



ENGLISH GOLF UNION

...at the heart of golf

EGU Support For Clubs

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EGU Club Services

- EGU Community - Online Q&A service
- Guidance on Legislation affecting clubs.
- Education Seminars on key industry issues
- Publishing & Promoting Club Facility Management Good Practice Guides
- CONGU Unified Handicapping Scheme & Course Rating.
- EGU Golf Central - Online Club Marketing



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A changing landscape of golf

- ➔ Historically golf has been 'Bought not Sold'
- ➔ Golfers want a different way of 'doing business'
- ➔ More emphasis on golf clubs to be more proactive
- ➔ Golf clubs want to reach 1 million plus nomadic golfers
- ➔ Golf clubs want business now but also opportunity to promote membership benefits ongoing
- ➔ Golf clubs (Golf PLC) want Union backed industry-wide initiatives to **win back 'control'**



Membership

- Membership is what most golf clubs want!
- Membership for clubs is what the EGU wants!
- Why are 72% of regular golfers not members?
- How do we build a database of these golfers?
- How do we build a relationship with these golfers?
- What products do we have to sell to these golfers?
- How do we address what really is a lifestyle change at the club?





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Marketing

Knowledge Bank

Membership Recruitment & Retention

Tee Time Marketing & Distribution

“One Golf Network”

Membership

- Clubs must want to increase membership and be prepared to be innovative.
- EGU has a number of examples of successful flexible membership packages
- The EGU Recruitment & Retention Toolkit
- Identifying & removing barriers to membership – can vary between clubs
 - Price?
 - Joining fee / waiting list
 - Process of joining – how welcome does a person feel?





Email Address

Password



- Register for news
- Email site to a friend
- Downloads

RSS RSS News Feed

For Golf Clubs

- EGU Golf Central
- Marketing for Clubs**
 - Recruitment & Retention Toolkit
 - Marketing Plan
 - Recruiting New Members
 - Retaining Members
 - Marketing Techniques
 - Visitor Marketing
 - Using e-marketing
- EGU Community
- Funding & Grants
- EGU Course Rating
- Recruiting New Members
- Women and Girls Golf
- Junior Info & Child Protection
- Issues and Presentations
- GolfMark
- Ecology
- Events
- Info for Counties
- Free Publications
- Regional Development Officers
- Development News
- Membership Research

[Home](#) [Back](#)

Marketing Knowledge Bank

The EGU Club Services team provides a support service to help clubs improve their marketing techniques and effectiveness. These services are delivered in conjunction with our partners Golf Unlimited. With over 10 years experience of working in the golf media the Golf Unlimited team are 'up to speed' with the current trends and issues in our industry.

The support service will be delivered through two core elements:

- Marketing Workshops and
- Marketing Support Online

If your golf club needs 1) to devise a [marketing plan](#), 2) to [acquire members](#), 3) to [retain members](#), 4) to [increase visitor business](#) 5) to understand [marketing techniques](#) such as 6) how to effectively use [e-marketing](#), then the information in this section of the website should provide very useful guidance.

Business and Marketing Support Packages

The golf industry and golf clubs in particular are facing uncertain times. Economic recession and more and more golfers moving from traditional membership to pay and play golf, has seen the traditional subscription model of many golf clubs come under pressure.

In support of the Are You Ready? campaign initiative, the EGU is committed to helping its affiliated clubs deal with these challenges and more importantly face a secure future with the knowledge, skills and business tools to help your golf club now and prepare you for what lies ahead.

For more information please [click here](#).

