

Delegates Meeting / September 2021

Seniors Captains Report & Request:

We have finished our playing season for 2021 and I would like to thank all the Senior Ladies who turned out for Bucks this year.

In our League Matches we managed 1 win / 1 Half / 2 (narrow) Losses and will most certainly finish 3rd in the table. We won our Friendly Match against Middlesex and lost away against Bedfordshire.

Bucks Seniors Ladies came 6th in the Inter County Team Championship at Rochford Hundred held on Monday 13th September. Thanks to Powatti Simper, Jackie Thompson, Sue Adams (and myself) for trying their best on the day on a challenging course.

Sadly we had to cancel our Seniors/Vets Autumn meeting scheduled for 8th October at The South Buckinghamshire GC, due to lack of entries (only 5 teams had entered by the closing date).

I am now in the process of sourcing venues for our 2022 events and prior to re-arranging our Senior/Vets Autumn meeting it would be great to get your input / feedback and ideas as to how we can improve take up next year. Prior to the pandemic our autumn meeting was a highly successful event with a full field most years of ca. 20 teams playing. Please do confer with our Executive Teams and Senior Ladies and provide me with your views: seniorscaptain@bclga.org.uk

And finally I would like to reiterate my request that all Club Delegates to let me have lists of any ladies in their club that are over 50 and with a handicap of below 13.5 so I can update the seniors database and subsequently ask these ladies if they would like to play for the county seniors. Please send the details to: seniorscaptain@bclga.org.uk (thanks goes to Weston Turville and Harewood who have already provided their lists ☺)

England Golf Update:

England golf have been promoting golf club membership & retention heavily these past few weeks and months under the '**Give it a Shot Campaign**'. There is a hype of activity on social media with a focus on 'sporty Saturday' and family friendliness and inclusivity. 81% of over 10,000 visitors to the landing page are brand new to golf which is an increase of 25% on last year. Those interested are landing on the EG website are directed straight through to golf club web sites looking at membership options.

Please make your clubs aware of this campaign if you are open to new members to promote your club!

There are also a range of Exclusive Club offers available to Golf Clubs as part of this campaign:

1. **Players 1st** – this company offers 3 free membership surveys to clubs which have SafeGolf accreditation and are committed to Women in Golf Charter; to take advantage visit: <https://www.players1st.golf/englandgolf>
2. EG also have secured 300 free licences for **golf marketing hub** – which offers tools and templates for marketing of golf clubs; again this is 'FREE' so please promote this offer to your clubs. <https://www.englandgolf.org/club-support/membership/recruitment-and-retention/golf-club-marketing/>

3. **Benchmarking tool** – club statistics on membership categories, fees, and hundreds of other vital performance data can be provided to EG and then clubs can benchmark themselves against other comparable clubs nationwide – free of charge. E-mail your regional support manager Ben Martin on: b.martin@englandgolf.org
4. And finally, a range of Club support options are available for focusing on ‘retention’ of those new members you might have achieved during the pandemic. There is a ‘retention’ support package on the EG website including a retention guide and webinar schedule. 120 hours of webinars are available for club staff to learn and help retain their members.

<https://www.englandgolf.org/club-support/membership/understanding-your-market/>

Independent Golf Update:

iGolf was finally launched on 13 July by mid-September reach 5,629 subscribers. Whilst 43% of the traffic to the website is female – their interest currently does not translate into subscriptions, with over 96% of subscribers being male. A Golf Club facing website is on the EG website (<https://www.englandgolf.org/igolf-clubs/>) – which has a comprehensive club guidance document detailing on how clubs can engage with the Independent Golfer and can promote their services and offers via the England Golf web portal.

Please note that many Club members are confusing iGolf with the free MyEG App – many are trying to register in order to record scores. So more education needs to go out to them that membership of the MyEG App is free for golf club members. More campaigns are planned for club members and a first e-mail has gone out to all clubs and individual members.