

D

Recruitment & Coaching

Recruitment

An introduction to the methods of getting more juniors into Golf.

Coaching

An introduction to the methods of retaining the interest of juniors in golf.

Recruitment

Golf has become very popular and with the increased profile and positive role models that exist, more youngsters want to experience the game.

Without doubt, the recruitment and retention of junior golfers is the most important and challenging role of the junior organiser and the junior section. A child's first introduction to Golf must be fun, happy, educational and safe but also inspirational. From the onset Golf should be kept fun, challenging, imaginative as well as instructional about the value of etiquette, rules and attitude in the face of adversity.

An individual's future interest in Golf could depend upon the impact and quality of that first experience in the sport.

Before starting a development project it is important to know that you are not alone. Contact your Golf Development Officer (GDO) for help and advice. The GDO will be able to assist on funding applications and how to get started. They will also contact your Local Authority Sports Development Officer to organise a meeting at your club to discuss ideas and to help with school and community links.

There is a multitude of options and ideas that can be implemented. However what works for one club may not be so effective in another.

- How easy is it for beginners to get into golf and into Club membership?
- Do Golf Clubs utilise all avenues of recruitment?
- Are juniors given the opportunity to receive structured coaching and to measure their progress in this great sport?

We examine all of these issues,

and others, in more detail in the rest of this section.

Coaching

There are a number of ways that a golf club can provide fun and enjoyable activities for the junior section and pre-members, with the intention of encouraging juniors to return, by supporting friendly and competitive interaction in a team environment and assisting the personal development of individual golfers.

Activities can include coaching programmes, golfing games and skills challenges both for individuals and in teams, alternative playing formats, quizzes, treasure hunts, divot days (when juniors assist in the maintenance of the course by repairing divots), bring a friend day.

Offering a variety of different activities helps to increase the number of active junior members, which in turn creates a healthy and successful junior section.

Coaching is vital for youngsters to develop and improve their game and this should be conducted as part of a structured programme, delivered by the professional coaching team at the golf club. Volunteers, including junior organisers now have the opportunity to take Leadership and Coaching qualifications, which will allow volunteers to assist qualified coaches.

Skills for Life

'D3 – Develop the Golfer = Develop the Person = Develop the Sport'

Children and young people are able to develop golf skills and personal skills through structured development initiatives, which will benefit them for the rest of their lives. Encouraging

children and young people to learn and practise the basic golf skills – putting, short game, long game, playing and the golfer's code – will lead to psychological benefits associated with improvement, personal achievement and life-long participation in sport.

Golf places strong emphasis on standards of behaviour and, therefore, is an ideal medium through which children and young people can develop six core personal skills – honesty, respect, co-operation, perseverance, concentration and self-motivation – which will help them through their youth and into adulthood.

There have been various studies exploring the links between the values most desired in children and the sports best placed to teach them.

HSBC commissioned such a study in 2007 – through Henley Centre Headlightvision - and the HSBC Values of Sport study concludes that nearly 8 out of 10 people believe golf helps to teach children important 'life-skills' such as decision making, initiative, fair-play and self-confidence.

"At HSBC we recognise the positive role sport can play in the development of young people, but we wanted to understand more around the values which certain sports develop in young people," said Giles Morgan, Head of Sports Marketing and Sponsorship at HSBC.

"Golf's ability to teach values of integrity and honesty mirror those which are fundamental to HSBC."

The above re-enforces Golf Development Wales's belief that promoting golf to juniors helps to develop them as well-rounded individuals as well as future golfers, which in turn obviously helps to develop the sport (the D3 Strategy).

D1

Where to Recruit

Various avenues for recruiting potential new junior members are displayed below:

Fig. 6 – Various Avenues for Recruitment



Fig 6. – In Detail

Local Authority initiative

Local authority sports development departments often arrange initiatives to introduce young people to sport, offering multi-sport taster sessions (youth festivals) at which golf clubs can get involved. Local authorities also have various grant packages to assist clubs with recruitment projects, the most common being the Community Chest Grant, which is administered by each local authority on behalf of The Sports Council for Wales. Contact your local Sports Development Officer to see what is available locally and to assist you with your recruitment initiatives.

Driving Ranges and Pitch and Putt/ Municipal Facilities

For many beginners this can be their first taste of golf and where they feel comfortable. If there is a Driving Range or Pitch and Putt course in your local area, consider a partnership approach to enable new golfers to move to the club once they have tried golf at the beginner facility. Again, a reciprocal arrangement whereby they are promoting your golf club and you are displaying information about their facility may be appropriate.