[Back to top](#)

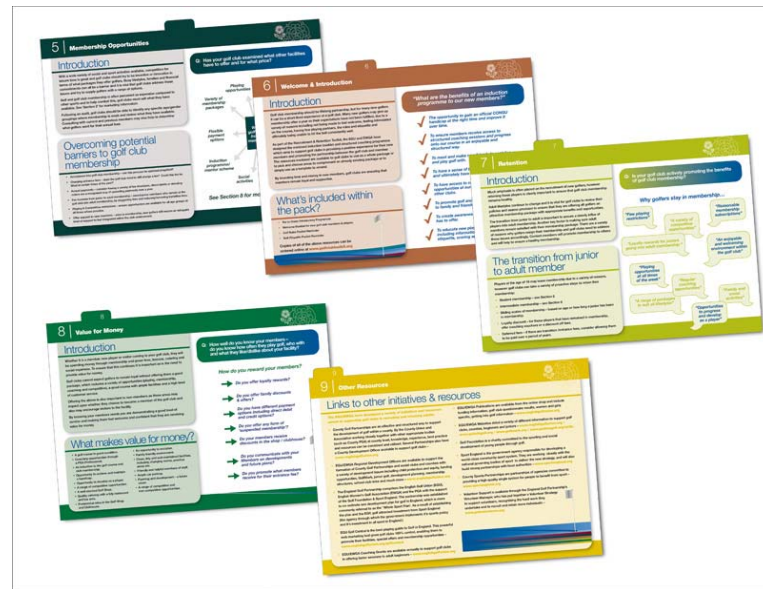
The Toolkit

- Best Practice Sections.
- Welcome Booklet.
- ‘Tee to Green’ Introductory programme.
- Online Resources (link to marketing bank).



Toolkit Sections 1 to 9

- Each section contains advice, guidance, links and case studies:
 - Club Audit & Research.
 - Marketing & Promotion.
 - Recruitment.
 - Targeting Specific Groups.
 - Membership Opportunities.
 - Welcome & Introduction.
 - Retention.
 - Value for Money.
 - Other Resources.





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English Golf Union
“One Golf Network”
Marketing & Distribution Portal

Why is Tee Time Booking a good idea?

In 2008 there were 27.8M visitor rounds of golf

- **Mintel Golf Industry Report 2009:**
 - Golfers are looking for a more sophisticated approach to tee time management with pricing more akin to a budget airline would appeal to many golfers;
- **The numbers are growing rapidly and have huge potential:**
 - In Ireland estimates are that the number of tee times sold online has doubled from 2008 to 2009;
 - The top online tee times agency in England in 2009 has sold 8 times as many tee times as it did in 2008.
- **Sport England's Satisfaction Survey on Golf 2009:**
 - The ease of making a booking when I participated in my sport e.g. booking a facility or sporting venue
 - The value for money of booking/venue/facility fees where I took part in my sport



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 **one golf network**

Why should this be of interest?

- Remember - In 2008 there 27.8M visitor rounds of golf (% of which are members of EGU Affiliate Clubs is unknown)
- But The Online Generation is here **NOW** booking
 - Flights
 - Cinema Tickets
 - Hire Car
 - Shopping
 - Books and Games
 - My Christmas Presents
- Can a golfer telephone your club and book a round of golf?
- Why don't golf clubs allow online bookings?
- Clubs already have booking systems – putting the system online does not change the club's control



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What Is one golf network ?

- An on-line tee time distribution and marketing service.
- The concept is built on the principle of **‘update once, available to many’**.
- Potential for all 1,900+ affiliated clubs to market information on their clubs and their tee times to the largest possible audience.
- A vehicle for every club to promote themselves to on-line golfers – **to the extent the club chooses**.
- Minimum effort for clubs and minimum effort for golfers booking rounds.



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How does it work?



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Discover great walks of 2009

Telegraph.co.uk

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- Travel
- Culture
- Technology
- Fashion
- Jobs
- Dating
- Games
- Offers

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Course Directory

Find golf course across the UK



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EGUGOLFCENTRAL

EGU Home

Golf Central Home | Admin | Golfer Login | Feedback | Tell a Friend

Login

New user?

Option 1: Club name search

Search

Option 2: Advanced search

County:

Search options:

Search

Golf clubs in England

Option 3: Map search

Start your journey with EGU Golf Central by clicking on a region.

The easy way to enjoy the best value golf in England.

Special offers, open competitions, group packages, membership vacancies and information on 1900+ clubs in England.





