

SCOTTISH PARLIAMENT CROSS PARTY GOLF GROUP

MINUTES OF A MEETING HELD ON 25 MARCH, 2014 AT THE SCOTTISH PARLIAMENT, EDINBURGH

Present: Tavish Scott MSP (Deputy Convenor), Chic Brodie MSP, Murdo Fraser MSP, John Pentland MSP, Stuart Ferrier (SportScotland), Hamish Grey (SGU), Alan Grant (EventScotland), Gordon Todd (Scottish Enterprise), Chris Spencer (Association of Golf Club Managers & North Berwick Golf Club), Dr Allan Taylor (Abertay University), Christopher Wallace (Office of Tavish Scott MSP).

Apologies: Neil Findlay MSP, Stewart Maxwell MSP, Dr Richard Simpson MSP, Jane Booth (PGA), Ewen Cairns, David Connor and Robbie Clyde (EventScotland), Jim Gales, Stephen Cunningham and Peter Osbourne (Scottish Disability Golf Partnership), Brian Mair (PGA), Brian McLeish (Scottish Enterprise); Karin Sharp (SLGA), Kim Atkinson (Scottish Sports Association), Andy Salmon (Scottish Golf), Jackie Davidson (ClubGolf).

1. Welcome and Apologies

Tavish Scott welcomed everyone to the meeting.

2. Minutes of 27 March 2013 Meeting and Matters Arising

The minutes of this meeting were approved. There were no matters arising.

3. AGM – Election of Office Bearers

The Office Bearers were nominated and agreed as follows: Tavish Scott MSP – Convenor, with Chic Brodie MSP and John Pentland MSP as Deputy Convenors. The SGU was again nominated and seconded in the role of secretariat.

4. Presentation from Hamish Grey

Hamish Grey (HG) gave a presentation on the current trends and changes in consumer behaviour impacting upon Scottish golf clubs and their viability and highlighting the need for clubs to change their culture and financial model in many cases. The slides are appended to these notes.

There followed a wide ranging discussion, which recognised that in order to grow golf (including golf tourism), healthy vibrant golf clubs are necessary so that there is a product to sell. This is why the golf bodies are focussing on governance, business planning and clubs adopting a customer focus – to build a sustainable future.

It was noted that a Scottish Golf Tourism strategy is now in place with all of the golf industry engaged in delivering that strategy. It was felt that greater investment in golf could lead to greater returns for the Scottish economy and society – this includes the need to maintain existing commitments post the Ryder Cup in 2014.

5. Abertay University

Dr Allan Taylor from the University of Abertay outlined plans at the University to consider how higher education can respond to the needs of golf and wishes to explore the opportunities further. It was agreed that in the first instance HG would meet with Allan to discuss this further.

6. Any Other Business

There being no other business, the meeting closed at 7.30pm. A date for the next meeting will be circulated. At this meeting it was agreed that Alan Grant will present on the work being done to promote Scottish golf in the context of the legacy of the Ryder Cup.