



CLUB COACHING GRANT 2009

Please note: this grant replaces the previous Junior Club Coaching and Free Golf Coaching grants.

The English Golf Union (EGU) and English Women's Golf Association (EWGA) have a grant available to support coaching sessions within affiliated golf clubs for adult and junior beginners/non members and junior members.

The 2008 Golf Club Membership Questionnaire Results have identified that 82% of golf clubs currently have membership vacancies for adults and 78% have junior vacancies. To support these focus areas the EGU/EWGA have developed the Club Coaching Grant to give golf clubs the flexibility and financial support to run sessions and activities, which will help increase participation and sustain involvement in the game.

The Club Coaching Grant can be utilised to subsidise PGA Professional costs and/or advertising costs and the EGU/EWGA recommend that golf clubs match part of this funding.

Activities funded by the grant should not be conducted in isolation and golf clubs should look at ways of continuing beginners' involvement in the game through further discounted lessons, packages and offers. The recruitment and retention of both adults and juniors is key to ensure golf club membership remains healthy and the EGU/EWGA annual Club Coaching Grant can be beneficial in developing appropriate programmes. The attached document 'Ideas following Taster Sessions' provides suggestions for your golf club. You may also wish to consult with your EGU/EWGA Development Officer.

The EGU/EWGA Club Coaching Grant is supported by County Golf Partnerships – for further information and individual websites see www.englishgolfunion.org

There are two levels of funding available in 2009:

- **£800 Grant for clubs awarded GolfMark (incorporating Clubmark).**
- **£400 Grant for all other affiliated golf clubs (for the first 350 clubs that apply).**

There is a variety of ways in which golf clubs can utilise the funding, as detailed in the grant options.

Criteria to apply for the grant:

- The golf club must be affiliated to the EGU/EWGA.
- Applications will be accepted for the £400 grant to the first 350 clubs that apply.
- Golf clubs applying for the £800 grant **MUST** be awarded GolfMark (incorporating Clubmark) upon application – see www.golfmark.org
- The criteria and grant options as detailed by the EGU/EWGA should be adhered to. Funding options must be agreed by the EGU/EWGA.
- Golf clubs are asked to submit applications at least 4 weeks prior to the start of their coaching, to allow for the EGU/EWGA to promote the sessions accordingly.
- An individual on behalf of the golf club should be nominated as lead contact to coordinate the initiative and to ensure all staff members are notified accordingly of the arrangements.





- A PGA Professional (Level 3) or a PGA Assistant who has obtained their Level 2 coaching qualification must deliver the coaching. Other Level 1 and 2 coaches may support if required. For further advice on coaching qualifications please contact the PGA www.pga.info
- Any PGA Professional or Assistant undertaking junior coaching must have attended a **Sportscoach UK** 'Safeguarding & Protecting Children' workshop (formerly known as 'Good Practice & Child Protection').
- Any PGA Professional or Assistant undertaking junior coaching must have obtained a satisfactory Enhanced Level CRB disclosure within the last 3 years – available from the PGA, visit www.pga.info
- Participant details should be recorded for ongoing measurement – if adult participants do not wish to disclose their details, numbers and breakdowns should still be recorded (male/female).
- The Club Coaching Grant will be issued by BACS (Bank Automated Clearing Service) payment, once completed registration documents are returned following the coaching sessions/activities.
- The Club Coaching Grant scheme will be monitored and administered by the EGU/EWGA Golf Development Team. If deemed necessary, the EGU/EWGA may request further details of how the grant aid has been spent.

To apply / claim the 2009 Club Coaching Grant:

Read through all the criteria and information attached.



Complete the online 'Application Form' at www.englishgolfunion.org..... or alternatively complete the attached form and return in the pre-paid envelope.



All sections of the form should be completed in full, with dates and information.



The EGU/EWGA will register the golf club's application and will send out a confirmation email followed by a pack containing posters, registration forms and leaflets to support your coaching sessions.



Details of the participants must be recorded on the registration form/s and returned to the EGU/EWGA Development Team. All coaching must be completed by 30th November 2009 and registration documents returned by 31st December 2009.



The grant can only be claimed upon completion of all the coaching sessions.
The grant will be paid by BACS (Bank Automated Clearing Service)

For Further Information:

To discuss any of the above criteria, please contact the EGU/EWGA Golf Development Team.





CLUB COACHING GRANT OF £800 FOR CLUBS AWARDED GOLFMARK (INCORPORATING CLUBMARK)

Please note: only golf clubs awarded GolfMark (incorporating Clubmark) AT THE TIME OF APPLICATION can claim the £800 grant.

GRANT OPTIONS

The £800 grant can be utilised in a number of ways, see options below. **OPTIONS A & B ARE MANDATORY**, however it is at the golf club's discretion as to how much funding they designate to these options.

