

England Golf Report for Delegates Meeting 2 December 2021

This report covers updates from the General Meeting held on 22nd Sept and a subsequent England Golf Zoom meeting held on 19th November and Independent Golf meeting on 8th November 2021.

Score Intent: over 6m score intents have been submitted since the introduction of the WHS and this volume has become unmanageable. The best way to reduce the volume/workload for all clubs will be a system upgrade to automate as much as of the process as possible which will come into effect by the end of 2021. Going forward the process would be that following the creation of a score intent, a player will be given a period of up to 48 hours to submit a score. If they fail to do so they will be emailed with a reminder explaining that if they don't act a penalty score will be applied. This will work for all score intents whether submitted at club level or by the MyEG App

SafeGolf:

It was brought to our attention that SafeGolf accreditation for Counties and Clubs is to be renewed on an annual basis and that we should start to remind our delegates and officers to re-submit the necessary information / updates in good time.

Sadly a fair number of clubs have still not submitted their evidence and their time is running out. EG have now decided that by January 2022 those 140 clubs will be denied access to the WHS and thus their members will lose the opportunity to maintain their handicap. Counties will be informed if any clubs in their area are affected.

A handful of clubs have not provided any evidence of which 10 have received notice of charge under the disciplinary process and dis-affiliation will take place.

iGolf: 9,150 subscribers; £366,000 of income generated; conversion to club membership (after a min of 1 month iGolf): 58

A total of 3,222 enquiries have been received since website launch; visits on website at 400,000.

Refunds: 225 – main reason is not having anybody to verify scores for handicap purposes; or golf club members who think they need to pay for the App and then realise it's free.

iGolf scheme has reached 36% of year 1 target after Q1 since launch. Only 4% of subscribers are female (despite 22% of microsite users are female). Average age is 42 years and with females 46 years. 94% have not been a club member before. 4,886 subscribers have an active handicap index with average of 18.8

Clubs / Counties: early in 2022 more communications will come out. In particular the focus will be on clubs to assess if this iGolf is an opportunity for them to attract more members (and given the current conversion of 58 people into full time membership it's certainly seems to be a solid new route); The EG website and iGolf App will also provide an online form for clubs to complete to advertise their offers on the EG website and the iGolf app.

Priorities for the next quarter are:

- More promotion and awareness raising, including iGolf voucher launch (Xmas present)
- Website: improving search engine optimisation and refinement of content

- Handicap procedure: automation of unsatisfied score intents and annual review by handicap committee.
- Subscriber retention and greater understanding of them: data mining; on-boarding process improvement
- Education – focus on handicapping
- Club offer and opportunities

A general presentation on **strategic priority areas for 2022** was given, with the main new focus points being on:

1. Implementation on the digital strategy: improvements to website and App functionality; moving away from any paper based transactions and taking full advantage of social media and digital technology facilities for marketing and administration
2. Implementation of a Diversity & Inclusion strategy: the recruitment of a new Non-Exec Director to the Board will be concluded by end of Nov. EG in general will drive a strategy to improve accessibility to golf for all and to bring greater diversity to our sport and to improve the image of golf.

EG Centenary Book: I have submitted our short paper to Richard Latham and he has briefly replied to say he will peruse our input and come back to me with any questions or requests for further input.

Susanna Mitterer

England Golf Representative

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