Dragon Golf Starter Centres

These are facilities such as driving ranges, public golf courses or a Golf Club that receive funding from the Golf Foundation to deliver a national initiative in partnership with Golf Development Wales. These facilities will offer beginner golf sessions for non-members at very little cost or free of charge working towards the Junior Golf Passport. Starter Centres will also be attached to a Dragon Sports Golf Club and delivering Dragon Golf locally for children under the age of 12. Further

information is available by contacting Golf Development Wales or your local Dragon Sports Co-ordinator.
www.golfdevelopmentwales.org or
www.dragonsports.co.uk

Internal Networking

Relying on members to encourage friends and family into membership is probably the easiest and most cost effective way of recruiting new members. Offering incentives to current members or discounts for potential members may encourage them into membership and can often be successful. However, golf clubs can no longer rely on this method alone and should consider other forms of recruitment.

Other Sports Clubs

Along with youth organisations, local sports clubs provide a good source of new junior members who already enjoy sport. Fun, end of season, golf competitions could be organised between teams from various sports and held at local pitch and putt or municipal facility.

Advertising

This comes at a cost. However the golf club must consider the financial benefits that will arise from attracting optimum membership numbers. There are various methods of advertising which range from minimum cost such as placing posters in key spots within the community or a classified in a local paper to placing more expensive adverts in other publications or using radio.

Local Community

Links with the local community should be utilised where possible. Approach the local leisure centre, supermarket, newsagent, town hall or library to see if they would be prepared to display a poster or some flyers that detail what opportunities exist at the golf club. Local

businesses could display an interest in supporting a recruitment initiative financially. If this is the case you may be eligible to apply to the Sports Council for Wales Sportmatch scheme so that the funding is matched. Further information available at www.sports-council-wales.org.uk

Commercial Scheme

Junior golf camps can be a fun way for juniors to enjoy their holidays, improve their golf and make new friends. You may want to set up a Holiday Golf Camp at your club which could be open to non-members.

Primary and Secondary Schools

Working with local schools can be an effective and enjoyable way of attracting more juniors into the golf club and engaging with the community. Golf Development Wales operate a number of programmes to encourage more young people into golf within primary and secondary schools.

- Dragon Sport Tri-Golf – An adapted version of golf utilising plastic equipment to deliver a safe, fun golfing experience. Training is available free of charge for teachers and volunteers through the Tri-Golf Activator Workshop.
- Golf Xtreme – Designed for students in secondary schools with adapted equipment, a range of fun activities, playing formats and resources. Training is also available for secondary school teachers through the Golf Xtreme Workshop and could be delivered as part of a local authority 5x60 scheme. **See Section A2 Schemes & Initiatives.**

D1

Where to Recruit (continued)

Youth Organisations

Local branches of national groups such as Yr Urdd, Cubs, Scout, Brownies and Guides are a good source of new junior members. The children involved in these groups are generally open to new experiences and are already friends and therefore more likely to participate as a group. Specific ages can be targeted. It is often beneficial to offer initial sessions to children at a place where they usually meet before transferring to the club.

County Recruitment Initiatives

Some County Unions and County Associations offer recruitment sessions to encourage young people into golf. Regular contact should be maintained with your County Junior Organiser from the both the County Union and County Association to demonstrate your interest in any new juniors coming through recruitment sessions and to find out new initiatives taking place.

D2

How to Recruit

Ideas on methods of recruiting more juniors.

It is important to create more opportunities for children to participate in golf. Some children have never thought of trying the sport and even if they have, don't know how to go about it. Through reaching out to the community and schools and increasing the opportunities for children to try golf in an environment they are comfortable with, more children may take up the sport.

Fig. 7 – Example Recruitment Pathway



Taster Sessions

The initial taste of the activity is often better if organised in a location comfortable to the children, certainly outside of the golf club. Adapted equipment such as Tri-Golf or Golf Xtreme should be used and the emphasis should be on fun games based activities.

Taster Sessions could be organised at:

Primary Schools, Secondary Schools, Leisure Centres, Other Sports Clubs, Brownies, Guides, Scouts, Local Authority Holiday Sports Programmes, Community Centres, Community Clubs. Flyers should be handed out at the end of the session advertising further opportunities and a taster day at the golf club. Ensure that date, times, cost and contact details for further information are clear.

Taster Day at Club

Children interested in participating further should be invited to Taster Days at the Club.

These are a great way to open up your golf club to potential new members. Once again the emphasis should be on fun games activities with a taste of real golf activities included. Refreshments could be organised within the clubhouse and participants should be given the opportunity to meet existing members. It is important not to forget the parents or carers at this point; they should be invited as they will want to know more about the club. Ensure that all parents/carers and children are aware of what is on offer at the club by advertising your junior sessions - you could even recruit new volunteers from within their number [See Section \(F1\) on the cd-rom – Recruitment Procedures](#).

Promote the opportunities in the game and in your club through a structured learning programme of coaching sessions [See Section \(D4\) on the cd-rom](#) and provide a leaflet explaining how to get involved and who to contact.

