



# BUCKINGHAMSHIRE COUNTY LADIES GOLF ASSOCIATION

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## England Golf Report

After nearly 16 months of virtual meetings EG's General Meeting on 22<sup>nd</sup> September was held at Woodhall Spa and via TeamViewer. Below is a brief summary of the main points discussed.

### Sport England Funding

- Current Sport England funding is committed through to April 2022. EG have submitted their submission for future funding and confirmation for a further 5 years' funding should be imminent

### Diversity & Inclusion

- EG & R&A conducted diversity research prior to starting a programme of work to develop localised strategies in areas with a higher proportion of ethnically diverse population that will have a positive impact within these communities
- The Research on diversity and inclusion in our sport used in-depth interviews, surveys and focus groups and focused on:
  - ✓ Understanding attitudes to physical activity and sport and golf more specifically
  - ✓ Identifying barriers ethnic minorities perceive
- Results: 13% of England's population is 'non-white' which increases to 44% in London. Over ½ are Asian/Asian British and ¼ are Black/Black British and ½ of ethnic groups are under 35.
- There is appetite amongst ethnic groups to play golf: over ¼ are interested in playing golf but only 7% of ethnic minorities play golf (vs 9% of the white population); golf ranks 10<sup>th</sup> out of 13 sports listed
- Current level of participation in golf is low, particularly in the light of the high level (76%) of general sport participation
- Main barriers cited are: cost of playing, lack of people to play with, lack of leisure time and lack of facilities and lack of ethnic inclusion of people from similar backgrounds

EG have developed a set of recommendations and actions based on the research findings:

- To overcome the current perceptions of 'typical golfers' and get away from the image of 'boring and time consuming'
- Support clubs that are close to ethnically diverse communities and focus on driving ranges and lower cost options
- Increase EG connectivity with non-affiliated facilities
- Train staff and educate; develop a more inclusive workforce with the golf industry
- Implement a junior golf strategy in collaboration with the Golf Foundation

### iGolf Update (Independent Golfer Scheme)

Since the Launch date of 13<sup>th</sup> July 2021, a total of 7,029 subscribers have signed up. Sadly only 4% are female golfers but the average age is 42 years. 93% of all subscribers have never belonged to a golf club.

Further advertising and promotional activities are planned across various channels (digital, Rick Shiels Podcast, Golf Today, GolfNow promotion, Todays Golfer and UK Club Golfer) and specific target groups (Military, Fire Service, Professional Associations)

### Golf IQ – business intelligence solution

The system and data samples were showcased which should help to focus decision making in the future and help drive and measure the impact of strategic initiatives. The central database is pulling data from multiple sources, such as the CRM, WHS and the EG website. It then provides drill down options on both a national level (i.e. 676,842 member with HI; 1,754 clubs; members per club, etc) and regional or club level. You can analyse data per type of member (i.e. 88,354 female members with HI across 1,647 clubs) or per county or per club. The data can also show how many rounds of golf have been played (competitive or tracked on MyEG App / iGolf).

### National Golf Centre / Woodhall Spa Golf Club

Mid 2020 EG reviewed the situation with the NGC and agreed that a greater integration of operations with the EG board should be considered. In March 2021 Jeremy Tomlinson was appointed as Group CEO for NGC / WSGC. In July 2021 new board members were appointed to the WSGM Board and 2021 objective / initiatives agreed. At the GM EG requested representation from the 6 women's regions and 4 men's regions to sit on a new NGC Working Group with a purpose of defining 'how best to promote and utilise our NGC for our members'. Janice Kerr (Worc/Here) will be representing the MS Region.