

GOLF DEVELOPMENT REGIONAL NEWSLETTER

Your Regional Development Officer

How can your officer help you?

- Best practice case studies
- Child protection & equity
- County Golf Partnerships
- Education & Careers
- Funding Opportunities
- GolfMark
- Junior specific issues
- Membership structures & fees
- Membership vacancies
- RangeMark
- Recruitment & Retention
- School club links

And much, much more

Inside this issue:

GC Membership Questionnaire Results 2010	2
Skills Challenge National Final Report	2
Equality Act 2010	3
Volunteer of the Year Awards 2011	3
GolfMark update	3
Tee to Green Programme	4
County Development Officers	4

Welcome to the latest edition of the South East newsletter and I hope you have had a successful season of golf.

The notion of 'golf can only be played in the summer' is partly true, however we are now more able to adapt golf for the winter months for example, the social aspect grows, the competitions become more 'game based' (e.g. 9 hole) and technology is used for indoor golf activities (e.g. game consoles such as Wii).

The Government's recent Comprehensive Spending Review will not 'directly' affect golf, but the indirect considerations of members, or future members should be analysed. All facilities differ regarding fees, markets, selling points and business models but the price of the 'leisure pound' continues to be scrutinised by golfers (current and future), therefore we need to ensure we have a range of options for capturing and retaining.

The role of coaches shouldn't be underestimated when recruiting and retaining golfers as they are usually the first 'moment of truth' experience. The evolving Coach Development Network sessions in our counties are there to provide continuous professional development to all, which ensures we have high quality coaches providing the WOW (walk on water) factor and encourage people into golf and membership. This is being led by the PGA through Fiona Brown so for further information please contact her at fiona.brown@pga.org.uk

The Coach Development Network is just another example of how your County Golf Partnerships are developing golf locally. There are a number of projects running and being implemented which can be added to your own facility initiatives. For details on all current initiatives please contact your County Development Officer (details on page 4).

The South East team look forward to supporting you over the next few months and wish you every success.



Supporting Counties & Clubs in :

- Berks, Bucks & Oxon
- Hants, IOW & CI
- Kent
- Surrey
- Sussex

Andy Willems

EGU/EWGA Regional Development Officer

Tel: 01903 778656
Mobile: 07715 055509
Email: awillems@englishgolfunion.org

Golf Club Membership Questionnaire 2010 Results

The 2010 Golf Club Membership Questionnaire Results are now available with a number of interesting findings.

Becoming a member is now a more simplified process, affordable and flexible. With waiting lists and entrance fees on the decline, subscription fees have remained similar to 2 years ago and golf clubs are using a variety of channels to promote their facilities and membership opportunities to those from golfing and non golfing backgrounds.

Membership has felt the detrimental effect of the recession and this is evident from falling affiliation figures, increases in vacancies and the high proportion of facilities experiencing decreases in membership. However, the majority of golf clubs are actively seeking members and through the County Golf Partnership structure in place the EGU/EWGA is confident that participation rates will increase.

A number of positive trends also continue to emerge within junior golf.

The Results Booklet is available to download at www.englishgolfunion.org alternatively copies of the publication can be purchased for £2.00 from the EGU's online shop.

Exceptional talent on display at the Skills Challenge National Final

Talented English juniors wowed the crowd with their shot-making ability at the recent 2010 Skills Challenge National Final supported by FootJoy, at Woodhall Spa.

The National Golf Centre's superb short game academy and range were fitting venues to host the young players who had qualified for the grand final (11th September), after taking part in 2 club events and a regional final earlier in the summer.



29 qualifiers aged between 7 and 17 demonstrated 10 Skills activities based on putting, chipping, pitching, bunker play and the long game. The national finalists were the stars of the competition, in which nearly 600 golf clubs are registered and more than 1,400 juniors are participating in the Official Club Challenges.

Now in its fifth year, the Skills Challenge is an EGU and EWGA event which is growing in popularity as it allows youngsters across different age groups to combine learned technical skills with fearless, creative shot-making. Golf clubs can register at anytime during the year at www.getintogolf.org/skills and receive a pack of FREE resources.

FootJoy, the #1 Shoe and Glove in Golf, has supported the National Skills Challenge in 2010 and has supplied products and prizes to all players who qualified for the regional and national finals.

After the final all the juniors attended a coaching session in the afternoon with Alison Johns and Scott Emery, Woodhall Spa's PGA professionals. Dean Davis (Hinksey Heights Golf Club) then provided some added entertainment by performing his trick shot show.

A prize presentation followed with the top boy and girl from each of the 4 age categories winning a trophy and a Titleist Vokey wedge. All participants took away a certificate, cap and golf balls.

The following players from this region took part in the National Final:

- Harry West - Castle Royle
- Canice Screene - Shirley Park
- Rory England - Hockley



www.getintogolf.org/skills

Equality Act 2010

The Equality Bill was published on 27th April 2009 and became an Act of Parliament on 8th April 2010. The Act is intended to provide a legislative framework to protect the rights of individuals and advance equality of opportunity for all.

