to your fixture list?

We feel that we have the right mix of competitions at present. No new fixtures added in last 12 months.

Any other successes and challenges you have experienced in the running of competitions and championships in your county.

It was considered that the fixtures all ran smoothly without any major challenges, so much so that not much feedback could be provided for this question.

Details are on website, along with application forms.

6. Get in to Golf – Refocus and Best Practise Discussion

As we might all be aware England Golf and the PGA have been working together to increase participation. The Champaign works to grow the game with the support of Sport England and the National Lottery, the vision is for England to become the worlds leading golf nation by 2020. The idea is to promote and provide introductory and intermediate activities to increase participation. The products available are;

Taster session; tour of the club, hit some balls with the PRO, mini coaching session

Beginner Course; step-by-step guide to the basics from grip to posture to etiquette, prices start from £25 for a 5-week course.

Learn golf in a day; usually a 5-hour course costing around £25 just like beginner course but just in a day.

A discussion was had and the group talked about specific ways they try and gain new members or convert people from the get in to golf campaign. These are;

Banners at roundabouts in town centres and junctions to advertise the get in to golf. 100 People turned up to first session, of that 100 50 people committed to lessons. 4 people then paid full membership straight away.

Buddy system for new members. A checklist is completed to ensure that all topics from etiquette to handicaps are covered.

One club has a very proactive Professional who runs lots of starter groups thought out the year. No figures available to show what conversion was like but felt it was worthwhile.

Potential new members are offered 2 complementary rounds with a member to see the club, course and meet other members.

Discounted membership offered if you play after 2pm. This was at a fee of £200 for the year.

Most clubs contact new members and offer rounds with committee members.

Blue Tee membership for novice golfers. The PRO will take a group out and show them the ropes. Once happy they are competent enough they are then able to play by themselves. They play from the blue tee which are further forward. This membership is normally available for 12 months after that they would then take a normal rate.

Monthly mixed social is played at the weekend one club offers the 5 days members a chance to occasionally play in this. They have converted 2 members from 5 day to 7 day.

A discussion was had as to how we can retain members and some suggestions are;

Weekly communication from captain, this includes details of next weeks comp, rules question.

Clubs need to be friendly to new and existing members.

We need an offer for people who only play 2/3 times a month.

7. **County Website;** We are currently working to make some changes to the website, which we believe will make it more user friendly and a go to place for all your county information. It was suggested that we produce a poster which clubs can hang in changing rooms to advertise the website. Jeannette also suggested that we could produce cards to promote the website, this was well received.

8. **100 Club;** The winners are;

£100	Jacqueline Waghorn	Thorpness
£50	Pippa Beak	Flempton
£50	Elspeth French	Aldeburgh
£50	Aldeburgh Ladies Sec	Aldeburgh
£25	Flempton Ladies Sec	Flempton
£25	Sue Montgomery	Bury St Edmunds
£15	Ros Ford	Crettingham

9. **Any Other Business;** Course Ratings. Would you like to be a fully trained by course rater? Is your handicap 10 or below? Are you objective and enthusiastic? If so please contact any member of the GB and we will ensure you are directed in the right direction.

Stowmarket asked if clubs play Australia Spoons and 50% do.

Chris Lynch Bates reiterated the process for Suffolk Golf day. The entry is by ballot. The draw will take place very soon and applicants will be contacted to advise of their success or not.

The meeting ended at 12pm. The next meeting will be held at Bury St Edmunds at 10.30am on the 22nd May 2015.