



England Golf Update & Independent Golfer

Delegates Meeting

25.2.2021



SafeGolf Accreditation

<https://www.englandgolf.org/club-support/safeguarding>

[PLAY GOLF](#) [VOLUNTEER](#) [HANDICAPS & RULES](#) [COMPETITIONS](#) [PERFORMANCE](#) [CLUB SUPPORT](#) [NEWS](#) [MY ENGLAND GOLF](#)



Everyone should be able to enjoy golf in a safe environment. We all have a responsibility to protect and safeguard children and adults at risk.

One of the most important ways to do this is to report any concerns. Your club should have a welfare officer to liaise with England Golf and we provide a national case management system and one-to-one support with safeguarding cases.

If you have **immediate concerns** about the welfare of any child or adult, contact the police on 101 or ring the NSPCC 24-hour free helpline on 0808 800 5000.

	Counties Accredited	Counties Working Towards
	31	30
Clubs Not Registered	Clubs Accredited	Clubs Working Towards
114	201	1408

The counter above shows the latest figures on SafeGolf accreditation. You can also view a full [list of SafeGolf accredited clubs](#) on our website.



List of Accredited Golf Clubs

<https://www.englandgolf.org/safegolf-list-of-accredited-clubs/#BBO>

Bedfordshire

MOWSBURY GOLF CLUB
SHARNBROOK GOLF CLUB

Berkshire, Buckinghamshire and Oxfordshire

HENLEY GOLF CLUB
WHITELEAF GOLF CLUB

Cambridgeshire

BOURN GOLF AND COUNTRY CLUB
LINKS GOLF CLUB
ROYSTON GOLF CLUB
THE GOG MAGOG GOLF CLUB

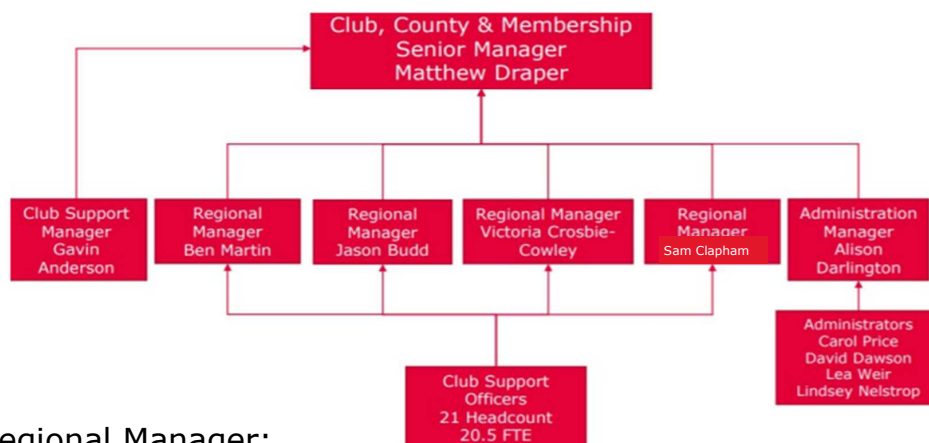


Club Support Team & Regional Changes

● Gavin Anderson
– Club Support
Manager

● Admin Team

● 4 Regional
Managers

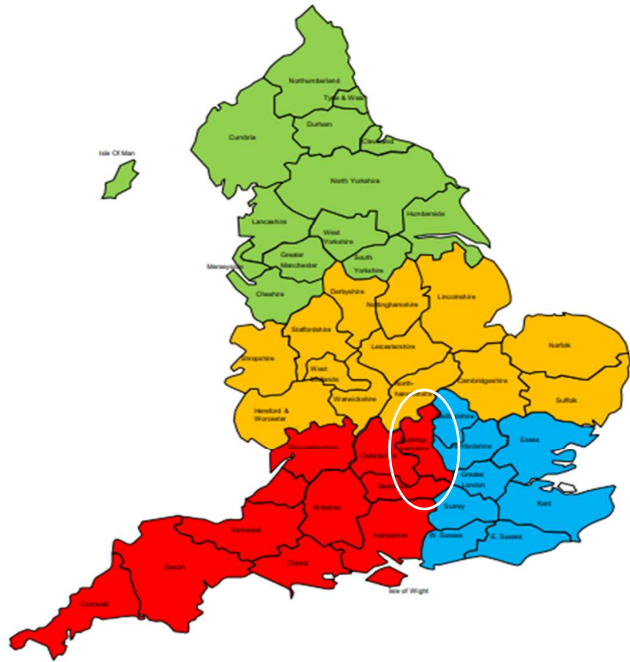


● South West Regional Manager:
sam.clapham@englandgolf.org



Club Support Team & Regional Changes

- More equal spread of club numbers
- Equal number of CSOs per region
- Club profiling = Targeted support



