



ENGLAND
GOLF



JUNIOR GOLF STRATEGY

England Golf in collaboration with the Golf Foundation

2021 - 2025



Quotes

Jeremy Tomlinson – England Golf Chief Executive Officer

“Promoting junior golf is a great passion of mine.

“If we can inspire children to pick up a club and have fun with their friends then this is a gift that will stay with them for life and make our game strong for generations to come.

“Through our Junior Golf Strategy, we will prioritise schools, our golf clubs and volunteers.

“We believe this is not only an incredible, strategic plan but also an action plan very much in collaboration with the Golf Foundation.”



Tommy Fleetwood – England Golf Ambassador and professional golfer

“I have a massive interest in junior golf and growing the game.....I’d love for golf to be the first sport kids turn to when they are not in school on Saturday and Sunday.

“I want them to enjoy it and make friends for life, or develop and build on what talent they have and maybe go a long way in the game.”



ENGLAND
GOLF



#TOGETHERINGOLF

For Golfers, For Golf Clubs, For the Game

The Junior Golf Strategy has been developed from England Golf's Course Planner 2021-25, and will be delivered in collaboration with the Golf Foundation to inspire greater participation, membership and sustainability for future generations of junior golfers.

The partnership to deliver the strategy will focus on three key objectives:

Increasing the profile of
golf in schools and communities

Supporting the transition
from programmes into club-based
activity

Developing the workforce
supporting junior golf

Junior Golf in England: Our Vision

Start to play -

Providing opportunities and encouraging juniors to pick up a golf club for the first time.

Stay involved -

Creating junior golfers who regularly participate by supporting the transition into club-based activity.

Play for life –

Inspiring lifelong participation and membership, supporting junior golfers to get the most out of the game we all love.



England Golf: Junior Golfer Journey

38,000 weekly golfers in schools – Years 1-11

1,451 clubs (82%) have junior members



The Junior Golfer Journey has been developed from the England Golf Golfer Journey and represents a number of ways to start playing the game of golf. This isn't a defined pathway that a participant follows, it is a model in which the golfer may move along in a variety of ways.

- Schools data taken from - Sport England, Active Lives (July 2020) (Children & Young People)
- Junior membership - 7% of the number of current affiliation data
- *Handicap data taken from WHS portal May 2021

	45,290 Junior Members	
17,535 have a Handicap Index*	24.38 average handicap index*	14% female 86% male*
Junior Golfer Journey	Market Size	Exit Routes

England Golf Course Planner: Our Guiding Principles



LEAD

through strong governance
& integrity



ENERGISE & SUPPORT

the golf community



DELIVER

a more inclusive and accessible
sport



INSPIRE

current and future generations

Our commitments have been aligned to our four guiding principles taken from the England Golf Course Planner

LEAD through strong governance & integrity



Understand the junior landscape through improved data and insight

By investing in research and collating insight from across the industry

Ensure all counties, affiliated clubs and facilities are **SafeGolf** accredited and explore provision for other providers

By developing an annual review process and continue to promote through all work. Seek to develop access to the standard for non-affiliated providers

Drive equality and equity in junior golf with our stakeholders

By developing resources and guidance to profile and promote junior access to golf courses and facilities

Strengthen the junior governance structure within counties and clubs

By developing resources aligned to wider club governance and share examples of good practice for supporting junior sections

ENERGISE & SUPPORT the golf community



Increase the visibility of junior golf

By encouraging the sharing of good practice and celebrate the success of junior golfers in England through effective communications

Provide support to counties and clubs for recruitment and retention of juniors

By incorporating juniors into the Membership: Give it a Shot campaign

Identify the workforce supporting junior provision and provide relevant training and education

By testing and developing junior specific content within the Learning & Development Plan

Increase connectivity with the workforce supporting junior golf

By building a database of contacts in clubs and counties supporting junior golf

Collaborate with the Golf Foundation and other key industry organisations supporting junior golf

By launching the junior strategy and highlighting the role that everyone can play in supporting its delivery

DELIVER a more inclusive & accessible sport



Create opportunities within communities for more juniors to experience the game

By continuing to deliver targeted initiatives and collaborate with the Golf Foundation to build provision across the junior golfer pathway

Support clubs and design initiatives and programmes to be more accessible to a diverse range of juniors

By aligning recommendations from the England Golf Equality, Diversity & Inclusion strategy and the Sporting Equals and Golf Foundation research to challenge the design of interventions

Promote the benefits of golf to juniors and their families

By developing key messages to be used across campaigns and communication to clubs and counties

Align with the Women and Girls' strategy to inspire more girls to play golf

By supporting key national campaigns and programmes ensuring juniors are always considered in project development

Develop greater access for disabled people

By providing guidance and support for clubs on providing access for junior golfers with a disability

INSPIRE current & future generations



Change the perceptions of junior golf within clubs and counties

By engaging with junior captains and providing training to support their roles

Support talent development through a clear participation pathway

By educating and communicating with clubs and counties on the pathway and piloting junior girls' pathway development in three counties

Provide inclusive and accessible championships and competitions for junior golfers

By growing the number of opportunities within our portfolio of events for junior golfers

Give young people a platform to inspire the next generation of junior golfers

By developing the Young Ambassador network and expand their reach within the industry

Junior Golf Priorities 2022: England Golf

- Ensure all clubs and counties are SafeGolf accredited and renewed annually
- Create designated club support and resources for juniors
- Through commissioned research better understand the
 - Junior golfer journey
 - Role academies play
- Identify and create dedicated training and education for the workforce supporting junior golf
- To engage and listen to young people through the Young Ambassadors' programme
- Deliver the Girls Golf Rocks programme



Junior Golf Priorities 2022: Golf Foundation

START

- Establish direct links with schools
- Promotion of the new Golfway equipment
- Delivery of the new Golf Foundation Schools' programme
- Test the new inclusion project in a local community with the help of Sporting Equals

STAY

- Launch cohort one for the three-year HSBC Golf Roots Centre programme
- Develop a digital-only platform with content for clubs and pilot this to 100 clubs for feedback
- GolfSixes League to be delivered across clubs in England





ENGLAND
GOLF



JUNIOR GOLF STRATEGY

England Golf in collaboration with the Golf Foundation

ENGLAND GOLF

England Golf is the governing body for amateur golf in England. As a non-profit organisation dedicated to growing the game of golf, our work benefits our clubs and players.

www.Englandgolf.org

GOLF FOUNDATION

The Golf Foundation is a registered charity that introduces children to golf, from all backgrounds, creating golfers.

www.golf-foundation.org

