

THE GOLF FOUNDATION

JUNIOR GOLF MATTERS

Issue 65 December 2019

GOLF ROOTS
A Golf Foundation Initiative



Photo: Chris Vaughan

Protecting the future of our sport

The Golf Foundation gives half-a-million young people in schools and community projects a first go at golf every year; a sport that has the capacity to change the lives of the youngsters we reach.

Recently our charity set itself the ambitious goal of helping at least 50,000 youngsters to experience golf at a golf club in a 12-month period. We are delighted to say this was achieved in our last operational year – the first time in this charity's 67 year history.

The charity wants to encourage our young people to keep playing and keep developing the skills for life that the game teaches them.

The Golf Foundation believes this will not only change the lives of thousands of young people, but it will keep our game invigorated and successful.

This year we have seen playing opportunities grow for boys and girls through GolfSixes League and via the School Games; we have seen youngsters developing into young adults and winning 'Skills for Life' medals, becoming Young Ambassadors, mentoring younger children and supporting PGA coaches and club volunteers. Teenage girls are stepping up to lead more young girls into this sport; one young lad is setting up a Million Shot Challenge

to raise funds and awareness for this charity, while a certain PGA pro recently cycled 830 miles to play all 14 Open Championship courses in just 10 days to promote the Golf Foundation. All these people recognise that now is the best possible time to help the Golf Foundation to support the next generation of young golfers. If you're a club golfer who would like to climb aboard and help us, we would love to hear from you!

■ Check out 'Fundraising' at www.golf-foundation.org, or write to fundraising@golf-foundation.org

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Winter is Coming...

And that's great news for PGA coaches in our supportive campaign for club juniors.

SEE MORE ON PAGE 14

Welcome



Season's greetings from the Golf Foundation and welcome to a bumper issue of Junior Golf Matters. It has been a record breaking year for

golf's favourite children's charity in helping over 50,000 youngsters to visit a golf club for the first time. Similarly, over 50,000 pupils played golf for their school in a district or county event as part of the School Games.

Competition was once an unfashionable word for young people but the Golf Foundation has embraced it as a way of welcoming and keeping more youngsters in the sport. Competition also helps our charity to demonstrate its key values, namely making the introduction of golf to young people fun, inspiring, inclusive, innovative and enriching. Our innovative competition formats have also been recognised: we were commended in the Sports Business Awards and the Youth Sport Trust awards this year.



Photo: Sam Stephenson

Under the School Games, the Tri-Golf Festival format is played in teams of 10 with 5 boys and 5 girls, and all abilities can play together around skills stations. You will read a lot about the success of our GolfSixes League format, which encourages a minimum of 2 girls per team of 6 and has been inspiring thousands of children and their parents to visit local golf clubs. The most important motivation for children and young people to take part in sport is to have fun. Hopefully this is why our introductory programmes are so popular and well received.

I hope that you have a fun end to the year as well and thank you for your support. We are grateful to all of the PGA Coaches, volunteers and donors who make the mission of the Golf Foundation possible, and to the young people from all backgrounds and abilities who make it so worthwhile.

Brendon Pyle,
Chief Executive

GCMA – fantastic support

Members of the Golf Club Managers' Association (GCMA) have been showing their support of junior golfers by backing the Golf Foundation as its nominated charity for the year.

The GCMA supports 1,700 members in 16 regions in the UK and has selected the Golf Foundation as its charity because of the close ties its membership has with all those involved in growing the game for young people.

The GCMA's fundraising highlight came as £6,500 was donated to the Foundation during the gala dinner of the GCMA annual

conference at De Vere Cotswold Water Park, Cirencester. During the conference, Foundation CEO Brendon Pyle and Head of Fundraising Vanessa Bell (pictured) made a presentation on the charity's successful work with golf clubs and how growing junior sections can be so beneficial to the whole club.

Vanessa said: "The GCMA's members have been hugely generous and this charity is extremely grateful. They clearly recognise the importance of supporting junior golf wholeheartedly for the good of our game now, and in the future."



Girls' focus sees results

2019 has seen a key focus on growing girls' golf by all the Golf Foundation team.

Our 'HSBC Golf Roots' programme's results in the last year or so certainly deserve a look. They include a 48% increase in the number of girls visiting a golf club; the generation of 3,422 new affiliated golf club junior members including 23% girls; around 30% of GolfSixes League players have been girls; the Foundation trained 166 new Girls Golf Rocks Ambassadors across England (with England Golf), while in schools the charity requests that for the School Games 50% of school teams are girls.

The Golf Foundation is following closely its stated pledge as a signatory of The R&A Women in Golf Charter (see our specific targets on our website) – The R&A being the charity's strongest supporter. Check out the role our girls' programme played as a supporter of The Solheim Cup on page 8. However, lots more still to do for girls' golf!



Photo: Chris Vaughan

Carnoustie Golf Links so generous



With an opening tee shot on Carnoustie Golf Links's 401-yard first hole at 7.30am on October 18, PGA Pro Luke Willett started a gruelling challenge to cycle 833 miles (in just 10 days!) to all 14 Open Championship venues carrying his clubs on his back and playing a full 18 holes on each course. Read about the highs and lows, the birdies and blisters, the 73 at St Andrews, the soakings on lorry-clogged roads, the physical and mental exhaustion and the friends met, all during #TheGreatBritishOpenChallenge, on page 18. Luke raised funds for this charity which works to change the lives of young people by introducing them to golf. This got off to the best possible start with a fantastic £5,000

donation from Carnoustie Golf Links on Day One. Luke told us: "I was completely blown away by not only this wonderful donation from the team at Carnoustie Golf Links but also the whole welcome and encouragement they gave me when I was nervous about the massive challenge ahead, which really was stepping into the unknown. I was hugely impressed with their attitude to encouraging new young players into the game and the facilities they have made available to juniors. This is a progressive place indeed and while there are clubs nurturing young talent like this the future is in good hands."

■ Check out Carnoustie at www.carnoustiegolflinks.co.uk

Young people make history at Portrush

A historic year as The Open returned to Royal Portrush in Northern Ireland in July: with the backing of The R&A, the Golf Foundation team used the week to spread the message that golf offers youngsters fantastic experiences and can really help build confidence as they develop. In short, it's a wonderful sport for kids of all abilities. The GF team supported colleagues all week from the Confederation of Golf in Ireland (CGI), working together to grow the game. These two bodies shared The R&A SwingZone with 23 PGA professionals who gave free lessons to all ages for the whole week.

■ See more on page 15.



Unleash your Drive!

Just after The Masters, the Golf Foundation released the results of its highly successful pilot project to deliver and measure the impact of a life skills programme for young golfers. Junior focused PGA professional coaches worked with experts in their field and found exciting results at four golf clubs trialled, measuring a 20% increase in mental toughness of those taking part, helping the youngsters improve their Confidence, Commitment, Challenge and Control. Broader research in this area shows that mental toughness has a positive impact upon

wider areas of life such as achievement in exams and tests, behaviour (lower anti-social behaviour), employability and wellbeing.

■ See more on page 10.



Start, Learn and Stay...



The Golf Foundation helps young people to 'Start, Learn and Stay' in golf. We help young people to 'START' in the sport via Tri-Golf and StreetGolf programmes in local schools and community groups, including the School Games. We run 450 HSBC Golf Roots Centres which are child-friendly golf clubs that provide a welcoming introduction to the sport for young people and their parents. Young people 'LEARN' about all aspects of the game via PGA coaching and the Junior Golf Passport. It's not all simple but our highly committed team of 10 Regional Development Officers are consistently up to the task. Their innovative ideas like the 'Box of Tricks' have been tailored to help clubs encourage young people to want to 'STAY' in the sport.

■ See more on pages 16 and 17.

