



SLCGA GOLF DEVELOPMENT **FRAMEWORK**

As well as getting Ladies and young people into golf this document is also a response to the post covid landscape which will see more and more people, from a diverse range of backgrounds, wishing to engage in sporting activity and the outdoors.

This document is intended to assist clubs to provide ideas to help grow and develop their ladies and junior sections, using and adapting this framework in line with their own club development process. Feedback to the County Development Group on any element implemented or adopted would be welcomed, particularly on what has worked well or could be improved to update this framework document for other users.

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Club Academy Programme

Structured coaching programme

- detailed coaching programme with club professional for those new to golf and beginners covering Irons, short game chipping, woods from the tee, putting and on course play eg 3/6 holes, to be held on both weekends for working ladies and mid-week e.g. Hawkstone Golf Club model

Golf Development Officer Role

- consider appointing Golf Development Officer from Ladies Section to be on Ladies Committee
- Golf Development Officer to be part of main Club Golf Development Group
- attend coaching sessions and engaging with participants

Player Pathway

- provide a buddy/mentoring system from within Ladies Section
- buddy/mentors to provide on course support through walking with Lady beginners as they play 3/6 holes and/or playing alongside, providing guidance on course management
- education sessions on rules and etiquette of golf
- set up a shortened measured course for new beginners to assist their golf development and aid their enjoyment of playing on the course
- systematic gradual progression to playing 9 holes then 18 holes

Other considerations

- organise fun activities for those on the academy programme including England Golf initiatives, involving existing lady mentors and committee members
- link with membership schemes and membership pathway

Membership Pathway

Membership Offerings

Make golf more accessible by providing clear and defined membership styles such as:-

- Junior Membership and activities with commensurate fee structure to retain college students and those new to work
- Membership for those below 30 years with lower fees
- Membership for students
- Membership for those over 80 years with lower fees
- Trial membership for those new to golf and working through the Academy Programme
- Lifestyle membership for those who can only play occasionally and wish to gain handicap and play competitive golf
- Full membership:-
 - consider offering taster sessions
 - consider offering group deals
 - consider providing dual Club Partnership
 - offer various payment schemes to accommodate members financial preferences

Golf Programme

- schedule of competitions and dates which allow access for all
- weekend and weekday competitions both fun and competitive golf
- combination of 18 hole, 9 hole stableford and medal golf, team golf and fun golf
- engage with County golf activities for all levels of player
- coaching offering to non-members/beginners/high handicaps/mid to lower handicaps both group and individual basis
- dedicated club night open to members and non-members with 9 hole competition
- set up a shortened measured course to assist retention of older members to aid their enjoyment of playing on the course

Marketing

Open Days

- coaching sessions delivered by professional on practice ground
- trial rounds of golf to be offered
- chipping & putting activities
- activities for juniors to be offered
- meet and greet with drinks/nibbles available

Advertising

- focus on Academy Programme for those new to golf and improvers/returners to golf
- Banners to be placed locally advertising club offering
- adverts in local press
- leaflet drops in local catchment area
- consider aspects of golf that will have media interest such as Special achievements, events and offers plus personal interest stories and the benefits of golf such as fitness and mental health
- post covid landscape

Press Releases

- consider appointing press officer within club who acts as liaison between club/newspaper
- establish links with local and regional newspapers
- regular notices highlighting competition results
- regular notices highlighting club and county success

Schools Partnership links

- consider linking with local secondary & primary schools
- consider offering dedicated time on the course
- consider offering golf as part of PE lessons/ part of activity week

Community and Sporting Groups

- engage with other local community groups and sports clubs

Other considerations

- consider using social media platforms to drive specific targeted marketing to community groups, schools and local area with focus on women and girls into golf
- link with media programme
- consider internal promotions to members, their family and friends

Junior Programme

Safegolf

- all involved to be made aware of Safegolf procedures
- all working with juniors to have appropriate checks

Structure

- consider appointing Junior Organiser to act as lead
- consider appointing Junior Committee to support Junior Organiser
- ensure you have enough volunteers for the number of juniors, including parents as volunteers
- have a buddy system for new juniors so they have someone to talk to, ask questions and someone to play with
- have a mentoring programme
- engagement with Club Professional key
- appoint Junior Captains
- engage with parents and create an inclusive atmosphere within the club by offering social membership for Parents
- set up a shortened course to assist their golf development and aid their enjoyment of playing on the course
- use and link with County Junior Ambassadors
- ask current Juniors to bring a friend to a fun introductory day
- link to England Golf initiatives such as Girl Golf Rocks

Structured Coaching Programme

- consider detailed coaching programme with club professional, making sessions fun but structured and on set days
- consider holding Junior practice nights and afternoons

Competitions

- consider competitions are held specifically for juniors to cover different abilities and tees
- consider juniors are allowed to play in all club competitions
- consider entering juniors into Junior County League to aid better player progress

- encourage new juniors to play in the Pee Wee Tour arranged by County
- hold structured competitions with other sections of the Club eg Ladies and or Seniors

Other Considerations

- Include things other than golf e.g. Easter Egg hunt , BBQ, Social events
- ask the juniors what they would like, ask for their opinions eg “Young Golfers Voice”
- ensure juniors feel valued and part of the club
- work with local schools if possible e.g. Activities week/PE afternoon/Work Experience to provide suitable golf offering
- consider linking in with local community groups such as Brownies/ Cadets etc. to provide suitable golf offering

England Golf Initiatives

Women on Par

What is a [Women on Par](#) event?

- In short, it is a tried and tested 9 hole event. It features a novel scoring system, using a challenge scorecard, to help beginners learn the basic rules and etiquette of the game. Instead of counting shots, the scorecard outlines challenges for players to undertake, for example hitting the green or getting out of the bunker in one.
- There are two levels of challenge scorecard, so events can cater for beginners and those who have played a little.
- Women on Par helps new golfers develop as players. It's also great fun and a good way to get newcomers involved with the club and its social life.

Girls Golf Rocks

- Girls Golf Rocks is a joint campaign with [The Golf Foundation](#) which welcomes girls into the game. It's aimed at 7-14-year-olds, it's girls-only and there's lots of support from girls who already play.
- It's fun and friendly – and it's a winner. Over the last five years, Girls Golf Rocks has helped to introduce over 5,000 girls to game of golf.

Women in Golf Charter

The R&A launched the [Women in Golf Charter](#) in May 2018, supported by England Golf and other organisations from across the industry.

What is the purpose of the Women in Golf Charter?

- To encourage more women and girls to play the game and join clubs
- To inspire more families to enjoy golf as a group leisure activity
- To open up more opportunities for women to work within the golf industry

Membership Campaign

Membership: '[Give it a Shot](#)' has been created to assist you with your marketing and promotion of your club and the benefits of membership to potential and existing members.

As well as a National Campaign celebrating club membership, we have also built a suite of guidance documents and customisable resources which are available for you to download and can be tailored to the unique benefits of your golf club.

Understanding Your Market

To help clubs and facilities attract and retain members, we realised we needed to increase understanding of the golfing market. We need to know what people want from their golfing experience and where we can find potential golfers and new members.

Working with a behavioural research company, England Golf identified nine profiles to help you create an effective marketing strategy:

1. Relaxed members
2. Older traditionalists
3. Younger traditionalists
4. Younger fanatics
5. Younger actives
6. Late enthusiasts
7. Occasional time pressed
8. Social couples
9. Casual fun

Media Programme