



ENGLANDGOLF

GROWING THE GAME FOR THE FUTURE

THE CHILDREN AND YOUNG
PEOPLE'S PLAN FOR GOLF
2017 – 2021



ENGLANDGOLF



GOLF FOUNDATION
Skills for life

PGA

The Professional
Golfers'
Association

INTRODUCTION

As pressure on young people’s time continues to increase and the pace of life moves quicker, young people are changing the way that they engage in sporting activities. With the greater focus on technology, social pressures, study and employment, their leisure time is a valuable commodity. If golf is to effectively engage with, and appeal to, this audience, it needs to develop an approach that is focused on long term objectives and customer insight.

Building on England Golf’s 2017-2021 Strategy “Growing the Game of Golf in England” this plan looks to underpin the objectives and provide further clarity on how we aim to grow participation and membership amongst children and young people and change the perception of golf for this generation. The objectives outlined within this plan will contribute to the achievement of England Golf’s overall objectives and are guided by the same values and principles of putting the customer at the heart of everything we do. As with the overarching national strategy, a coordinated, partnership approach is needed to ensure that all key stakeholders are making a concerted effort to enhance the offer provided and adapting delivery, where needed, to continue to meet the needs of children and young people.

England Golf, the Golf Foundation and The PGA have come together to develop this plan to focus our collective efforts to grow the game for children & young people. This document shows how each organisation’s key areas of responsibility interlink to provide a rounded and comprehensive level of support to encourage more children and young people into the game. It sets out how we will support clubs and facilities to develop attractive offers that reflect the needs, wants and motivation of today’s young people to play, learn and volunteer in golf.

Note: Throughout this document the term young people is used to mean children as young as three or four, through to young adults up to the age of 25. The work that we deliver will influence other age groups through the link with family activity.

OUR VISION

Inspiring a love of golf that lasts a lifetime.

Our commitment to working with partners

By working together England Golf, the Golf Foundation and The PGA can provide an excellent and well-rounded support package for golf clubs and facilities, with the aim of providing exemplary and consistent service across the country. The information below outlines the headline areas of responsibility and demonstrates how each organisation has a specific purpose that, when linked effectively together, supports this.

Please note; this is not meant to be an exhaustive list and some areas will overlap where one organisation could not deliver without the support and input from the others.

ORGANISATION	KEY ROLE AND RESPONSIBILITY
England Golf	England Golf is the strategic lead for Golf in England and oversees the delivery of the strategy “Growing the Game of Golf in England” and subsequent plans, of which this “Children and Young People Plan” is one. We work through a club centric approach to ensure that, in terms of children and young people, we provide support and advice that reflects the needs of our clubs, whilst also driving change nationally.
The PGA	The PGA supports PGA members to up-skill and be fit for purpose in terms of delivery to children and young people, working within focus clubs in England to implement the ‘Right Pro, Right Place, Right Time’ approach, in line with agreed targets and outcomes. The PGA deploys a team of specialist coaching officers across England who can support the training and education of the coaching workforce in relation to the children and young people market
The Golf Foundation	The Golf Foundation has a strategic aim of helping young people to ‘Start, Learn and Stay’ in golf. It helps young people to ‘START’ in the sport through its outreach programmes in schools and local community groups followed by sessions in junior friendly clubs. Young people can ‘LEARN’ about the game via registration on the national learning programme. In partnership with England Golf, they also support clubs to encourage the juniors to want to ‘STAY’ in the sport via training workshops for club volunteers and PGA Coaches. The network of HSBC Golf Roots Centres sits at the heart of Golf Foundation activity in clubs and is key to recruiting and retaining more children and young people in golf.

Current Position

A number of programmes are in place to drive participation and membership through England Golf, the Golf Foundation and The PGA. Significant numbers of young people are engaging with golf on an annual basis, however the traditional membership model is not necessarily being impacted by this. It is clear that greater work is needed in this area to understand the reasons for the decline and to identify possible ways in which golf can grow and adapt to ensure that young people continue to be a critical part of the sport in the future.

This plan aims to build on the successful programmes and highlights the areas in which we are focusing even more support for further development.