GolfSixes League is growing



GolfSixes League 2019, inspired by the European Tour shorter team-golf model, has helped golf to reach fresh new family audiences and show their children that golf can be a great game, while helping golf clubs to create and maintain stronger junior sections and widen their community links. GolfSixes League means six-holes, teams of six boys and girls, club versus club, practising

together with their PGA coaches before the weekend fixtures; all played wearing coloured team shirts. Every child taking part in GolfSixes League receives three Titleist golf balls: Titleist, the #1 Ball in Golf, is a key supporter of the Golf Foundation. Read more on this big hit with the kids, club volunteers, PGA pros, parents and families, featuring 256 golf clubs, on page 12.

Jess and Ella tee-up a great match

The annual match between the Foundation and the Association of Golf Writers (AGW) is always good for sharing ideas but this year it was made extra special as two of this charity's Young Ambassadors made their debut appearances at Buckinghamshire Golf Club. Jessica Pilgrim (pictured left), aged 14, and Ella Baker (right), aged 13, played a major part in the GF's win but, more importantly, were able to talk about their work for the Foundation and what young people are seeking from the game, as they both got to know some of the experienced golf writers on the day. Also pictured is GF ambassador Kerr Drummond, centre, with the trophy. Chairman Stephen Lewis said: "We were proud of Jess and Ella's excellent contribution; they spoke really well and are part of a very strong group of Young Ambassadors led expertly from the Foundation's side by Alice Lowe who supported them today." Following the match, AGW Captain Peter



Dixon said: "I think that Ella and Jessica were a great hit and their intelligence about the game shone through – it was a pleasure for members of our team to talk with them and share insights into what young people are looking for from golf today."



The voice of youth

We involve youngsters in our events at every opportunity. Here, our Chairman Stephen Lewis offered warm thanks to Bishopsgate School Choir (which has a thriving golf programme in Surrey), as the talented singers opened our annual Presidents' Awards at Wentworth in September (see page 22).

Paul's Spirit of Golf

The Golf Foundation's 'Spirit of Golf' Award is given each year to a world golfer who has inspired many new players to take up the sport. This year, during The Open, former Ryder Cup Captain Paul McGinley was presented with the elegant glass and silver claret jug by our Chairman Stephen Lewis (pictured).

After taking on local boys and girls in a special Tri-Golf challenge, McGinley summed up the value of golf for young people: "This is such a wonderful sport that you can play all your life with all generations of the family together. Golf teaches its players so much about respect

and character while it also provides great opportunities as young people grow up... What I have loved most has been making fabulous close friends through playing the game."

Stephen Lewis said: "We presented our award to Paul not just because he has been a great champion, a great team player and a brilliant leader; but for his understanding of the valuable life lessons golf offers us all, and how fantastic the sport is for instilling positive values. The work that Paul put in to the Ryder Cup's Gleneagles legacy for young golfers of the future was outstanding."



Inspirational Ambassadors

Whether it's sharing our posts on social media, travelling miles during their busy schedules to support our events, or being there to encourage youngsters with some advice, our Golf Foundation Ambassadors deserve great credit. From Meghan MacLaren and Felicity Johnson challenging girls to improve their Tri-Golf (pictured), Graeme Storm (right) inspiring the youngsters in schools in the north east of England, Andrew 'Beef' Johnston relaunching our Tri-Golf at Wentworth, or Channel 4's Kerr Drummond presenting our Annual Awards (page 22), these ambassadors help promote this charity's cause very well. And for every kid present, a "great shot" or high-five can make all the difference from these positive role models.



Imagination + will power = Archie Qualtrough

When Archie Qualtrough was belting drives off the tees at Royal Liverpool with Iron Golfer Luke Willett, he certainly deserved to be sharing the fairways with golf adventurer Luke. Archie, 13, has already completed three amazing golf charity challenges to raise funds for three good causes, including hundreds of pounds so far for the Golf Foundation.

Two years ago Archie started this story by playing 100 holes in a day. Last year he upped the ante by travelling from 'Coast to Coast', playing 14 golf courses in five days from Maryport to Tynemouth. This summer he played non-stop for 24 hours at his home club at Woodhall Spa, supported by the members. Archie's imaginative charity work gained the attention of the European Tour who made a great video interview with Archie (and donated £2,000 to his charities).

For next summer, he is busy planning a 500-mile adventure to tee-off with young golfers all over the country in a 'Million Shot Challenge'!



Archie (left) at Royal Liverpool, playing with fellow friends of the GF, club member Blyth (centre) and Luke

Over 50,000 reasons to support this charity



Last year, with 51,000 youngsters visiting a golf club for an introductory event or lesson at an HSBC Golf Roots Centre in England and Wales, the charity achieved its goal of helping at least 10% of the 500,000 youngsters it reaches each year to experience the sport back at a golf club. The results are built upon the success of the HSBC Golf Roots programme, featuring 450 golf clubs in England and Wales, and including clubs in Scotland for the first time. This flagship initiative encourages clubs to reach out into schools and then welcome new youngsters into the club environment, with the PGA professional at the heart of delivery.

Safeguarding policies and procedures are crucial as well as the willingness of the golf club to nurture and progress juniors on their journey into regular golf, a notable example being the GolfSixes League inter-club competition played this year at 256 golf clubs. Similarly, over 50,000 pupils (50% girls) played golf for their school in a district competition as part of the School Games, a legacy of the 2012 Olympic Games. 113 golf clubs hosted Tri-Golf Festivals and StreetGolf Sixes events as a way of encouraging more young people and their parents to visit their local golf club. Both formats are played as mixed teams of boys and girls, which is also why more girls are entering

our network of golf clubs and converting to members (growth from 19% in 2017/18 to 23% in 2018/19). Our team has been pleased with its efforts in 2019 and has worked very hard to make a significant difference in the landscape of junior golf. We are fortunate to have 10 highly committed Regional Development Officers whose work ensures that we are growing the sport successfully in schools, communities and golf clubs. To maintain this momentum we need the help of all our readers in golf clubs and the golf industry. If you can help, check out 'Fundraising' at www.golf-foundation.org, or write to fundraising@golf-foundation.org

Thank you to Felixstowe Ferry GC



The Suffolk golf club entered our GolfSixes League and this was a big hit with the juniors. General Manager David Spencer said: "They love it! This is a brilliant way to introduce youngsters to a fun competition while encouraging them to meet and interact with other juniors from the other clubs. Keep up the good work – you have our full support."

This welcoming golf club has also raised funds for the Golf Foundation in a simple but innovative way. With small donations from members including adding £2 on the entry fee for a competition, the club could provide a winner's prize while raising an excellent total of £230 for this charity through a fun day of club competition. Thank you all the brilliant members at Felixstowe Ferry!

...and thanks to Royal Liverpool

Just at the time of going to press, the Golf Foundation received a significant donation from Royal Liverpool as part of Luke Willett's #TheGreatBritishOpenChallenge. This is hugely generous of all the members at Hoylake. All 14 historic Open Championship venues have been highly supportive of this project in many different ways.

KEEP FOLLOWING THE LATEST NEWS FROM THE GOLF FOUNDATION; THERE IS PLENTY GOING ON!

- Our website is www.golf-foundation.org
- Find us on Facebook at @TheGolfFoundation
- Follow us on Twitter at @GolfRootsHQ
- Say hello on Instagram at: @golf_foundation_org

HSBC Golf Roots... PLUS factor in play

HSBC Golf Roots Plus projects (funded by HSBC and The Gerald Micklem Charitable Trust) are a key initiative within the Golf Foundation's drive to help more young people benefit from golf. A number of these have supported young people with a disability, special educational needs and disability (SEND) or behavioural issues, while other projects have backed young people by offering further social and community benefits. Our latest round of funding has just started, supporting seven new deserving projects. During the last two years, more than 25 organisations have benefited. Here are just a few: Brodick Primary School on the Isle of Arran developed a community based project, linking golf activity with the realities of coastal erosion. Brodick GC has a serious drainage problem due to its position at sea level along with coastal erosion. The purpose of the project was to create a sustainable school-club link and develop community cohesion. The pupils took part in golf sessions but also worked with a local design company to create flags for the golf course. Some 20 young people (10 girls) have become new club members. Through Plus funding, Active Schools Plus Leeds offered golfing opportunities to young

people with special educational needs and disability in both primary and secondary schools. Future Proof CIC created the GoSketch project which fused golf and design in schools in Sussex. At the end of each 60 minute golf coaching session, participants were invited to design a character inspired by golf. The project aimed to increase creativity, confidence and highlight the educational and employment opportunities in the design and sport sectors. Young people have learned to play some golf while producing some excellent artwork! **Superb donation from London Welsh** The Golf Foundation was also fortunate to receive an excellent donation from the London Welsh Golf Society last year, allowing the charity to fund two more Plus projects in Wales. One of these has been led by Tom Bowen, a Golf Foundation Award winner, who is a PGA Assistant Professional and volunteer at North Wales Golf Club. Through funding, Tom has been able to offer ongoing inclusive golf to a range of people of different ages who have mental health issues. Tom was helped himself by the team at North Wales GC as he suffered from depression and he is

now putting something back into the club. A second project included encouraging more young people from BAME backgrounds to get involved in learning golf while offering them wider Skills for Life educational training. The project was run by Cardiff-based BME Connect Cymru and looked to help young people obtain education or employment opportunities, while encouraging them to enjoy golf with follow-on opportunities at a golf club.



