



# KENT GOLF PARTNERSHIP (KGP) **Development Plan**

**2008 – 2010**

*"A bright new vision"*

Produced by:

**Kent County Golf Union  
Kent County Ladies' Golf Association**

Supported by:

The English Golf Union Ltd & English Ladies' Golf Association  
Golf Foundation  
Professional Golfers' Association  
Kent Sports Development Unit



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# Development Plan Part 1

## Overview

### Section One

#### 1.0 Introduction

The aim of 'Development Plan Part 1' is to outline the current position of golf in a national, regional and county context.

The Development Plan was written based on information gathered from the English Golf Union Ltd (EGU), the English Ladies' Golf Association (ELGA), the Professional Golfers' Association (PGA), the Golf Foundation (GF), the England Golf Partnership (EGP), Sport England (SE), the Whole Sport Plan (WSP), School Sports Partnerships and Partnership Development Managers, the Kent Ladies County Golf Association, the Kent County Golf Union, the Kent County Professional Golfers' Association, local golf clubs and facilities.

For the first time, golf has been identified as one of the top ten sports in England and it is hoped that, with the successful implementation of the WSP, there will be some significant changes to English Golf. To achieve success and ensure effective delivery there will be a new 'ONE VOICE' structure, that embraces men, women, professional, amateur, the able-bodied and disabled. The formation of The EGP brought the National Governing Bodies (NGB's) of Golf in England together and it was felt appropriate that this structure be mirrored at a local level in the form of County Golf Partnerships (CGP).

In September 2004 work began with Northamptonshire and Surrey to form CGP's as 'pilots' upon which future partnerships would be developed.

#### **Chronology of CGP development:**

In September 2006, the Kent County Golf Union, "Golf Development sub-committee", discussed the concept of a County Golf Partnership. In October 2006 the Union, Association and PGA met, and in December 2006, terms of reference were drafted for the Kent organisations to form a County Golf Partnership. Funding was issued by the English Golf Union and English Ladies' Golf Association to support the early programmes of work and monthly meetings were scheduled thereafter. Kent county forums were held in March 2007 at Langley Park, Ashford and Kings Hill Golf Clubs, with over 60 people attending, representing 35 clubs from the county area. The workshops addressed: golf's strengths and weaknesses, recruitment, retention, priority groups and important areas for future planning. These workshop ideas will be used to form the basis of the development plan part 2 – "Action plans."

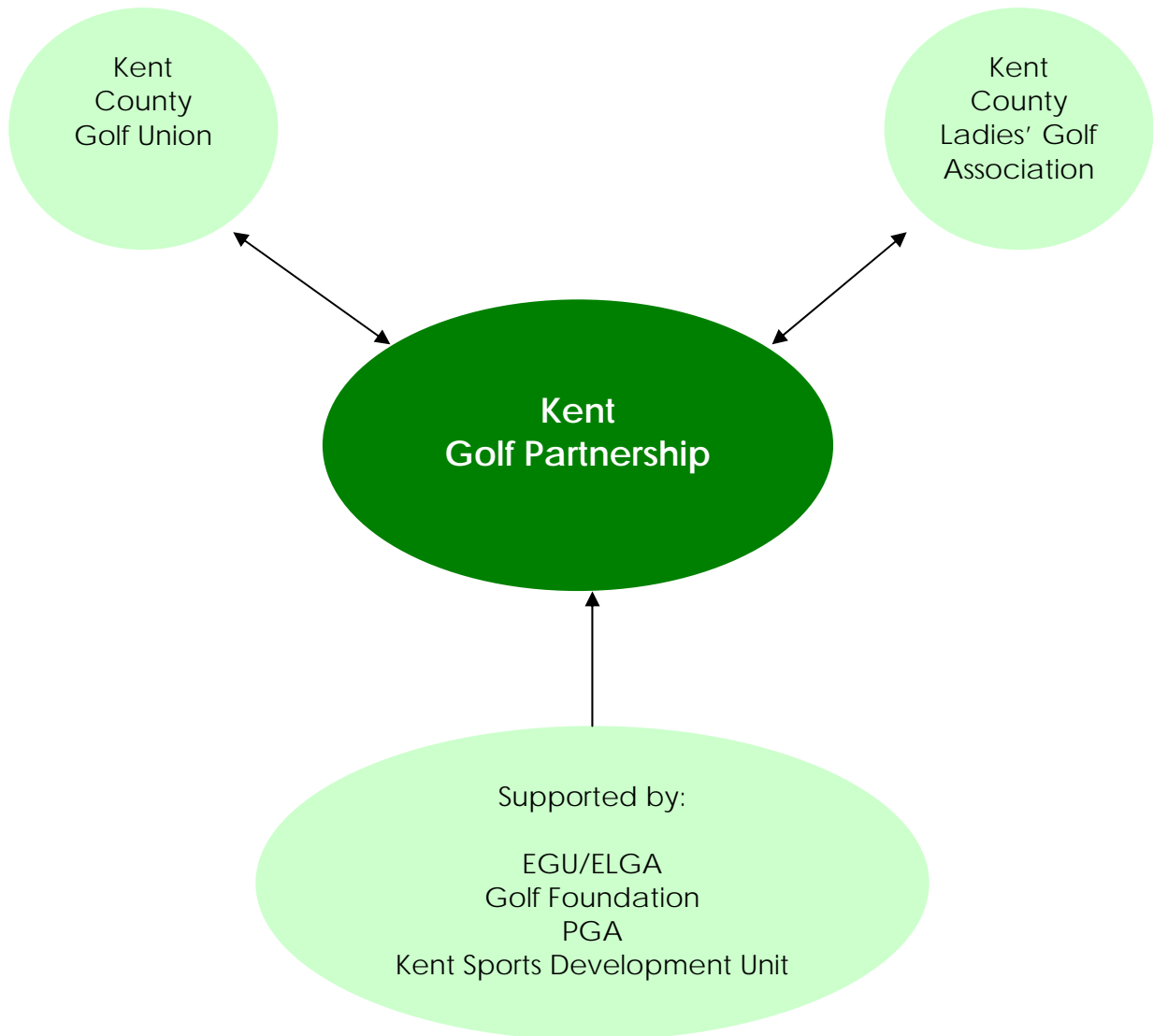
#### **KGP Aim & Objectives:**

##### **Aim**

Within the designated county, to promote the game of golf and standard of play and to introduce more people to the game and into regular participation, regardless of age, gender and background. The aim will be achieved through the production, implementation and review of a development plan which will be delivered to the constituent bodies working in partnership with other agencies at both local and national level.

##### **Objectives**

- To introduce more people to the game golf regardless of age, gender or background
- To develop greater links between schools, colleges, local authorities and golf clubs
- To increase sustained participation in golf
- To increase club membership
- To improve standards of play, etiquette and rules
- To promote Kent golf and its facilities to a wider audience



## Section Two

### 2.0 National Provision

#### 2.1 The England Golf Partnership (EGP) and Whole Sport Plan (WSP)

In 2004 the EGP was formed:

The English Golf Union Ltd, the English Ladies' Golf Association (ELGA) and the Professional Golfers' Association (PGA) are now working in partnership with the support of Sport England (SE) and the Golf Foundation (GF).

Each organisation will continue to deliver core activities (national events and services) however, as a partnership a "Whole Sport Plan" has been produced, a strategy for golf to work towards.

In February 2005 SE awarded golf funding to support this strategy over the next four years.

After a lengthy consultation period with key stakeholders in April 2005, the EGP launched the WSP, with a vision for England to become 'the leading golf nation in the world'.

The EGP is a Limited Liability Partnership that is responsible for the leadership and delivery of the WSP.

Each organisation's Chief Executive Officer sits on the Management Board of the EGP. An Executive Director has also been appointed as the accountable officer responsible for leading and managing the work of staff involved in the delivery of the WSP.

The three underlying and important principles are:

**[1] Plan for the 'Whole' Game:**

The plan has been developed by the game for the game and represents a highly costed framework for the development of golf in England over the next four years. It provides the blueprint for organisations and individuals within golf and outside the sport who are totally committed to the game at local and national levels.

**[2] Golfer Centred**

The focus of the plan is centred on the **golfer** and not on any one organisation, setting out a clear pathway, based on newly emerging 'Long Term Athlete Development' (LTAD) principles. These assess individual golfer needs whatever age (5 – 75 years) or standard (beginner to tour pro), regardless of whether he or she is looking to 'Start, Stay or Succeed' in golf.