Free/Low Cost Lessons at the Club

Children who wish to continue within the sport should be invited to attend structured coaching activities ([See Section \(D4\) on the cd-rom](#)) at the

club at low cost or no fee whatsoever. By contacting your Golf Development Officer and registering with the Golf Foundation as a recognised Dragon Golf Starter Centre ([See Section \(A2\) on the cd-rom](#)) your Club will receive funding to subsidise the costs incurred. Each participant should be registered on the Junior Golf Passport scheme ([See Section \(A2\) on the cd-rom](#)), a comprehensive structured learning programme for youngsters.

Introductory Membership/Pre Membership Club

After completing elements of the Junior Golf Passport participants should be strongly encouraged to join an introductory membership or a pre-membership club. This membership, usually available for a fraction of the full junior membership cost, should allow participants to attend continuation lessons and allow access to the course at limited times or following lessons. These juniors should also be invited to participate in 1, 2 and 3 hole fun competitions, using friendly formats, to get the juniors out on the course playing.

Full Junior Membership

Once competent, juniors participating in the structured coaching programme should be strongly encouraged to join the club as a full junior member. Therefore clubs should strive to ensure that the membership package is as attractive as possible and suited to each child's needs and abilities.

D2a

Links with Schools

Here are some ideas for golf clubs when contacting a school:

- Have a presentation at the main school assembly to the pupils, explaining about the golf club and what is available.
- Provide handouts and posters with contact numbers, dates and times of any sessions. This will help to inform parents of the opportunities available within the golf club and also get them involved.
- Give a demonstration of Tri-Golf, Golf Xtreme and other games which are ideal for these sessions as they are simple to set up, colourful and easy to use, therefore having a positive impact on the children straight away.
- Contact Golf Development Wales for more information on Tri-Golf and Golf Xtreme.
- Children may be more receptive to the introduction of golf if it is shown to them in familiar surroundings such as the school gymnasium or playing fields.
- The first few sessions should be organised at the school, either at lunchtime, during a P.E. lesson if the school allows, or after school when the school staff can assist with the organisation.
- Taster sessions should make the children's first experience of golf an enjoyable and safe one, so that they will want to continue their participation.
- Within four to six weeks invite interested children to sessions at the golf club (the move from school to club will probably reduce the number of children just participating to those who are genuinely interested).
- Natural wastage will occur, but no participants should be actively discouraged from making the link from school to golf club.

A newsletter should be given to the children to explain to them and their parents what the club is offering:

- Safe environment.
- Professionally qualified staff.
- Minimal costs.
- Times of sessions.
- Length of sessions.
- What to wear, i.e. trainers and comfortable clothing rather than specific golf wear at this early stage.
- Equipment available, whether free of charge or at what cost.
- Parents are welcome to watch and enjoy refreshments if they wish.

D3

Retention

Keeping hold on what you've worked so hard to get.

Although actions to retain junior players (18 and under) are vital, supporting younger members when they reach intermediate or adult membership is just as crucial.

All should be encouraged to continue their relationship with the golf club. What, therefore, should the golf club consider when trying to improve the retention of its younger members?

The club could examine the causes of juniors leaving the game and see if they can address them.

Golf is no different to other sports in losing young players at 18 years of age and this can be due to a number of reasons, however the great thing about golf is that it is a game for life and many of these young players will return.

Some reasons for leaving include:

- Going to college or university.
- Boyfriends/Girlfriends or getting married.
- Starting a family.
- Buying a car.
- Buying a house.
- Peer pressure.
- Family pressure to do other things.
- No longer having financial support from parents.
- Other financial pressures.
- Starting a career.
- Moving away from home.
- Competition from other sports.

There are also more 'golf specific' reasons at club level, which include:

- Perception and image of golf and club membership.
- Time constraints of playing golf.
- High membership subscriptions.
- High transitional membership fees.
- A steep increase in membership subscriptions and/or entrance fees into intermediate membership.
- Lack of coaching and competitive opportunities.
- Restrictions on playing in the main/adult competition.
- Very strict club rules and regulations.
- Attitudes of the golf club and adult members towards juniors.

- The junior section not being supported by the golf club (including financially).
- A change of personnel within the junior section or not being able to replace the outgoing junior organiser (no continuity).

The following is a list of ideas clubs could consider to help retaining members:

- Developing junior club structures.
- A junior development plan will assist with continuity if personnel change.
- Appropriate coaching provision for junior members.
- The number and variety of competitive opportunities.
- Transition into intermediate and adult membership categories.
- Making the club membership more attractive
 - social activities.
- Minimal or no joining fee.
- Minimal or no transitional fees.
- The cost of subscriptions, especially if there is a big increase between junior fees and intermediate/adult fees.
- Various membership types (trial, 3 month, pay and play basis, units, academy).
- Membership categories beyond junior membership.
- Support for all abilities and target groups, not just the most talented players.
- Examine the clubs rules and regulations
 - do they need updating?
- Communicating with the parents of junior members; ultimately they will probably be paying for their son or daughter's membership.
- Financial support for the junior section.
- Building a stronger relationship between the junior section and other sections of the golf club.