ALL OF THE GOLF FOUNDATION'S WORK PROMOTES LIFE SKILLS, HEALTH AND THE WELLBEING OF YOUNG GOLFERS

PGA at the heart of our work



The Golf Foundation's progress relies on the support of PGA professionals across our initiatives. These coaches drive the 450 HSBC Golf Roots Centres which engage successfully with local communities and schools; they were at the centre of the 256 golf clubs taking part in this year's GolfSixes League which benefited nearly 3,000 kids and their families; they lead on the newly revamped 'Junior Golf Passport', and have recently helped create a brand new scheme to inspire youngsters to thrive in golf but also in their wider lives, called 'Unleash your Drive'. Starting at school, PGA pros continue to make a major impact in the School Games with the

Foundation, principally via 'Tri-Golf', before welcoming youngsters back to the club for follow-on coaching. The number of pupils taking part in a School Games event at an actual golf club grew from 9,000 to 12,000 last year; while competitive golf in primary schools jumped from 40,000 participants to over 50,000. From this school base, the Foundation introduced over 50,000 new young people to a golf club in the past year and over half of those progressed on to a coaching programme delivered by the PGA professional. Sir Henry Cotton, who founded the charity in 1952 via more golf in schools, would certainly have approved.

Solheim Cup celebrations offer fun and learning

This charity celebrated girls' golf in style during the Solheim Cup at Gleneagles in September.

In a week of celebrations around the Gleneagles area, members of the Foundation team travelled north of the border to help stage Scottish Golf's GolfSixes League Final held at nearby Muckhart Golf Club on September 8, welcoming 16 teams of boys and girls from across Scotland.

On the same day in England, girls' golf was celebrated in a unique 'Solheim Cup takeover', as nearly 60 girls played GolfSixes League together at Elsham Golf Club, visiting from golf clubs in the Lincolnshire and Yorkshire regions. The day was all about learning and fun, with plenty of other attractions including face painting, a fun photo booth, activity stands and more.

A similar Solheim Cup theme ended the week when teams of girls from neighbouring counties were invited to GolfWorld Stansted for a GolfSixes League competition and fun activities including a 'Mega Putt Challenge' for all the girls invited.

Meanwhile, golf centres joined in the fun to spread the word. The boys and girls at Euxton Park Golf Centre in Chorley, Lancs, enacted their own Solheim Cup match. Foundation RDO Andy Leigh said: "The Europe vs USA chipping challenge went down really well with the youngsters. #TeamChorley says good luck to #TeamEurope!"



GolfWorld Stansted: the girls loved the photo booth and other fun attractions

Photo: Leaderboard Photography

THE GOLF FOUNDATION IS PROUD TO BE A SIGNATORY OF THE R&A WOMEN IN GOLF CHARTER AND HAS SET SPECIFIC TARGETS IN OFFERING PLAYING AND PERSONAL OPPORTUNITIES TO GIRLS.

Girls Golf Rocking into 2020

Girls Golf Rocks is back for 2020 and clubs the length and breadth of England can now sign up to make it bigger and better than ever.

The programme will move into its fifth year and has helped introduce over 5,000 girls to the game – inspiring beginners to enjoy themselves in a fun, friendly and safe environment.

Applications are now open for clubs who wish to join in: the closing date for applications is 8 January, 2020, and there is scope for up to 200 facilities across all counties to get involved.

England Golf and the Golf Foundation have joined forces once again to provide marketing resources and coach-funding for clubs eager to take part. The emphasis is for the girls to learn

the fundamentals of the game and have fun with their mates in a comfortable and relaxed setting.

While qualified PGA professionals will lead the sessions, Girls Golf Rocks will also encourage current girl members to act as peer role-models and assist in the delivery at each club by becoming programme ambassadors. The Golf Foundation team has led the training of the ambassadors which has been highly satisfying for all involved. In 2019, 166 girl ambassadors were trained to help support the sessions and ensured it was the most successful campaign to date.

■ For a 2020 application form and more details see www.girlsgolfrocks.org



Photo: Leaderboard Photography

'Goodwood Sixes' day raises £18,500

The first Golf Foundation 'Goodwood Sixes' day was a success, raising £18,500 for our charity.

Teaming up with Golf At Goodwood, we welcomed 22 teams of four to enjoy a unique experience playing three different golf formats on The Downs Course, including sampling the 'GolfSixes League' six-hole fun format.

All funds raised will be spent wisely by the Golf Foundation as it seeks to change the lives of young people by introducing them to golf.

The eventful day and dinner at the Goodwood Estate was packed with fun on-course challenges and a golf clinic kindly provided by Foundation Ambassador and European Tour

winner Graeme Storm. The Duke of Richmond also addressed all the competitors after their rounds.

An online charity auction proved a significant draw, with supporters showing great generosity, bidding for golf at some of the UK's greatest venues including St Andrews and Sunningdale, and experiences like Goodwood's Festival of Speed, dining with Michelin starred chefs and watching cricket at Lords.

Vanessa Bell, Foundation Head of Fundraising, said: "We'd like to offer a huge thank you to the team at Golf At Goodwood, including Stuart Gillett and Eddie Bullock, and also to our brilliant Ambassador Graeme Storm. Nothing



was too much trouble and they have helped us create a wonderful golf experience to remember. We look forward to building on this exciting event for 2020."

MAKE YOUR MARK – help kids to enjoy golf

Sign up now to take part in our charity competition at your club and MAKE YOUR MARK in supporting junior golf: all funds raised will help the Golf Foundation's drive to get the next generation of youngsters playing golf – with a continued focus on welcoming more girls and families into the sport.

This year, we have teamed up with a leader in golf accessories Surprizeshop to provide two fabulous offers for participating clubs:

- A bespoke crystal ball marker to present to the winner;
 - 10% discount across Surprizeshop's main golf accessory collection (1,000+ accessories).
- If your ladies' section would like to take part, we will be delighted to forward you a specially created crystal ball marker produced exclusively for the Golf Foundation. You do not need to send in your donation until your competition has taken place.

If you have any questions about this appeal, please contact us on 01992 449830.

Thank you for your support!



To MAKE YOUR MARK simply fill in this cut-out box and send to: The Golf Foundation, Ambition Broxbourne Business Centre, Pindar Road, Hoddesdon, Hertfordshire EN11 0FJ – alternatively you can email fundraising@golf-foundation.org to join in.

Name of Club:

Address:

.....

Postcode:

Signed: Name:

Position held: Date:

Christina Smith, Director at Surprizeshop, said: "We are delighted to be supporting the Golf Foundation in the valuable work they are doing to build junior golf and inspire youngsters. We are passionate about supporting this sport!"

'Unleash your Drive... Changing lives'



The Golf Foundation carried out a successful pilot project to deliver and measure the impact of a life skills programme for young golfers.

Named 'Unleash your Drive', the Golf Foundation team believes this programme will help young people not only gain confidence and resilience on the golf course but in their wider lives, including in the school environment and amongst their peers.