The EGU and EWGA have produced a guidance document on the 'Equality Act 2010 and Golf', which can be downloaded from the EGU and EWGA websites, as above. It should be emphasised that this paper is a summary of how the EGU and EWGA consider it affects golf and it should not replace legal advice tailored to a golf club's specific requirements.

It is clear that golf clubs will need to be aware of the requirements of the new legislation and comply with any relevant sections. The EGU and EWGA have a role in helping clubs to address their responsibilities and to drive the process of equity forward. In future, golf clubs may be challenged legally on their approach to equality and it would be wise to be able to demonstrate the club's commitment with clear evidence.

The Equality Act 2010 can be downloaded at www.equalities.gov.uk/equality_bill.aspx

Volunteer of the Year Awards 2011

The England Golf Partnership (EGP) is to celebrate the growing network of volunteers and now is the time to nominate those people whose passion inspires others to take up and enjoy golf.

In its objective to 'Grow the Game', the EGP has expanded its volunteer base through a dedicated national strategy. Traditional club volunteers have now been joined by many young leaders who mentor youngsters, as well as volunteer coaches, schoolteachers and community sports representatives who gain satisfaction from helping golfers of all abilities to play golf in our clubs and communities.

Nominations are being invited now to honor a range of volunteers during the 2011 County Golf Development Conference. The closing date for these is 17th December 2010 and can be completed online at www.golfvolunteers.org

7 different categories are available and they will represent a body of volunteers who contribute within golf clubs, schools, county golf partnerships, training schemes and many other programmes. Award categories also include age (including Under 18), volunteer coaching, those involved in club and county development and lifetime achievers.

Phillip Beard, Volunteer Manager for the EGP, said: "As the partners of the EGP develop the sport in this country we are indebted to volunteers who are prepared through sheer enthusiasm to put in the hours needed to make a real difference. Our golf clubs would not develop and thrive without these people. To grow the game we need support and we have been following a recruitment strategy which recognises that all of us have the capacity to volunteer, whatever our age. We are enjoying particular success in reaching out to young volunteers, teenagers who can be great mentors to younger boys and girls who are new to golf."



GolfMark Update

Now in its fifth year the EGU and EWGA's GolfMark Award scheme continues to progress and develop with 378 clubs now accredited and a further 595 working towards.

A range of benefits are available to GolfMark clubs including a £600 coaching grant, officer support and an opportunity to be nominated as 'GolfMark Club of the Year'.

2 golf clubs have previously won this prestigious award and the EGU/EWGA is looking forward to undertaking the process again in 2011.

Any golf clubs interested in working towards GolfMark and receiving support to develop structures, improve provision and policies are invited to register online at www.golfmark.org

Golf
Volunteers

Tee to Green Introductory Programme

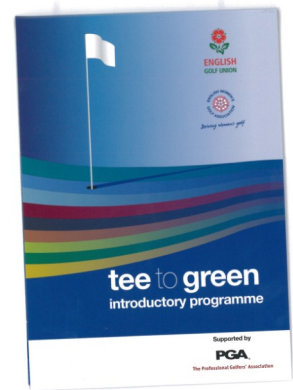
As part of the Recruitment & Retention Toolkit for Golf Clubs—www.golfclubtoolkit.org the EGU and EWGA have devised the '**Tee to Green Introductory Programme**' to support new golfers to ensure they have a positive experience of the game, through an invaluable induction to the golf club.

It is important that new golfers are made to feel welcome, having the correct knowledge of golf and the golf club environment. Upon completion of the programme a new member should be able to consistently hit the ball in the air and feel confident to go onto the golf course.

The introductory programme consists of;

- A series of lessons with a qualified PGA Professional to learn the basic skills, including course awareness and management.
- Introduction to all aspects of the game including the club, staff, course, clubhouse, admin etc
- Opportunity to meet new and existing golf club members.
- Basic rules & etiquette information and golf terminology

Each golf club can adapt the programme to fit the needs of their new players and members.



Along with the Welcome Booklet for new members and ideas and information contained within the Toolkit, this resource can support golf clubs in recruiting and retaining players and members.

County Development Officers

County	Name	Email	Telephone	Website
Berks, Bucks & Oxon	Justine Voss & Samantha Round	justine@bbogolfpartnership.com samantha@bbogolfpartnership.com	07974 064136 07738 234680	www.bbogolfpartnership.com
Hants, IOW & CI	Beverley Huke	beverley.huke@btinternet.com	07973 307880	www.hantsgolfpartnership.co.uk
Kent	Gary Bason	gary@positiveimpactgolf.co.uk	07791 308596	www.kentgolfpartnership.org.uk
Surrey	James Lockrose & Richard Shaw	james@surreygolf.org richard@surreygolf.org	07770 807097 07969 213865	www.surreygolfpartnership.com
Sussex	Matt Warwick & Sean Parker	cdo@sussexgolfpartnership.org cdo2@sussexgolfpartnership.org	07926 501852 07514558285	www.sussexgolfpartnership.org

EGU/EWGA Golf Development Team

The National Golf Centre, The Broadway, Woodhall Spa, Lincolnshire, LN10 6PU

Tel: 01526 354500

E-mail: development@englishgolfunion.org