

**SOUTH OF SCOTLAND GOLFERS' ASSOCIATION
MINUTES OF EXECUTIVE MEETING 9 APRIL 2019**

Held at the Selkirk Arms Hotel, Kirkcudbright at 7.15 pm

Present:

Jean Forrest, President, in the Chair; Tony Clark; G Sharp; P Strain; R McKnight; W. Tyrrell; B Duguid and I Robin, Secretary.

Apologies:

J. Lennox, S Kingston and A Millar

In Attendance:

R Kennedy, Southernness; Beth Collins, Thornhill and P McGarrie, Lockerbie

President's Welcome:

The President welcomed the members and visitors.

Executive Meeting 26 February 2019

The Minutes were approved by Graeme Sharp, seconded by Robert McKnight

Matters Arising:

There were no matters arising

President's Report:

The President reported that she had been invited by the Galloway Ladies, in March, to attend a meeting with the main office bearers of the organisation . They were interested to hear about how the South Executive operates and also about the background to the Partnership which they knew nothing about. She explained how the Dumfriesshire Ladies collected their affiliation fees and there was divided opinion regarding whether or not this was something they should also consider. She got very little feedback at the time of the meeting, but on the 6th April, Fiona Hunter, Galloway Ladies Captain, said that at this time there would not be the enthusiasm or any benefit to amalgamate with the South, but this did not mean it was out for ever.

On Sunday 31 March Jean joined the South Junior Team at Seafield GC in Ayr for a match against the South Ayrshire Junior Team. The Ayr boys proved to be too strong for most of our boys, but we could be proud of the way the boys conducted themselves, both on and off the course despite being defeated.

On Tuesday 2 April the President attended the Junior Forum at Castle Douglas Golf Club. This was led by Gavin Forrester, Scottish Golf Junior Development Manager and Allan Martin, Coach Education Manager for the PGA in Scotland along with Ann Lang who provided them with the local knowledge. There were several clubs represented, but not, I don't think, the 15 she was told had signed up. 3 local pros were in attendance Chris from Portpatrick, James from Dumfries and County and Frankie from Dumfries and Galloway. The first part of the evening was informing us of what SGL provides for clubs -

Coach Development Programme, Roving Pro Programme, Coaching/Junior Resources, On-line Hub, GolfSixes League, Club Development Fund, Golf Foundation HSBC Roots Fund, School Resources and SafeGuarding Templates.

Next we were asked, in our table groups, of which there were four, to list what we thought the PGA gave to golf. As a result of that discussion which came up with a variety of answers we were told that they provided -

Support for PGA professionals, Ensuring Roving Pros have the necessary "tickets", Volunteer Coach Licensing, We Love Golf Campaign and Safe Golf which is an on-line list of pros with all the necessary qualifications.

The evening then moved on to the consultation part with group discussions on various aspects of Junior Golf followed a sharing of opinions from each group.

The final part of the evening was to reveal the Draft Framework for moving forward with Junior Golf. This had six "Pillars" - Club Programme, Events and Competition, Safe Golf, Junior Skills Challenge, Coach, Education and Training and Schools and Communities. Discussion took place regarding all of these. Junior skill challenges could take place between clubs and if juniors passed the challenges set by SGL they could get recognition from SGL.

It was a long evening with the main purposes appearing to be awareness raising and consultation.

Earlier in March The President attended a South Forum Meeting which was held at Moffat. Peter McGarrie of Lockerbie GC has replaced Peter Haslam on the forum as a club representative. Notes for this meeting were forwarded to the executive prior to the meeting. Peter found it interesting to meet the SGL officials but would wait to see what happens with the digital platform before signing up.

Jean reported that the affiliation fee returns to SGL did not match up with the CDH numbers issued to each Club and this was why their database was not accurate as to number of members in each club so they could identify those who were members of more than one club.

It was agreed that the Association would not inform the Clubs of the discussions at the South Forum as this information was readily available on the SGL website as was the date of the next meeting so every club member could make representation to a member of the Forum if they had a query. If a member wanted further information they could sign up for the SGL Newsletter.

