

**Notes from the meeting of the South Regional Forum held in  
Moffat Golf Club on Monday 11 November 2019**

|  |   |   |
|--|---|---|
| <u>Present</u>                                 |   | Jean Forrest (JF), Fiona Hunter (FH), Robert Kennedy (RK), Peter McGarrie (PM), Eileen Scott (ES), Janice Watts (JW)  |
| <u>In attendance</u>                           |   | Brendan Dick (BD), Iain Forsyth (IF), David Kernohan (DK), Karin Sharp (KS),  |
| <u>Welcome &amp; Introductions</u>             | 1 | BD welcomed everyone and advised he would be acting as Chair for this meeting. A round table introduction followed. Apologies were noted from Jeff Sutcliffe.   |
| <u>Update from Scottish Golf (WHS and VMS)</u> | 2 | <p>Presentation from DK, with round table discussion and questions.</p> <p>SG will be providing support, training, resources around WHS to enable clubs to educate their members on the changes coming in Handicapping in 2020. SG will be ready with the appropriate software and new CDH by April 2020 that will be used to deliver WHS calculations and as previously outlined in club communications we will provide all clubs with hardware that will facilitate the sending of scores for handicap purposes to the SG CDH. More details will be shared during 2020 on that process.</p> <p>An update on where we are with VMS was also provided, with approx. 120 clubs currently engaged at some stage, 1 close to full utilization, another 20 or so parallel testing and remainder at data migration stage. From SG perspective a frustration is the myths and misconceptions that are being portrayed amongst a number of our clubs and alternative providers in this space. Request was made by SG that clubs give us the opportunity to demo the platform to them and then it 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. There remains no compulsory usage of VMS but we hope that clubs will see it as a system that can deliver more than current providers and will chose to switch, however there is no pressure to do so. It was also clarified that the system will remain free of charge for clubs, no annual fee will be charged and it is considered by SG that this is a service option in return for affiliation payment.</p> <p>In discussion on the pay per play golfer opportunity, it was recognized that these individuals very often get the best deals that are available on green free pricing and the principal of trying to put the control back into the hands of the clubs was good, with an aim that members of clubs receiving the best pricing for “away” golf and the non-members pay a higher rate. Create value for the £14.50 contributors versus £60.</p> |

|  |            |   |
|--|------------|---|
| <p><u>Core Discussion Items</u><br/><u>Communication</u></p> | <p>3.1</p> | <p>KS reported that SG continue to circulate regular Club &amp; 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.</p> <p>All attendees noted that Ann Lang is very active in the region, ensuring that regular messaging is circulated to clubs and face to face contact provided where needed.</p>  |
| <p><u>Club Support</u></p>                                   | <p>3.2</p> | <p>With VMS &amp; WHS already covered which are clearly significant areas in which SG will support clubs over the next few years, KS 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>Women &amp; Girls activity using Solheim Cup success as a springboard will see additional regional hubs being promoted. 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><u>Volunteers</u></p>                                     | <p>3.3</p> | <p>As briefly touched on by DK in his presentation, we are 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. Updates will be circulated as we progress with this.</p> <p>Attracting volunteers in clubs remains a challenge for all, main reasons are time commitment. Too often volunteer pool is very small and some individuals move round roles which isn't always healthy. KS advised that some early stage discussion had commenced with University/Higher Education providers about potential for link up with students who require work experience or internship hours and golf clubs who always have volunteering opportunities. Perhaps something that in some clubs would be worth reaching out directly to see if there are any opportunities.</p> <p>ES raised the Solheim Ambassador scheme, where the benefits and free clothing provided perhaps motivated individuals to volunteer for the wrong reasons. ES expressed strong views on the incentive offered post event to win a set of PING irons for telling your story of being an ambassador. There are lots of other volunteers that contribute significantly in many roles and</p> |

|                                    |          |   |
|------------------------------------|----------|---|
| <p><u>Any Other Business</u></p>   | <p>4</p> | <p>felt it was not appropriate to single out one set for such an expensive prize. IF acknowledged the views, explained that sometimes the sponsor partner has certain criteria or expectation and it can be difficult balancing that but it was something that would be considered moving forward.</p> <p>JF enquired about the additional information requested as part of the affiliation return for this year, what was purpose? KS explained the rationale for additional information was to try and find a simple way to ingather some key figures that SG are regularly asked for by Scottish Government, Sportscotland and other potential grant agencies, as well as being a useful benchmark to health check the membership and look at potential for provision of other services that SG might look to consider in the future. JF reported that there had been discussion amongst some clubs about the poor communication on this matter. This feedback was noted and as the information gathering is ongoing it is not yet known how successful the approach has been.</p> <p>JF enquired about National Conference for 2020. KS explained Board decision to move to alternating an Awards event with National Conference effective 2020.</p> <p>JW advised of a constitution review at club and in particular whether a junior convenor role was mandatory or whether the club could consider a wider development/participation role? KS advised that we had recently published a new governance guide that would be a good start point for the club to review (KS to send link) and if further support or direct assistance would be helpful then Iain Evans, our Club Business Manager would support the club in their review.</p> <p>IF updated the group on sponsorship activity which has seen the announcement of an electric car charging partner, ForEv and travel partner Golf Holidays Direct in recent weeks. Additionally, a new brewery sponsor will shortly be announced.</p> |
| <p><u>Date of Next Meeting</u></p> | <p>5</p> | <p>Next meeting dates will be looked at for March/April via usual Doodle poll approach in early 2020.</p> <p>Feedback from the group on the smaller geographic location, travel time and impact of collaboration versus previous set up was acknowledged by SG, however this revised format had been a result of direct feedback from all groups and we would review further to ensure best approach is considered moving forward.</p> <p>The meeting closed at 8.35pm with a vote of thanks to the Chair and all present for their contributions.</p>  |