D4

Structured Coaching

Coaching at club level is a vital part of a junior's development. Instruction through a structured system such as the Junior Golf Passport provides a solid footing from which to progress.

Coaching is vital for youngsters to develop and improve their game and this should be conducted as part of a structured programme, delivered by the professional coaching team at the golf club. Volunteers, including junior organisers now have the opportunity to take Leadership and Coaching qualifications, which will allow volunteers to assist qualified coaches.

The golf club should ideally devise a policy for junior coaching to ensure a strategic approach that will develop the juniors along a structured pathway. The policy should address the following:

Coaching personnel

Qualified PGA professionals should always be used to ensure a high standard of coaching and continuity. If available the assistant professional should also be encouraged to assist in the delivery under the supervision of the head professional. It is also recommended that the professionals should attend a Safeguarding and Protecting Children workshop. Volunteer coaches should also be fully utilised. The volunteer coaches should be encouraged to lead sessions under the guidance of the PGA Professional to the level at which they are qualified.

Funding issues

Various sources of funding should be explored and applications submitted where appropriate.

Frequency and times of sessions

The time of year, day of the week and time of the day will all need to be considered in order to ensure maximum support from the juniors. Consultation with the juniors will help to identify the optimum time and establish whether sessions should be during the summer or throughout the year. Coaching throughout the year may ensure regular contact with the juniors and contribute to sustained involvement. It could also include indoor activities such as videos, quizzes and social events. If the sessions are arranged for a consistent time and day, the level of attendance is likely to be higher.

Session content

It is important that juniors are coached on all aspects of the game. Coaching schemes should include putting, short game, long game, bunker play, course management, rules and etiquette.

Age and ability of attendees

Similar ability groups are more manageable for the professional, although this may be difficult where golf clubs have a wide range of ability in a small section. In large groups, with a wide range of abilities, the professional should fully utilise the assistance offered by the volunteer coaches.
e.g. juniors with handicap first half hour with professional on range, beginners playing skill based games on putting green under the supervision of Junior Golf Leader. Alternate for second half hour.

It is strongly recommended that it is the head professional's responsibility to develop and have an input into the coaching programme and that volunteer coaches are utilised in order to maximise the number of junior members that can attend coaching sessions. Some golf clubs may not have a PGA professional coach based at their facility and in this case the club should investigate using the services of a local professional based at a nearby driving range or golf club. It is appropriate to contact the facility first to ask if you are able to approach the individual.

Coach/participants ratios

Many sports have outlined specific coach/participant ratios, and requests are made to the PGA for the same information. The PGA is keen to protect participants, coaches and helpers, and to provide advice on best practice. The PGA does not state a specific ratio, to avoid coaches being forced to accept a ratio they feel is unsafe on any particular day. The coach/participant ratio should be set by the coach for each session, based on a risk assessment of the session.

D4

Structured Coaching (continued)

Junior golfers should:

- Have the opportunity to receive regular, competent and enthusiastic instruction by a qualified person to the level which they are qualified to teach on the swing technique, fundamentals of the short game and course management.
- Be taught about the tradition and history of the game, including rules and etiquette.
- Be provided with a structured programme that encourages friendships and social skills.
- Receive sessions, for example skills challenges where the focus is on fun and demonstrate that playing golf can be a great experience that can raise self-esteem.
- Have the opportunity to receive on course coaching.

Golf places strong emphasis on standards of behaviour and, therefore, is an ideal medium through which children and young people can develop six core personal skills – honesty, respect, co-operation, perseverance, concentration and self-motivation – which will help them through their youth and into adulthood.

The above re-enforces Golf Development Wales belief that promoting golf to juniors helps to develop them as well-rounded individuals as well as future golfers which in turn helps to develop the sport (the D3 Strategy).

Child safety should be the prime concern:

- The organiser should greet the children and introduce professional coaches, volunteer helpers and the junior organiser.
- The session content should be outlined detailing what the juniors will be doing, for how long and where.
- The safety aspects associated with the session should be explained.
- Questions should be asked to make sure the juniors have understood what they have been told.

Skills for Life

'D3 – Develop the Golfer = Develop the Person = Develop the Sport'

Children and young people are able to develop golf skills and personal skills through structured development initiatives, which will benefit them for the rest of their lives. Encouraging children and young people to learn and practice the basic golf skills – putting, short game, long game, playing and the golfer's code – will lead to the psychological benefits associated with improvement, personal achievement and life-long participation in sport.

Lessons Application Form.

