



# The Golf Foundation

## Martin Crowder

### ABOUT THE NGB

The Golf Foundation is a registered UK charity which is changing the lives of young people by introducing them to golf. Our team encourages boys and girls to 'Start, Learn and Stay'; to keep playing and developing the valuable 'Skills for Life' that golf teaches them in a game they can compete in together alongside all ages and abilities. Our values as a charity underpin all of our School Games activity by making golf: Fun, Child-centred, Inspiring, Innovative, Enriching, and Inclusive.

This work is possible thanks to a highly committed team of 10 experienced Regional Development Officers (RDOs) in the field supporting SGOs and golf clubs. Even with this lean structure our reach through School Games is impressive:

- 3,323 schools delivering golf through their School Games Mark
- 659 competitions
- 51,475 inter school participation opportunities (50% girls)
- 87% Active Partnerships delivering County Finals



### WHY

The insight from the Youth Sport Trust and SGOs indicated a desire to focus on positive competitive experiences for young people. By working collaboratively with SGOs and junior friendly golf venues all over the country we have been able to create School Games inter-school festivals on club sites. This is creating an exciting first playing experience for boys and girls introducing them to a welcoming golf club environment, while strengthening the club's bond with schools and the local community.

Perception of the game among non-golfing families is a continual challenge. By working with our network of nearly 400 facilities we have been successful in demonstrating to children and their families that golf can be fun, sociable, educational, and great exercise, which all have significant lasting benefits.

Strategically the School Games provides a perfect platform to grow the whole sport and supports our aim of helping any young person to enjoy the playing and personal benefits of golf. Our Tri-Golf competitions within the School Games aim at real innovation through mass participation, they are fun, energetic, inclusive (appeal to non-sporty participants), with a locked-in 'Skills for Life' element at its heart. The #ReframeCompetition has now been extended to hosting School Games festivals at golf clubs, retaining participants' interest and a love for a new game.

### THEME OF CASE STUDY

Living out the mission and vision of the School Games.

### LEAD CONTACT

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### ACTION

Our team has helped to develop positive relationships between SGOs and golf clubs to create the right environment to host events. We created a schools coaching package for those who signed up to inter-school competition to give them an introduction to the activities that are played by participants during the festival.

Training of young leaders through a School Games Activator workshop plays a key part in supporting festivals and develops a clear understanding of the format and how to implement our Skills for Life element. This workshop increases confidence in leaders' ability to interact and meet coaching staff in the club environment and develop their inter-personal skills.

The golf club hosts the festival and is able to introduce a follow-on offer at the facility to children and their families. Feedback from participants was their golf experience in School Games was better at a golf club than a school or multi-sport venue.



## COLLABORATION WITH THE SCHOOL GAMES NETWORK

Teaming up with the School Games network was pivotal to growing this first club introduction and has been a genuine factor to retaining more children in follow on activity. Strategic consultation took place between the Golf Foundation RDOs and SGOs about the 8-game format nationally, and we matched the SGOs with the golf club that can best support the school-club link. The RDOs and SGOs then explored the feasibility and logistics of hosting inter School Games at local golf clubs, rather than traditional sites such as secondary schools. We have been fortunate to have at least one of our RDOs on a LOC since 2012, which has provided invaluable insight to us so that we can shape an attractive offer for the School Games.

Working with other key partners such as golf club management and junior-committed PGA Coaches who have supported the competitions on the club site and golf club members should be mentioned. Welcoming club members have created a positive atmosphere which leads to the children and their families feeling comfortable at a golf club which helps with recruitment and retention.



## IMPACT

The difference this work has made to our School Games offer has made it more meaningful as a golf experience by playing School Games events in golf clubs environments and is creating a stronger pathway between schools and the golf clubs.

- With over 3,300 schools in England delivering golf as part of their School Games Mark, this has encouraged 300,000+ young people to start their journey into 400 junior-friendly golf clubs in England.
- The level of competitive golf played in primary schools saw a significant increase in 2018, from 40,000 participation opportunities to over 50,000 (50% girls) participation opportunities in inter-school School Games events, enjoying easy-to-play 'Tri-Golf'.
- The Golf Foundation has worked closely with SGOs to create enjoyable and positive School Games experiences by supporting golf clubs to host more inter-school competitions at golf venues, increasing the number of School Games participation opportunities at golf clubs from 9,000 to 12,000 over the last 12 months.
- [Tri-Golf festival at Golf Club video](#)
- [Greater Manchester School Games video](#) about the personal impact on Ayesha Patel (watch from 1 minute).



## NEXT

We will provide further investment, support, and guidance to more golf clubs and connecting with their School Games Organiser and host inter schools competition. We will be seeking to strengthen school-club links and hold more School Games events at golf clubs, thus integrating more youngsters of all abilities into golf clubs, retaining more young people in the sport. This player pathway from school to club is a major element of this charity's entire national golf strategy.



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