With the help of mental toughness experts, Yeast, and four highly regarded junior-focused PGA professional coaches, the youngsters involved at four golf clubs showed a 20% increase in mental toughness, after completing a series of tailored coaching sessions and being measured on Confidence, Commitment, Challenge and Control. The coaching blended mental processes from dealing with setbacks to controlling breathing well on the first tee or over the five foot putt.

The innovative nature of this work was presented to key stakeholders at the Golf Forum in St Andrews and were launched through a well-presented 'video book' with the help of marketing agency, Medi8. Plans are now there so that training can be rolled out to more coaches and wider school and community groups over the course of 2020. Broader research in this area shows that mental toughness has a positive impact upon

wider areas of life such as achievement in exams and tests, behaviour (lower anti-social behaviour), employability and wellbeing. Brendon Pyle, CEO of the Golf Foundation, said: "Children are under an increasing amount of pressure from all angles, which is why we are incredibly proud of the results of this research project. It provides proof that children benefit from using the techniques we incorporated into golf coaching, which opens the exciting possibility of us using this beyond golf. We have made life better for all the children involved, in fact, along with their parents, they are the biggest advocates of the programme, which tells us everything we need to know."

Benefits beyond golf

Alex Macgregor, PGA Professional at Addington Court GC, said one of his students was regularly excluded from school for losing his temper, but during the programme Alex was able to teach him breathing and visualisation techniques that allowed him to 'control his fizz', enabling the child to avoid exclusion for the entire length of programme. Tom Hide, PGA Professional at Coastal Golf Academy at Frinton Golf Club, said: "I've been really impressed by the changes I've seen in the children and their parents are as committed to the programme as we are."



To see the impact of the programme, please click on the video found at **GolfFoundationTV on YouTube – simply key in Unleash Your Drive.**

Rob Trotman, father of 14 year-old Oliver Trotman who took part in the programme at Frinton Golf Club, summarised the impact Unleash Your Drive has had on his family: "Throughout the programme I've seen Oli grow in confidence. He's taken what he's learned and used it on the golf course, at home and at school. As a family we've hugely benefited from using the techniques he's brought home, and I have no doubt that what he's learned will last a lifetime."

The Golf Foundation team would welcome contact from organisations and groups that are interested in testing how the Foundation can adapt Unleash your Drive for young people in different school and community settings using the charity's established adapted programmes 'Tri-Golf' and 'StreetGolf'. Groups in this category should contact Brendon Pyle on brendon@golf-foundation.org to state their interest.

Skills for Life all about attitude



Photo: Sam Stephenson

Our Skills for Life trophies and medals have proved highly popular with golf clubs. The medals offer coaches and volunteers the opportunity to demonstrate to children that a positive attitude, trying your best and respect of opponents and the game are great values in themselves.

In 2019, all 256 golf clubs competing in the GolfSixes League received a Skills for Life medal to be presented to deserving youngsters during the league series. Imagine the excitement for young players at this year's GolfSixes League fixture at Golf at Goodwood, as they stepped forward to be presented with their Skills for Life medals by LET player and Foundation Ambassador

Meghan MacLaren (pictured).

All the PGA professionals who sign up for the new Junior Golf Passport learning programme also receive a Skills for Life medal to award to deserving youngsters.

This Skills for Life project is supported by The 80:20 Charitable Trust and Golf Monthly magazine, as both organisations recognised the important role golf can play in helping young people to develop both on and off the course.

Meanwhile, Ransomes Jacobsen Ltd., one of the largest fine turf care machinery providers in the world and based in Suffolk, is sponsoring the Skills for Life awards across the East Region of England.

SafeGolf plays vital role

SafeGolf, the UK & Ireland partnership, has continued its hugely important work to ensure there remains a safe and positive environment for everyone in the sport. SafeGolf is the development of a robust safeguarding framework in golf for all those playing, volunteering and working in golf. The mission is to safeguard and promote the welfare of children and young people, as well as adults at risk. SafeGolf offers a website – www.safegolf.org – through which anyone who may have a concern about the welfare of any player, or are concerned about the behaviour or practice of a coach, volunteer, organiser, parent or a player, can contact the lead safeguarding officer at their national governing body.

Members of SafeGolf include: England Golf, Wales Golf, Scottish Golf, Confederation of Golf in Ireland, the Professional Golfers' Association, Ladies European Tour, the Golf Foundation, Golf Club Managers' Association, the British and International Golf Greenkeepers Association and The R&A.



Nine-hole Tri-Golf course funded in Coventry



"If you build it, they will come..." Parkgate Primary School in Coventry did just that: two members of staff have created a unique nine-

hole 'Tri-Golf course' in the school grounds that can now be enjoyed by 630-plus pupils and generations to come.

The Golf Foundation supported the school in its bid to create the course with a £1,500 HSBC Golf Roots 'Plus' grant. The Parkgate Primary School course is one of around 10 school Tri-Golf courses now built in the UK. The new 'parkland-style' course measures 141 metres with a Par of 38; the land was formerly a redundant second football pitch. The earth was shaped over evenings and weekends by a member of Site Services, Pete Davies, and Deputy Head Teacher Ben Henley. Children who are new to golf now face the challenge of negotiating bunkers, punishing rough, greens with tricky borrows and even a dry creek that winds through the course. Three of the tee-boxes have the hole measurement in metres, three in centimetres and three in millimetres; there is also a practice putting green with holes laid out in a 'clock-face' to aid teaching time with mathematical opportunities running through the course. Parents and teachers will also be encouraged to make use of the course (after lessons!).

GolfSixes League: Over 40% of kids in England join as members

GolfSixes League 2019 once again helped golf to reach fresh new family audiences and show their children that golf can be a great game, while helping golf clubs to create and maintain stronger junior sections and widen their community links.

GolfSixes League means quicker six-hole matches against other clubs. Squads of 12 boys and girls practise together with their PGA coaches before the weekend fixtures, all played wearing coloured team shirts with GolfSixes League branding. The group coaching with PGA club pros in the build-up to the fixtures is seen as important as the matches themselves, helping to foster the same team spirit as found in other sports like rugby, hockey and football. Six players represent their club for the matches and a facet of the Leagues this year has been the growing numbers of parents not only coming along to watch in large numbers, but volunteering to help with scoring, setting up the course and catering (after-match cakes in team colours are a developing trend).

Titleist a supporter

Every child taking part in GolfSixes League receives three Titleist golf balls: Titleist, the #1 Ball in Golf, is a key supporter of the Golf Foundation. For the 2019 season just completed, there were 55 GolfSixes Leagues: 38 in England, two pilot leagues in Wales and 15 in Scotland. GolfSixes Leagues featured 256 golf clubs, benefiting around 2,900 boys and girls and their families. This effectively doubles the scope of the first successful year of the project in 2018. This year there will be an increase of around 36% in membership at the clubs



Photo: Chris Vaughan

involved, while in the established leagues in England the increase in membership will be around 46-48%; great news in the retention of young players in clubs. Around 30% of players were girls this year and the aim is to increase this ratio further in 2020. The number of Leagues in Scotland has grown quickly this year, partly through the enthusiasm to include more girls in matches in the build-up to September's Solheim Cup. GolfSixes League is supported by The R&A, the European Tour, HSBC, Sport England, Titleist, England Golf, Wales Golf, Scottish Golf.

For GolfSixes League, the Golf Foundation was presented with a Bronze Award (third place) in the national Sports Business Awards in London in May, in the category of 'Best Sports Governing Body Initiative'.

Meghan tees off for the GF in Sixes

The Golf Foundation was delighted to welcome Ladies' European Tour star Meghan MacLaren as an Ambassador for our charity. Meghan's first assignment was performed with skill and style at Golf At Goodwood in May, as she struck the first official shot to launch the Foundation's national GolfSixes League series for 2019. Meghan said on the day: "It's fantastic that the Golf Foundation is supporting all young people from all backgrounds to get into golf. I am also really impressed with the active efforts by this charity to encourage more girls into golf and to give girls of all ages opportunities within the sport, even offering them leadership training. I was very fortunate as a young junior that my first club [Wexham Park in Slough] was really supportive towards its young players; boys and girls need a welcoming environment and good mentors in order to thrive together." Golf Foundation Chief Executive Brendon Pyle said: "We believe Meghan's highly positive attitude, spirit and sense of sportsmanship makes her an excellent role model for girls and boys, established and new to the sport. We are quite sure she will be a fantastic Ambassador for our work."