Pupils Details

Name
 Address
 County Postcode
 Telephone Mobile
 E-mail Date of Birth Age

Course Details

Please give details of the course you wish to attend (if applicable) preferred date/time

Additional Information (*Delete as applicable)

Have you played golf before ? *Yes No

*Are you Right handed Left handed

Other Information

Parent/Guardian Name
 Emergency Contact Number(s)
 Doctors Name Phone
 Allergies/Medical Conditions? (Please list)
 Child Name

Parental Consent

I agree to my child/children participating in any or all of the Golf Coaching sessions listed organised by (enter club/centre name)

In the event of any injury or illness I also authorise the organisers to obtain on my behalf such medical assistance that my child may require. I understand that my child is not allowed to leave any activity session during the stated time period and will not be released unless the organisers are confident that the child is safe.

Signature Date

For Office Use

Cheque Received Receipt Sent
 Course Details Sent Computer inputted

Junior Golf Passport Monitoring

Tri Golf Level 1 Level 2 Level 3
 Level 4 Level 5 Passport Completed

Golf is a game with metal clubs and hard balls and as such has the possibility of inflicting great damage to people around it.

An important part of planning the session will be to evaluate all the health and safety issues that go with coaching golf, both indoors and out, before the pupils arrive.

Some of the main issues, regardless of whether the session is inside or out will include:

- Space between the golfers. Make the pupils aware of what is around them, as well as those close by.
- Ensuring the equipment is suitable. This will include size and weight as well as condition of the grip and club. When coaching juniors ensure that the correct length and weight of the club are available and advise juniors who bring their own equipment as to whether theirs is suitable. The condition of the grip should be such that it can be safely swung without sliding out of a players' hands and check to ensure all the club heads are securely fitted to the shaft. Finally check that the overall alignment of the club is correct, i.e. the shaft is straight and that the lie of the club head is suitable as well as that the grip is aligned correctly when the club head is positioned squarely on the floor.
- Make provisions for any accidents. Have a first aid box close at hand and contact information for a qualified first aid person. Also identify the location of a telephone and the number of the local hospital emergency unit.
- Have procedures when the pupils are brought into a group, close together. Do you want the clubs on the floor, or left by the hitting stations? How should the clubs be left on the floor?
- Medical condition of pupils. On enrolment make sure you are aware of any specific needs or medical conditions that may affect the pupils performance or safety. Take a contact telephone number of someone you can call in the event of a problem.
- Suitable clothing and footwear for the environment. Children especially need to know what will be suitable attire for outdoor activities. Inform pupils of the correct footwear for indoor or outdoor sessions.
- If you want the whole group to practice swing with you, how far apart should they be?
- Explain rules and safety aspects of all your activities. When playing a game or devising a practice drill think about the safety implications as well as how the game will be played. Plan to include this in your introduction to the game.

Outdoors

When the sessions are outdoors, make the pupils aware of their surroundings. This will include:

- Any area where danger may occur from. e.g. other golfers on the course.
- Explain what the word 'Fore' means to beginners.
- Show the positions you wish the pupils to adopt, both for hitting balls, as well as when watching.
- Establish a 'safe' zone behind the row of golfers, where people can walk freely and where no golf clubs are to be swung or held in the pupils hand.

Indoor Guidelines:

- Ensure a register is used to note attendance in case a roll call is required after an Emergency evacuation.
- Check for the nearest fire exit and assembly point.
- Inform pupils of emergency procedure that needs to be followed.
- Check that flooring is adequate, that mats cannot easily move around and that the floor is not slippery.
- Items that may be damaged are removed.
- Suitable indoor equipment is safe. e.g. mats, plastic balls and clubs.
- Check that sufficient lighting is available to give good visibility and that there is enough heating to ensure a comfortable temperature.

D4d

Risk Assessment

Sample Risk Assessment/Session Safety Form.

Venue

Date of Check

Name and position of person doing check.....

Playing area

Check that the area and surroundings are free from obstacles.

Is the area fit and appropriate for activity?

Yes No

(Please outline the hazard. Who may be at risk and action taken, if any?)

.....

.....

.....

Equipment

Check that they are fit and sound for activity and suitable for age group/ability.

Are the Equipment safe and appropriate for activity? (Please refer to Goal post safety leaflet)

Yes No

(Please outline unsafe equipment. Who may be at risk and action taken, if any)

.....

.....

.....

Players

Check that the players' register is up to date with medical information and contact details.

Check that players are appropriately dressed for the activity.

Is/are the register(s) in order?

Yes No

(Please outline current state and action taken, if any)

.....

.....

.....

Are players appropriately attired and safe for activity?

Yes No

(Please outline unsafe equipment/attires and action taken, if any)

.....

.....

.....

Sample Risk Assessment/Session Safety Form.

Emergency points

Check that emergency vehicles can access facilities, a working telephone is available with access to emergency numbers, and that exit points are clear.

Are emergency points checked and operational?

Yes No

(Please outline the issues and action taken, if any)

.....

.....

.....

Is a working telephone available?

Yes No

(Please outline the issues and action taken, if any)

.....

.....

.....

Safety information

Check that evacuation procedures are published and posted somewhere for all to see.

