



ENGLAND  
GOLF

WHEN WE RETURN

**PLAY SAFE**  
STAY SAFE

**A FRAMEWORK FOR  
COMMUNICATIONS**

This framework forms a part of our '**Play Safe, Stay Safe**' support and guidance for golfers, clubs and counties as we return to playing golf from Wednesday, 13 May. All frameworks can be accessed through our website – [www.englandgolf.org](http://www.englandgolf.org)

Any guidance may be re-issued as government measures to combat COVID-19 are updated in the future.

## **A FRAMEWORK FOR COMMUNICATIONS**

Planning and communicating effectively with golfers, staff and volunteers in the weeks ahead will be crucial.

Making sure everyone is kept in-the-loop will help build trust as golf adapts to the 'new normal' in accordance with ongoing government and medical advice.

It is vital that golf's return is managed responsibly.

**'Play safe, stay safe'** is the critical message to pass on to all golfers when the time is right again for play.

Below is a communications checklist that you may find useful to assist your club in making sure golfers, staff and volunteers are up to speed with all the latest news in the weeks ahead.

## During current lockdown period

General	Relevant	Completed
Develop a short-term (three to six months) Communications plan to support the club re-opening		
Research and take advantage of all relevant financial support opportunities from the government, local authority and Sport England – see Framework for Business Support		
Consider what is required to ensure your course and facility is setup and ready for use – see Framework for Preparing for Your Facility		
Members	Relevant	Completed
Stay in touch with members using emails and digital newsletters – posting updates on course work, photos, club news etc. (Please ensure any work being undertaken is within the limits of 'essential maintenance')		
It's good to talk. Call your members – current and lapsed - to show you care, regardless of whether they have renewed. Share this responsibility around all club officials		
Communicate to members any additional changes to their membership model and what benefits they might expect when golf is able to return		
Review website content and flexibility to make changes – can it be changed to highlight business priorities once re-opened? Examples could be communicating current procedures or advertising the promotions identified within your Communications Plan.		

Consider hosting a virtual members Q&A forum		
Manage expectations of members in relation to what they can expect when the course/club reopens, relating to course condition and the likely restrictions around social and competitive golf		
<b>Committee, Staff and Volunteers</b>	<b>Relevant</b>	<b>Completed</b>
Keep staff updated – can you offer potential training opportunities (personal development is permitted even under furlough scheme)		
Hold regular board/committee meetings virtually (utilise Microsoft Teams, Zoom, Skype etc)		
Set up a Play Safe working group to split responsibilities ahead of a re-start		
Plan ahead and communicate a draft golfer journey from car park to round completion with an expectation of having to adopt social distancing rules around the facility		
Develop a draft course usage policy – e.g. tee time spaces, starting tees, 9 or 18 holes per round, traffic flow etc.		
Develop a draft plan for fair allocation of tee times based on the assumption that demand may exceed availability		
Review the need to create new voluntary roles (i.e. starters, marshals, car park attendants etc) and develop & implement a recruitment plan. Use your golfer journey draft to identify where volunteers could be utilised - see Framework for Volunteers		

## When a re-start date is known

Membership	Relevant	Completed
Communicate with members about a re-start date and reinforce the need to adopt a <b>'Play Safe, Stay Safe'</b> message		
Communicate details of any revised facility arrangements (drawn up during lockdown phase). This should include the plan for tee time allocation and alterations to the golfer journey		
Inform golfers of latest guidance on playing the game in relation to government guidance and social distancing		
Committee, Staff and Volunteers	Relevant	Completed
Communicate with club staff and volunteers – including notice for return to work for furloughed staff		
Conduct an online full staff meeting to discuss operational restrictions and explore training needs and opportunities		
Discuss and agree work priorities ahead of return dates		
Allocate staff schedules and volunteer roles		

## When golf returns

<b>Membership</b>	<b>Relevant</b>	<b>Completed</b>
Continue ongoing communication with members established during lock-down		
Provide daily updates to members relating to the course, tee times available and any alterations to restrictions as a result of reviews or updated government/ England Golf guidance		
Boost member engagement by sharing stories and light-hearted content on social media, website and newsletters		
Utilise ' <b>Play Stay, Stay Safe</b> ', social media and website assets – to be released in due course		
<b>Committee, Staff and Volunteers</b>	<b>Relevant</b>	<b>Completed</b>
Continue ongoing communication with Committee, staff and volunteers established during lock-down		
Communicate to staff with club updates and plans relevant to other areas of the business (e.g. F&B, locker rooms)		
Create a network for volunteers to communicate with each other (email chain, phone number exchange, WhatsApp etc)		
Be clear on expectations placed upon staff and volunteers, including how you will help ensure their well-being and safety		