



Developing Golf in England

Special points of interest:

- There are 32 County Golf Partnerships in England, with 34 County Development Officers now in place.
- 450 golf clubs have been awarded GolfMark, with a further 600 working towards.
- Information on the government review of CRB checks and Vetting & Barring Scheme can be found on the EGU and EWGA websites

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Welcome to the first Golf Development Newsletter of 2011.

The winter months are a busy time for the Development Team, with national and regional planning, club and county meetings and the development of resources and initiatives. It also gives all involved an opportunity to reflect on last year's successes and how these can be further improved in 2011.

Over the next 12 months, a major review will take place of the GolfMark initiative to ensure that it continues to meet the needs of the changing golf landscape. Consultation with those involved will form a major part of this review and will start in May 2011.

To support increasing adult participation, the EGU and EWGA have been looking at ways in which County Golf Partnerships (CGPs) and clubs can be more effective in recruiting and retaining players and members. A 'one size fits all' approach no longer brings about the best results and the importance of being aware of your potential market and targeting specific groups can not be underestimated.

Sport England have recently launched their online Market Segmentation Tool, which enables you to analyse what segments are dominant in your geographical area and their specific characteristics, for further information visit www.sportengland.org/research/market_segmentation.aspx If you require support using this tool, please contact your relevant Regional Development Officer.

Being aware of what motivates specific groups and how to communicate effectively with them can be the difference between running successful activities and not.

Competition for leisure time is great and in the current financial climate, golf has to offer an attractive package that meets individuals requirements. Through the CGP network, there is more development activity taking place than ever before, which all aims to increase participation and eventually golf club membership. However it is also essential that golf clubs take a business minded approach in what they are offering to their customers to ensure that we retain these new participants within the game.

Through the delivery network now in place, the EGU and EWGA are able to support both clubs and counties in developing golf and ultimately helping to 'Grow the Game'. The Development Team are also working closely with the EGU's Club Services and Marketing Departments, with a range of information available at www.englishgolfunion.org

Thank you for your continued support.

EGU/EWGA Golf Development Team



National Skills Challenge 2011

Sport England's Sporting Satisfaction Survey

For the third year Sport England are working with Ipsos MORI to undertake an important survey about people's experience of taking part in sport.

Last year's survey helped us identify areas that we can work on to improve the experience of taking part in golf. The survey is now being repeated again to make sure we keep up to date with peoples' views. Understanding how satisfied people are with their experience allows us to plan more effectively for the future.

The EGU/EWGA are fully behind this initiative and would like to ask for your help in contacting one of the key participant groups included in the survey – club members. All golf clubs have been sent an email which includes email text to distribute to members and a link to the survey.

Responses are accepted until 18th May. For further information contact Ipsos MORI at:

SportEnglandSurvey@ipsos-mori.com



The 2011 National Skills Challenge is well underway with nearly 700 facilities in England now registered to take part.

The Challenge is a series of 10 skills activities which aim to improve junior golf and make practicing more fun. The skills cover the 5 golfing disciplines of; putting, chipping, pitching, bunker play and the long game.

Once registered, facilities receive a FREE pack of Skills resources which includes players manuals, scorecards and posters. Golf clubs have the option of taking part in Official Challenge events within set time periods or alternatively just use the resources as part of their junior club coaching programme.



Following the successful Regional Finals held in 2010, a further four regional events will take place this year. For details on how to get involved, the challenge and regional events visit www.getintogolf.org/skills



#1 SHOE AND GLOVE IN GOLF

FootJoy, the #1 Shoe and Glove in Golf, is supporting the National Skills Challenge and will be supplying products and prizes to all players that qualify for the Regional and National Finals.

Club Coaching Grant 2011-2012

Funding of £500 is available for the period 1st April 2011 to 31st March 2012 for clubs awarded GolfMark to support increasing adult participation and also helping to retain players within the game.

To support the health of their membership, all facilities should examine how they can be more proactive in increasing adult participation and retaining young people into adult membership. The Club Coaching Grant provides an opportunity to run a series of structured coaching activities for adults, which when complemented by other EGU/EWGA initiatives and resources can help to support a golf club's future development and ultimately their membership.

GolfMark facilities can find out further information on the available funding at www.englishgolfunion.org/coachinggrant

To support golf clubs with the grant and coaching activities, the EGU/EWGA also have the 'Recruitment & Retention' Toolkit available. This contains ideas and best practice examples that can be adapted to suit the needs of individual golf clubs, see— www.golfclubtoolkit.org



The Tee to Green Introductory programme is a resource contained within the Toolkit and provides a structured induction to golf and golf club membership.

Bramshaw awarded GolfMark Club of the Year 2011



Bramshaw Golf Club has been awarded the prestigious GolfMark Club of the Year Award, which is supported this year by COBRA-PUMA GOLF.



Ian Baker, General Manager of Bramshaw GC, said:

"We are absolutely thrilled to win this award, it is wonderful to be even nominated. However, attaining the GolfMark accreditation has been the crucial step, for the difference this has made to us as a club, which has been incredible.