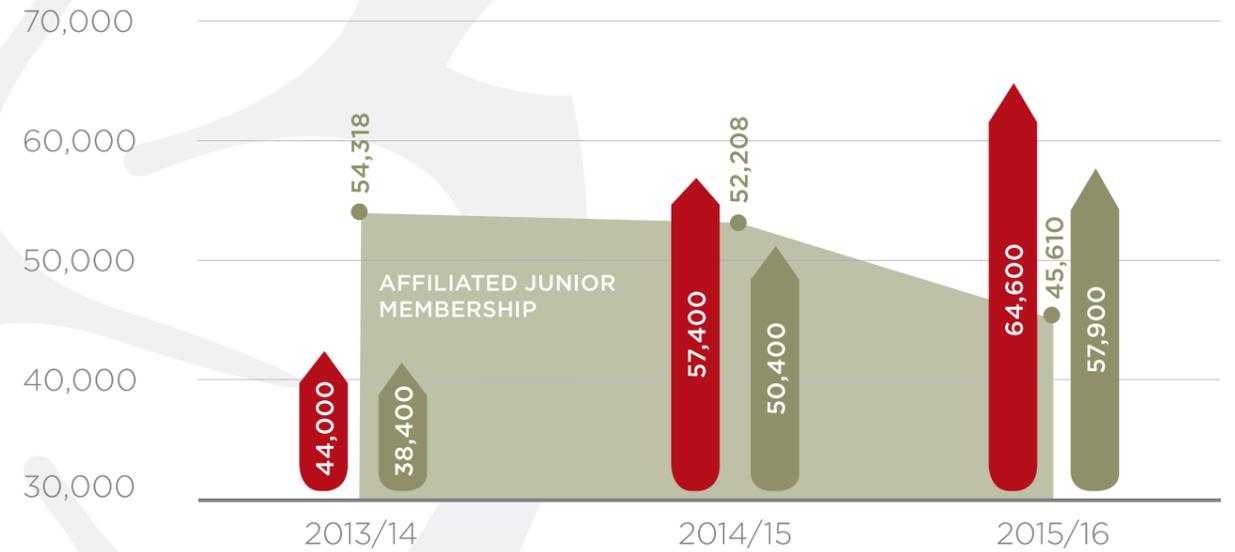
Whilst individual partners have continued to support opportunities for all age groups, Government policy and sport funding has previously focused mainly on the 14 year-plus market and therefore, many strategies and development priorities have been placed in this area due to funding constraints and grant conditions. With the publication of the new Government strategy 'Sporting Future; A new strategy for an active nation' a greater focus has been placed on young people from the age of five and their physical activity and sporting habits.

Below and over the next page we have highlighted the current data trends in junior development.

CHANGING LANDSCAPE

2013 TO 2016

14 - 25 once a week participation 16 - 25 once a week participation.



(SOURCE ACTIVE PEOPLE SURVEY; SPORT ENGLAND, ENGLAND GOLF)

WHERE ARE WE NOW?

1.65 MILLION young people in England were engaged in golfing activities in the last **12 months**

57,900 **16-25** YEARS OLD PLAYED GOLF ONCE A WEEK
7% OF ALL GOLF CLUB MEMBERS WERE JUNIORS
45,610 = **4,093** GIRLS / **41,517** BOYS

SOURCE: SPORT ENGLAND, ENGLAND GOLF

SINCE 2013

(SOURCE ENGLAND GOLF, GOLF FOUNDATION AND PGA)



Principles and Priority Areas

The development of golf should not be seen as a complicated process but more as a collection of key factors that need to be in place to create an environment that people will want to engage with. Developing activity for children and young people is no different to increasing participation in any other user group and just requires that right offer in the right place for the right people.

Below are the core principles that we would like to see achieved through this plan for children and young people:

- To have the opportunity to get involved in golf.
- To have access to high quality, supportive golfing experiences that develop their skills and are suited to the full range of needs, from recreational players to elite golfers.
- To have access to a supportive, safe and inclusive environment that encourages them to play and compete at a level that suits their needs and ability
- To access the sport of golf as a player, coach or volunteer
- To have a voice that allows them to influence the decisions made that affect their generation

Outcomes of success by 2021

	TARGET
Perception	Increase in the number of young people who would consider playing golf.
Participation	Increase the proportion of young people engaged in golfing activities by 222,500
Membership	Increase the number of junior in some form of club membership by 21,890 to 67,500 (This will equate to 10% of total membership)
Performance	Average 4.0 reduction in handicap of county squad players. Increase in talent pool available for selection at each age group.

Reviewing success

This document and the actions listed in each annual delivery plan will be constantly monitored to ensure that we maintain focus and continue to progress towards our overarching targets, listed above, and to ultimately achieve our vision of creating ‘a love of golf that lasts a lifetime’.

A formal review of progress will be undertaken by the partners on a six-monthly basis with an annual report to be produced each year, outlining the challenges we still face and the successes achieved. This review will ensure that future annual delivery plans remain flexible and can react to further insight and understanding that becomes available during the life of the plan.

Focus for Increasing Young People’s Involvement within Golf



Young Participants
WILL BE AT THE
of everything we do.



Our **PARTNERSHIP**
approach will support
PEOPLE and **PLACES**
that deliver quality
PERFORMANCE and
PARTICIPATION PROGRAMMES
to encourage a change in the
PERCEPTION of golf,
this work will be underpinned by
strong **POLICIES**