Photo: Sam Stephenson

Everyone's a winner

Played in a great competitive spirit that has been typical of the GolfSixes League nationally, Horsham Golf were crowned North Sussex League Champions, after a final fixture played

out in brilliant sunshine at Haywards Heath Golf Club, alongside the host team and squads from Tilgate Forest Golf Centre, The Golf Academy and Mannings Heath.



Craig Tracey MP impressed

Great that the GolfSixes League fixture at The Belfry Hotel & Resort was enjoyed by Craig Tracey, MP for North Warwickshire. Craig, as Chair of the Parliamentary Golf Group, has shown his support of the Golf Foundation's work to make golf more inclusive for all abilities in schools and clubs.

The MP and watching parents saw boys and girls playing in a local fixture of the successful GolfSixes League. Visiting teams were present from Leamington & County Golf Club, Walmley GC and Hatchford Brook Golf Centre. Well played The Belfry's Phil Akers and team!



Jumping for joy: Mixed teams love GolfSixes League



These two GolfSixes League pictures happen to come from Sussex and Teignmouth GC, Devon (above), but they sum up the excitement this new inter-club, 6-hole, 6-a-side format is generating with boys and girls all over the country. Our charity team has received so many pictures of happy kids via this project!

'Tremendous' in Scotland

"Bad shots don't matter, the kids are playing with different people and the whole concept is tremendous..."
Iain Butchart from Strathmore Golf Centre gives us his take on the new GolfSixes Leagues that are taking place across the country in partnership with the Golf Foundation.

'A really fun format'

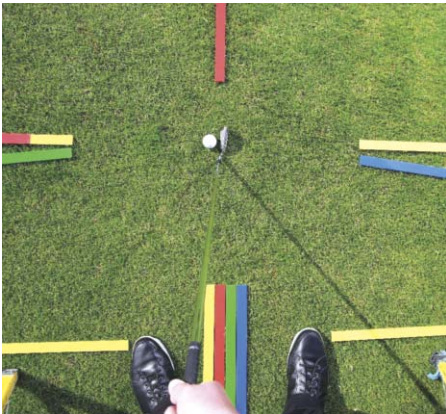
June Poffley, junior organiser at North Wilts Golf Club, summed up the appeal of GolfSixes League for new young players: "A really fun format that takes only a couple of hours to play... GolfSixes League is a great way to create a fun, team ethic which is highly inclusive."

Winter is Coming... Great news for PGA coaches!



PGA professionals who use the Golf Foundation's 2019 Junior Golf Passport can now also expect business-boosting additions that will sustain and even grow their coaching throughout the winter.

The Golf Foundation is working closely with many PGA professionals in a supportive campaign called 'Winter is Coming', which is enabling more focused junior coaching throughout the winter, a time when coaches can see a drop-out rate with junior players. As part of this support, our team has created a series of benefits for existing Junior Golf Passport users and also for those golf clubs signing up to the Passport for the first time. PGA pros can watch the Junior Golf Passport specific Winter is Coming webinar on YouTube, by checking out GolfFoundationTV. Viewers will see a number of attractive new Passport activity learning sheets and games available in the 'Coaches' Locker Room'. These include 'Dragons' Den', 'Scavenger Hunt', fun word searches, 'Dice Golf' and 'Join the dots, count the shots'; just some examples which all increase children's knowledge of the sport and



their loyalty towards their coach and golf club. Much of this activity can be enjoyed indoors in bad weather; and can help keep the group of juniors together. The activity sheets can be printed out and stored in the junior's Passport wallet, which can then be stamped by the PGA pro and student together when each new skill has been learned. Another new addition on clubface and ball flight will please the many juniors who are drawn to the technological side of the game. The Golf Foundation is also working with two partners to enhance the learning system further. All Passport users can access products in the Colour Path Golf coaching system at preferential prices. Colour Path Golf is a simplified, versatile teaching aid that can be used by all teaching professionals; with high engagement from children, who love the bright colours. Any club which has an active Passport licence will be entitled to a 25% reduction on the Colour Path Golf range (see more at www.colourpathgolf.co.uk).

Each golf club registered for the Passport can also receive copies of the magazine for juniors called 'Golf Cubs' at a special partnership rate which can create a profitable sales addition for coaches. The magazine can be used as an ongoing, brightly illustrated coaching resource for the PGA coach that can also be taken home and shared with the junior's family to create added interest away from the club.

Two companies putting something back

In the case of Colour Path Golf and Golf Cubs, the Golf Foundation also receives a royalty on all sales, as both these partners of the charity have expressed their enthusiasm for putting something back into the junior game.

Martin Crowder, Head of Development for the Golf Foundation, said: "Working closely with PGA professional colleagues we recognise that it is desirable for everyone connected with junior golf to promote the sport as an all-year-round option, to keep boys and girls keen, working with their coaches right through the winter so that they are just as motivated in the spring. These winter features are helping to create a buzz for juniors and their families." The Passport takes each child, step-by-step, through all the technical skills to play golf, while guiding young players in basic course management, The Rules and etiquette, in a visually appealing way (see www.juniorgolfpassport.org). The cost of the Junior Golf Passport is £120 for a 12-month licence.

■ Visit www.juniorgolfpassport.org or email development@golf-foundation.org for more.

Photo: Matt Greaves

Ambassadors shine at Royal Portrush



The Golf Foundation believes this year's Open Championship at Royal Portrush can create a genuine legacy for young people.

During the week in the 'R&A SwingZone', our playing Ambassadors, Ladies' European Tour golfers Meghan MacLaren and Felicity Johnson and the European Tour's Graeme Storm, all made special contributions to the Golf Foundation's cause as the national charity seeks to help any young person 'Start, Learn and Stay' in golf and benefit from learning the life skills the game offers.

Golf Foundation activity appeared on BBC Breakfast, Sky TV, Open TV and Radio, BBC Online and BBC Regional and even Chinese TV.

The Government's then Sports Minister, Mims Davies MP, also visited the SwingZone and spoke to the Foundation team about the importance of golf in schools and getting more girls involved in the game.

Having been provided with this perfect shop window for junior golf, the Golf Foundation team stressed that it will continue to develop its school, community and club delivery of golf but called for more people in the golf industry to join in to help raise the bar and invest in the future of the sport.

Support of The R&A

With the backing of its strongest supporter The R&A, the Golf Foundation team supported colleagues all week from the Confederation of Golf in Ireland (CGI), working together to grow the game further for young people in Ireland, Northern Ireland and the rest of the UK. These two bodies shared the R&A SwingZone with 23 PGA professionals who gave free lessons to all ages for the whole week.

Graeme Storm completed the week by playing in a Tri-Golf game called 'Drive for Show, Putt for Dough' with the youngsters before recording the top score in the against-the-clock Tri-Golf Challenge, beating the likes of HSBC Ambassadors Brian O'Driscoll and Tim

Henman, Open player Ashton Turner and Felicity Johnson. Felicity and fellow Foundation Ambassador Meghan MacLaren made a special guest appearance in the SwingZone to help this charity promote its added focus on girls' golf. The pair's encouragement of a group of girls from Royal County Down Ladies GC was much appreciated by all present. Foundation Chief Executive Brendon Pyle said: "The considerable support of The R&A reaches all aspects of our work, all year round. However, by backing our team so well during The Open Championship, this has presented a wonderful and unique opportunity to inspire the next generation of young golfers. We now need people in the golf industry to think, 'How can we help the Golf Foundation from here?'"