If only part of the £800 grant is designated to Options A & B, then remaining funding can be divided between options C to E. **A maximum grant of £800 is available.**

- A £200 to £600 MUST be used to support FREE Golf Coaching taster sessions for adults (beginners & new golfers, males & females).**
- B £200 to £400 MUST be used to support FREE Golf Coaching taster sessions for juniors and regular coaching for junior members (boys & girls).**

- C** Up to £200 of the grant can be spent on activities which will support either juniors or adults in continuing their participation in golf – e.g. funding for discounted lessons, equipment or funding for sessions through an introductory programme for new members. See www.golfclubtoolkit.org for further ideas.
- D** Up to £200 of the grant can be used to support sessions outside of the golf club for juniors and adults, for example at festivals and community centres. For funding within the school environment please contact the Golf Foundation – www.golf-foundation.org
- E** Up to £400 of the grant can be used to support additional sessions for priority groups, women & girls, ethnic minority groups and disability groups.

Coaching Requirements

- In total a minimum of 20 hours coaching must be undertaken.
- Group sessions should ideally be offered – no more than 8 participants per coaching slot.
- Sessions should be open to both males & females (unless targeting priority groups).
- Taster sessions should consist of a basic introduction to golf.
- Appropriate equipment and balls should be available to the participants free of charge, if required.





CLUB COACHING GRANT OF £400 FOR AFFILIATED GOLF CLUBS (NOT AWARDED GOLFMARK)

GRANT OPTIONS

The £400 grant can be utilised in a number of ways, see options below. **OPTION A IS MANDATORY**, however it is at the golf club's discretion as to how much funding they designate to this option.

If only part of the £400 grant is designated to Option A, then remaining funding can be divided between options B to E.

A £200 to £400 MUST be used to support FREE Golf Coaching taster sessions for adults and juniors (beginners' and new golfers).

- B Up to £200 to support regular coaching sessions for junior members (boys & girls).
- C Up to £100 of the grant can be spent on activities which will support adults in continuing their participation in golf – e.g. funding for discounted lessons, equipment or funding for sessions through an introductory programme for new members. See www.golfclubtoolkit.org for further ideas.
- D Up to £100 of the grant can be used to support sessions outside of the golf club for juniors and adults, for example at festivals and community centres. For funding within the school environment please contact the Golf Foundation – www.golf-foundation.org
- E Up to £200 of the grant can be used to support additional sessions for priority groups, women & girls, ethnic minority groups and disability groups.

Coaching requirements

- In total a minimum of 10 hours coaching must be undertaken.
- Group sessions should ideally be offered – no more than 8 participants per coaching slot.
- Sessions should be open to both males and females (unless targeting specific groups).
- Taster sessions should consist of a basic introduction to golf.
- Appropriate equipment and balls should be available to the participants free of charge, if required.





IDEAS FOLLOWING TASTER SESSIONS

The majority of people who attend a taster session have no previous experience of golf or golfing facilities – those participants who are interested in continuing their participation will look to the golf club they received their coaching at for guidance, assistance and information.

The following list details offers and packages that the golf club can consider to encourage participants to continue their involvement:

- A series of **beginners lessons** at a set price – an ideal way of following up the initial lesson.
- Further **group coaching lessons** - for example a 1 hour lesson for 6 people at a cost of £5 per person – method of retaining people who may still be unsure as to whether they want to continue their participation and financially commit to tuition.
- Regular '**junior only**' lessons for non members during the school holidays – offering coaching lessons encourages friendships and a bond to the golf club. Catering for the needs of juniors emphasises the importance of junior membership at the golf club.
- **Family coaching packages** at the weekend – offer a package whereby the whole family/several family members can join in. By having a united interest participation is more likely to continue.
- **Ladies' or girls' only lessons** – allows ladies and girls to gain confidence in their ability without the feeling of possibly being 'over shadowed' by the male golfers.
- **Lessons that provide advice** on course management and rules & etiquette as well as technique – people often find the transition from driving range to golf course daunting, focusing on these areas will increase participants confidence.
- **Equipment offers** – by having a good selection of starter equipment in stock beginners are going to feel at ease in the golf shop. As their ability improves other equipment will probably be bought – if originally offered a good deal, people are more likely to return. Overall increase in shop sales.
- **Driving range offers** – as participants improve they will be looking to practice on a more regular basis. 2 for 1 offers on golf balls are an incentive, especially for those parents/guardians whose children are learning to play.
- **Membership vacancies** – advertising vacancies shows that the golf club is looking for new members and that membership opportunities are available. Golf club membership can be regarded as elitist, by advertising vacancies to all who visit the club it may break down some of the barriers.
- **Discounted joining fee / no joining fee** – a joining fee can be seen as a barrier, so not having one or offering a discount is encouraging to people who may be unsure about golf club membership.
- **Reduced membership fees** for the 1st year – for those who haven't been participating long a form of financial reduction is beneficial.
- **Tee to Green Introductory learning package** – available from the EGU/EWGA. See www.golfclubtoolkit.org