Independent Golf update



Independent Golf (IG) – A Brief Recap

- **Oct 2020:** Letter to EG outlining the core strategy of The R&A in 2021 would be to promote greater enjoyment for all that play the sport by enabling as many golfers as possible (members and independent golfers) to establish and maintain a handicap
- National associations would be offered the chance to take a lead. However, if they relinquished the opportunity, The R&A would either provide their own WHS index scheme directly, or partner with a commercial enterprise to offer such a platform
- **10 Dec 2020:** EG GM agreed that in early 2021 we would begin work on a plan to offer a handicap index and personal liability insurance to golfers who were not a member of a golf club = IG Scheme
- In order to retain EGs position as the single authority on handicapping in this country, county stakeholders overwhelmingly agreed that EG should develop this platform
- Acting for and on behalf of members, clubs and counties, they felt that England Golf is not only best placed to administer a new platform, but also as a not-for-profit organisation best placed to ensure all/any surplus monies would be reinvested for the benefit of affiliated clubs and counties



Working Group Members

Name	
Clare Jones	Midlands North
Kim Burnage	Eastern
Jeanne Bell	North
Susanna Mitterer	Midlands South
Sue Wild	South
Yvonne Alford	South West
Phil Harvey	North
Malcolm Eustace	Midlands
Tommy Tulk	South West
David Hawkins	South East
Pat Cunningham	Co-opted member
John Kennedy	Co-opted member
Moiria Page	Board Member
Kevin Tucker	Board Member
Members of the EG Operational Team	Jeremy, Richard, Simon & Emily

Working collaboratively to support the development of a best in class, best fitting Independent Golfer connectivity platform

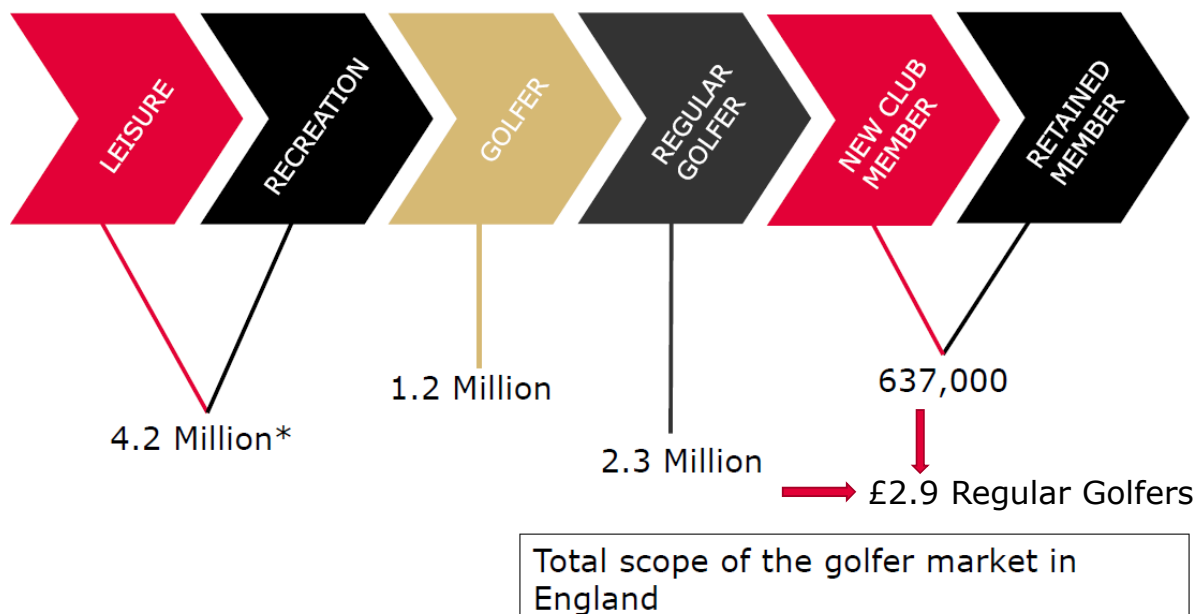


What's been happening

- **7 Zoom** meetings have taken place
- Focusing on 2 to 4 topics per meeting
- Meeting on weekly basis
- Opportunity to share ideas, thinking and receive feedback
- Presenting options and points for consideration – where appropriate seeking consensus of opinion
- Sharing documents after each meeting and encouraging communication / input from county, regional colleagues and clubs



The Golfer Journey



* Circa number, research suggests that the leisure market is constantly growing and scope for this segment to increase significantly

Sources: SMS, Sport England & Sport MR, 2019/20



Independent Golfer Target Market



We do not intend or expect to attract ALL of those sitting within the target market – smaller, but still significant, numbers will be engaged through promotion, targeted comms, and word of mouth.