**[3] Funding**

For the first time, the plan represents **one** clear and succinct **investment proposal** for all potential financial backers of the game in this country. Its target audience is wide-ranging from the corporate and commercial sectors, government departments, governing bodies and associations to golf clubs and individual golfers.

##### 2.1.1 Start

The aim of this programme is to provide everyone, no matter how old and regardless of ability, with the opportunity to experience golf. The programme is divided into 3

elements; **"School Links," "Start Golf"** and **"Get into Golf."** These distinct elements strive to get as many people participating as possible:

- 1) The **'School Links'** programme will provide schools with grant aid, equipment, learning resources and training and officer support to enable a new network of School Sports Coordinators (SSCo's) to deliver golf within the school environment. The programme will also incorporate the existing **'Tri-Golf'** initiative aimed at introducing children to golf in primary schools. A new kit: **'Golf X-treme'**, which was launched in 2006, has also been introduced to target middle and secondary school aged children.
- 2) **'Start Golf'** – a series of programmes have also been set up to target school age children outside the school environment, these include:
  - a. **'Golf Roots'** - a development programme supporting local authorities in the delivery of golf within inner city areas.
  - b. **'Junior Golf Passport'** – a structured learning programme aimed at encouraging children to transfer from school based, to club based coaching.
  - c. **'Community Golf Assistance Scheme'** – a programme to provide youth groups, golf facilities, local authorities and community groups with grant aid, equipment, learning resources and training and officer support, to deliver golf within the local community.
- 3) **'Get into Golf'** - **'Golf Passport'** is the primary development scheme for adults that provides an entry vehicle for older participants (over 18 years of age) to transfer from beginner coaching to club-based playing opportunities.

### 2.1.2 Stay

The aim of this programme is to increase the number of regular participants playing golf. This programme is divided into two elements; **"Club Support"** and **"Player Support."**

- 1) The **'Golf Club Support'** package includes GolfMark (a national accreditation scheme), junior club coaching grants, a junior handicapping scheme, junior organisers' handbook, officer support, child protection information, fixtures list, a competition database and information seminars. The package can be adapted by appropriate facilities other than affiliated golf clubs.
- 2) The **'Continuing Professional Development for Golf Club Secretaries and Managers'** programme will inform Secretaries and Managers on the areas of golf club management and issues relative to the WSP. As part of the SE 'ClubMark' initiative, the **'Club Development Programme'** is a national accreditation programme to identify junior and adult friendly clubs. The criteria includes coaching and playing, the club environment and structure, as well as duty of care, child protection, equity and other legal issues.
- 3) **'Player Support'** - initiatives to support the individual player include:

The **'Associate Membership Programme'**, which allows non-club members to obtain an official handicap. Other benefits include; access to discounted golf courses, events, coaching days and golf club membership opportunities (this is currently under discussion for 2008).

The **'Skills Challenge'** will provide links to talent identification and Long Term Athlete Development (LTAD) through skills testing in putting, chipping and pitching, bunker play, irons and woods.

The **'Coaching Programme'** for juniors will be a structured programme for all standards of golfers and will be available all year round (not available at present).

The '**Registered Society Scheme**' allows golf societies to register with the national governing body and gain credibility, access to courses, coaching and discounts on green fees and equipment. It aims to encourage society members to obtain handicaps and join clubs.

### 2.1.3 Succeed

The aim of this programme is to systematically identify, train and produce the best golfers in the world – both men and women. This programme is divided into three elements; "**Emerging England**," "**Emerging Futures**" and "**Team England**." These programmes focus on developing young English talent (under 18), golfing talent at 18 to 24 years and those who represent England at both amateur and professional levels respectively.

- 1) The '**Emerging England**' programme recognises that golf needs to 'get younger' in its identification of young English golfing talent. The proposal in women's golf is to build on the existing ELGA '**Birdie Groups**' for 9 to 13 year olds, and the subsequent '**World Class Start**' programme. In men's golf, the proposal is to embrace the EGU county coaching programme at under 14, under 16 and under 18 level, to uncover a wider pool of talented players.
- 2) The '**England Futures**' programme will focus on the best golfing talent at 18 to 24 year old level, with the aim of nurturing the very best players in squad programmes to graduate as the world's leading 'career amateurs' or 'career tour professionals'. The programme will embrace and build upon the existing '**World Class Potential**' programmes under EGU and ELGA.
- 3) '**Team England**:' Golfers in this programme will be responsible for delivering the 'headline' Key Performance Indicators within the WSP. At amateur level, the plans will build on the existing '**World Class Performance**' programmes of the EGU and ELGA, but come together to deliver a more co-ordinated and cutting edge approach. At professional level, resources allowing a new programme are proposed – focussing on supporting England touring pros (in Europe and USA) in their initial transition to the paid ranks. The objective will be to establish financial support in the early years, based on means testing, to convert more English players through Tour School. Thereafter, support will be focused in the areas of sports science and medicine, competitive scheduling and if viable, individual player management.

### 2.1.4 Key Performance Indicators (KPIs)

The success of the WSP will be reviewed on seven Key Performance Indicators (KPI's) as outlined below.

In 2009, these will measure the overall progress towards the 2020 vision of England becoming the "leading golf nation in the world."

#### **KPI 1 PARTICIPATION**

To increase the number of individuals playing golf by 5%

#### **KPI 2 CLUBS**

40% affiliated golf clubs accredited to 'GolfMark'

#### **KPI 3 CLUB MEMBERSHIP**

To increase the number of active members of affiliated golf clubs by 40,000

#### **KPI 4 COACHES**

To have 5,200 qualified paid and volunteer coaches

#### **KPI 5 VOLUNTEERS**

To have developed a volunteer strategy by 2006, and implement it to 2009

#### **KPI 6 INTERNATIONAL SUCCESS**

Divided into individual amateur and professional success within both the men's and women's games

## **KPI 7 ENGLISH PLAYERS REPRESENTING GB & NI / EUROPE**

Identifying the number of English players representing GB&I / Europe in Team events of both the amateur and professional ranks within both the men's and women's game.

### **2.1.5 Underpinning Programmes**

There are a series of underpinning programmes, which will provide a player pathway and a firm foundation on which to develop, maintain and grow the game - these are listed below:

- Facilities
- Information Computer Technology
- Sports Science & Medicine
- Education & Careers
- Good Practice
- Research & Development
- Workforce Development
- Coaching Infrastructure
- Volunteers
- Long Term Athlete Development (LTAD)
- Commercial & Marketing Plan

## **2.2 National Governing Bodies Overview**

### **2.2.1 English Golf Union Ltd (EGU)**

The EGU, founded in 1924 is the National Governing Body for men's amateur golf within England. Based at the National Golf Centre in Woodhall Spa, Lincolnshire, the EGU is one of the largest sports governing bodies in England looking after the interests of over 1,900 golf clubs and 740,000 club members. It is a non-profit organisation run for the benefit of the game and its players.

As of 1<sup>st</sup> April 2007 there were:

34 affiliated County Unions

1,958 golf clubs affiliated to EGU (inc Artisan clubs)

741,407 male members (2006 figures)

71,431 boys under the age of 18 years (2006 figures)

The EGU website can be found at [www.englishgolfunion.org](http://www.englishgolfunion.org)

### **2.2.2 EGU Activity**

National Championships, Competitions

National Squads & Selection of England Teams

Golf Development

Club Services including club administration enquiries, Golf Course Management, Government Policy Queries, EGU Year Book, EGU Website, EGU Community, Registered Societies and Golf Captains scheme.

Associate Membership

Rules & Regulations

Administering Bursaries & Sport England Grants

Assisting Counties

Handicapping

### **2.2.3 EGU National Coaching**

The primary aim of the National Squad Coaching Programme is to develop English players through a holistic support system and provide competitive play at a wide variety of tournaments in different conditions. The values are commitment,

responsibility, honesty and individualisation, in an environment where learning both on and off the course is an opportunity for everybody involved.

#### **2.2.4 EGU Development (including junior golf)**

The EGU is committed to providing opportunities for golfers of all ages and abilities through its Golf Development Strategy, which includes various 'Get into Golf' initiatives.