Helping inspire with the HSBC Hour

This positive message was reinforced on 'Open Saturday' at nearby Portstewart GC (pictured), where local boys and girls showed off their new golf skills to help promote the 'HSBC Hour'. This was a special initiative run with Golf

Foundation sponsor HSBC which promoted open access to more than 550 junior-friendly golf clubs in England, Scotland, Wales and Ireland; when juniors and family members were asked to bring along a friend to experience golf and their golf club.



Titleist putting challenge

And it wasn't just about the kids at Royal Portrush: every day hundreds of golf lovers of all ages in the family had the chance to win one of eight top-of-the-range Titleist Scotty Cameron putters in a unique putting challenge supported by Titleist, along with Titleist golf balls and caps.

This (pictured) is what Clara and brother Lewis from Derry think about winning the Titleist Challenge. A fantastic way to give children a first taste of golf!



Box of Tricks a proven winner in clubs

The Box of Tricks, which offers 50-plus great ideas to clubs to help their juniors to enjoy their golf, is proving to play a valuable role in growing the game. Distribution of the Box has now reached more than 400 clubs, with 190 clubs receiving the resource in the last 18 months. The total number of juniors in each Box-using club has risen on average by 35% as a result of improved retention (low drop-out rates) while more youngsters arrive at the club thanks to the link with the Golf Foundation.

One of this charity's values is to make golf fun and another is to always be innovative and this certainly comes across in the collection of

proven positive ideas for golf club junior sections contained in the Box of Tricks. Every suggestion has come from a successful project or golf club, tested by PGA pros and junior organisers to help welcome and keep youngsters keen on their golf.

The Box of Tricks comes with a training workshop that focuses on junior retention in four areas of the club concerning: Skill, Play, Social, and Marketing.

In Scotland, after training from the Foundation, Scottish Golf then held 13 training workshops, welcoming more than 200 delegates from 137 golf clubs, from as far north as the Highlands and Islands, to down south in the Borders.



Box of Tricks thrives in Scotland

Seacroft GC Boxing clever



Seacroft Golf Club in Lincolnshire has a great junior organiser and with a Box of Tricks up his sleeve, the club is working wonders to create new junior players. Nigel Roylance has used the Box for the last year and is seeing great retention benefits. The club joined the GolfSixes League and offers its youngsters: quiz nights; a loyalty golf scheme; volunteering opportunities; Dice Golf and regular short course competitions. Nigel has seen six of the youngsters achieve their first handicaps in the year and lots more is planned in family golf, adding a junior section to the club's website, extending the noticeboard for juniors, and building a swing studio.

Tricks to beat the weather in Durham

The county of Durham recently endured days of heavy rain but this did not deter Phil Maitland, the PGA Pro at Cocken Lodge Golf Club. This HSBC Golf Roots Centre and Box of Tricks user seeks to inspire its youngsters whatever the weather.

Lots of games can be played on the club's golf simulator in the warm indoors and Phil finds that his youngsters respond well to the challenges he sets them, in fun games, learning together as a group.

"When it's raining we keep working hard in the academy," said Phil. "It's also important to remember golf should be fun. These playing challenges help to sharpen their focus on shotmaking while playing a fun game together." Ian Harvey, Foundation RDO, said: "When lots of sessions outdoors are being cancelled due to rain, it's really good to see the juniors enjoying themselves while practically learning at the same time with a great coach."



THE NETWORK OF HSBC GOLF ROOTS CENTRES SITS AT THE HEART OF GOLF FOUNDATION ACTIVITY IN CLUBS

HSBC Golf Roots Centres

An extensive network of golf clubs funded as HSBC Golf Roots Centres now sit at the heart of Golf Foundation activity and are key to the strategic aim of helping more young people to 'Start, Learn and Stay' in golf.

All HSBC Golf Roots Centres have a SafeGolf coach, an up to date

safeguarding policy and a trained Club Welfare Officer.

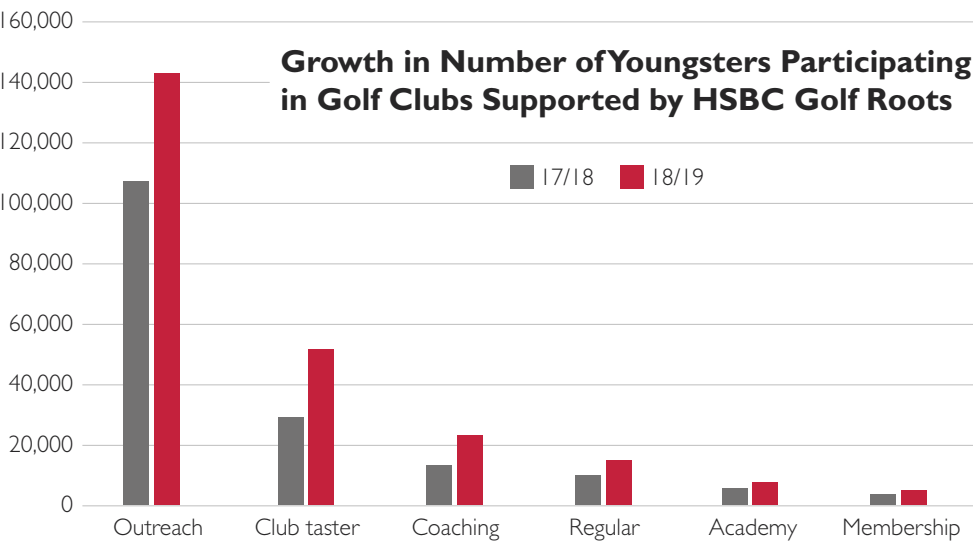
Junior Participation in Golf Clubs in England and Wales

From April 2018 to March 2019, a record total of 445 golf clubs (409 England, 36 Wales) were registered as

HSBC Golf Roots Centres, delivering 1,138 funded projects to over 2,000 schools and community groups.



KPI	2017/18 Results	2018/19 Results	% Growth from 2017/18
Taster in school	109,982	144,469	31%
Visit to golf club	35,342	51,884	47%
Structured club coaching	14,251	21,281	49%
Regular club coaching	10,895	15,898	46%
Academy membership*	4,250	5,827	37%
Affiliated membership**	2,501	3,422	37%



* Academy membership is typically operated by a PGA Coach, separate to a golf club's affiliated junior membership

** 7% of youngsters visiting a golf club became affiliated junior members via HSBC Golf Roots

Junior Participation in Golf Clubs in Scotland

For the first time, the HSBC Golf Roots Centre initiative was adapted to suit the needs of golf clubs in Scotland, supported by the Development Officer network of

Scottish Golf. 48 golf clubs were signed up by the end of the operational year (31 March 2019) and 15 completed their programme with monitoring returned. 4,428 pupils

were given a taster session in their school and 744 visited a golf club. The remaining clubs will report on their progress in the 2019/20 operational year.

Luke smashes #TheGreatBritishOpenChallenge



Luke arrives at Royal Troon and (left) at Turnberry

Luke Willett, 'The Iron Golfer', was supported by many friends of the Golf Foundation as he fundraised for us by completing #TheGreatBritishOpenChallenge. Luke cycled 833 miles around much of the UK to play all 14 of The Open's historic golf courses, carrying his four golf clubs on his bike in all weathers, in just 10 days. The physically and mentally exhausting journey – which at times saw him playing 36 holes in a day and cycling 100 miles along busy roads in darkness and light – was all to raise money for the Golf Foundation. After finishing this epic

test, Luke asked for all golf-lovers to support his efforts by making a donation. Luke, a PGA professional from Hampstead GC, played all the courses that have staged The Open and it all started just after dawn at Carnoustie Golf Links in Angus on Friday, October 18, finishing in dramatic style at Royal St George's in Kent 10 days later. After holing the final putt he was greeted by cheers and applause by club members but most touchingly by his wife Sabrina and his three young daughters. Luke's father Steve was also present and he had accompanied Luke on

much of the trip to ensure his safety and keep morale high. Golf Foundation Trustee Nick Bragg and club junior Jack joined Luke for the final round and Nick laid on the champagne after the 18th. Luke said: "I have been so, so tired at times, but it does show how much the human body can do. This is a dream come true. Playing these wonderful Open courses has been a joy, as has meeting so many fantastic people wherever I've travelled. I believe your environment is your best teacher. All of The Open venues are incredible courses on which to learn the game but the great thing is that today many local clubs up and down the country offer children a great start in golf. I hope reading about this adventure will interest people of all ages while igniting the imaginations of young people with a sense of the possible. I'm delighted that I am able to raise valuable funds for the Golf Foundation; all the money I collect will go towards getting more youngsters playing the sport."



