



COVID-19 Support Fund

Overview

The R&A has launched a COVID-19 Support Fund to help golf deal with the impact of the pandemic. This is aimed at national associations and other affiliated bodies in Great Britain and Ireland. England Golf is responsible for administering a funding package of £2,555,000 to support affiliated clubs and facilities. Whilst this is a great opportunity, funds will be limited based on expected demand and, therefore, it may not be possible to support all applications.

As golf starts to make its comeback following the COVID-19 crisis, England Golf is committed to supporting affiliated golf clubs and facilities in providing a safe and enjoyable playing experience for all golfers. The long-term impact on the golfing landscape is unknown, but we are committed to doing all we can to help clubs and facilities become more resilient.

Whilst golf clubs have been able to reopen courses and some facilities from 13 May 2020, it is recognised it is not 'business as usual' and the industry faces a particularly difficult time ahead. Golf has so far responded in a positive way which has embraced the unique elements of the sport which we all enjoy.

Purpose/What is it?

The COVID-19 Support Fund aims to provide short-term financial help to clubs and facilities to support business resilience and future sustainability following the outbreak. This fund is focused on looking forwards and will be directed at those who can demonstrate a real financial need and requirement.

Whilst emergency funding made available through Government and Sport England focused on short-term financial hardship and ceasing of operations, this fund is concentrated on current operations to enable clubs and facilities to adapt and offer the safest and best possible experience for golfers, whilst also planning for the future.

It is recognised that clubs and facilities are all different, and we ask that you consider what financial assistance you require.

Who can apply?

Any golf club or facility affiliated to England Golf is eligible. Specific criteria and conditions are in place which will need to be adhered to.



England Golf will be looking to support as many applications as possible with consideration given to:

- Need & Requirement – clear financial need and requirement resulting from the COVID-19 crisis and how this affects your ability to deliver/run your business.
- Impact – the importance of investing and what it will result in.
- Sustainability – a planned approach in place to support working through this difficult period, with a willingness to think differently and adapt.

Ideas of what this funding could be used for

Below are some ideas of what this funding could be used for; however, please note this is not a definitive list and individual requirements relating to business resilience should be considered (not in order of importance):

- Promotion of membership and playing opportunities to lapsed or current golfers.
- Ways to keep vulnerable and under-represented groups, including young people, engaged with golf and your club in order to support their retention and wellbeing.
- Support from appropriate partners and organisations to support the business.
- Changes to the way services are provided, for example moving onto digital platforms/new food & beverage processes/provision.
- Creative ways to continue trading through modification of facilities.
- Additional support, training, education or equipment for staff and volunteers.

What this fund cannot be used for

- Loss of golf related income, including green fees, facility hire, membership subscriptions, coaching, food & beverage.
- Areas already covered under Government Business Support Schemes.
- Retrospective staff costs or contribution to furlough payments.
- Any funding requirement which has not come about because of the COVID-19 crisis.



- This funding should not replace or duplicate other already committed external funds or be passed onto third parties.
- Covering lost income from ancillary areas of the business which are not directly linked to playing golf (i.e. weddings, conferences etc).

How much?

Clubs/facilities can apply for up to £10,000

The total amount of funding available is £2,555,000. Affiliated clubs and facilities are asked to carefully consider whether there is a genuine financial need before applying for the COVID-19 Support Fund.

Funding will be paid in one instalment upon approval of application and receipt of a signed Service Level Agreement from the club/facility.

Applicants may be offered a lower amount than requested and will have the opportunity to accept or decline.

Process – how to apply

- All affiliated clubs and facilities will be emailed information regarding the COVID-19 Support Fund. Clubs and facilities can register their interest at www.Englandgolf.org/covid19fund and will receive an email with a link to the online application form.
- All applications must be submitted using the online application form
- Additional documentation may be requested.

Timeframes

- The deadline for applications is **4pm on 31 July 2020**
- All applications will be reviewed within a reasonable timeframe and applicants will receive notification as to whether they have been successful via email from the **24 August 2020**
- England Golf will aim to start making funding awards in **September 2020**



- Where possible funding to be spent by **31 December 2020** and reporting completed by the **28 February 2021** at the latest.

The Selection/Assessment Process

Applications will be assessed against criteria with consideration given to financial need and requirement, impact, and sustainability. Guidance notes are provided within the application to aid completion. Additional documentation may be requested to support the decision-making process.

For further information

Please view FAQs which can be found at www.Englandgolf.org/covid19fund

Please contact covid19fund@Englandgolf.org for further assistance. The Club Support Officer Network are also available to clarify any points around the guidance notes, see www.Englandgolf.org/club-support/our-club-support-network/