Ensure that volunteers and staff have access to information relating to health and safety.

Are emergency procedures published and accessible to those with responsibility for sessions in the club?

Yes No

(Please outline what information is missing and action taken, if any)

.....

.....

.....

Does the club need to take any further action?

(If yes, please specify)

.....

.....

.....

Signature Date

Name (Print)

Guidelines for Dealing with an Incident/Accident

1. Stay calm but act swiftly and observe the situation. Is there danger of further injuries?
2. Listen to what the injured person is saying.
3. Alert the first aider who should take appropriate action for minor injuries.
4. In the event of an injury regarding specialist treatment, call the emergency services.
5. Deal with the rest of the group and ensure that they are adequately supervised.
6. Do not move someone with major injuries. Wait for the emergency medics.
7. Contact the injured person's parent/guardian.
8. Complete an accident report form.

D4e

Junior Equipment Recommendations

Having the right equipment to play with is imperative.

This is so that a child can develop a motion that will build on skills learnt at an early age rather than have to relearn a movement due to poorly fitting clubs being used while they were youngsters.

Clubs that are too long and too heavy not only make swinging the club well very difficult, they also face injuring the child very early on in their life.

Some Guidelines for fitting clubs

A lot of juniors are given their parents clubs which are 'cut down' to size to start with. This might be alright to see whether or not the child likes the game, but the fact is that these clubs are no good for the child and hamper progress for a number of reasons.

1. Cutting down the shaft to fit the child makes it very stiff and unwieldy for them. Use a lightweight, graphite shaft that has a junior flex shaft in it.
2. The grip size on the cut down club will be far too large for the child's hands. With the correct sized junior club you get a thinner grip that allows the child to hold the club properly.
3. The weight of the club-head is too heavy because it is designed for adult size club. The junior clubs generally have alloy heads that are very much lighter or in the more expensive junior sets, heads are made from stronger materials but are balanced out to suit the strength of the child.

Some industry guidelines for 'height – v – club length' are as follows:

(All measurements in inches).

Player Height	Wood	5 Iron	9/PW
3ft	26 – 27	22 – 23	21 – 22
3ft 6"	29 – 30	25 – 26	24 – 25
4ft	32 – 33	27 – 28	26 – 27
4ft 6"	35 – 36	30 – 31	28 – 29
5ft	38 – 39	33 – 34	31 – 32

Ladies clubs will generally be the next stepping stone after this height.

An Active Junior Section.

Introduction

In order to retain junior members or participants it is essential to retain an active junior section by providing a variety of activities/coaching/competitions that are fun and that also focus on the social side of golf.

Retaining junior members is key, as they are the adult members of the future. With all of the other lifestyle distractions (good and bad), what incentive can your golf club offer juniors to stay in membership?

The junior organisers should consider organising a Calendar of Events, which should be distributed to the juniors; each event should occur as often as possible (weekly/fortnightly) and should also encompass the winter months. They should not only include golf competitions and fun golf events but also social events outside of the game, such as bowling, discos etc. This provides variety, increases the fun element and is an excellent recruitment tool to get their friends interested.

Winter Activities

It is essential to maintain the interest of junior members throughout the winter months to ensure the retention for the following year.

Not all of the activities need to be golf related. Winter activities should also include social activities or team building activities to nurture friendship within the section. Is it also a good way to get to know each other and also to know junior and adult members. Encourage them to bring friends along to social activities and don't forget to also consider the parents.

Some Example Winter Activities:

- Coaching at local Driving Range.
- Golf Quizzes, organised at the Club, possibly in conjunction with the Junior Golf Passport.
- Golf Quiz League, set up with other Clubs in the area.
- Junior Presentation Evening.
- Trip to a 10 pin bowling alley
- Trip to the cinema.
- Cosmetics Party/Pamper Party – For the junior girls, invite their mums.
- Board Game Evenings.
- Chocoholics Party.
- Disco.
- Team Building and Problem Solving Sessions.
- Games Console Evening.
- Ideas evening – e.g. planning for a fundraising event for the Junior Section. Get the juniors to organise it.
- Play other sports at golf club e.g. rounders, table tennis, pool competitions.
- Yoga or Pilates Session.
- Guest Speaker Evening, e.g. Secretary to give a speech on the history of the club.

An Active Junior Section.

Alternative Sports

Funding can be obtained through the Lottery's Community Chest, administered by each Local Authority Sports Development Unit to fund alternative Sports sessions for Junior Sections of Golf Clubs. Contact your local Sports Development Officer for further details.