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[Golf Central Home](#)

[Back](#)

[Admin](#)

[Golfer Login](#)

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Chapel-en-le-Frith Golf Club

18 holes

The Cockyard, Manchester Road, Chapel en le Frith, Derbys
SK23 9UH

Booking : Phone : 01298 812118

Contact :

Secretary: admin@chapelgolf.co.uk

www.chapelgolf.co.uk

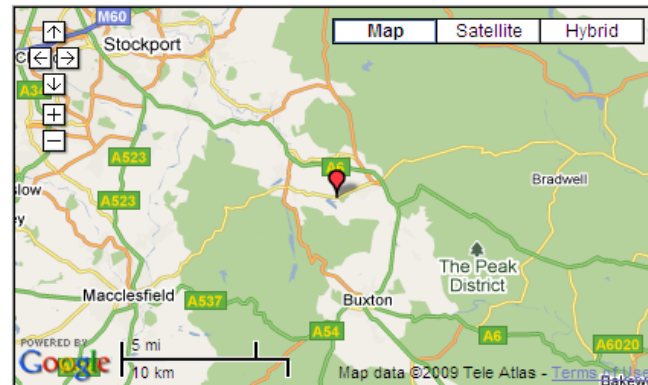
Club Professional: Dave Cullen:

01298 812118

golfprofessional@chapelgolf.co.uk

<http://www.chapelgolf.co.uk>

Get Directions from:



Membership costs

[Enquire](#)

Category	Annual Subs	Joining Fee
Gents Full Membership	£685.00	None
Ladies Full Membership	£499.00	None
Junior Membership	£75.00	None
Under 30	£300.00	None
Lifestyle Membership	£199.00	None

Latest membership news

Why not join a club that cares about its members, has one of the most beautiful courses in the UK, is nominated for Club of the Year 2009 and welcomes visitors with open arms? Contact us on: 01298 812118 / www.chapelgolf.co.uk / E-mail : admin@chapelgolf.co.uk

Green fees & Special offers

[Book a Tee Time](#)

Rack Rate	Summer		Winter	
	Round	Day	Round	Day
Weekday	£24.00	£30.00	£12.00	n/a
Weekend	£30.00	£35.00	£15.00	n/a

↪ **Winter Warmer** From £20.00

↪ **Special Monday Offer** From £8.00

↪ **Special Monday Offer** From £25.00

The Course

Tee	Yards	Par	SSS
White	6134	72	71

Facilities

- Bar
- Practice area
- Tuition
- Catering
- Putting green
- Changing rooms
- Shop
- Clubhouse
- Showers
- Club hire
- Trolley hire

Open Competitions

Date	Competition type	Handicap	Cost member	Cost non member	Age
Thu 13 May 2010	Senior Mixed Four Ball Better Ball		£24 per pair	£24 per pair	G55+ L50+
Wed 23 June 2010	Ladies Team Open	L36	£30 per team	£30 per team	
Sun 18 July 2010	Mixed Open	G28 L36	£20 per couple	£20 per couple	
Mon 9 August 2010	Ladies Team Open	L36	£40 per team	£40 per team	
Tue 10 August 2010	Senior Mens Four Ball Better Ball		£26 per pair	£26 per pair	G55+ L50+
Thu 2 September 2010	Senior Open		£48 per team	£48 per team	G55+ L50+

What will tee time booking cost?

- Through EGU Golf Central
 - No initial set up costs
 - No annual or going licence fees
 - 1% charge for every booking made
- Integrated with your own website
 - No initial set up costs
 - on-going annual fee of £250 to cover hosting, maintenance and support plus access to Gemini Network Media account team
 - 1% charge for every booking made
- Additional booking fees
 - Each partner will charge a commission fee of for each booking made.
- Or to put it simply, no tee times sold = no charges made



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Tee Time Booking - Summary

- Golf Central focus and Golf plc tool to take back control.
- Available Now to clubs through Golf Central admin page
- One Golf Network – aims to link all clubs with a TTB systems
- TTB system available “free” (no up front charge) to clubs without a system.
- Service to clubs and the online generation
- Experience from countries with mature TTB systems suggest it is a growth market





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English Golf Union / Golf plc

Loyalty Card



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Loyalty Card

- Golf plc's competitor to the commercial schemes.
- Therefore the only card recognised and accepted by club's.
- Not mandatory therefore likely to have a slow start & less revenue to EGU.
- Licence fee concept but more acceptable because not a barrier.
- Creates a database of non-members and swipe card collects data of frequency and venue.
- Creates a national "virtual golf club" of regular golfers – possibilities for conversion to membership.

