

# Growing the Game of Golf in England



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# Growing the Game of Golf



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# England Golf Strategy 2017/2021

BEING  
CUSTOMER  
FOCUSED

Putting everyone  
from players to  
volunteers at the  
heart of everything  
we do



**Improved golfer and stakeholder satisfaction** with England Golf performance year on year measured through surveys



**Help clubs** understand their market position and understand their customers




**Increased customer engagement** with the number of members registered on our benefits programme up by 30%




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# Customer Focused

 How often do we consider the needs of the customer?


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 How often do we continue to do what we have always done?


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 How often do we ask for feedback or send out satisfaction surveys?

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 How often do we consider our position first without considering the customer?

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 How well do we know our membership and those that play regularly/visit our facilities?

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## STRONGER COUNTIES AND CLUBS

Helping counties  
and clubs become  
more resilient and  
responsive to  
customer needs

## EXCELLENT GOVERNANCE

Adopting standards,  
policies and  
procedures to  
become a model  
of best practice

## IMPROVED IMAGE AND PROMOTING THE BENEFITS OF THE SPORT

Promoting the  
benefits of golf  
and challenging  
negative perceptions  
of the game

## MORE MEMBERS AND PLAYERS

Inspiring more  
people to play  
golf, to play more  
often and to join a  
golf club

## OUTSTANDING CHAMPIONSHIPS, COMPETITIONS AND EVENTS

Organising first-class  
events for every level  
of golfer and every  
type of customer

## WINNING GOLFERS

Supporting and  
developing elite  
golfers



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# Who are we?



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# England Golf - Structure

**Championships**



**Marketing & PR**



**Participation &  
Club Support**



**Compliance**

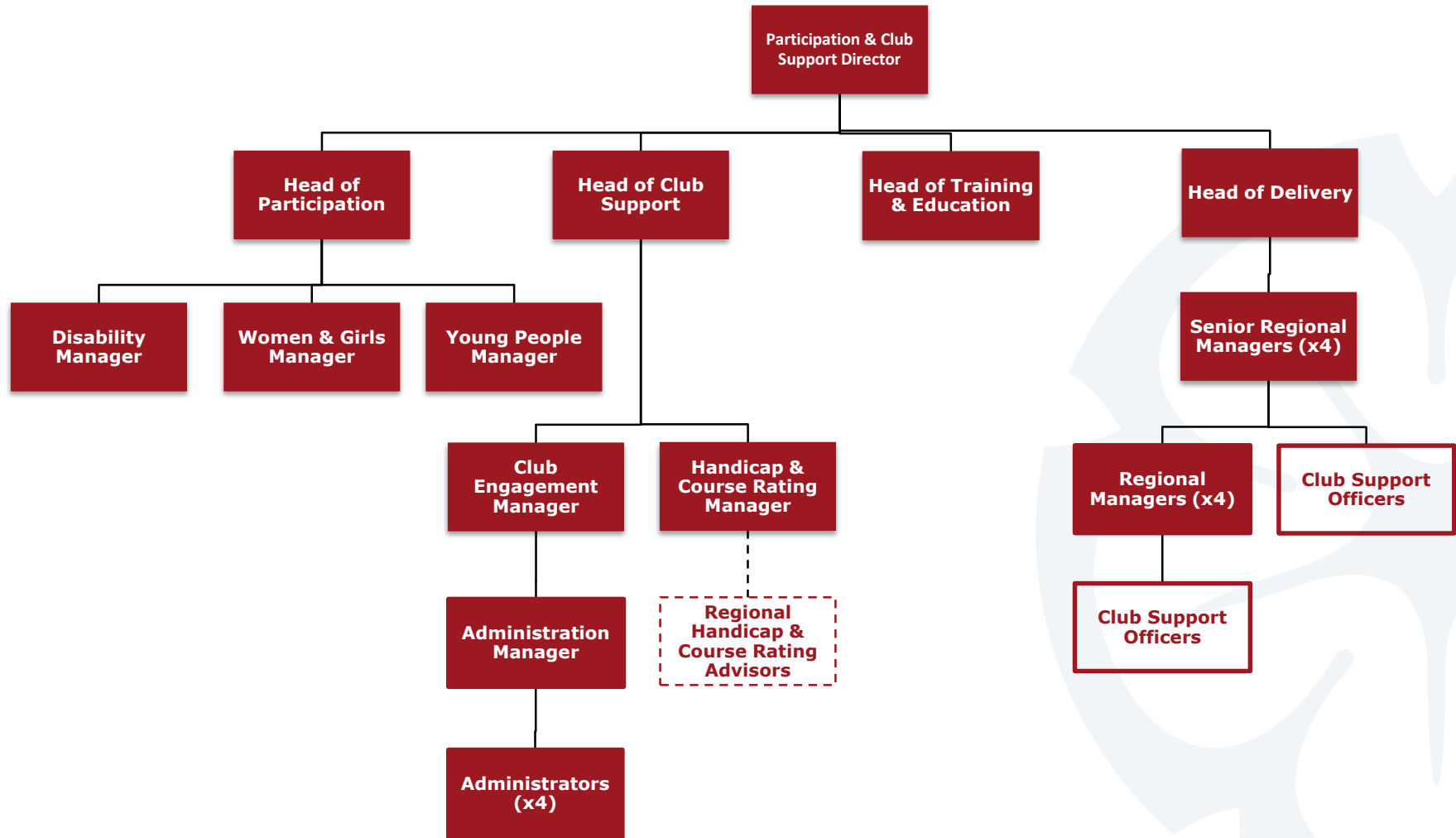


**Performance**





# Participation & Club Support



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# Club Centric Approach



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# How are clubs needs supported?

