

Hello everybody,

In the latest newsletter, Bob Scott has already thanked Steve Norton for his tremendous solo efforts over the last two months and I would like to take this opportunity to echo those thoughts. The course is looking great and a pleasure to return to after an enforced break. However, it will come as no surprise to learn that Steve is only one man and he only has 168 hours available in his week, just like the rest of us.

So it is with some regret that he has had to withdraw from his Sales and Marketing role and with some apprehension that I have agreed to try and step into his big shoes. While my background and main experience is in education, I led the College of Education marketing team at the University of Derby for many years so have some experience in this field.

I believe that one of the key strategies in any marketing is to have a team who believe in the product. In our case, we have an excellent golf club, with a superb course and traditional clubhouse. However, it is the members of Buxton and High Peak Golf Club (***The Friendly Club***) who are clearly the best marketeers. We all need to tell our friends what a great club this is and help them get into golf. We need to welcome visitors and greet them on the course (but don't get too close). Ask them how they are getting on – make them feel appreciated and want to return!

But Sales and Marketing needs to be co-ordinated and I have begun to establish a team of volunteer members (new and old) who can support this initiative. We need to strengthen our club by continuing to recruit new members and retaining those we currently have. I will be paying particular attention to recruitment in the Ladies and Junior sections, as a strong golf club will have solid membership across both genders and all age groups. We also need more visitors.

We are, of course, at a critical time. With the COVID-19 issues and the proposed changes to the course and to possible major redevelopment in Buxton, this is a challenging time. Nevertheless it also presents us with potential opportunities to grow our club and ensure it flourishes for future generations.

I will do my best to lead the Sales and Marketing team into this new era for Buxton and its oldest golf club, with the targets of increased recruitment of

new members and greater retention of those we already have. In this regard, I look forward to working with you all.

Jon White 19/05/20