##### **Three key areas**

- Junior Golf - promoting and developing opportunities to play and experience the game.
- 18 to 30 year olds - the retention of golfers and sustaining participation.
- Introducing people of any age - 'Get into Golf' structure and initiatives.

Regardless of age, gender or background the EGU, working alongside ELGA, have developed initiatives and associated literature for beginners to the more experienced golfer. The EGU works alongside golf clubs/facilities to provide guidance and support to ensure that golf remains a healthy and successful sport in England.

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### **2.3 English Ladies' Golf Association (ELGA)**

ELGA, founded in 1952 is the National Governing Body for ladies' amateur golf within England. ELGA consists of affiliated golf clubs, their playing lady members and affiliated County Associations.

As of 1<sup>st</sup> January 2007 there were:

35 affiliated County Associations

1,791 golf clubs affiliated to ELGA

125,234 female members (as of end of 2006)

5,541 girls under the age of 18 years (as of end of 2006)

The ELGA website can be found at [www.englishladiesgolf.org](http://www.englishladiesgolf.org)

#### **2.3.1 ELGA Activity**

National Championships, County Finals and Handicap Competitions

Course Rating

National Squads and Selection of England Teams

Rules & Regulations

Administering Bursaries, ELGA Trust Grants & Sport England Grants

Volunteer & Staff Training

Assisting Counties & Divisions

Handicapping

Marketing & Public Relations

Golf Services

#### **2.3.2 ELGA National Coaching**

National coaching programmes clearly focus on talent identification and the progression to elite-level performance. "Aiming for the Flag," written by the Performance Manager in 2001 ensures that every girl showing above average potential is given the best technical tuition and support to encourage her progression to World Class.

**Elite Girls Under 16** – 6 to 8 golfers identified as elite level players attend weekend training sessions, a warm weather training week and the under 16 championship at Drumoig.

**World Class Potential**

**Elite Girls Under 18** – 6 to 8 players preparing for the European Girls' Team Championship and Home Internationals attend weekend training sessions, a warm weather-training week and a Championship.

**Elite Under 21** – 6 to 8 players preparing for the European Junior Team Championship attend weekend training sessions, a warm weather-training week and the French Under 21 Championship.

**World Class Performance**

**Elite 2** - 8 players as a reserve squad for the Home International Team.

**Elite 1** - The Home International Team.

### 2.3.3 ELGA Development (including junior golf)

In 2000, ELGA showed their commitment to the development of girls' golf in England when they appointed a National Girls' Golf Development Officer. In 2001 the National Junior Development Plan (NJDP) was published. The **National Junior Development Plan** seeks to:

- Increase the number of junior girl members of golf clubs in England.
- Ensure that girl golfers are supported and encouraged to enjoy the sport so that they continue their involvement in golf until adulthood.

In 2002, two Regional Girls' Golf Development Officers (RGDO's) were appointed to work with individual County Associations, to implement the NJDP at a local level. From 2002 to 2005, the RGDO's worked with 15 County Associations, striving to introduce junior committees that should have designated roles and responsibilities to assist with the implementation of 4-year Girls' Golf Development Plans.

One of the many ways in which ELGA tries to assist County Associations, is to provide funding to support activities that encourage new girls into the game, support existing players and members and assist with volunteer recruitment, development and training. Details on ELGA grants are outlined in section 8.0 (Funding Streams).

### 2.3.4 The ELGA Trust

The ELGA Trust is a registered charity, funded by donations from golf clubs, individuals, merchandise sales and fundraising activities. The Trust is intended to fund young golfers who are under 21 years old or in full-time education. In 2004, £55,000 was awarded in grant aid via individual and group coaching awards (details shown in section 8.0).

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## 2.4. Professional Golfers' Association (PGA)

The PGA was founded in 1901 and now has over 5,000 qualified professionals who between them employ almost 1,000 registered trainees. There are seven regional headquarters located throughout Great Britain and Ireland, which have full time staff available for advice on all aspects of the game. The regional offices also organise their own tournament circuits, the PGA South East Region covers Kent.

The Regional Secretary is Jon Sewell and he administers the professional golfers and tournaments in Berkshire, Buckinghamshire, Channel Islands, Isle of Wight, Hampshire, Kent, Surrey and Sussex.

### Contact Details:

Clandon Regis Golf Club, Epsom Road, West Clandon, Guildford, Surrey, GU4 7TT

Tel: 01483 224200

The PGA is represented on the Golf Foundation and takes an active part in the promotion of amateur golf through a vast programme of pro-am tournaments and of junior golf through a number of promotional activities.

The PGA website can be found at [www.pga.info](http://www.pga.info)

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## **2.5 Golf Foundation (GF)**

Founded in 1952, the Golf Foundation is a registered charity (charity number 285917). The aims of the GF are:

- o To provide support for golf sessions at schools and golf facilities so that young people are given their first introduction to golf
- o To encourage young people to take up the game, develop their playing skills and improve their understanding of the game and work towards the achievement of a playing handicap
- o To provide competitive opportunities

The GF believe that through the medium of golf, children are able to gain both valuable personal skills that will help them later in life and of course, enjoyment.

The GF website can be found at [www.golf-foundation.org](http://www.golf-foundation.org)

### **2.5.1 Community Links – formerly Starter Centres**

Historically, The Golf Foundation has had a network of Starter Centres throughout the country with a network of RDO's overseeing the funding and activity in these facilities. In 2007 "The Community Links" programme was launched, supporting clubs with outreach work.

### **2.5.2 Tri Golf & Golf Xtreme**

Tri-Golf is a mini version of golf developed by the Golf Foundation and designed specifically for young children in infant, primary and junior schools. The golf equipment is safe for children to use, affordable for schools to buy and suitable for both indoor and outdoor use. The club heads for the irons and putters are oversized making contact with the ball easier.

Golf Xtreme is a new golf kit that has been developed by the Golf Foundation as a follow on from Tri-Golf, designed for primary and secondary schools. The golf equipment is metal but adapted golf balls make it suitable for both indoor and outdoor use. A leaders manual and curriculum schemes of work now run alongside the Golf Xtreme Kit.

### **2.5.3 Junior Golf Passport**

Launched in 2003 the Junior Golf Passport gives young golfers the incentive and opportunity to learn and improve their skills, understand the rules of the game, improve golf course play and acquire a handicap.

Passport to Golf has 6 levels:

- Level 1 – **Tri Golf**
- Levels 2 and 3 – **Start Golf**
- Levels 4, 5 and 6 – **Play Golf**

Once a group has registered with the Golf Foundation a starter pack is issued containing passports, an organiser's handbook, certificates and stickers. Additional passports and resources can be ordered from the Golf Foundation at a small charge.

This initiative was under development in 2006, and the marketing and new promotional materials attached to the Junior Golf Passport have now been released for clubs and schools to use as of April 2007.

## 2.6 National Statistics

### 2.6.1 EGU

National Picture	2002	2003	2004	2005	2006
Number of golf clubs	1,904	1,911	1,915	1,924	1,958*
Number of EGU members	741,625	739,504	747,399	743,556	741,407
Number of boys	61,146	60,597	64,223	63,707	71,431
Average boys per club	32	32	34	33	36
Ratio of men : boys	12:1	12:1	12:1	12:1	10:1

\*Please note this figure now includes Artisan clubs

### 2.6.2 ELGA

National Picture	2002	2003	2004	2005	2006
No. of golf clubs	1779	1780	1785	1792	1791
No. of ELGA members	133,355	131,136	134,785	131,539	130,775
No. of girls	3,558	4,668	5,073	5,053	5,541
Average girls per club	2.0	2.6	2.8	2.8	3.1
Ratio of ladies : girls	37:1	28:1	27:1	26:1	24:1

### 2.6.3 Key facts (from 2006 EGU/ELGA membership questionnaire)

	National
Junior membership as % of total membership	9%
% of golf clubs raised membership allocation in last 2 years	27%
% of golf clubs with membership vacancies	87%
% of golf clubs actively seeking more members	77%
% of golf clubs with a waiting list in 1 or more categories	25%
% of golf clubs that charge adults an entrance fee	68%
% of golf clubs that charge juniors an entrance fee	16%

As well as the above, other key findings resulting from the questionnaire included:

- Highest increase in boys, lowest in adult females
- No real change in membership fees, apart from adult females
- Golf clubs more flexible in accepting new members
- Many positive junior trends emerging

## Section Three

### 3.0 Regional Provision

#### 3.1 EGU

There are 4 regional groups: North, Midlands, South East and South West.