Secretary's Report:

The Secretary reported that he had invited representatives from Wigtown & Bladnoch, Southernness, Lockerbie and Thornhill Golf Clubs to attend this Committee Meeting. Southernness, Lockerbie and Thornhill attended but Wigtown & Bladnoch did not reply. Papers were sent to all the Clubs.

A letter was sent to Duncan Moore accepting his resignation and thanking him for his service to the Association. He had iterated his desire to help out the Association in any way in the future

There was no response from Pam Watson to a letter sent inquiring if she wished to continue as Coaching Convenor. It was therefore assumed that she had resigned and a further letter was sent thanking her for her service to the Association. The President stated that she would approach Jimmy Lennox to enquire if he was willing to undertake the duties of the Coaching Convenor.

A letter was sent to Gatehouse informing them that if the Club was not affiliated to SGL their members could not play in local competitions.

Results from the Specific Area and County Forum on Saturday 26 January at Stirling to discuss the future format of the Championships (particularly team events), Coaching Pathway, Grant Funding, Governance and Volunteering had been received. A short survey was completed before 3 April.

Lee Sterritt had kindly agreed to be the Child Protection Officer for the Association. He had also agreed to help Clubs with advice and support.

Lewis Cheetham had re-applied to join Thornhill Golf Club this year. Crichton Golf Club had also received a similar request. As Crichton was a Community Amateur Sports Club they had to admit him as a junior member. It was now almost two years since Lewis and his father were expelled from Dumfries & County and during that time Lewis had joined Carlisle Golf Club and continued his golfing career. Scottish Golf had imposed no sanctions on him for his misdemeanor and had in fact given him permission to play in Scottish events. It was agreed that any sanctions on his joining a local Club and playing in South Association events be lifted and the Secretary and Beth Collins of Thornhill Golf Club meet with him to explain the implications of this decision and his future conduct.

All the information from SGL had been forwarded to members of the Executive.

Treasurers Report

The Treasurer presented a Summary of Accounts up to 28 March 2019 as follows:-

Income		Expenditure	
In bank 1/9/17	9,383.81	Sundries	968.52
Comps	230.00	Vouchers	1,280.00
IMT	100.00	ATC	1,246.59
Subs	<u>9,938.00</u>	NCF	250.00
		In bank 27/12/17	<u>15,906.70</u>
	19,651.81		19,651.81

Not many transactions since last meeting except that subscriptions are now starting to come in. Fourteen Clubs have paid and letters will be sent to the others as a reminder

Privacy Policy

Wave Tyrell explained that to comply with EU legislation and to give SoSGA and D&GGP more control over the personal data they collect through their websites it would be necessary to have a privacy policy attached to each website. It is to make aware to all those that use the two websites that

the organisations will manage their online business and improve the services they offer but selected third parties are storing and accessing information from them using cookies and other devices.

Wave presented a draft Privacy Policy and a draft short Privacy Policy, which had previously been circulated, for discussion the outcome of which was that it was most important to protect the children. Wave will now formalise the policies for insertion on the websites. The draft policies are included as an Appendix to this Minute. The President thanked Wave for bringing this matter to our attention and for preparing his draft policies.

Rules for Competitions

The Secretary explained the rationale behind the re-vamped Rules for Competitions to include a General Rules, which applied to all competitions, and the detailed rules for each competition. These were approved with some minor amendments and will now be posted on the website.

Scottish Golf Visitor Marketing Seminars

The President gave a project overview of the 9 seminars to be held by SGL across Scotland, one in each Regional Development Officer Area, during May. The seminar would be for clubs requiring support with increasing visitor revenue. The key partners delivering the seminar would be Scottish Golf, Scottish Golf and Club Managers Association, Regional Golf Tourism Collectives and 59Club.

