



# Sussex Golf Partnership News

“Growing Golf in Sussex”

June 2011

## WHAT WE DO

The Sussex Golf Partnership, involving the Sussex County Golf Union (Men), Sussex County Ladies Golf Association, and the Professional Golfers Association, has been set up to promote the Game of Golf in Sussex. It has three main aims:

- To get more people to **START** playing Golf
- To get more people to **STAY** playing Golf
- And to enable all players to achieve the level of **SUCCESS** in the Game that they desire.

## HOW WE DO IT

*In conjunction with Sussex Golf Clubs we provide and support community promotions in order to generate initial interest in the game of golf. This includes visiting schools, work places & community events (START).*

*We then work with the Golf Clubs to provide follow-on opportunities for participants who have shown an interest in starting and continuing to play golf (STAY).*

*We run the Sussex Golf Development Academy to give young people coaching support and help the PGA Professionals in Sussex to improve their skills and experience. We work with the elite coaching schemes in the County to identify emerging talented players and help them to succeed (SUCCESS).*



## \*CONGRATULATIONS\* PYG WINNERS OAK GROVE COLLEGE



Golf proved a winner with young disabled athletes when the sport was included for the first time in the Sussex Parallel Youth Games.

It was launched at the Games by the Sussex Golf Partnership as part of Feel Inspired, the South East disability programme. It was an instant hit: as soon as golf's inclusion was announced the interest from schools was overwhelming and the places for competitors had to be increased.



Twelve schools and about 40 children took part in the golf challenges, including chipping and putting, with Oak Grove College, Worthing, winning the first ever trophy.

In the lead up to the event the Sussex Golf Partnership – which works to grow the game in the county – arranged coaching for schools with PGA professionals. Now, it is hoped that the children will continue in the sport.

Sussex Parallel Youth Games was organised by Active Sussex in partnership with the Co-operative Group. The Games involved more than 540 young disabled athletes from 19 schools.

## Arun Inclusion Festival

Following the success of the PYG the Sussex Golf Partnership took the same Tri Golf format, but on a smaller scale to the Arun Inclusion Festival on 27<sup>th</sup> June. As with the PYG Golf seemed a huge success among the disabled children and it is hoped that they will continue to play at their specialist schools.



## SUSSEX COUNTY TRI GOLF FINAL

Congratulations to St Mary's and Carden Primary schools who won the County Tri Golf finals held at Cottesmore Golf Club.

SGP Chairman Kerry Scott reported: "Talk about having fun playing golf!! Seeing these children enthusiastically competing with plastic clubs and balls - some achieving very high standards - was fantastic. Golf doesn't have to be played with traditional equipment over 18 long holes. It's still golf when played on a practice ground in the TriGolf way. With proper planning, keeping these children (and also including their parents) engaged by the game will make such a difference to the numbers playing".



## ROYAL SEAL OF APPROVAL FOR THE SGP @ SOUTH OF ENGLAND SHOW

The wet weather didn't dampen the spirits of SGP team who encouraged vast numbers of budding junior golfers to "give golf a go" at The South of England Show on June 9<sup>th</sup>. Among the visitors to the 'Youth Zone' was the Queen's youngest son Prince Edward. The SGP team took the opportunity to talk with the Prince about the work done by the organisation to increase golf participation in the County of Sussex.

The SGP were invited to the show by the West Sussex Council Voluntary Youth Services (WSCVYS) who had a whole range of activities for young people.

## SGP @ TAKE PART BRIGHTON FESTIVAL OF SPORT



TAKEPART is growing as *the biggest celebration of sport and physical activity in the country*. Across the two week festival, people of all ages are given the opportunity to try out a wide range of sports for free, in a fun and non-competitive setting. The event is organised by the Brighton & Hove School Sport Partnership, Brighton & Hove Council and NHS Brighton and Hove and supported by many businesses and organisations. On Saturday June 25<sup>th</sup> the SGP gave participants the opportunity to try golf for the first time. Ages ranged from as young as 2 to 63!

Older juniors and adults were provided coaching in a giant inflatable driving net from West Hove Coaches Graeme Crompton & Russell Cronin, whilst the youngsters were provided coaching using the oversized plastic golf equipment, sticky targets and balls, by Hollingbury Golf Coach Dan Carter. After their coaching the juniors were then encouraged to enter a 3 hole Tri Golf Challenge in order to win £15 to spend on something of their choice.