**KENT** is part of the South East Region comprising of 11 counties; Bedfordshire, Berks, Bucks & Oxon, Essex, Hampshire (inc Isle of Wight & Channel Islands), Hertfordshire, Kent, Middlesex, Norfolk, Suffolk, Surrey & Sussex.

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#### 3.2 ELGA

There are 6 regions: North, Midlands North, Midlands South, East, South, South West.

**KENT** is part of the South Region, which is made up of the following counties; Hampshire, Middlesex, Surrey & Sussex.

**New regions take effect early 2008**

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#### 3.3 PGA

There are 5 regional groups: North, Midlands, East, West and South.

**KENT** is part of the South Region.

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#### 3.4 Golf Foundation

There are 7 regions: North East, North West, East Midlands, West Midlands, East, South East, and South West. The Golf Foundation employ a Regional Development Officer to co-ordinate their programmes at a local level.

**KENT** is part of the South East Region.

**New regions take effect early 2008**

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#### 3.5 EGU & ELGA Joint Officer Network

In September 2005, the EGU and ELGA launched their joint development officer network combining 2 Regional Development Officers employed by both the EGU and ELGA and appointing a further 2 Officers. There will be 8 areas within the joint network (as of early 2008) and each officer is responsible for the development of golf within their specified area. The areas are: North East, Yorkshire, North West, East Midlands, West Midlands, East, South East and South West.

**KENT** is part of the South East region comprising also of Berks, Bucks & Oxon, Hampshire, Middlesex, Surrey & Sussex.

The table below is based on the joint officer network region as shown above (November 2006 figures).

	South East
Junior membership as % of total membership	8%
% of golf clubs raised membership allocation in last 2 years	32%

% of golf clubs with membership vacancies	88%
% of golf clubs actively seeking more members	77%
% of golf clubs with a waiting list in 1 or more categories	22%
% of golf clubs that charge adults an entrance fee	65%
% of golf clubs that charge juniors an entrance fee	13%

### 3.6 Regional Development Initiatives

The table below shows the number of clubs across the region that have applied for EGU/ELGA initiatives:

FGC = Free Golf Coaching  
JCC = Junior Club Coaching  
NSC = National Skills Challenge  
D of E = Duke of Edinburgh  
Junior GM = Junior GolfMark  
GM = Working towards GolfMark

#### As of November 2007:

County	FGC	JCC	NSC	D of E	Junior GM	GM (Inc. applied)
Essex	15	27	4	2	1	12
Hertfordshire	12	19	5	1	4	12
Kent	20	26	6	2	3	13
Middlesex	8	13	4	2	1	7
Surrey	15	33	8	4	7	16
Sussex	18	27	10	1	3	16
<b>TOTAL</b>	<b>89</b>	<b>144</b>	<b>37</b>	<b>12</b>	<b>19</b>	<b>76</b>

## **Section Four**

### **4.0 County Provision**

#### **4.1 Kent County Golf Union**

##### **4.1.1 Membership and Affiliation**

The Kent County Golf Union was founded in 1925, to promote, administer and encourage the development of, and participation in, the amateur game of golf within the geographic area of the County Union.

The County Union consists of 93 Golf Clubs within the geographic area of both Kent and its London boroughs and all male playing members of affiliated clubs.

##### **4.1.2 County Personnel**

The Committee of the Kent County Golf Union consists of the President, Vice President, and Past Presidents and up to 12 other male persons (being members of recognised or other affiliated golf clubs) elected by the Council at its annual meetings. Each elected member of the committee holds an office for three years.

The Union have two full time employees being the County Secretary and Assistant Secretary.

##### **4.1.3 County Structure**

The County Secretary and Assistant deal with the day to day running of the Union, these are salaried positions, and both are based at the County Offices at Littlestone Golf Club.

The committee members hold the following posts:

- President
- Vice President
- Past Presidents
- County Captain
- Colts Manager
- Juniors Manager
- Regional Organisers x 6
- Golf Development Manager
- Publicity

These posts are unpaid but members are entitled to expenses. There are monthly committee meetings with an Annual Council Meeting every December. The Union also have a dedicated team of additional helpers who assist at Championships and attend members meetings throughout the year.

##### **4.1.4 County Coaching and Squads**

The Kent County Golf Union has six coaching regions with a regional organiser attached to each who runs the coaching programme with inter-region matches and club matches during the course of the year. Each Club in the county is asked to recommend junior boys to attend assessment days for selection to county coaching schemes. This coaching is provided for the following teams within the county; First Team, Colts Team, Juniors Team, Seniors Team, along with various elite group sessions which also includes session on Physiology, Psychology, Nutrition, Team Building/Development, Lifestyle Management, Tournament Planning advice.

Full details of the County Coaching Plan are available from the County Office.

##### **4.1.5 County Competitions**

In addition to county matches for both adults and juniors, the main Kent Union of Golf Clubs competitions can be found on [www.kentgolf.org.uk](http://www.kentgolf.org.uk).

#### **4.1.6 County Development**

The Kent Union of Golf Clubs hasn't historically looked at golf development work. However, since 2006 the Union have been proactive in looking at the initiatives and encouraging their golf clubs to utilise the ideas and concepts that are on offer from National Governing Bodies.

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## **4.2 Kent County Ladies' Golf Association**

### **4.2.1 Membership and Affiliation**

In the women's game the basic administrative unit is the traditional Kent County Ladies' Golf Association. This has enabled the Association to have more direct contact with members and to address the development of junior golf.

The County Association aims to encourage and promote the interests of golf at all levels within the county, to run county teams and competitions and to contribute to ELGA. The county executive committee typically consists of: President, Captain, Vice-Captain, Treasurer, Junior Organiser, Training Officer, Secretary, Competition Secretary, Communications Officer, South East ELGA Representative, Standard Scratch Score Assessor, Handicap Advisor and 10 elected members from affiliated golf clubs.

All ladies (adults and juniors) within affiliated clubs are affiliated to their County Association. In 2007 there were approximately 5,121 members across Kent, 3% less than in 2006.

### **4.2.2 County Personnel**

The elected officers to represent Kent County Ladies Golf Association are the President, Captain, Vice-Captain, Treasurer, Junior Organiser, Training Officer, Secretary, Competition Secretary, Communications Officer and the South East ELGA Representative.

The Association also have a dedicated team of additional helpers to include Scratch Score Assessors and Handicap Advisors. Although the county personnel are small in number, there are a number of proactive ladies' sections within golf clubs that assist the county with competitions etc.

### **4.2.3 County Structure**

The main committee deal with the day to day running of the Association with a separate committee that deals with juniors. These posts are unpaid but members are entitled to expenses. The President receives £250 for the year to cover her expenses. There are five committee meetings per year with an AGM every November.

Each committee member is responsible for running a knockout competition and serves a term of three years. The Officers serve a maximum of five years and the President three years. The Vice Captain/Captain serves one year as Vice, two years as Captain and in the fourth year returns as Vice Captain. The Captain chooses the Vice Captain but her selection must have the approval of the committee.

### **4.2.4 County Coaching and Squads**

The Kent County Ladies Golf Association have the following squads:

- **First Team:** This squad receives eight short game clinics a year and receive no swing tuition, as this is dependant on their individual club professional that they work with. Practice matches are included in the schedule against the Kent boy's teams and in addition they receive psychological and course management advice.
- **Second Team:** This squad receives a few session short game and bunker clinics and most practice takes place with other team members. Those on the border of the first team are also invited to attend the first team sessions on a regular basis.
- **Senior Team:** This squad receives a few session short game and bunker clinics and most practice takes place with other team members.
- **Junior Coaching:** There are various elite group sessions throughout the year mainly focusing on the short game. Group coaching for non handicap girls also takes place all year round with a dedicated team of PGA Professionals and any juniors showing promised are nominated for selection for ELGA regional training.