Key point is "Golf" recognising this as its own card.



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Golf Advantage Card- benefits to clubs

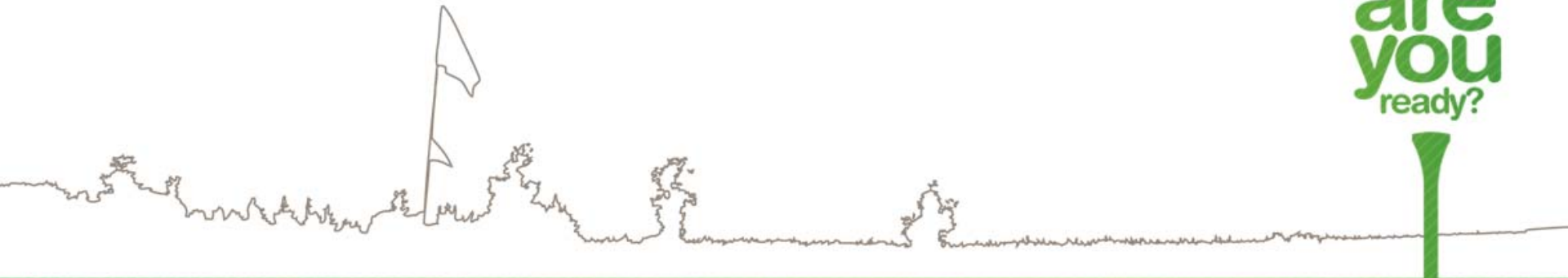
- **The club has control over the discounts its gives.**
- Discount is never below the County Card discount
- Only card officially welcomed by Golf plc
- Revenue from sale of cards & annual renewal – Price Point £25
£10 Club, £5 EGDF, £4 Gemini, Fulfilment £3, VAT £3
- Collection of data; who plays when and where
- Access to data for golf clubs for own marketing
- Opportunity to collect own data

are
you
ready?



Golf Advantage Card- benefits to golfers

- Discount and/ or value added benefits
- Card price point about £25
- Arrange a game
- Preferential tee times/access
- Easy to book
- Proactive communication- reasons to play



are
you
ready?



Marketing

- Promotional packs to participating clubs
- Egugolfcentral.co.uk
- Third party partners
- Golfadvantage.co.uk
- Advertising Campaign March 2010



are
you
ready?





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VAT AND GOLF CLUBS

**EGU CLUB ROADSHOWS
OCTOBER-DECEMBER 2009**

Current Tribunal Actions

- VAT Order 1994
- Chipping Sodbury Case

- Canterbury Hockey Club
- Green Fee claims
- KPMG Funding Tribunal

- A lower flat rate of VAT for Sport?????
- Distortion of Trade
- Exemption Not such a good thing



The EGU Position

- Political & Financial Support
- Up to £ 100,000 from Special Projects
- Lobby HMRC, Treasury & The EU
- Your support may be needed!!!

Other Matters

- 15% Rate
- 17.5% again from 1 January 2010
- Scope for VAT Planning
- PKF Group set up to advise
 - Billy Cairns on 01132 284137



In 2008

- **Waste Management Best Practice Guide** (including changes 2007 Landfill Regs)
- **Golf Club Marketing Knowledge Bank** (Access through EGU Community)
- **Flexible Membership Categories Toolkit**

For 2009

- **Golf Course Policy & Maintenance Manual**
- **Golf Course Rating Manual**
- **Golf Etiquette Book with Pocket Booklets**
- **Wear Study – Buggy v Trolley v Feet & the DDA**
- **Carbon Audit – Calculator / Case Studies / Reduction Tools**
- **Decisions on the CONGU UHS – A Handicap Committee guide**
- **Water Drainage Charges – How are clubs affected.**



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Open Forum

Contact :

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Email: PKeeling@englishgolfunion.org

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