Approximately 200 lessons were provided on the day, and the team managed to obtain 140 contacts who were interested in current membership and coaching offers provided by Clubs around the County. We hope to see them and their children at a Sussex golf club soon!

## WHERE DO YOUR NEW MEMBERS LIVE???

...Market Segmentation software has the answer!



Sport England has developed nineteen segments to help us understand the nations' attitudes to sport and motivations for doing it (or not).

The segments can be explored through the following methods:

- Sport Market Segmentation web tool. New for the 2010 data refresh is an interactive web tool to analyse segment population and their characteristics at different geographic levels. It is possible to find out what people's sporting habits are in a particular street, community, local authority or region. The simple and intuitive website presents downloadable results in map, chart and table form.
- Pen Portraits. Get to know each of the 19 segments better through their individual pen portraits. The full colour six page PDF's are an excellent way to understand each of our segments from how sporty they are and how satisfied they are with their sporting experience to what else they like to do and how to reach them.
- Index Tables. If you want to go further and analyse individual characteristics use the Index Tables. A single Excel workbook provides access to a wealth of information on specific characteristics that define each of our segments.

For more information please contact CDO Matt Warwick at:

[cdo@sussexgolfpartnership.org](mailto:cdo@sussexgolfpartnership.org)

## GOLFMARK Update

GolfMark is a National accreditation which recognises junior and beginner friendly golf facilities. Golf Clubs are assessed on coaching & playing, club environment (including sports equity & ethics), child protection & duty of care. To find out more, please visit [www.sussexgolfpartnership.org](http://www.sussexgolfpartnership.org)  
The ten clubs in Sussex who have been awarded GolfMark are:

- Chartham Park Golf Club
- Horsham Golf & Fitness
- Lewes Golf Club
- Mid Sussex Golf Club
- Pyecombe Golf Club
- Royal Eastbourne Golf Club
- Selsey Golf Club
- West Hove Golf Club
- Worthing Golf Club
- Cottesmore Golf Club



Head Pro at Cottesmore Golf Club Calum Callan being awarded the GolfMark plaque by SGP Chairman Kerry Scott June 2011

## Volunteers Wanted

The SGP are currently looking for a Communications/ Press Officer. In addition we are always happy to hear from anyone who is interested in helping develop the game of golf within Sussex, e.g. to help out at the different shows we attend such as the South of England show and Goodwood Festival of Speed. Travel and general expenses are paid by the partnership and PGA Level 1 coaching course is free to all volunteers of the partnership. For more information please see our website or check out: [www.golfvolunteers.org](http://www.golfvolunteers.org) or [www.do-it.org.uk](http://www.do-it.org.uk)

## 2011 FUNDING SCHEDULE

Earlier this year, clubs were informed of the launch of the Sussex Golf Partnership Innovation Fund – a "pot" of £5000 for Clubs and their Professionals to jointly bid for by way of projects to get more people into the game. See website for more information about the Innovation Fund.

EWGA funding was also made available for Clubs who wished to provide specialist coaching and membership opportunities for Women and Girls.

Below is a list of Sussex Clubs to achieve successful Innovation bids, and/or Women's / Girl's Centre funding.

### SUCCESSFUL INNOVATION BIDS

- ❖ Horsham Golf & Fitness
- ❖ West Hove Golf Club
- ❖ Chichester Golf Club
- ❖ Pyecombe Golf Club
- ❖ Cuckfield Golf Club

### WOMENS CENTRES

- ❖ Cooden Beach Golf Club
- ❖ Cottesmore Golf Club
- ❖ Worthing Golf Club

### GIRLS CENTRES

- ❖ Cowdray Golf Club
- ❖ Cuckfield Golf Club
- ❖ Ifield Golf Club
- ❖ Eastbourne Cluster

## BORROW SGP EQUIPMENT TO ENHANCE YOUR EVENTS & PROMOTIONAL OPPORTUNITIES

*See SGP website – click on equip hire*



Comments or enquiries – please contact:

CDO Matt Warwick: [cdo@sussexgolfpartnership.org](mailto:cdo@sussexgolfpartnership.org)

Asst. CDO Sean Parker: [cdo2@sussexgolfpartnership.org](mailto:cdo2@sussexgolfpartnership.org)