She explained the background in that visitor income is commonly the second highest source of revenue for golf clubs in Scotland behind membership subscriptions. Visitor revenue is any green fee paid by a non-member plus their additional spend at the club. This series of seminars aim to give clubs best practice insight, practical tools and marketing support to increase this key source of revenue in a relevant context to their region and resources. In order to achieve this SGL will deliver seminars in partnership with local recognised Golf Tourism Collectives and 59Club who will showcase their mystery assessment service and customer services training. 59Club will also present on tactics for maximising the visitor experience and spend throughout the entire customer journey. These tactics will be relevant for all clubs and deliverable at minimal cost. SGL may also seek support from the Solheim Cup Development Workstream and outline how the event can have a positive impact on visitor golf in Scotland with a particular focus on women's and mixed golf groups.

It is intended that:-

- Clubs will gain insight into how to market and sell themselves to their target visitor audiences (local / national /international), including brand, USPs and customer benefits
- Clubs will gain a better understanding of the tactics required to deliver best practice visitor marketing and visitor golfer engagement
- Clubs will gain a better understanding of how to improve their visitor experience in order to increase spend per head, repeat business and customer referrals
- Clubs will learn from the leading local experts in the industry and take away 'affordable' tactics which can be delivered within their own restricted budgets
- Clubs will be able to set SMART objectives in their business plan for Visitor Marketing for 2019 and beyond,
- Clubs will be able to define key initiatives to action in 2019 – 2020 to achieve agreed objectives
- Clubs will recognise that this key revenue stream must be supported with resource, such as increased prioritisation for the club manager, volunteer accountability (Visitor Convenor) and budget allocation
- Scottish Golf will demonstrate how the new Club Digital Platform can support this area of their business

Key briefs are outlined for each of the expert presenters, Scottish Golf, 59Club and Regional Golf Tourism Expert detailing the topics for each of them to cover so that all Clubs can assess the value of the content and processes which applies to them.

CONVENORS REPORTS

Championships 2019

Graeme Sharp reported that the Shamash Trophy would be held at Stranraer on Saturday 27 April. Robert McKnight agreed to take charge.

Coaching Convenor

It was agreed to approach Jimmy Lennox and sound him out as to his availability to take over **Senior Team Manager**

Graeme Sharp reported that the South were beaten by Cumbria at Southernness on Sunday 31 March by 10.5 games to 7.5. The South won the morning foursomes by 3.5 games to 2.5 but the Cumbria tail was too strong in the singles.

On 21 April South are to play an unofficial trial match against a Northumberland team at Southernness with a view to making it an official match next year.

The Borders Area had been in touch and it was hoped to arrange a match during the summer.

Junior Team Manager

Iain Robin reported that the first Junior match of the season took place on Sunday 31 March against Ayrshire at Ayr Seafield. The team lost by 13 games to 5 but were not disgraced as they were beaten by a much stronger team. Iain was very grateful to Jean for acting as team manager.

Taylor Kerr (Thornhill) is the only South player to gain entry to the Scottish Strokeplay Championship at West Kilbride from 10 – 12 April

Taylor Kerr was also the only automatic entrant in the Junior Tour event at Southernness on 6 April. Wildcard entries have been gained for Colin McKenzie (Lochmaben) and Ciaran Howat (D&C). In the very competitive Under 18 category, Taylor Kerr (Thornhill) was leading after the first round with a super round of one over par 70 but unfortunately could not maintain his momentum in the afternoon and had to sign for 74. A total of 144 left him in sixth place which was very commendable. Ciaran Howat (D&C) showed his considerable promise in the Under 16 category with rounds of 72, 74 (146) to finish tied third and Colin McKenzie (Lochmaben) finished sixteenth with rounds of 87, 80 (167). The experience will have been very beneficial for Colin on this his first venture into serious competitive golf.

The Assessment Day scheduled for 10 March had to be cancelled as only two Clubs submitted a list of their elite golfers and there were insufficient numbers.

Course Rating

Robert McKnight reported that the new rules for the old areas known as Water Hazards and Out of Bounds/Extreme Rough are now out; both are now rated under the two new categories as Crossing Obstacles and Lateral Obstacles.

The Handicapping & Course Rating Officer, Calum Grant has moved to a different role within Scottish Golf, his replacement is David Kernohan who commences on 22 April; Adam Phillips will become more involved with Handicapping & Course Rating with immediate effect.