#### 4.2.5 County Competitions

In addition to county matches for both adults and juniors, the main Kent County Ladies Golf Association's competitions are as follows:

- Coombe Cup
- Captains Cup
- Holland Trophy
- Lohan Trophy
- Tappin Trophy
- The Three Feathers
- Winter Fourball
- The Championship
- Senior Championship
- The Rookie Salver
- Fourball Better Ball
- Team Rumble
- Texas Scramble
- A, B and C Division Meeting
- The Doxford Foursomes
- Summer Mixed Fourball

#### 4.2.6 County Development

The Kent County Ladies Golf Association is very proactive in golf development. With funding from ELGA, the Association provide a series of events in the summer, Easter fun competitions and taster days for beginner girls to take up the game. Many competitions are run throughout the year, and welcome packs, prizes and incentives are provided in order to recruit more girls.

### 4.3 PGA (Local Workforce)

In the professional game the basic administrative unit is the Kent County PGA, which sits under the umbrella of the PGA South Region and is currently under development. It is intended that this will provide the PGA to have more direct contact with members, in line with providing a service, which are in the best interests of all PGA Professionals in the county.

There are currently 281 members in a variety of positions including Head Professionals, Assistant Professionals, Teaching Professionals, Directors of Golf, Retired members, Tournament Playing Professionals and those that are unattached. Proactive members within the county can participate in 12-20 Club Pro-Am's a year, in addition to

competing in the Kent Open Championship, K.P.G.A Championship and Assistants Championship.

All PGA Professionals are encouraged to maintain their skills within the coaching and development remit that will aid any future work in the county.

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#### 4.4 Kent Sports Development Unit (KSDU) and Local Authorities

##### Kent Sports Development Unit

###### Purpose

To provide the strategic lead for, and co-ordinate the development of, sport in Kent through providing direct services to the public and by working with and through a large number of organisations in the public, commercial, private, voluntary and educational sectors.

###### Mission

The mission of the Sports Development Unit is 'to enable the people of Kent to fulfil their sporting potential'.

###### Objectives

The core objectives of the Unit are to:

- Provide the county's planning and strategic function for sport
- Develop sports participation and support independence
- Lead on Kent County Council's and Kent's work on the 2012 Olympic and Paralympic Games
- Provide facility development advice
- Develop school sport
- Raise the levels of sports performance and excellence
- Enhance coaching, coach development, volunteering and leadership
- Raise funds for sport in Kent
- Develop programmes of sports events
- Establish communication networks and produce publications
- Co-ordinate disability sport in Kent

The Kent Sports Development Unit also provides the function of the County Sports Partnership (CSP) for Kent, which is part of the England-wide network of CSPs viewed by Government and Sport England as key to meeting the desired increase in participation

The supporting local authorities and sports development network for Kent is listed below:

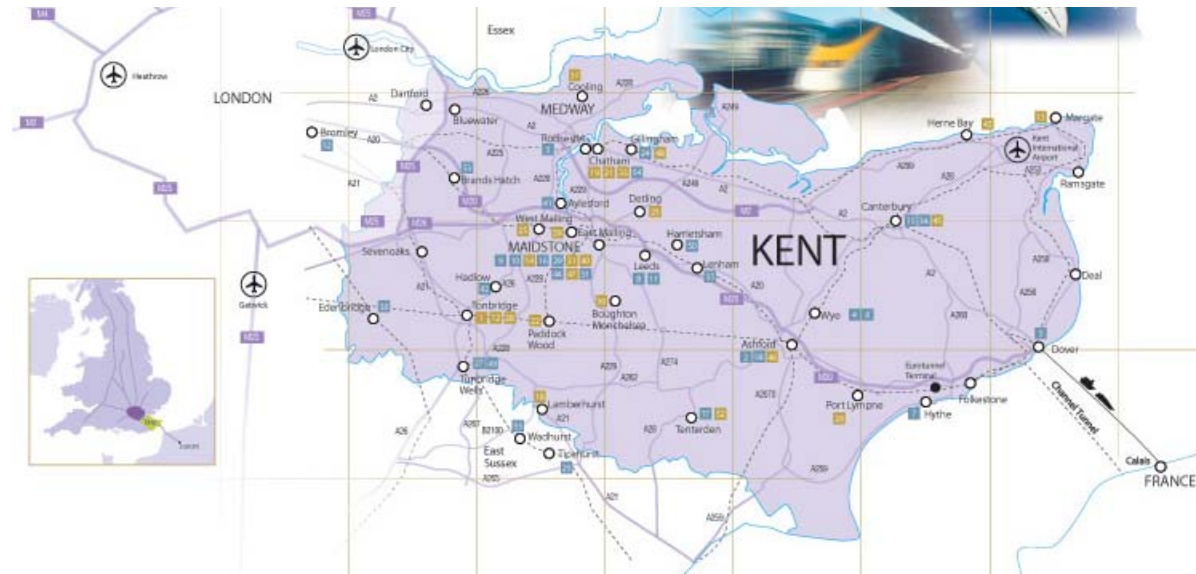
Ashford Borough Council	Simon Harris	01233 330232	<a href="#">Email</a>	<a href="#">Web</a>
	Becky Turner	01233 668803	<a href="#">Email</a>	
Canterbury City Council	Giles Seaford	01227 862524	<a href="#">Email</a>	<a href="#">Web</a>
Dartford Borough Council	Stephen Jefferson	01322 343524	<a href="#">Email</a>	<a href="#">Web</a>
Dover District Council	Sarah Philpot	01304 872448	<a href="#">Email</a>	<a href="#">Web</a>
Gravesham Borough Council	Sarah Knight	01474 337481	<a href="#">Email</a>	<a href="#">Web</a>
Maidstone Borough Council	Jacqueline Bryden	01622 602189	<a href="#">Email</a>	<a href="#">Web</a>
Medway Council	Tina Martin	01634 338761/0	<a href="#">Email</a>	<a href="#">Web</a>
Sevenoaks/Sencio	Colin Hunwick	01732 746010	<a href="#">Email</a>	<a href="#">Web</a>
Shepway District Council	Wilbert Greaves	01303 852251	<a href="#">Email</a>	<a href="#">Web</a>
Swale Borough Council	James Thatcher	01795 417109	<a href="#">Email</a>	<a href="#">Web</a>
	Lisa Alexander	01795 417388	<a href="#">Email</a>	

Thanet District Council	Elaine Solecki	01795 417054	<a href="#">Email</a>	
Tonbridge & Malling District Council	Martyn Cassell	01843 577367	<a href="#">Email</a>	<a href="#">Web</a>
Tunbridge Wells Borough Council	Beverley Emmerson	01732 876170	<a href="#">Email</a>	<a href="#">Web</a>
	TBC	01892 554201		<a href="#">Web</a>

Please note: These local authorities represent the county of Kent and not its London boroughs (for more information please visit East and South Pro Active Sports Partnerships)

## Section Five

### 5.0 Map of Kent



### 5.2 Audit of Golf Clubs

Golf Club	Type	Players				Junior Organiser	Golf Professional	Coaching Schemes					GolfMark/ Junior GolfMark
		Boys	Girls	Men	Ladies			FGC	JCCG	YMG	CL	PESSEL	
Aquarius	B	Y	Y	Y	Y	Y	Y	Y			Y		Ach
Ashford	B	Y	Y	Y	Y	Y	Y						
Austin Lodge	C	Y		Y		Y	Y						
Barnehurst	C	Y	Y	Y	Y	Y		Y	Y			Y	App

Bearsted	B	Y	Y	Y	Y	Y	Y			Y			
Beckenham Place Park	C	Y		Y		Y	Y			Y			
Bexleyheath	B	Y	Y	Y	Y	Y							
Birchwood Park	C	Y	Y	Y	Y	Y	Y			Y			App
Boughton	C	Y	Y	Y	Y	Y	Y						
Braeside	B	Y	Y	Y	Y	Y							
Broke Hill	C	Y	Y	Y	Y	Y	Y			Y			App
Bromley	D	Y	Y	Y	Y	Y	Y						
Broome Park	C	Y	Y	Y	Y	Y	Y						
Canterbury	B	Y	Y	Y	Y	Y	Y	Y	Y	Y			Ach
Chart Hills	C	Y	Y	Y	Y	Y	Y			Y			
Chelsfield Lakes	C	Y	Y	Y	Y	Y	Y			Y			
Cherry Lodge	B	Y	Y	Y	Y	Y	Y		Y				
Chestfield	B	Y	Y	Y	Y	Y	Y		Y				App
Chislehurst	B	Y	Y	Y	Y	Y	Y						
Cobtree Manor Park	D	Y	Y	Y	Y	Y	Y	Y	Y				
Cray Valley	C	Y	Y	Y	Y	Y							
Dartford	B	Y	Y	Y	Y	Y	Y		Y	Y			
Deangate Ridge	D	Y	Y	Y	Y	Y	Y		Y				
Eltham Warren	B	Y	Y	Y	Y	Y	Y						
Etchinghill	C	Y	Y	Y	Y	Y	Y		Y				
Faversham	B	Y	Y	Y	Y	Y	Y	Y					
Fawkham Valley	C	Y	Y	Y	Y	Y	Y	Y	Y				App
Gillingham	C	Y	Y	Y	Y	Y	Y						App
Great Chart	C	Y		Y		Y	Y						