Luke is greeted by his family at the end of the adventure



Kerr Drummond says well played at Royal Lytham & St Annes. Luke was particularly thankful to Bunker Mentality, who provided his clothing for the challenge.

Starting at Carnoustie

On Day One of the challenge Carnoustie Golf Links provided Luke with the best possible start by giving him free dinner, bed and breakfast before presenting him with a highly generous cheque for £5,000 for the Foundation, while showing Luke their renowned facilities for juniors. Later on that first day, after shooting a 73 on the Old Course at St Andrews (with just four clubs), Luke endured 60 miles of cycling in torrential rain and cold, with flooded roads and heavy traffic to Edinburgh. Says Luke: "Each time a car flew past me it was like having a bathtub of ice cold water thrown over me!" Arriving at midnight, Luke poured water out of his shoes before getting up again at 5.30am to ride to play Muirfield and Musselburgh on Saturday. Better weather reached him finally on Sunday as he played Royal Troon and Prestwick before completing his Scottish odyssey on Monday in sunshine at Trump Turnberry. After Royal Portrush on Tuesday and a 64 mile ride to catch the ferry back to England, he reached Royal Lytham & St Annes on Wednesday. Then it all got tougher: Royal Birkdale at dawn on Thursday, cycling to Hoylake with a ferry across the Mersey, a round at Royal Liverpool before a 58 mile ride in the cold and dark to Market Drayton. Luke then rose at 3am to ride 146 miles to London before another 119 miles the next morning to Kent for the three neighbouring courses, playing Royal Cinque Ports on Saturday and

then the grand finale at Prince's and Royal St George's on Sunday.

Bunker Mentality know-how

The team at the popular golf apparel brand Bunker Mentality provided all the high quality clothing Luke needed for all conditions. Robert Hart, Founder of Bunker Mentality, said: "Our team was only too happy to provide some high quality clothing for Luke's amazing endeavour. Our philosophy is all about loving the game for the camaraderie, enjoyment and rejuvenating experiences as we navigate our way through every round. Luke embodies this ethos to the maximum and no one will have a bigger golfing adventure than Luke this year. It's wonderful that he is choosing to raise money for the Golf Foundation's important work; a cause that all golf-lovers can get behind."

Thanks to all supporters

Many golf-lovers have donated to Luke and all 14 historic Open Championship venues have been highly supportive of this project in many different ways. We would like to thank every person and organisation that has donated funds to Luke Willett on this amazing journey. What next for Luke? Watch this space!

■ If you would like to support Luke, simply go to [JustGiving.com](https://www.justgiving.com) and key in 'Great British Open Challenge'

Ambassador Kerr cheers on Luke

Our charity's team was thrilled to welcome Channel 4 TV presenter Kerr Drummond as an Ambassador for the Golf Foundation this year. Kerr is a presenter on established Channel 4 property television series 'Coast vs Country', and in his free time he is also hooked on golf; he currently plays off a handicap of four and comes from a family of super-keen golfers. Kerr is keen to lend his experience in broadcasting to assist the charity's promotion of its work through video, TV and at public events. Kerr said: "Learning to play the game of golf as a youngster ingrained in me skills that have benefited every aspect of my life – good sportsmanship, manners, etiquette and a healthy sense of competition – without which I wouldn't have achieved nearly as much as I have." Kerr was invited to make the trip to Royal Lytham & St Annes to partner Luke Willett during his challenge. Luke was fairly exhausted six days into the adventure but Kerr lifted his spirits and they enjoyed a close match on the famously tight and difficult links. Kerr said: "It was an absolute pleasure to play with Luke today at Lytham and to support his fantastic adventure for the Golf Foundation. This massive effort helps to show others that there is far more to golf; it has wonderful health and social benefits and it was great that Luke was doing so well!"

Warm welcome at Whittington Heath

Many of our clubs today are working hard to encourage more young girl players and this is certainly true at Whittington Heath GC near Tamworth in Staffordshire. Along with its own innovative marketing in the community locally the club also signed up to 'Girls Golf Rocks' this summer and has even been working recently with two other area clubs – Ingestre Park GC and Enville GC – to share a combined message in Staffordshire that golf is a brilliant game for girls! Seventeen new girls took part in a taster session in May while the keenest ones continued with a further six-week follow up coaching programme. Already, some of the girls have joined the club as members. PGA Assistant Professional Victoria Mallett plans to

widen the scope of this work in 2020 and, with Golf Foundation support, will be coaching in more schools in the area and will also be using the starter format Tri-Golf in the club environment. Victoria, a former junior international player herself, said: "I really enjoy coaching and find it very rewarding to see the benefits that the introduction to the game of golf brings juniors, particularly as their skill levels grow and develop... in the club's flourishing junior friendly environment." Victoria thanked all at the golf club for their support and gave special praise to young members Abbie and Izzy, both 15, who were inspirational to younger girls in Girls Golf Rocks.



Ellie is a true Hero for juniors



Ellie Webster has built up quite a following with her regular posts about golf on social media. However, it's at her local club in Wiltshire where the 12-year-old is really gathering the most 'likes'. Ellie is the latest recipient of the England Golf /Golf Foundation Young Ambassadors' 'Hero's Handshake' award, and received this in front of family and friends at Wrag Barn Golf Club, courtesy of Young Ambassador Ali Jodiyawalla. Throughout 2019, Ellie has helped light up the club with her winning smile and willingness to

help fellow juniors. As a Girls Golf Rocks ambassador, Ellie was on hand to provide tips and encouragement for girls new to the game, attending two six-week coaching blocks. Already working hard on a winter programme to help her improve on her 21 handicap, Ellie has impressed everyone at her club including Verity Manners, who owns Wrag Barn GC. Verity said: "Ellie joined just over two years ago and has been a really active member of our golf community. She is always helpful, always enthusiastic and approachable and does everything with a smile on her face."

Devon club's pathway

Saunton Golf Club PGA Director of Coaching Tiffany MacKenzie has developed for the Devon club a dynamic 'player pathway' that brings in the community's juniors to enjoy the sport together while also uncovering real and lasting talent on the fairways. "Our goal is to provide opportunities for children to take their first golf shots and provide ongoing support so that each junior can reach their desired goals. We want to make the most of this area's talent and turn potential into success," explains 'Tiff'. The system is encouraging green newcomers and is creating happy regular golfers on the one hand, but also Devon county squad players and potential golfers for team England.

As a Golf Foundation HSBC Golf Roots Centre, Saunton GC has been supported with funds to deliver Foundation Tri-Golf in four local schools for youngsters of all abilities (reaching 100+ youngsters), first steps on the pathway that can lead to fun golf learning at the club, supportive coaching, good value membership and a warm welcome. This has all been possible with the expert support of Golf Foundation RDO Tom Sparks. The club also has a now established scholarship scheme which helps young players with memberships and coaching, arranged by the supportive members of Saunton. Find a longer article on Tiff and her work in 'News' at www.golf-foundation.org



Q&A with a Pro: Crewe GC is on track



Edward Parker, PGA Professional from Crewe Golf Club, is typical of some of the forward-thinking coaches we work with. So, how has the club built a junior membership of over 70? Well, a warm welcome is a key step, while in the community Edward and team have introduced around 1,000 children to the sport in the last year!

How long have you been involved with coaching juniors?

I started coaching juniors around eight years ago. It has become one of the most rewarding aspects of my coaching programme because it's great to see a diverse range of juniors having fun and enjoying the game. I believe every child should have the opportunity to try golf!

What is the most important ingredient to making a great junior offer?