D&G Golf Partnership

Jean Forrest reported that on 28 March she attended the Regional VisitScotlandGolf group in Edinburgh and then a further meeting with the Golf Tourism Development Group. Dumfries & Galloway was warmly welcomed to both groups.

In May two members of the VSG Group will visit the region to take drone snapshots of 3 of our courses, which they have requested should be reasonably close together to minimize travel time. They wish also to interview a “golf character” from the area. This material will be released on Instagram, youtube and facebook on the group’s own channel with monthly reporting available to all regions in the group.

The Vbloggers visits will be in September before the Solheim Cup, finishing with all 9 Vbloggers playing at Gleneagles on the Wednesday is the plan at present.

Following on from a suggestion made by Peter McGarrie (Lockerbie Golf Club) an agreement has been made with Admedia to display A3 sized Posters in the washrooms of 12 Service Stations between Manchester and Glasgow from 8 April until 5 May. The message being conveyed by the posters is for people to visit our website to get the details of how to contact all the courses in the region and book green fees at a “Special Rate” by using a code. Clubs have been informed of this Marketing Campaign and asked to make their own decision as to what this special rate should be at their own Club. Any Club not wishing to participate has been asked to indicate this to the Partnership and that information will be added to the website along with the campaign poster. In order to monitor the success, or otherwise, Clubs have been asked to record the number of greenfees they sell to visitors using the code. To assist in collecting this information Jeff has designed, and sent, a form for Clubs to complete on a monthly basis until the end of September, and return each month to the Partnership.

The Partnership is in the process of completing registration as a supplier to the Council which will be the final step in acquiring the necessary finance from the Council Tourism Budget to cover the Poster Campaign as well as the annual membership fee to be part of the VisitScotlandGolf Group.

It is hoped that the Table Top Display of Golf in the Region set up by Jeff will be going to be situated in the Health Centre in Castle Douglas as part of the National Health Week Promotion. This is being organized by Jeff and Brian. Unfortunately the Health Centre had declined to accept the display.

The Tee Talk tour operators bring visitors to Scotland but only to high power and internationally known Clubs. Their clients are not interested in the second tier "gem" courses.

For the courses for the drone snapshots there were several suggestions including; one from each county; not down the usual golf route but to include some lesser known courses; to include family holidays and local visitor attractions; go with the diamonds.

The general consensus of opinion was that advertising should be centred on Cumbria, Northumberland and Durham and not on the international market.

It was noted that an advertising opportunity could present itself when the Tour of Britain Cycle event visited Kirkcudbright in the summer.

Webmaster & Fixtures Secretary

Wave Tyrrell had nothing to report.

Dumfriesshire

Tony Clark had nothing to report

Kirkcudbrightshire

^ Brian Duguid reported that he had contacted Lee Sterritt regarding the Child Protection Policy for the County and Castle Douglas Golf Club. Lee had been most helpful and both policies were OK. The County 4BBB draw had been completed. The County still did not have a Junior Convenor.

Wigtownshire

Peter Strain reported that the season had started in Wigtownshire and there had been a good turnout at competitions. Chris Robinson had completed his seminar on the New Golf Rules at all the Clubs.

Club Representatives

Robert Kennedy reported that Southernness were going to give a special rate of 19% discount to all visitors playing under the advertising promotion in the service stations.

Beth Collins reported that Thornhill were now ready to implement the Women in Golf strategy. Alan Cargill at Moffat was trialling the digital platform but there was very little input needed as SGL were bringing it out in small stages.

Peter McGarrie thought the Digital Platform would help small Clubs with small committees.

A O C B

Brian Duguid reported that he had finally had a fruitful discussion with the Buying Group and the Castle Douglas costings had come out well. The green fees at Castle Douglas in the first week of April had been very good.

There being no further business the President thanked the members for their attendance. The meeting closed at 9.00 pm

The next meeting was scheduled for Tuesday 28 May 2019 at 7.15 pm in the Selkirk Arms Hotel Kirkcudbright.