"Everyone at the club has worked so hard to make GolfMark really work for us to welcome beginner players; from our passionate coaching staff, the 40 or 50 members who regularly volunteer to help our junior players, and the excellent support network provided by the County Golf Partnership and England Golf Partnership. I'd also like to thank COBRA-PUMA GOLF for their support of these awards."

For further details on the GolfMark award www.golfmark.org



The EGU and EWGA introduced this award to recognise those facilities that have shown an outstanding and innovative contribution to junior and beginner golf.

The Hampshire club impressed judges with strong evidence of a team "working together" to grow the game. Having a focus on recruiting and retaining beginners of all ages in a welcoming atmosphere, the club has worked well with the Hampshire County Golf Partnership, sharing positive reciprocal links with 13 other golf clubs to provide easier access for new players.

The award was made during the England Golf Partnership's County Golf Development Conference at Woodhall Spa on Tuesday 22nd February and presenting the award, Ian Barrett, EMEA Marketing Manager for COBRA-PUMA GOLF, said: "COBRA-PUMA GOLF is delighted to be able to help recognise the tremendous efforts of all at Bramshaw Golf Club. This is clearly a club that is entirely focused on developing golf for the good of the community. COBRA-PUMA GOLF wholeheartedly supports GolfMark as a way of flagging-up beginner-friendly facilities, and welcomes those clubs that play their part in bringing as many people to golf as possible."

COBRA-PUMA GOLF is supporting GolfMark by providing prizes to Bramshaw Golf Club and also prizes for the quarterly and annual prize draws made available to all clubs involved in the scheme.

Bramshaw Golf Club edged out runners-up for the award Ashbourne Golf Club in Derbyshire and Mid-Sussex Golf Club. The final three won through a tough judging procedure which saw them initially compete against nominations from County Golf Partnerships to then reach a shortlist of 6 clubs that were assessed by a panel from the EGU, EWGA, Professional Golfers' Association and the Golf Foundation.



Some of the marketing ideas collated from the 3 shortlisted clubs can be viewed and downloaded on the GolfMark website.

The nomination process for the 2012 GolfMark Club of the Year will start during summer 2011.

Picture shows left to right: Nev James, Junior Organiser Bramshaw Golf Club; Ian Barrett, EMEA Marketing Manager for COBRA-PUMA GOLF; Ian Baker, General Manager Bramshaw Golf Club

County Golf Partnerships



Equality Act 2010— Age Discrimination

The government has recently announced its proposals to bring into effect parts of the Equality Act which will ban age related discrimination in golf clubs from April 2012. Although the 2010 Act allowed for a ban on age discrimination in the provision of services, and by associations, secondary legislation is required to make this effective, and to outline the circumstances where it would continue to be lawful to treat people differently because of their age.

The EGU and EWGA wish to make a joint response to the government consultation on this issue, and invite clubs to make comments for inclusion in the feedback. Proposals for comment have been posted on the EGU and EWGA websites and we would welcome comments from clubs to development@englishgolfunion.org by 11 May 2011.

To view the EGU and EWGA's guidance on the requirements of the Equality Act 2010 visit www.englishgolfunion.org

There are now 32 County Golf Partnership's (CGPs) in England, helping to develop the game at county level with 34 County Development Officers (CDOs) in place to support golf clubs and facilities within the county.

CGPs and CDOs are working closely with the 7 EGU/EWGA Regional Development Officers and are working towards the objectives set out in their county development plans. Input and support is also given from the Golf Foundation, Regional Coaching Development Officers and local County Sports Partnerships, creating a joined up approach to all development work.

The comprehensive CGP development plans for the period 2009 to 2013 set out the partnerships aims and objectives and focus on some of the following areas; recruitment, retention, player development, coaching infrastructure, communication, clubs and facilities. Implementing the areas detailed within the CGP plans will result in a number of positive outcomes, all of which will benefit the health of golf and its facilities within the county.

All partnerships are offering a range of activities to increase adult participation including roadshows and structured introductory sessions to mass participation events, with all sessions providing some form of follow on opportunities.

From the 11th to 17th April, the first ever South West Golf week is being held, with the CGPs of Cornwall, Devon, Dorset, Gloucestershire, Somerset and Wiltshire coordinating the activity of over 100 participating golf clubs.

Activities will range from beginner sessions through to city taster days, hopefully bringing more people through to golf and clubs.

The South East CGPs of BB&O, Hampshire, Kent, Surrey and Sussex will again all be involved in the 'Feel Inspired' campaign to encourage disabled people into golf by providing a range of opportunities at different venues.

All CGPs are offering a variety of different structured programmes at golf facilities including Get Back Into projects, Novice to Golfer, Go for Green, Family Days and Women's Get into Golf sessions to name a few.

All of the projects above aim to bring people into the game and retain them within local facilities.

From 1st April to 30th September 2010, over 18,000 participants were involved in CGP activity and it is expected that this figure will significantly rise this year.

For details of CGP activity visit their individual websites—details of which can be found at www.englishgolfunion.org/cgps



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Growing The Game

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