



Dear General Manager

2024 SURVEY FEEDBACK

Last year we ran a survey, giving General Managers the opportunity to provide feedback on aspects of Hertfordshire Golf's work and activities. We are grateful to those of you who took the time to complete the survey. Your comments and insights are really helpful in our bid for continuous improvement.

We have 60 affiliated golf clubs in Hertfordshire, 7 of which are artisan clubs. Some 23 General Managers responded to the survey, representing 43% of member clubs. This is lower than hoped and we have plans in hand for improving our engagement with more clubs. Nonetheless, 23 of you gave us significant and constructive feedback.

All the data and comments have been reviewed in depth and, where possible, we will be taking action to address some of the criticisms and to build on the many positive comments that were received.

We would like to share with you the findings and detail some of the changes that you will witness over the next two years. Our actions will be detailed in the 2025/2026 Two Year Action Plan that will be published at the end of April.

Survey Findings

EDUCATION AND ENGAGEMENT

19/23 have attended workshops

21/23 consider support on rules of golf and handicapping is good or excellent; 2 consider it average

9/23 clubs are not aware of the service HG provides re Local Rules; 22/23 would use the service

22/23 have had engagement with County Secretary and 22 found it very helpful

4/23 don't have a Delegate; 19/23 do

11/23 don't have a County Competition Liaison Officer (CCLO)

22/23 feel engagement is good; 1 thinks it is poor

Suggestions • More rules evenings • More meetings • More information on the website • More information about WHS • More information about Equal Opportunities

Our Response:

We will work harder to promote our Local Rules service. It was publicised at the recent Delegates meeting in February and we aim to promote it more frequently.

In January we realigned the roles of Delegates and CCLOs and sent a letter to clubs detailing the new delegate system and outlining the role we would like them to play. Some 47 clubs now have nominated Delegates in place, and we are working on signing up the outstanding clubs. Our Delegates Meeting in February was attended by 36 clubs.

To improve engagement with clubs, our team of Louis Matamala, County Secretary, Matt Crowhurst, County Development Officer and Matt Clarke, Assistant County Secretary will be carrying out a programme of club visits to gain a better understanding of what is important and the best way to reach out to you and your members.

One person requested more Club Rules workshops. At present our committee members are fully stretched and do not have the capacity to do so but we will continue to monitor demand and consider the measures we need to take. We ran 2 x Rules Roadshow events in 2024 and have at least 1 planned to take place in April 2025, with the likelihood of a further event later in the year.

One person requested guidance with running mixed gender, multi-tee competitions. Again, we will gauge the level of demand for this and consider including it in a future workshop.

An England Golf WHS workshop is organised at Knebworth GC in March which we hope will be well supported. We will continue to ensure that club officers are kept up to date with WHS developments.

COMMUNICATION

14/23 think it is excellent; 9/23 think website is average/poor/very poor

1/23 felt the move to a new website and service provider was unnecessary and has not resulted in obvious benefits

13/23 follow HG on social media

23/23 are happy with frequency and content of emails for the office

22/23 are happy with the face-to-face meetings

16/22 find newsletter quite to very worthwhile; 5 find it a little worthwhile, 1 doesn't

20/22 think the End of Year Review is quite to very worthwhile; 2 do not

Our Response:

The change of website provider was driven by the desire to have better integration with Golf Genius and to have better technical support and while it is still early days, we are pleased to date with the improvements behind the scenes.

We have made improvements to the website and will continue to review and to address issues of navigation. We will carry out more research in 2025 to ascertain why some do not find the website satisfactory.

We will continue to build on the positive responses received about our various means of communication.

CHAMPIONSHIPS AND COMPETITIONS

20/23 think the schedule is good; 3 do not

14/23 think the facility fee is about right; 8/23 think it's not enough; 1/23 thinks it's too much

4/22 would expect to host an event every year; 11/22 – every 2 years; 7/22 less frequently

Our Response:

We are pleased that most of you find the facility fee 'about right' and to report that the fee has been increased for 2025.

We are disappointed that the majority of General Managers do not expect to host an event more than every other year. We run a busy and full schedule of 40 events for golfers of all ages and all levels. Your support is vital to our ability to offer this range of quality championships. We hope that we can change your minds and convince you of the merits of hosting these events.

PLAYER DEVELOPMENT

21/23 think County supports talent to the right level; 1 too much; 1 not enough

17/23 think the opportunities for handicap golfers are right; 3 think there isn't enough; 2 think there's too much emphasis

13/23 are aware of county teams and coaching programme; 10/23 are not aware

23/23 think the programmes are worthwhile

Our Response:

We will do more to raise the profile of the 8 squads, how selection is made, the coaching support they receive and how they perform.

GOLF DEVELOPMENT

12/23 have had contact with CDO and those who have found it very helpful

23/23 think the programmes for disadvantaged people and people with disabilities are worthwhile

Suggestions: CDO to share case studies of best practice, more information about Safeguarding

Our Response:

Our CDO, Matt Crowhurst reaches out to clubs regularly to offer support for growing the game. We have arranged visits with those clubs that have requested it. This will be further explored during the programme of club visits outlined above.

There are existing case studies of best practice, and we will do more to promote these.

More information about safeguarding has been made available on the website.

FINANCE

17/23 think the affiliation fees are value for money; 6/23 do not

23/23 are aware of the benefits of affiliation

17/23 are satisfied with the method for collecting affiliation fees; 4 indifferent; 2 dissatisfied

17/23 promote the County Card; 6 do not

23/23 think the County Card is worthwhile

Comments and suggestions • Members don't understand what they get • Vast majority do not engage with county • One very negative comment about HG not proactively investing and too much spend on the centenary event and the new website • Ensure succession planning • Have a digital method to record and collect fees

Our Response:

We have addressed the comments about engagement and the website above. We have taken steps to address succession planning, and we are currently running a volunteer recruitment campaign to encourage people to step forward and support the various county activities.

We believe that the centenary event celebrations were a positive way to give something back to clubs and members, to increase members' awareness of Hertfordshire Golf and to instil and promote pride in Hertfordshire Golf.

We agree that a digital process to collect fees, such as an online portal payment linked to WHS, would be beneficial but currently the system for collection is determined by the central system which is promoted by England Golf.

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Marketing and Communications Director

Survey Feedback

March 2025