

Key Themes from Regional Forums



Communication

- Dedicated web page for Forum outputs (actioned)
- Ideas Board within Forum web page to allow discussion (will depend on capability of new website)
- Mixed medium for comms needed – feeling that too much goes straight to social media and not to more traditional channels (forms part of communication plan for 2019)
- Better use of video for key messaging to clubs and golfers (forms part of communication plan for 2019)
- Ebulletin, clubs would like it a format that is easily printed and put on a noticeboard (as well as them sending it out electronically) (await switch to new platform to determine future layout)
- Scottish Golf website needs overhauled, lots of really informative data but really difficult to find for clubs, volunteers or golfers (is planned during 2019)
- Area & County contacts to be added to club newsletter distribution list (actioned)
- Use club bulletin to raise awareness of Regional Forums and encourage engagement (is within communication plan)
- Club bulletins – call to action from clubs to ensure that Scottish Golf are “whitelisted” particularly if using admin@ or info@ addresses which often drop to spam folders. Additionally encourage wider committee members to sign up for direct access to club newsletter to increase engagement opportunities (build into communication plan)
- E-leaflet for issue by clubs at renewal time on “what a golfer gets for the affiliation to SG” (it not the individual golfer that is the member of SG and not every club passes the charge on to the golfer so this is a challenging one)
- North District and Northern Counties merger has been a little under the radar – case study to be developed to assist dialogue amongst other county or area associations that wish to consider a similar model (liaise with Peter Abbott and Meg Seivwright to progress)

Club Support

- More visibility and sharing of case studies (part of development action plan for 2019)
- Committee education is key not just Club Managers (part of development action plan for 2019, with Junior Forums and Visitor Marketing Workshops planned between Mar-May)
- Local authorities who run golf courses would like access to support (participation in Local Authority Benchmark Group has opened dialogue and this will be explored further taking into consideration the financial model to provide services)
- Course Rating – a simple Do you know guide would be useful (part of development action plan for 2019)
- Course Rating – urgently need to embrace technology not paper which is time consuming (pilot to commence in 2019)
- WHS/Rules – roadshows considered key to understanding at club level (R&A hosting train the trainer events in April, thereafter a schedule of roadshows for May/June are being planned)
- Buying Group – great initiative need to be more overt in sharing and continuing to encourage clubs to use (part of development action plan, with regular communication to clubs via GMG, RCDO’s and club e-bulletins)
- Better awareness needed on grant funding opportunities (both internal and external) (Club Business Manager/RCDO to review this and ensure appropriate messaging feeds into communication plan)
- Buying Group – request to consider extending into on course materials would be welcomed by clubs eg sand, seed, fertilizer (review of services will be undertaken)
- Education – better local delivery and more online availability would be welcomed (online pilots have commenced and where possible local delivery being offered)

Events

- Engagement of local volunteers through Area & County network needs to improve and should help reduce costs currently incurred for travel and subsistence (initial steps taken to identify active volunteers and a wider volunteer strategy will be created for roll out from 2020)
- Understanding of standards for rules qualifications for Scottish Golf events would be helpful (rules panel list has been shared, with new Rules implemented in 2019 an initial Level 2 course is being delivered for all active panel members in March and thereafter a planned approach to upskilling as is appropriate to Level 3 and widening the opportunity for Level 2 assessment will be planned by the team for delivery in late 2019 or early 2020)
- Venues – whilst there is a recognition that rotation of events round Scotland is needed, the number of extreme journeys within a calendar year needs considered, coupled with consideration of available and affordable accommodation in the location. Particularly key if team events will have funding removed going forward (this is noted and a rotational approach will be looked at from 2020 and beyond, where venues are not already identified)
- Annual winners list to be available and visible on website (winners are on website and listed in Annual Review document)
- Venue rotation considered critical to ensure spread across country and not concentrated in any one region (covered already)

Performance

- Coaching pathway is confusing, needs simplified and grant funding clearly aligned (pathway review is underway, grant funding will change from 2019)
- Junior Tour Events in association with Areas & Counties – were all areas and counties asked if they supported these being introduced? Suggestion is that many welcomed the removal from the calendar as Scottish Golf events and see no requirement for them in a different guise? (included in discussion at Area & County Forum in Jan 2019)

Governance

- Volunteer Strategy needed (will be worked on during 2019, with target roll out in 2020)
- Volunteer database that Areas & Counties can see extract from would be helpful (circulated Dec 2018)
- Affiliation fee method (will continue to be reviewed)
- Constitution – consultation on voting structure to be considered? (initial dialogue at Area & County Forum in Jan 2019, needs further discussion if stakeholders wish to see other options considered)