Hawkhurst	C	Y	Y	Y	Y	Y							
Hemsted Forest	B	Y	Y	Y	Y	Y	Y			Y			
Herne Bay	C	Y	Y	Y	Y	Y	Y						
Hever Castle	C	Y	Y	Y	Y	Y	Y			Y			
High Elms	C	Y	Y	Y	Y	Y	Y				Y		
Hilden	C	Y	Y	Y	Y	Y	Y			Y			
Homeland Bettergolf	C	Y	Y	Y	Y	Y	Y						
Hythe Imperial	B	Y	Y	Y	Y	Y	Y						
Kent National	C	Y	Y	Y	Y	Y	Y						
Kent & Surrey	C	Y	Y	Y	Y	Y	Y						
Kings Hill	C	Y	Y	Y	Y	Y	Y	Y	Y				App
Knole Park	B	Y	Y	Y	Y	Y	Y			Y			
Lamberhurst	B	Y	Y	Y	Y	Y	Y	Y	Y				
Langley Park	B	Y	Y	Y	Y	Y	Y	Y	Y				
Littlestone	B	Y	Y	Y	Y	Y	Y	Y	Y		Y		
London Beach	B	Y	Y	Y	Y	Y	Y						
Lullingstone Park	D	Y		Y		Y	Y			Y			
Lydd	C	Y	Y	Y	Y	Y	Y						App
Mid Kent	B	Y	Y	Y	Y	Y	Y						
Nizels Country Club	C	Y	Y	Y	Y	Y	Y						
North Foreland	B	Y	Y	Y	Y	Y	Y		Y	Y			
Oast Park	C	Y	Y	Y	Y	Y	Y						
Orpington	C	Y		Y		Y	Y	Y	Y	Y			
Park Wood	C	Y	Y	Y	Y	Y	Y						
Pedham Place	C	Y	Y	Y	Y	Y	Y						

Poult Wood	D	Y	Y	Y	Y	Y	Y						
Princes	C	Y	Y	Y	Y	Y	Y	Y	Y				Ach
Redlibbets	C	Y	Y	Y	Y	Y	Y						
Rochester & Cobham Park	B	Y	Y	Y	Y	Y	Y			Y			Ach (Jnr)
Romney Warren	C	Y	Y	Y	Y	Y	Y	Y	Y				
Royal Blackheath	B	Y	Y	Y	Y	Y	Y		Y				App Ach (Jnr)
Royal Cinque Ports	B	Y	Y	Y	Y	Y	Y	Y	Y	Y			App
Royal Cinque Ports Artisans	A	Y		Y									
Ruxley Park	C	Y		Y		Y							
Sene Valley	B	Y	Y	Y	Y	Y	Y						Ach (Jnr)
Sevenoaks Town	B	Y		Y		Y							
Sheerness	B	Y	Y	Y	Y	Y	Y	Y	Y				
Shooters Hill	B	Y	Y	Y	Y	Y	Y						
Shoreham	B	Y		Y		Y							
Shortlands	B	Y	Y	Y	Y	Y	Y						
Sidcup	B	Y	Y	Y	Y	Y	Y						
Sittingbourne & Milton Regis	B	Y	Y	Y	Y	Y	Y	Y	Y				
St Augustines	B	Y	Y	Y	Y	Y	Y						
Staplehurst Park	C	Y	Y	Y	Y	Y	Y			Y			
Stonelees	C	Y	Y	Y	Y	Y	Y						
Southern Valley	C	Y		Y		Y	Y			Y			
Sundridge Park	B	Y	Y	Y	Y	Y	Y						
Tenterden	B	Y	Y	Y	Y	Y	Y	Y	Y				
Thamesview	C	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y		

Tudor Park	C	Y	Y	Y	Y	Y							
The London	C	Y	Y	Y	Y	Y	Y			Y			
The Royal St Georges	B	Y	Y	Y	Y	Y	Y						
The Royal St Georges Permit Holders	A	Y		Y									
The Ridge	C	Y		Y		Y	Y	Y					
Tunbridge Wells	B	Y	Y	Y	Y	Y	Y						
Upchurch River Valley	C	Y	Y	Y	Y	Y	Y			Y			
Walmer & Kingsdown	B	Y	Y	Y	Y	Y	Y						
Weald of Kent	C	Y	Y	Y	Y	Y	Y						
West Kent	B	Y	Y	Y	Y	Y	Y						
West Malling	C	Y	Y	Y	Y	Y	Y			Y			
Westerham	C	Y	Y	Y	Y	Y	Y		Y				
Westgate & Birchington	B	Y	Y	Y	Y	Y	Y						
Whitstable & Seasalter	B	Y	Y	Y	Y	Y		Y					
Wilderness	B	Y	Y	Y	Y	Y	Y						
Woodlands Manor	B	Y	Y	Y	Y	Y	Y		Y	Y			
Wrotham Heath	B	Y	Y	Y	Y	Y	Y						
<b>Totals</b>	<b>N/A</b>	<b>93</b>	<b>81</b>	<b>93</b>	<b>81</b>	<b>91</b>	<b>81</b>	<b>20</b>	<b>26</b>	<b>24</b>	<b>4</b>	<b>1</b>	<b>16</b>

**KEY ("Y" indicates clubs utilising EGP development initiatives)**

- 1) FGC – Free Golf Coaching    2) JCCG – Junior Club Coaching Grant    3) YMG – Young Masters Golf    4) CL – Community Links  
5) PESSCL – PE & School Sport Club Links    6) Junior GolfMark – App refers to clubs applied, Ach refers to clubs applied and accredited

<b>TOTALS:</b>	
<b>A-Artisans</b>	<b>2</b>
<b>B-Members'</b>	<b>44</b>
<b>C-Proprietary</b>	<b>42</b>
<b>D-Municipal</b>	<b>5</b>
<b>E-School/College</b>	<b>0</b>
<b>N-Non specified</b>	<b>0</b>

**Total Number of golf clubs: 93**

\*This collection of data was taken from EGU and ELGA information and is correct as November 2007. The difference in figures is due to the affiliation of golf clubs is set differently between the men's and ladies' game.

## Section Six

### 6.0 Specialist Sports Colleges and School Sports Co-ordinators

The "PE School Sport Club Links" programme (PESSCL) aims to increase participation rates among young people by co-ordinating existing EGP initiatives. The purpose is to create a network of partnerships between schools and golf clubs/facilities, to provide a safe and fun introduction to golf in the school environment and then facilitate a link between the schools and clubs to provide junior friendly exit routes for all children involved.

A "School Club Links" project is created through a partnership between a nominated Specialist Sports College, their partner schools and local golf clubs/facilities.

