



ENGLAND
GOLF

COURSE PLANNER

Strategic Direction 2021-2025

We work at the heart of golf in England, supporting and empowering a thriving community of members, counties and clubs with a focused approach built around our guiding principles



Lead



Energise & Support



Deliver



Inspire

We have shaped **18 Tee Shots to Success** placing us in the best position to truly grow our game

Lead through strong Governance & Integrity

- 01** Strengthen governance in all aspects of our sport
- 02** Deliver safeguarding throughout the golfing community
- 03** Utilise data & technology to enhance decision-making
- 04** Drive equality & equity in everything we do

Energise & Support the Golf Community

- 05** Support golf clubs with member recruitment & retention
- 06** Connect & engage with all golfers
- 07** Inspire & educate golf's network of volunteers
- 08** Increase golf's influence within local communities
- 09** Advocate & inform on all elements of sustainability

Deliver a more Inclusive & Accessible Sport

- 10** Drive diversity at all levels of golf
- 11** Create more opportunities for juniors & young adults
- 12** Promote the health & wellbeing benefits of golf
- 13** Inspire more women & girls to play golf
- 14** Develop greater access for disabled people

Inspire Current & Future Generations

- 15** Enthuse all golfers through relatable role models
- 16** Communicate a positive perception change for golf
- 17** Deliver an excellent talent development pathway
- 18** Host best-in-class competitions for all golfers



englandgolf.org