Through the use of their newly acquired Index we hope to positively influence and support their transition into club membership and/or influence increased rounds of play.



Topics discussed to date

- Membership Model
- Initial Financial Investment
- Focus & Key Messages
- Club Communication
- Name Considerations
- 'Time Lag' for joining
- T&Cs for IGs
- Role of the County
- Competitions





IG Platform – Core Principles

- To create a national platform for independent golfers thus creating a **connectivity pathway** to golf clubs and membership
- A simple goal... to signpost a clear **route to golf club membership** for approx. 2.3m regular golfers
- **Opt in / Opt Out:** golf clubs can choose how or if they want to interact with independent golfers. The idea is to provide opportunities for clubs so that they may choose the best option/options that suit their own set of circumstances
- England Golf alone will carry responsibility for the scheme roll out, administration, operational cost and its ongoing development. **No** burden of **administration** or costs on clubs or counties
- By providing a handicap index, we will look to inspire & influence a desire to **play more** and improve, consequently increasing regularity of play (green fee spend) as well as hopefully inspiring increased average visit spend (catering & equipment)
- To **maintain the integrity** of the handicap system



IG Platform – Key Messages

- To provide financial protection for all golfers through personal liability insurance
- To communicate with IGs on matters relating to rules & etiquette
- To provide an opportunity to stay connected with golfers who leave membership due to lifestyle changes (careers or family)
- To develop a better understanding of the independent golfer community, their wants, needs and habits to help us further influence
- To create an additional funding channel to invest into the game
- Appropriate EG policies relating to players, such as safeguarding and codes of conduct will be incorporated into the IG T&Cs
- IGs will still only have access to the specific IG offer (handicap index and insurance) -- 'member' status would not equal the same benefits as the 'My England Golf' programme for club members



IG Platform – Key Messages

- Golf is open to ALL: regardless of income / ethnicity / gender / religion
- Changes how we portray our sport: NOT privileged / NOT elitist
- Inclusive / Welcoming
- Equal access to golf / handicap
- R&A / EG look after all golfers, throughout their life as a golfer



IG Communication

- From 29th January Club receive a weekly update e-mail
- 2-3 points to update on
- All Counties receive copies
- Updates go onto the EG website
- Promoting transparency and encouraging views and feedback



Good afternoon.

Welcome to the latest club update on the development of an independent golfer connectivity platform.

When launched, this platform will offer non-members of golf clubs an official handicap index and personal liability insurance.

The initial aim is to inspire golfers to play more often and to increase the connection between an avid, independent golfer and their local club/facility.

We will create a best-in-class platform with the ultimate goal of educating independent golfers on the value of golf club membership and inspiring them to follow this pathway to greater participation.

Working Group Update

The latest weekly meeting of the independent golfer working group ended with clear agreement on key recommendations for certain terms and conditions.

Under the new scheme, it is the intention that golfers of all ages will be able to join on a 12-month rolling basis with the focus on keeping the process as simple as possible.

Once enrolled, members will be directed to educational tools which will help develop or sharpen their knowledge of rules, handicapping and golf course etiquette.

Safeguarding and adherence to relevant policies and procedures will, of course, be in place to ensure all golfers can enjoy the game in a secure environment.

In the weeks ahead, the working group agreed to address those outstanding areas relating to the terms and conditions of the platform such as fees, time lag for those joining the scheme from club membership, entitlements and handicap rules.





Impact on Club Membership

- The aim is to drive avid golfers towards golf club membership – or at the very least increase their spend on green fees, food and beverage and merchandise at local clubs where they feel a connection and develop a bond
- From analysis of similar platforms currently in use around the world, there is no evidence to suggest that significant numbers will make the journey in the opposite direction and leave a golf club to join an independent golfer scheme
- The benefits of remaining at a club which offers not only full playing rights, but also a good value proposition to members should outweigh those provided to golfers through an independent golfer platform
- The working group continue to discuss the suitability of a time lag between a member leaving a golf club and joining an independent golfer scheme
- The options being debated range from immediate entry up to a time lag period of 12 months (exemptions approved by clubs)
- IGs cannot play in EG / County / Club competitions



Questions?