No Longer



Instead, **Club Centric Approach**

Support based around the individual needs of the club

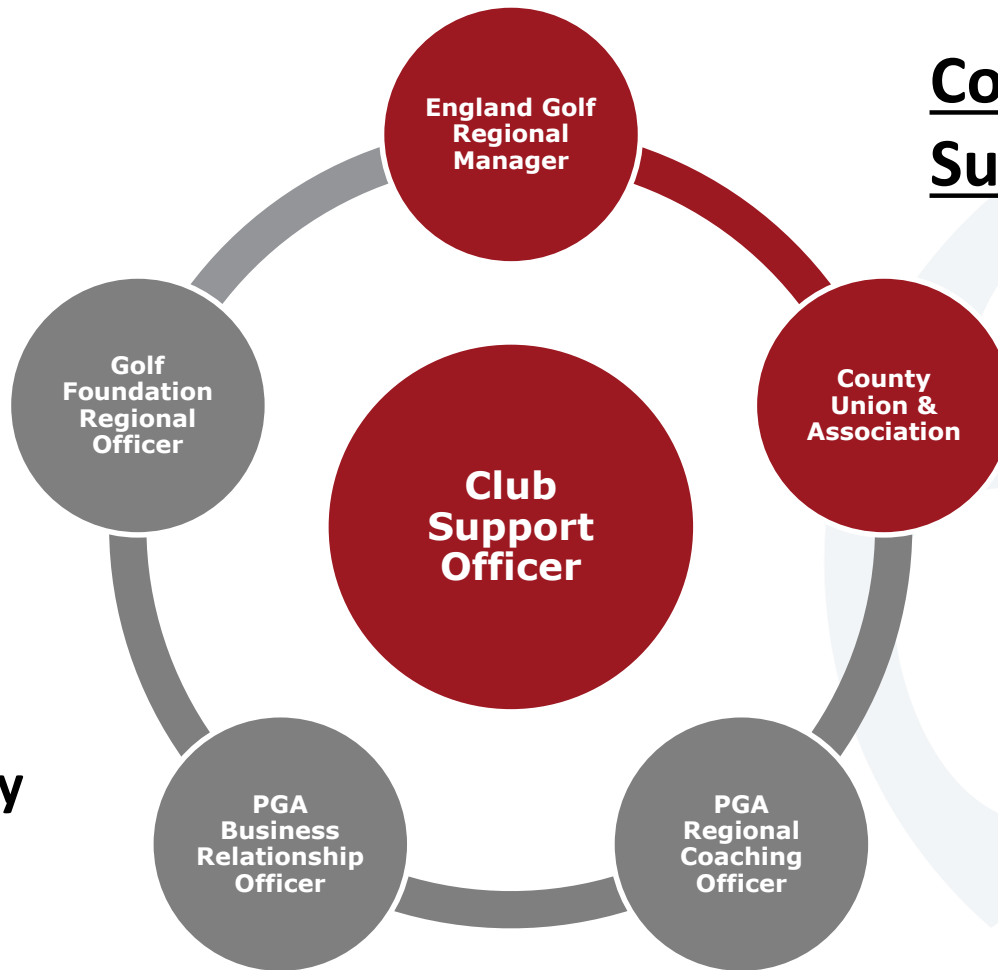


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# Club Centric Approach...

## CSO Process

- Knowing Your Club
- Action Plan
- County Workbook
- Live Case Study



## Consistent Club Support

- Prepare
- Listen
- Action
- Follow Up
- Record



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# Club Support



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# Support Guides



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# Club Support Solutions



## UNDERSTANDING YOUR MARKET



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# Wider Club Support

- **Governance & Business planning**
- **Delivering training & education workshops, where applicable**
  - **Changing Culture through Good Governance**
  - **Digital Marketing & Social Media**
  - **Recruitment & Retention**
    - **Frilford Heath 9<sup>th</sup> March**
    - **Leatherhead 27<sup>th</sup> March**
- **Handicap Support**
  - **County and Regional advisors**
  - **World Handicap System Workshops**
- **Safeguarding**
  - **Policies & Procedures**
- **General Data Protection Regulations (GDPR)**



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# Useful Links

- **Get into Golf (re-launched Spring 2018)**
- **Girls Golf Rocks (Linked in to Get into Golf re-launch)**
- [Understanding Your Market](#)
- [Recruitment & Retention Workshops](#)
- [World Handicap System Press Release](#)
- [World Handicap System Workshops](#)
- [General Data Protection Regulations \(GDPR\)](#)
- [Legal Helpline](#)
- [Championships](#)
- [Member Benefit Scheme](#)
- [England Golf Captains](#)





**ANY QUESTIONS**

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