Annual Calendar of Events

Below are examples of activities which could be organised as part of an Annual Calendar of Events:

- Official Junior Competitions.
- League matches.
- Adult/junior Competitions.
- Par 3 Competitions, particularly for new golfers from the 100 yd or 150 yd markers on the main course.
- Alternative Game Formats.
- Tri-Golf Games in teams.
- Golf Extreme Games in teams.
- Structured Coaching Sessions working towards the Junior Golf Passport, with a presentation evening on completion.
- Fun Matches against other clubs e.g. Mini Ryder Cup.
- County and Regional Golf Events.
- Wee Wonders Events.
- County Competitions, Coaching and Jamborees.
- Trip to a Golf Event. Currently a number of top events are held here in Wales as part of Wales Ryder Cup 2010 and entry for juniors is often free.
- Fun Open Days where juniors are allowed to bring their friends along.
- Summer BBQ, Putting and Chipping competitions.

Ways of introducing rules to children

Against the clock?

- At the end of a session all children to stand in a large circle.
- Leader to decide on subject of the rules quiz e.g. rules on the green.
- Each child in circle asked to say a rule – e.g. repair your pitchmark, stand still, no golf trolleys etc. if they cannot think of one, or are incorrect, they are out.
- Continue around the circle until one person remains.

What happens next?

- Take the children out on the golf course.
- Set up a scenario e.g. ball goes into a yellow water hazard, where should the ball be dropped?
- Ask the children to describe and demonstrate what the rule is and what the correct procedure is.

Who wants to be a Millionaire?

- Have a 'Who wants to be a Millionaire' scenario quiz show.
- Children to volunteer to go in the 'hotseat' and choose one person as phone a friend.
- Ask questions to person in 'hot seat'.
- Remaining children to act as the audience and write down their own answers at the same time.
- Give small prizes.

Solve the Scenario

- Give children a scenario sheet and ask children to return to the next session with answers based on the rules of golf.
- The scenario sheet will have the questions followed by a section for "What do you think the rule is?" or "What is the correct rule?"

Website quiz

- Set up presentation on a laptop and go through the quiz on the GDW website.
- Ask them to create their own rules quiz/extend the existing quiz on the computer, using powerpoint presentation.

Written test

- Photocopy the quizzes provided
- Allow the juniors a set amount of time to complete the test

Runaround

- Mark out a number of coned areas as either True/False or a, b, c, d etc.
- Read the question and ask children to run to the area they think gives the correct answer.

Playing Catch-up with the Boys!

Introduction

Participation in golf by girls continues to increase annually in Wales. Club membership for girls is also on the increase and this trend must be continued.

Golf Clubs need to ensure that suitable activities both golfing and socially are organised to retain the juniors in the sport whilst improving the standards of play through structured coaching programmes.

Although it may not always be possible, a junior organiser focusing specifically on girls can be beneficial in attracting and retaining girls. However, it is important that there is integration between boys and girls membership.

It is important to dedicate time to proactively recruit more junior girls. Consider running a girl's recruitment initiative, make contact with local groups which are open to girls such as brownies/guides and contact your Golf Development Officer for further assistance. Remember you not alone.

Benefits of Girls' only coaching

Group coaching creates a much less daunting environment for girls and allows the professional coaches to support a higher number of juniors. Although it is important that girls and boys play golf together, there are some circumstances where girls' only coaching is very beneficial. When girls are first starting to hit a golf ball, experience has shown that they respond more positively in a girls' only environment, as they are less embarrassed about their inexperience in golf, and are given the chance to forge strong friendships, which are a vital ingredient in retaining junior girls playing golf.

Girls' only coaching should be organised on a regular occurrence, as often as is possible. Regular contact with other girls at the golf club strengthens their attachment to the club, improves their technique and their playing standard. Irregular or infrequent girls' only coaching does not encourage a commitment from the juniors or allow for a steady progression in skill.

Members of the Ladies Section may wish to become trained up as volunteers to assist the professional coaching staff in the delivery of the girls' only coaching sessions and assist the girls in working towards a structured learning programme such as the Junior Golf Passport.

Work with other clubs

– club cluster idea ('Girls Golf Gigs')

Some golf clubs may be struggling to recruit junior girl golfers and may only have a small number of junior girls at the club. It is a good idea to maintain strong links with other local clubs and create a local club cluster.

Junior girl organisers from neighbouring clubs could get together to organise fun golf visits at each of their clubs. Girls of any standard can participate in various fun golf formats or the cluster group could apply for group girls coaching through Golf Development Wales.

Girls Golf Gigs

A cluster of clubs within Pembrokeshire organise competitions for girl members of any standard, where the emphasis is on fun and enjoyment. There is approximately one competition per month and the clubs involved alternate being hosts of the competition. It is an opportunity for all the girls from the area to meet each other, socialise and have fun whilst playing golf in a fun and friendly format. The parents also get involved and help with scoring etc. The Pembrokeshire clubs have now expanded the scheme to invite some of the clubs within the Carmarthenshire area.

On the following page, please find an example of some of the competitions that took place throughout the winter:

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Girls Golf (continued)

Playing Catch-up with the Boys!