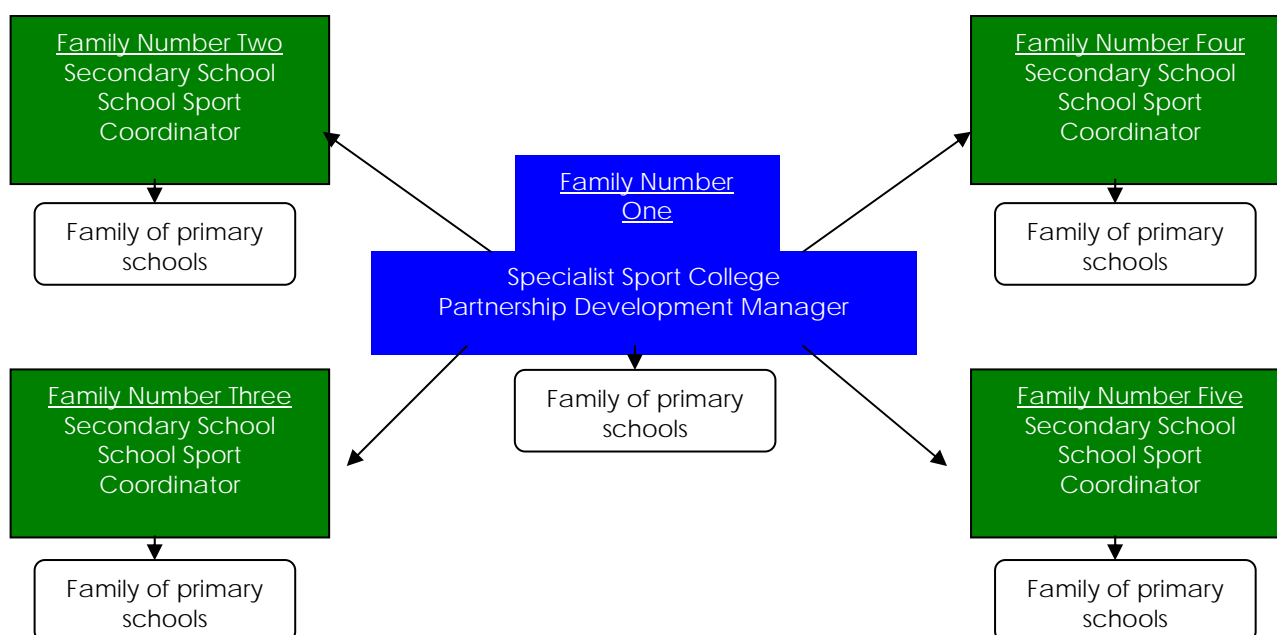
This is a national initiative, managed and delivered by Sport England, the Department of Education and Skills, the Department of Culture, Media and Sport, the New Opportunities Fund and the Youth Sport Trust. The programme aims to have 1,000 school sport co-ordinators across the country, working in partnership with a family of secondary and primary schools.

The PESSCL programme aims to establish and develop physical education and school sport, support programmes for local primary schools, develop links between schools and local sports clubs, establish and support after-school and inter-school sports programmes and develop leadership and coaching for senior students.

A PESSCL Partnership has the responsibility to provide the following:

- A coordinated programme of golf coaching and activity sessions during and/or after school.
- A Tri-Golf Festival for children introduced to golf in primary schools.
- Follow on opportunities at a golf facility.
- Access to membership within clubs (either full junior membership or a form of academy membership).

Although the structure may vary from one partnership to another, this diagram shows the principle of the scheme.



This structure forms the basis of the PESSCL initiative. An Officer from the England Golf Partnership draws together school and club representatives, with links to the County Union, Association and Local Authority as required. These organisations form the Project Group.

The Project Group write a development plan with the support of the EGP Officer outlining roles for all parties and clearly explaining the project expenditure. The Project Group also signs a partnership agreement to enshrine their commitment to the delivery of the project. The Project Group nominate a Project Co-ordinator to draw together the documentation and oversee the operation of the scheme. The documentation is then submitted to the EGP review panel. Subject to approval, the partnership are able to access start up funds to initiate the project (£2,000).

The Project Co-ordinator is responsible for organising the training for individuals to facilitate the delivery of Tri-Golf activity sessions into primary schools. This can include students, junior organisers, teachers, club members or other interested volunteers. Once trained these people are able to deliver Tri-Golf activity sessions during or after school. The children who attend these sessions are informed of follow on opportunities within the Clubs or at other junior friendly facilities.

The golf clubs involved in the project must have applied and be working towards "GolfMark" to ensure that they are junior friendly and able to provide safe, fun and enjoyable coaching and playing opportunities, at low cost and with few restrictions. The youngsters will have access to the facilities of the clubs and receive subsidised coaching from the club's professional coaching staff.

## 6.1 Specialist sports colleges within the county

Name	Town	County
Angley School	Cranbrook	Kent
Hayesbrook School	Tonbridge	Kent
Canterbury High School	Canterbury	Kent
Herne Bay High School	Herne Bay	Kent
Swadelands School	Maidstone	Kent
Aylesford School	Aylesford	Kent
Swan Valley Community School	Swanscombe	Kent
Astor of Hever Community School	Maidstone	Kent
Ursuline College	Westgate	Kent
Meopham School	Meopham	Kent
Castle Community School	Deal	Kent
Harvey Grammar School	Folkestone	Kent
The North School	Ashford	Kent
Borden Grammar School	Sittingbourne	Kent

\*Contacts for each SSP can be found through Kent Sports Development Unit or Golf Foundation.

\*Additional SSP's may be found in the London Boroughs where the Kent Golf Partnership will also operate.

## Section Seven

### 7.0 Funding Streams

#### 7.1 EGU/ELGA Funding

##### **Junior Club Coaching Grant Aid**

£150 available to affiliated golf clubs.

This funding is available annually, the club is asked to match the grant.

Apply via the EGU/ELGA.

##### **Free Golf Coaching Grant Aid**

£200 available to affiliated golf clubs.

The funding is for beginners' taster sessions.

Apply via the EGU/ELGA.

#### 7.2 ELGA Trust and Individual Grants

Financial assistance for:

- One to one coaching for girls under 21 years old or in full time education.
- Equipment purchase where there is financial need.
- Travel to national and divisional tournaments.

Individuals need to complete an ELGA Trust form and send it to their County Junior Organiser who will forward to the ELGA office at least ten days prior to an ELGA Trust meeting, for consideration by the Trust Management Committee.

#### 7.3 ELGA Group Award

Each county receives an annual lump sum (minimum £250 and maximum £1,000), based on the number of affiliated clubs within the county. The funds are allocated to girls' group coaching, targeting pre-handicap and high handicap players.

The County Junior Organiser completes a Group Coaching Summary Sheet and sends it to the ELGA office detailing the activities the grant has funded. Applications must be received by September each year.

#### 7.4 ELGA Development Grant

At the current time £750 per year is available to every County Association

Purpose: recruitment of new girls and the encouragement of early golfers.

To fund coaching, postage, printing, refreshments, volunteer expenses, training and equipment purchase.

Complete a Development Grant application form and submit to EGU/ELGA.

#### 7.5 ELGA Subscriptions Grant

£5 is refunded to the county for each junior girl that is a member of a golf club.

The amount awarded is based on the subscriptions collected by ELGA from affiliated golf clubs.

Complete a Junior Subscription Grant Form and submit to EGU/ELGA.

## 7.6 Golf Foundation Funding

Partial funding for group coaching with limited availability.  
Apply to The Golf Foundation.

## 7.7 PESSCL: Physical Education & Sport School Club Links

Each PESSCL Partnership can be awarded a grant of up to £2,000  
The should provide a safe, fun introduction to the sport of golf within the school environment and at outreach community locations  
Apply to the Golf Foundation.

## 7.8 SportsMatch

Any non-profit group can apply for SportsMatch and money is matched from profit-distributing businesses, such as banks, restaurants, estate agents and supermarkets. Matching awards are available between £1,000 and £50,000. The minimum sponsorship per sponsor is £1,000 with a maximum of 3 sponsors per project. Sponsorship can last between 1 to 3 years and can be made in cash or in kindness (in kind for sporting equipment only).

Projects being sponsored must include one of the following elements:

- Increased participation at the grass roots level
- Extend/enhance existing activities
- Provide links to the community - ensure long-term benefits.

Women and girls' sport is a priority group for SportsMatch, as it tends to attract less funding than other groups. To date 67% of SportsMatch funding has been awarded to priority groups and 95% of awards go to schemes involving children under 18 years of age.

The sponsor must be willing to work with you to develop a joint proposal to the SportsMatch Panel. Contact the SportsMatch office for an application form (contact details in appendix 1), who will present it to the Panel who meet every six weeks. Decisions are usually made within one month.

For further information visit - [www.sportsmatch.co.uk](http://www.sportsmatch.co.uk)

This initiative is currently under review from Sport England (November 2007).

## 7.9 The Big Lottery Fund

The Big Lottery Fund was launched on 1<sup>st</sup> June 2004 with funding coming from the sale of Lottery tickets.

## 7.10 Awards for All

"Awards for All" is available under the umbrella of "The Big Lottery."

