Flexibility key for golf clubs

As 2013 draws to a close and we look forward to a bumper BTME next month there seem to be some genuine signs for optimism in the industry. After a couple of terrible years of weather 2013 was much more like it, courses have been in great condition and remain so going into winter and this has led to a substantial increase in rounds played.

The more switched on golf clubs will have converted those extra rounds into increased revenue which has to be good news for all of us. There are still some serious challenges out there though with golf club memberships appearing to still be in decline.

Golf clubs are being forced to adapt and as with anything in life those that adapt the quickest are finding themselves ahead of the curve. It is in some ways extraordinary that in an innovative sport like golf the core business model of the member golf club has remained seemingly untouched for generations. Our members have been adapting to changes in technology, climate and the economy which would seemingly leave our industry seemingly untouched for generations. Our members have been adapting to changes in technology, climate and the economy which would seemingly leave our industry seemingly untouched for generations. Our members have been adapting to changes in technology, climate and the economy which would seemingly leave our industry seemingly untouched for generations. Our members have been adapting to changes in technology, climate and the economy which would seemingly leave our industry seemingly untouched for generations. Our members have been adapting to changes in technology, climate and the economy which would seemingly leave our industry seemingly untouched for generations.

Our cover story for this month is the remarkable tale of the twin brothers who have lovingly cared for the historic links at Harlech, Royal St Davids, for over 30 years. Theirs has been a labour of love that, to continue this month’s column’s theme of adaptability, has seen them embrace change in a bid to provide a consistent enjoyable experience on a world class course.

Enjoy the read.

Jim Croxton, BIGGA CEO