Example of Girls Golf Gig Competition schedule:

Date	Venue	Competition
Monday October 23rd	Milford Haven	54 shot – Greensome Foursomes
Sunday November 19th	South Pembs	54 shot – Length of String
Sunday December 10th	Tenby	54 shot – Chapman Foursomes
Sunday January 14th 1pm	Trefloynne	9 hole – Foursomes
Sunday February 11th 1-30 pm	Haverfordwest	54 shot – Texas Scramble

Good Practice

Halloween Hullballoo – A Greensomes competition for Junior Girls playing with a lady held at Caernarfon Golf Club, in October.

24 girls and 24 Ladies took part from 10 different clubs.

There were 4 categories:

- 18 Holes for girls with CONGU handicaps over 20.
- 9 Holes for girls with no CONGU Handicap at age 13 and over.
- 9 Holes for girls with no CONGU Handicap between ages of 11 and 12.
- 9 Holes for girls with no CONGU Handicap under age of 10.

There was also a putting competition and a rules quiz at the end of the golf.

The Caernarfonshire and Anglesey LCGA provided 30 prizes with money donated by the County Veterans.

The same format is then repeated at another local club the following spring, entitled The Easter Extravaganza. The girls learn so much from the ladies especially with regard to Rules and etiquette.

Integrate into both junior and ladies competitions

All junior girls attending coaching at the club should be strongly encouraged to play as much as possible on the course as part of a structured coaching programme. By encouraging the girls onto the course to play 3/6/9 holes a junior handicap can be allocated to them.

Once the girls are competent enough and have attained a Junior Club handicap they should be strongly encouraged to participate in junior competitions at the club. The club should offer a variety of junior competitions, including mixed events. In terms of prizes, there can be overall prizes and separate prizes for boys and girls. The ladies tees should be used for all competition formats once the girls have attained a CONGU handicap.

Junior girls who have attained a CONGU handicap should be invited to participate in Ladies main club competitions. Any restrictions based on ability should be no different to those for adults. Inviting junior girls to participate in Ladies section events will also assist in strengthening the relationship between the senior ladies and junior girl golfers.

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Girls Golf (continued)

Suggested programme of lessons for Golf Development Wales Free Girls Coaching.

The following is an outline/guide on what GDW would like to see covered/taught during the 12 weeks of coaching, in line with the recommended Junior Golf Passport coaching scheme.

Lesson

1	Short Game	Chipping
2	Long Game	Move the ball, get the ball in the air
3	Putting	Aim and Direction
4	Quiz	Safety
5	Playing	Play one hole (Parts of the course, Tee, Safety & Order of Play)
6	Review/Re-visit	Recap on any particular aspect(s)

Lesson

1	Short Game	Pitching
2	Long Game	Move the ball in the right direction
3	Putting	Distance control
4	Quiz	Green Etiquette & Scorecard, how to gain a handicap
5	Playing	Play 3 Holes – Green & marking a scorecard
6	Review/Re-visit	Recap on any particular aspect(s)

Recommendations

- Mark out a clear safety line with coloured cones or markings – children should stand behind this line when not hitting the ball.
- Enable the girls to enjoy learning by actually having a go rather than having to watch or listen too much.
- Play games/activities/challenges to maintain the fun aspect and thus the girls' interest (lesson plans and example games are available from GDW).
- Vary the activities as often as possible and ensure that the children get as much time on a task as possible.
- Put the children in pairs or small teams so that they take shots in turn and learn from each other.
- Golf holes can be constructed on a practice ground/field/shortened golf course – with coloured hoops and cones.

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Girls Golf (continued)

Golf Development Wales Girls' Start Golfing Scheme.

One of Golf Development Wales' main aims is to increase Junior Girl Membership in Wales. The Girls' Beginner Coaching scheme funds a Golf Professional to deliver 6 x 1hour lessons for a group of beginner girls, under the following criteria.

An additional set of lessons for the same group maybe applied for if the girls are showing particular aptitude and interest.

Scheme Criteria

- Minimum of 6 girls in each group.
- Girls should be non members.
- Professional should follow guidance in terms of what should be taught in the lessons (so that the girls get a comprehensive learning experience of the game).
- Keep a register of all the girls and their attendance record (to be provided).
- Lessons **MUST** be approved **BEFORE** the lessons start taking place.
- Claim form to be submitted at the end of the lessons.

Application and Claims Process

1. Telephone or email your Golf Development Officer for an application form (if you do not already have a form).
2. Application form will be sent out.
3. Complete the application form with all the details and signatures required and return to the address provided.
4. Await for a copy of the approved application form back from GDW.
5. A GDW register and claim form will also be sent.
6. Do not begin until approval is received.
7. Begin the lessons, ensuring that a register and record of attendance is kept.
8. After 6 weeks are completed, return the GDW claim form and register and await payment.
9. If you are applying for a second block of 6-week lessons for the same group of girls, repeat the process as above.

If this process is not adhered to, funding may not be released.

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