The aims of Awards for All are to:

- Extend access and participation
- Increase skill and creativity
- Improve quality of life

Application Requirements:

- Applications must be from non-profit organisation.
- Grants between £500 and £5,000 are available to fund a specific project/activity.

The organisation must have:

- A constitution.
- A bank account with two signatories.
- Recent bank statements.

- Annual account balance.
- Senior approval of the application.

### 7.11 Local Network Fund

The Local Network Fund is a programme of the Children and Young People's Unit; a cross government initiative set up to coordinate government policy and services for children and young people. The government believes that communities have the power to make a real difference to the lives of disadvantaged children. The objective of the Local Network Fund is for children and young people is to give communities the chance to make a difference.

#### Who can apply?

Applications can be from small groups, needing between £250 and £7,000 to organise and run an activity with disadvantaged children or young people.

You must satisfy ALL the following criteria:

- You must be based and provide your services in England.
- You need to be a locally managed small voluntary, community or self-help group.
- Most of the children and young people benefiting from your activity must be facing disadvantage or poverty.
- Your activity must focus on children and young people.
- You must have people volunteering to help with your activity.

#### What types of activities are given grants?

Your activity must fit one of the four themes below. The themes have been chosen because they show the way that community and self-help activities can improve the lives of disadvantaged children.

- **Aspirations and experiences**
- **Economic disadvantage**
- **Isolation and access**
- **Children's voices**

## Section Eight

### 8.0 Other Initiatives

#### 8.1 **SNAG**

**SNAG** is an acronym for **Start New At Golf** and is a plastic version of golf designed to add fun to the learning and playing experience.

The SNAG ball has a limited distance with the average player hitting it a maximum of 50 yards. SNAG has two clubs: one for pitching and chipping the ball, called the **Launcher** and the other for putting, called the **Roller**. All pitch and chip shots are played off a small rubber tee called the **Launch Pad**. The target is a weighted cylinder covered with Velcro material, called the **Flagsticky**. The SNAG ball is slightly smaller than a tennis ball but of similar texture, sticks to the Flagsticky. For further information see - [www.snaggolf.com](http://www.snaggolf.com)

The entire game is portable and can be adapted for indoor or outdoor use. SNAG offers a training programme and tools that make learning the game fun.

#### 8.2 **Young Masters Golf**

Young Masters Golf has been developed as a business enterprise by a team of golf professionals. It is a teaching programme designed for children aged 6 to 16 years. Lesson plans have been written covering all aspects of the game, including rules and etiquette. Golf clubs are required to purchase a marketing package and aim to increase their revenues by selling courses of lessons to juniors. The cost of 6 lessons ranges from £40 to £65.

The following clubs offer YMG in the county of Kent:

Name
Bearsted Golf Club
Beckenham Place Park Golf Club
Birchwood Park Golf Centre
Broke Hill Golf Club
Canterbury Golf Club
Chatham Golf Centre
Chart Hills Golf Club
Chelsfield Lakes Golf Centre
Dartford Golf Club
Folkestone Golf Centre
Hever Castle Golf Club
Hemsted Forest Golf Club
Hilden Park Golf Centre
Knole Park Golf Club
The London Golf Club
Lullingstone Park Golf Course
Manston Golf Centre
Moatlands Golf Club
North Foreland Golf Club
Orpington Golf Centre
The Ridge Golf Club
Royal Cinque Ports Golf Club
Rochester & Cobham Park Golf Club

Southern Valley Golf Club
Staplehurst Golf Centre
Sweetwoods Park Golf Club
Thamesview Golf Centre
Upchurch River Valley Golf Centre
West Malling Golf Club
Woodlands Manor Golf Club

\*This collection of data was taken from the Young Masters Golf (YMG) website and is correct as of November 2007, however this is subject to change

## Section Nine

### 9.0 Forum Feedback and SWOT analysis

The following items were identified at the Kent Golf Forum(s) on:

- **Kings Hill Golf Club (Tuesday 20<sup>th</sup> March 2007)**
- **Ashford Golf Club (Tuesday 27<sup>th</sup> March 2007)**
- **Langley Park Golf Club (Thursday 29<sup>th</sup> March 2007)**

#### **Strengths**

- Many volunteers in the game
- Wealth of junior initiatives
- All ages and abilities can compete together
- An all year round sport
- A very sociable game, both on and off the course
- Golf is enjoyable providing high levels of personal satisfaction

#### **Weaknesses**

- Cost of equipment and membership.
- Time taken to play a round of golf (approx 4 hrs)
- Perception of golf as a stuffy, middle-class sport
- Dress codes can be off putting to younger people
- Lack of introductory schemes for girls and ladies
- Other interests (including other sports or social events)
- Lack of new members
- Lack of packages for 'family' golf
- Profusion of '2 for 1' offers may reduce incentive for casual golfers to join a club
- Membership structures do not cater for modern career and family lifestyles
- Novice golfers not always welcomed/catered for
- Wealth of society and corporate golf available, which reduces the incentive to join a golf club
- Very little golf promotion to engage a wider audience (including role models)

#### **Recruitment Issues**

- 18 to 40 age group
- Girls – most clubs have very few girls within their junior ranks
- More families required
- More 'taster' sessions are required to allow people to try out golf, as a sport, without initial commitment
- Unitised membership schemes aimed at the 35 to 55 age group, who perhaps due to family and career commitments may only be able to play occasionally
- Monthly payment plans for membership fees
- Sliding scales of membership when transferring from junior to intermediate etc.
- More golf played in schools – tri-golf, school-club links
- Partnerships with other facilities (e.g. driving ranges, fitness centres etc)
- Relaxed dress code – make golf trendy

#### **Priority Groups for Recruitment**

- Juniors
- 18 to 40 age group
- Young females
- Family groups
- Ethnic groups
- Couples

- 35 to 55 age group – including those returning to golf after inactivity due to family/career/financial pressures
- Local community groups and schools

#### **Retention Opportunities**

- High levels of social and competitive activities within a club
- Membership packages tailored to the needs of members, particularly for the 18 to 40 age group
- Coaching programmes for all age groups and competences
- 'Academy' schemes to gradually introduce novice golfers to the game and the club. This has the effect of improving the confidence (and competence) of the novice and ensuring that he/she is properly integrated into the club
- Good social life within the club – plenty of varied social events
- Improve the image of amateur golf in the press and on television and provide young people with role models with whom they can identify
- Provide a graduated fee structure to junior golfers emerging into the senior ranks.

#### **Future plans, strategy and important areas**

What do clubs require from Kent Golf Partnership?

- A Development Plan that sets out how more people can be introduced to golf and persuaded to join a golf club, together with timescales and targets
- Dissemination of the many examples of good practice already taking place in individual clubs
- More promotion and marketing of facilities and opportunities within our affiliated clubs (including club packages)
- Training and equipment opportunities for volunteers within clubs and schools
- More golf in schools
- Administration and promotion of EGU/ELGA grants for 'taster sessions' at local level (including local support and advice)
- A Golf Partnership website which provides advice, guidance and information on initiatives which are planned and underway, together with links to other relevant websites (pick and mix menu of options)



## 9.1 Forum Questionnaire Analysis

QUESTION	YES %	NO %	UNKNOWN %
Would you be willing to offer girls only coaching?	94	3	3
Would you, and/or other members of your club, be interested in any golf qualifications?	64	33	3
Would you be willing to become a National Skills Challenge centre?	64	28	8
If we were to contact you, would you provide your facility for any future workshops etc?	64	28	8
Would you, and/or other members of your club, be interested in child protection training?	58	36	6
Would you be willing to become a Free Golf Coaching centre?	20	58	22
Are you interested in working with your local community and/or your schools network?	89	6	5
Would you be interested in Tri-Golf and/or Golf Xtreme equipment and training?	50	42	8
Are you interested in working with your local authority? (e.g. Sports Development Officer)	86	8	6
Would you be interested in adult development packages?	81	14	5
Would you be willing to offer discounted rates for playing, coaching and sales?	22	58	20
Would you be willing to work with us in order to 'grow the game' in Kent?	86	8	6

This table represents the views of the delegates that attended the three club forums across Kent. Each delegate was asked to complete a Questionnaire on behalf of their golf club, regardless of position, with a view to determine the key areas that need to be focused on in order to make the overall project a success.

Please note: Detailed analysis of each forum has been constructed and can be shown upon request