



# All-Party Parliamentary Group for Golf

## Stakeholder Meeting: 4 February 2020

### Attendees

#### Members

Craig Tracey MP (Chair) Lord Moynihan (Vice-Chair); Lord Lennie (Vice-Chair); Karl M<sup>c</sup>Cartney MP (Vice-Chair); Wendy Chamberlain MP (Vice-Chair); Lord McNicol (Vice-Chair)

#### Stakeholders

R&A: John Gerrie; PGA Jonathan Wright; PING: Lisa Lovatt; UKGF: Doug Poule; The Belfry: James Macbeth Stuart; Syngenta: Simon Elsworth; Mark Ramsdale (MR Sport, Secretariat)

### Summary

Many of the issues discussed are not new and have been known for a long time. However, the action required to address is difficult and potentially painful for bodies involved.

There seemed no single plan to increase participation in UK golf or address clubs that are not sustainable financially. There are many good initiatives, including those of stakeholders attending the meeting, but their respective messages are diluted by volume. It is recognised perceptions of golfer or time or cost involved is not changing, or not changing quickly.

Some clubs are run well as business; some are not. Some can not or do not want to adapt to attract new members or allowing others to play without joining. Others do not have functional control over their own operations. Some have adapted well, balancing golf, social activities and entertainment. Others have adopted alternative (short) formats and activities. Other clubs see golf as secondary to services they can provide to suit a range of other interests.

Commercial sustainability is key. What does that look like for clubs of different sizes, makeup and ownership? Can models or toolkits be developed to take to clubs to help them become sustainable, and can clubs be incentivised to take on?

Governing bodies are trying to help and have a significant role to play in different ways. The R&A has a global presence, which no other bodies in UK golf have. It has become an outward looking body and has stepped up its leadership role in recent years. It is the natural body to lead and co-ordinate projects, potentially in collaboration with and delivered by other stakeholders.

### Conclusion

It is not clear what the various bodies do in the sport, how they relate to one another; or who is (or should) set direction to tackle issues. Collaboration between key bodies required to develop a strategy that is compelling, including any need for consolidating the number of stakeholders in the industry.

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This needs to be presented clearly, and quickly, with the R&A the natural choice to lead, with support and involvement of others.

The Group can and will support throughout and will arrange meetings when there are things to discuss.

## Actions

- A letter to the new Secretary of State to meet and industry speak with a single voice.
- A meeting arranged with the Secretary of State.
- An organogram of the UK golf bodies and how they relate would be sought.
- A meeting with Women in Golf course graduates in May.
- Thoughts on which other bodies should be involved in the Group to be requested.
- Research from Syngenta to be sent to Members.
- The Group would like to host a Women's British Open event in June.
- Stakeholders to share good news stories as far in advance as possible. Group to promote.
- Dinners with Ministers.
- Screen/New Palace Yard. Get Members to know it is of interest to them.
- A plan developed in three/four months. Group to meet then.

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