

Regional Forum Update

31st August 2018



**SCOTTISH
GOLF™**

The five departments within the business as follows:

Events

Positives

- 3 National Championships and 1 Club event staged in August
- Overseas winners took the honours in the 3 Open Championships taking place in August (Italy, Portugal, France)
- 15 countries represented and circa £2000 of additional income generated from 2018 Scottish Men's Open Championship
- Correspondence with numerous potential future venues ongoing including Carnoustie, Panmure, Kilmarnock (Barassie) and Peebles
- Departmental Goals & Objectives formulated and V1 submitted for further discussion
- 2019 Ping Junior Solheim Cup course set up provisionally identified with additional options for 1st hole being discussed with stakeholders
- 2019 fixtures and staffing schedules finalised and circulated to the team ahead of planning meetings

● Winners:

Loretto Golf Academy Scottish Boys U14 Open Championship	Fenoglio Pietro Guido (Italy)
Loretto Golf Academy Scottish Girls U16/14 Open Championship	Filipa Capelo (Portugal)
Carrick Neill Scottish Men's Open Championship	Victor Veyret (France)
Belhaven Captain & Secretaries East	Edinburgh Drapers

● Venues confirmed and ongoing this month:

Confirmed	
2019 Scottish Senior Women's Open Championship	Edzell
2019 Scottish Golf 9 Hole National Final	Milnathort
2020 – 2022 Helen Holm	Royal Troon (Portland & Old Courses)
Ongoing	
2019 Scottish Women's Amateur Championship	West
2019 Scottish Men's Area Team Championship	Central
2019 Scottish Women's County Finals	South
2019 Men's Medal Finals	5 x Regional Finals 1 x Grand Final
2020 Scottish Men's Amateur Championship	East

Challenges

- 2018 Scottish Men's Open achieved a B WAGR Ranking (2017 A WAGR Ranking) this was mostly down to the timing of this year's event
- Further cancellations from rules officials supporting events have presented logistical challenges

Development

● Club Education

Working in partnership with The Golf Foundation, our series of Junior Membership recruitment and retention regional workshops take place this month, with 8 scheduled across the country. The workshops provide a 'Box of Tricks' resource to participating clubs, using an interactive forum to discuss new initiatives and best practice guidance to build a more integrated junior section. We are targeting an attendance of 100 clubs

Date	Region	Venue	RCDO Host
11-Sep	South East	Musselburgh	Lesley Nicholson
18-Sep	Glasgow	Haggs Castle	Craig Chalmers
19-Sep	Ayrshire	Kilmarnock Barassie	Craig Chalmers
20-Sep	Lothians	Linlithgow	Mandy Martin
20-Sep	Argyll & Bute	Oban	Sean Laird

26-Sep	Perth & Kinross	Auchterarder	Mandy Martin
01-Oct	North East	Newmacher	Iain Evans
01-Oct	North East	Loch Ness	Willie Mackay

These workshops are followed by our 'Introduction to Resource Efficiency' seminars in October, delivered by our Environment & Sustainability Manager Carolyn Hedley, using guidance developed by Resource Efficiency Scotland to help clubs reduce energy and save money. Our Buying Group partners GMG will also present part of the seminar

Date	Region	Venue	RCDO Host
03-Oct	South	Broomieknowe	Carolyn Hedley
08-Oct	West	Kilmarnock Barassie	Carolyn Hedley
10-Oct	North	Loch Ness	Carolyn Hedley
11-Oct	East	Forfar	Carolyn Hedley

● Development Team Restructure

A proposal has been agreed to restructure the Development Team with the changes designed to bring in more 'in-house' expertise through a Central Support Team, while combining the roles of the schools and communities team with the club development team. The restructure places increased emphasis on direct support for clubs across our core service areas; increases our ability to develop resources, toolkits and best practice guidance and provides increased support to the regional team. Three new roles are being created as follows, with a team of 6 Regional Club Development Officers remaining in place:

Club Business Manager; Regional Team Manager; Schools & Junior Programme Manager

In addition to the existing roles of Women & Young People Manager, Environment & Sustainability Manager; Coaching & Welfare Officer; Handicapping & Course Rating Officer

● Young Female Leaders Programme – New Coaching Qualification

A new proposal has been submitted to the Solheim Cup Development Workstream with an application for a £25k project grant to create and deliver a new entry level coaching and young leadership qualification specifically designed for 16 – 25 year old females. The overall aim is to increase the number of young women involved in volunteering roles at golf clubs, with the target set of 510 qualified people over the next 3 years. The proposal will be discussed at the next workstream meeting in late September

Performance

- The Boys, Girls and Womens Home Internationals took place in early August. The Scotland Women's team won the Home Internationals for the first time since 2010, beating Ireland on an exciting final day at Ballybunion Golf Club. The Boy's team beat Wales on the final day to secure third place, while the Girls team finished in 4th place with England winning both junior matches
- Connor McKinney was selected in the 9 player GB&I team for the Jacques Leglise Trophy in Finland. The team, which was captained by former Scotland Internationalist Stuart Wilson beat the Continent of Europe Team by 15.5-9.5
- James Wilson won the Welsh Open Stroke Play Championship at Prestatyn, beating Tom Sloman in a play-off. James has been named in the Men's Home Internationals team which will take place at Conwy Golf Club in September

