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## Golf Carnoustie Country Partnership Agreement



### **Name of the Group**

The name of the group will be Golf Carnoustie Country.

### **Aims, Ambitions and Objectives**

The Group is non-profit making, and whose aims, ambitions and objectives will be championed through a leadership group, working in partnership with Angus Council to develop and enhance golf tourism in Angus, Tayside and the surrounding area. The partnership will be chaired by an elected member of the leadership group whose role will include representing Golf Carnoustie Country on regional golf group networking and associated activity.

Our aims and ambitions are:

- to promote Carnoustie Country as a destination of first choice to targeted regional, national and international markets.
- to work collaboratively to develop products and packages
- to enhance the customer experience through service improvement and the delivery of authentic experiences

Objectives have been agreed including partners, golf visitors and accommodation and will be monitored on a quarterly basis by the leadership group and communicated in an annual summary report to partners.

### **Membership**

Membership shall be open to any golf tourism or golf related business who shares the overall aims and objectives of the Group and by payment of the appropriate membership fee.

There are 3 categories of membership:

#### **1. Golf Club or Course/Golf Resort**

Annual fee: A monetary fee equivalent to 8 midweek green fees at the current season rate, up to a maximum of £1000. Golf Courses with accommodation will receive a 50% reduction on the accommodation rate.

## 2. Accommodation Provider

Annual fee: Accommodation providers with up to 20 bedrooms £200  
Accommodation providers with 21+ bedrooms £350

## 3. Service Providers

Annual fee: £200 - Includes transport providers, tour operators, golf retailers and all other golf service providers who share the aims and objectives of the Group.

## Member Benefits

- Course/club listing on [www.carnoustiecountry.com](http://www.carnoustiecountry.com)
- Attendance at all Group meetings
- Opportunity for Inclusion in all Carnoustie Country promotional and marketing activity including; digital campaigns, promotion of packages in print or online including at trade and consumer events, familiarisation trips, PR.
- Access to training and business advice
- Involvement in a collaborative regional partnership approach to growing golf tourism
- Representation at seminars, meetings and events at regional, national and international level
- Access to regular group communication and reporting
- Access to shared data to aid management reporting and to inform decision making

## Conditions of membership

- Acknowledgment of Carnoustie Country membership on website with reciprocal links to [www.carnoustiecountry.com](http://www.carnoustiecountry.com).
- Support the Carnoustie Country destination campaign by sharing relevant content on own digital platforms and displaying printed materials where possible.
- Provide data as required and as per the business plan. Each business to provide the named individual responsible for data collection.
- Actively support the delivery of a consistent quality visitor experience.
- A minimum of one member of staff with World Host or other accredited customer service training to guarantee quality service levels.
- Support events and meetings organised by the Group.
- Regular attendance at GCC meetings (minimum of one per year).
- Participate in annual membership engagement, activity and retention review.
- Membership fees to be paid on time (no later than 31st January).

## Annual Renewals

The membership year runs from **1st January to 31st December**.