

**Notes from the meeting of the South East Regional Forum held in
Mortonhall Golf Club on Thursday 28 November 2019**

<p><u>Present</u></p>		<p>Stuart Bruce (SB), David Doig (DD), Bernadette Giefer (BG), Gail Joughin (GJ)</p>
<p><u>In attendance</u></p>		<p>David Kernohan (DK), Andrew McKinlay (AM), Karin Sharp (KS),</p>
<p><u>Welcome & Introductions</u></p>	<p>1</p>	<p>AM welcomed everyone and advised he would be acting as Chair for this meeting. A round table introduction followed. Apologies were noted from Gerard Flannigan, Jack Keeney, Jenni Ray, Denise Richards, Matt Whiteford.</p>
<p><u>Update from Scottish Golf (WHS and VMS)</u></p>	<p>2</p>	<p>DK gave an update on VMS progress to date and WHS implementation.</p> <p>VMS uptake was summarised, with approx. 145 clubs currently engaged at some stage, with 55 at data migration stage and 30 in parallel testing. Request was made by SG that clubs give us the opportunity to demo the platform to them and then it is for them to make up their own minds as to whether it right for them. The clubs that are in the parallel testing stage have been providing feedback on functionality and making suggestions for improvement and the platform has seen some considerable change in the last few months as a result.</p> <p>Roundtable discussion took place in relation to a number of issues including implementation timetable, the practicality of entering scores under the new system, the concept of general play scoring, formats of play, the position in relation to ISV licensing and the issue of multiple CDH numbers including a discussion about multiple membership. Discussion on tee booking from other providers and success that some clubs have seen in growing and managing their visitor revenue from that platform. Choice of platform and capability of SG to support the platform were also raised.</p>
<p><u>Core Discussion Items</u></p>	<p>3</p>	<p>AM provided general additional updates: Delighted to have announced new partnership with Forev, providing opportunity for Golf Clubs to have electric charging points installed at Clubs and would encourage everyone to look a look at this.</p> <p>As well as WHS and VMS being focal points for SG in 2020, participation is the other key theme. Women & Girls activity using Solheim Cup success as a springboard will see additional regional hubs being promoted. The Club Ambassador scheme which was set up for Solheim will be continued with AIG Women's Open being held at Royal Troon in 2020 it is hoped</p>

<p><u>Communication</u></p>	<p>3.1</p>	<p>this can be another professional event that could be used to enthuse and engage female golfers to support. Work continues on the development of a new junior framework with a Spring launch planned – it is likely that this programme will be a feature that we present at the next round of Forum sessions.</p> <p>AM reported that SG continue to circulate regular Club & Golfer Bulletins to the respective distribution lists but challenge remains in getting these seen by a wider audience. Often misinformation is spread through uncertainty both within the membership, media and by third party views, if in doubt we would encourage all members to speak to us for clarification rather than assume a position. The issue of getting the messages through to the end user was acknowledged. It was also acknowledged that communication had improved.</p> <p>GJ asked for an update on the website relaunch, as it difficult to find content and news is not always as relevant as members would like. It was confirmed that this remains a work in progress with expectation of launch in Q1 2020.</p>
<p><u>Club Support</u></p>	<p>3.2</p>	<p>With VMS & WHS already covered which are clearly significant areas in which SG will support clubs over the next few years, AM advised that other support services are being reviewed. We recognize that as an organisation we have perhaps tried to offer too many services and as a result of the quality of delivery success has been impacted or difficult to evaluate. We are looking to provide more specific support in core areas, with more flexibility of delivery through central routes or online portals to meet modern day requirements.</p>
<p><u>Volunteers</u></p>	<p>3.3</p>	<p>KS advised that a Volunteer Strategy was being worked on, we have been looking at other sports, voluntary sector support and initiatives and will be looking at launching something in 2 phases through 2020. Phase 1 will be for those volunteers that support directly SG (eg Referees, Course Raters, Coaches) and Phase 2 will be aimed towards clubs, to provide guidance around recruitment and retention of volunteers. We are also looking at a Spring 2020 launch of a new learning platform that will be aimed at providing peer to peer communities, for sharing of knowledge, best practice, ideas and support amongst volunteers of different experience across critical roles in golf. A pilot phase is anticipated in early 2020, with an aim to launch more widely when season underway.</p>

<p><u>Any Other Business</u></p>	<p>4</p>	<p>SB asked for clarification on approach to membership information from clubs. KS noted our communication and explanation could have been stronger, data on clubs is minimal and when lobbying government eg Barclay Review of Business Rate, we are asked for information on economic impact golf makes, health check of industry etc which we quite frankly can't provide with any level of confidence or consistency. The data would be used on aggregate basis, no individual club would be identified and we wouldn't be using the information for any other purpose.</p>
<p><u>Date of Next Meeting</u></p>	<p>5</p>	<p>The composition of the group was discussed, particularly in light of the multiple apologies for the meeting which saw just 4 attendees – it was agreed that the format/regions should be revisited and there should be collective approach to trying to get additional club membership for the forums – this being a general issue across the forums.</p> <p>Next meeting dates will be looked at for March/April via usual Doodle poll approach in early 2020.</p> <p>The meeting closed at 8.10 pm with a vote of thanks to the Chair and all present for their contributions.</p>