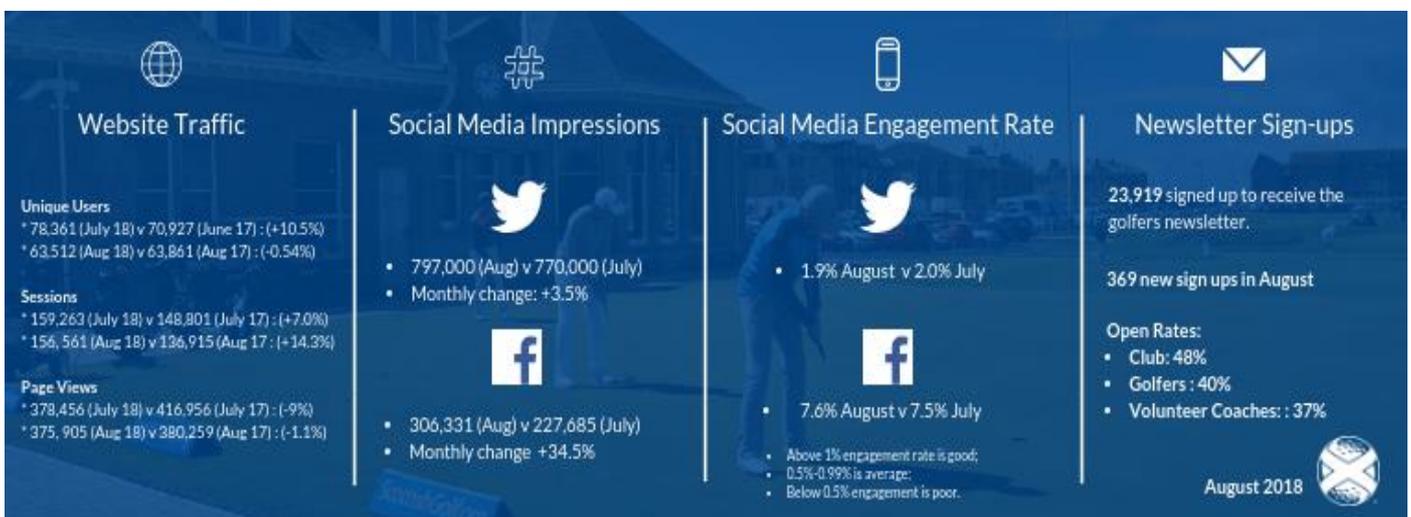
Additional

- The Development Academy registrations have increased to 75 however this is still lower than in previous years
- Gillian and Clare are working with several areas and counties to discuss their county coaching programme and some of these will fall under the Development Academy banner for the winter of 2018/19

- Performance Academy nominations have now closed with 40 nominations in total. The assessment days will be held on 22-23 September
- We are currently going through a coach recruitment process to appoint a National Girls Coach and four Regional Performance Coaches. It is hoped that this process will be completed soon and an announcement can be made

Sponsorship & Marketing

- **Facebook Growth Campaign:** Successful ongoing paid Facebook campaign to increase the number of Scottish Golf followers. Key highlights:
 - £237 spent on paid targeted Facebook advertising in August, resulting in 1,068 new followers
 - £0.22 per new follower
 - Increase of 6.0% (17,799 followers to 18,867 followers)
 - Campaign targeting users who visited scottishgolf.org within last 90 days and didn't currently follow Scottish Golf, and through targeting of a lookalike audience
 - Campaign to continue throughout September
- **Successful launch of the [Digital Downloadable Scottish Golf Membership Card](#).**
 - Digital Membership card was introduced as a low-cost, interim solution to replace the 'hard-version.' Key benefit is the elimination of staff resource and cost to issue replacement membership cards
 - Scottish Golf Members can download their membership card as an image file, and store on their smart-phone (or computer) and used to help identify themselves as golf club members when playing a club open or playing as a visitor and taking advantage of one of Scottish Golf's preferential green fee offers
- **Monthly Media & Communications:**
 - **Club Services:** Scottish Golf Buying Group Savings top £100k in 3 months. Club feature on Douglas Park (Membership Recruitment)
 - **National Events:** Scottish Men's Amateur Championship (Blairgowrie), Loretto Scottish Girls U-16 & 14 Championship (Murrayfield & Turnhouse). Carrick Neill Scottish Men's Open Championship (Gleneagles)
 - **International Events:** Home Internationals (Boys, Girls, Women), British Boys & Girls Amateur Championships, World Amateur Team Championships
 - **Performance Team Announcements:** Senior World Amateur Team Championships & Home Internationals
- **August e-marketing communications:**
 - Coaches & Volunteers Newsletter: 37% open rate
 - Club Newsletter: 48% open rate
 - Golfers Newsletter: 40% open rate
 - Additional adhoc communications issued around General Meeting, Course Rating, Volunteer coaching, & club insights project



Administration

- As we approach year end, finance focus continues to be split between preparation for year-end audit and set up for new financial year, through upload of budget files and phasing
- Additionally, an internal review of the administration support across the business has been undertaken and during September we will be moving to operate with a shared administration pool working within the wider Operations Team (formerly Corporate Services). A move to a shared support function across all parts of the business is entirely new for Scottish Golf and will undoubtedly take time to embed – the team are fully engaged in this being successful and are looking forward to the challenge of developing their understanding and increasing their knowledge of all parts of the business. The wider team are also fully supportive and embracing of this approach with the key benefits for them being the ability to call on additional support at times of particular high activity within their relevant departments. The senior leadership team are fully cognisant of the significant task that faces us in ensuring the success of this transition from departmental or functional support to a shared support team and appropriate support, training and tools to smooth the path are all being developed
- Migration of IT support to Grant Macgregor took place in August, with further discussion ongoing regarding development of an IT strategy including review and replacement of servers and migration of all users to Office 365
- A tender process for the commercial insurance for Scottish Golf is now underway and the Buying Group requirements from an insurance perspective will also be considered as part of this process
- Some limited activity around drafting an equality action plan for the business has been commenced and will be further developed during September to ensure that appropriate deadlines for submissions of evidence for reporting standards framework are met