



Durham County Golf Union

New County Card Scheme – Update

With April fast approaching, which will see the introduction of the new County Card for all affiliated members, this update provides further information for clubs which will hopefully answer any questions that they and their members may have on the subject.

Scheme Overview

- One County card for all ages/gender of members, as a benefit of their affiliation to the DCGU/DCLGA.
- Replaces all current card schemes and can be used at over 1200 throughout Durham and England.
- Clubs to decide on their County Card Green fee and any restrictions for use.
- Clubs to issue cards to members annually on payment of their club subscriptions/affiliation fees.

Where we are now

The card which will go to print next week, will fold to the size of a credit card so that it will easily be fit in a wallet/purse. It will include information for the card holder and terms for use.

Information is regularly being added to the DCGU webpage which will also host a list of clubs within Durham who will offer a County Card discount. https://www.durhamcountygolfunion.co.uk/county_card

Card holders will click on each club to be taken to their website to view the rate and any restrictions for use. A link to the list of all other participating clubs around the Country will also be found on this page.

Promotion

April's issue of Northern Golfer magazine will feature an advert promoting the card new scheme to inform/remind club members within Durham of this fantastic benefit to being affiliated. It will also be seen by golfers who aren't currently club members, but who may be more likely to consider membership now that it includes this kind of benefit.

Social media will also be used to make golfers aware of the scheme, as well as posters/pdf's supplied to clubs who we hope will promote the scheme from within. The more club members who are aware of the scheme and use the card, the more the clubs of Durham will benefit from increased visitor income!

Issue of Cards

By the end of March, all clubs will receive sufficient cards to cover their membership. Cards can be issued to members from the 1st April, either as they pay their club subscriptions, or by request if your club renewals have already taken place for this season.

Clubs are asked to validate cards by entering the date that it is issued (valid from) and more importantly the "valid to" date which will be the date on which the members next club subscription is due. In April, clubs will be issuing cards which are valid for different lengths of time (this first year) depending on when their membership renewal falls. This is fine as I can supply further cards for those who are still to have this year's membership renewal.

For clubs with membership renewal dates in May and June, rather than issue a card to every member which will only be valid for a month or two, I suggest that you issue you them by request until members have paid their fees for 2020 at which time you can give everyone a new card when they renew.

From then, the cards will just be issued once/annually at each club after members have paid their subscriptions and therefore valid for a full 12 months. Any clubs with a rolling membership year (different for each individual member depending on when they join), should still issue the cards to each member when their membership is renewed. The cards will be generic (without a year specified), to accommodate the different times of the year they are issued.

If a golfer is a member of two clubs, they should only be issued a card at their home club. This is unless their home club is outside of the County, in which case they can be issued a card at their away club in Durham, providing they have paid an affiliation fee to you for this County.

Clubs will also receive copies of a leaflet that the DCGU has produced, which can be given out to members with the card or when they pay their annual memberships subs/affiliation fees. The leaflet outlines the benefits received by both affiliated clubs and club members in Durham which will aid clubs in explaining the subject to new members.

Clubs will receive further quantities of card each year but if any more are needed in the meantime, they should just contact me to obtain more.

Preparation for clubs.

It is important for clubs to firstly decide if they wish to take advantage of the scheme by offering a county card green fee and what that rate will be. It is entirely up to the club to decide on this rate which is typically that of a members' guest in other counties. Clubs should also decide on any restrictions for use, whether it be days of the week or times of the day etc.

Some clubs will keep the rate lower to encourage more visits but limit them to days times of the week which are quieter, where as others may set it a little higher, but have less restrictions... the choice is yours!

I therefore ask clubs to decide on these as soon as possible during March and display this information on the green fees page of your website. I shall be asking clubs to confirm that this has been done towards the end of March and will link the DCGU website to your website page to make it easier for card holders to find County Card information specific to your club and a link to book a time if you wish.

Review.

Like any new scheme, whilst a lot of research and thought has gone into the new County Card to help ensure its introduction, administration and popularity is a success, we will be reviewing its progress throughout the year before deciding on any changes for next year. If clubs have any feedback on the scheme or ideas for improvement, please share them with us, to ensure we don't miss anything.

In the meantime, if there are any questions ahead of April that aren't answered above or on the website, please get in touch and I'll be happy to answer them.

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