Structure and enthusiasm in my eyes has driven junior golf forward at Crewe Golf Club. We offer a clear pathway from 3 years old to full junior membership with a number of group sessions to help enhance their skills along the way.

How do you engage with schools and community groups?

I have approached schools and community groups directly myself and with the support of Andy [Leigh] at the Golf Foundation. Generally most schools and groups are really keen to get me involved, whether it's for one-off taster sessions,

structured programmes, or even going into the school for whole day and teaching golf to every year group!

How has the Golf Foundation helped?

Over the years I have been fortunate to receive some funding which contributes towards teaching sessions. This has helped tremendously as a lot of groups don't have huge budgets. In addition the Golf Foundation has also helped me to develop teaching methods and games to keep the children engaged.

Any coaching ambitions?

Outside of what I am currently doing I would like the opportunity to take my enthusiasm to a more deprived area of the world. I would like to spend a few weeks teaching golf to juniors who have probably never even heard of golf!

■ If your PGA professional has a great junior golf story please get in touch with your Regional Development Officer (see back page).

Captain's Charity is an investment

When Rob McHugh was selected as Captain of Crews Hill Golf Club in Middlesex this year he wanted to give the junior section a real boost. He picked up the phone to the Golf Foundation as he wanted to give something back to junior golf but also help grow the club's junior numbers from the local community: an approach that has worked as today nearly 20 new youngsters are lighting up the club with their enthusiasm as they learn to play. Rob has more than returned this support by making the Foundation his Captain's Charity for 2019, raising in the region of £3,000 at the time of writing to help our golf programmes

nationally, that in turn can have a clear local benefit to the clubs we work with. "I first picked up a golf club when I was three and have loved the game all my life," said Rob. "Golf has been so good to me and has given me so many opportunities in my life that I wanted to put something back into the game and help youngsters. We all raise money for different charities – well here's one that is ensuring golf clubs, and young golfers, can flourish. Working with the Golf Foundation we are now beginning to see enthusiastic kids from the local community coming along and enjoying golf at Crews Hill GC."

New faces!



England Golf and the Golf Foundation put a call-out across social media to offer opportunities to young people to join us as a 'Young Ambassador'. Our current team of 11 Young Ambassadors will now evolve – our older members are moving on to college and first jobs (with a couple finding jobs in the golf industry) and fresh voices will be welcomed. Thirty-eight young people applied for the role and a selection day was held at Hatchford Brook GC at the time of going to press. Thanks again to all our team of Young Ambassadors who have done a fabulous job again this year!

Tri-Golf at top festival



An international Scouts and Guides festival in Leicestershire called 'Charnwood 2019' offered a unique opportunity for the Golf Foundation to promote golf to a big new audience. Some 5,500 Scouts and Guides were present at the annual camp and at least 600 boys and girls had a first go at golf by playing Tri-Golf with specialist coaches from The Leicestershire, Forest Hill GC, Charnwood Driving Range and Shelthorpe GC, who were supporting the Foundation at the camp.

Unique awards celebration at Wentworth



All images courtesy of Getty Images

The Golf Foundation staged its Presidents' Awards at Wentworth in September, celebrating the "inspiring" volunteers and professionals who through their passion and hard work are helping this national charity to change the lives of young people by introducing them to golf.

Thanks to the European Tour and Wentworth Club, the ceremony was held again in Wentworth's elegant Ballroom, where a packed audience of 200 invited guests heard the stories of groundbreaking golf projects and unique individuals in junior golf. Chairman of the Golf Foundation Stephen Lewis congratulated all of the prize winners for their "fantastic support in giving their time for others". Stephen also thanked the core funders for supporting this child-centred charity, making reference to The R&A, who in the past year has committed to support the Foundation over the next four years. Golf Foundation CEO Brendon Pyle then told the audience: "In 1952, Sir Henry Cotton, Raymond Oppenheimer, Jack Burroughs and Gerald Micklem created the Golf Foundation to make golf more accessible to young people. They recognised the wider value of the sport and how it can bring out the best in young people. Today is a celebration of the fantastic work that is being done to change the lives of young people through an introduction to golf

and to develop a life-long love of the sport. You will hear from dedicated volunteers, innovative PGA Coaches and the committed young players themselves who are inspiring their peers and the next generation." This year the awards were expertly led by Channel 4 television presenter Kerr Drummond, who agreed this summer to become an Ambassador for the charity, as did European Tour favourite Graeme Storm, who was also present at Wentworth to celebrate the prize winners and hand over the trophies. Graeme Storm said: "I have really enjoyed giving something back to the sport by being welcomed into many schools in the North East; introducing hundreds of youngsters to golf with the Golf Foundation. We have been coaching these boys and girls and then encouraging many to try golf with the support of local golf clubs. It is great to see the benefits being made in the community and in the lives of the youngsters themselves." Graeme then presented all the trophies except one: the 'Laddie' Lucas Award for a strong girls project was presented by special guest, social media influencer and champion of girls golf, The Jazzy Golfer, who, after playing in the BMW PGA Pro-Am on the Wentworth course, kindly hot-footed it to the clubhouse to join the proceedings, much appreciated by the whole audience.

The 10 Presidents' Awards included:

- The Critchley Award**
Presented to a project that has taken golf into the community and made the sport available to any young person.
WINNER: Addington Court Golf Centre, Croydon, for its success in creating opportunities for young golfers and developing junior players, including those from disadvantaged backgrounds or with disabilities.
- The Bonallack Award**
Presented to a project that has helped young people to 'Start, Learn and Stay' in golf.
WINNER: Overstone Park GC in Northamptonshire, for creating a successful scholarship programme that has resulted in a significant increase in junior membership at the golf facility.
- The Gus Payne Award**
Presented to the golf club that donates the most amount of money in support of the Golf Foundation's activities.
WINNER: Walton Heath Golf Club, Surrey, for its generous contribution of £1,894.



The Montgomerie Award
Presented to a young volunteer(s), in recognition of their time and effort spent supporting junior development.
WINNER: Katie Amos and Ben Lavender (above): young volunteers at Northampton GC, who have both committed a great deal of time and enthusiasm to help grow their junior section.



The Sinclair Award
Presented to a PGA Professional who, as a direct result of his/her efforts, has made a significant impact in the development of grass roots junior golf. The winner receives an ETIQUIS golfer's watch kindly donated by Gary Butler.
WINNER: Iain Fulton (above), PGA Professional at Belton Woods Golf Club, for being instrumental in developing junior golf in South Lincolnshire and achieving a significant increase in junior members.



The Burroughs Award
Presented to an individual who has made particular progress in golf in the face of adversity or a project that has made efforts to create opportunities for those with special needs.
WINNER: Tickenham GC (above), near Bristol, in recognition of the club's considerable success in encouraging young people with disabilities, particularly autism, to enjoy golf.

The Mackenzie Award
Presented to one of the charity's Skills for Life Trophy winners.
WINNER: Leah Gray, for her dedication and passion in supporting other juniors at Toft Hotel Golf Club and Bourne Golf Academy in Lincolnshire, and two-times winner of the Skills for Life trophy at her club.



The Sir Henry Cotton Award
Presented to an individual who has demonstrated meritorious service to junior golf for a sustained period. The winner of this award will receive a grant kindly provided by the Stanley Morrison Trust and an ETIQUIS golfer's watch kindly donated by Gary Butler.
WINNER: PGA Professional Ivan Oliver (above), who has delivered an outstanding level of golf provision across East Riding and North Yorkshire for many years.

Contact...

For help and information from the Golf Foundation you can contact us at the Foundation's HQ or via our network of Regional Development Officers (RDOs). Details for departments and the RDOs are given below.

Golf Foundation Headquarters
Ambition Broxbourne Business Centre,
Pindar Rd, Hoddesdon, Hertfordshire EN11 0FJ
Tel: +44 (0)1992 449830
www.golf-foundation.org
Registered Charity No. 285917

Head of Development: Martin Crowder
Tel: 07766 208195
Email: martin@golf-foundation.org

English Regions:

- North West (Contact: Andy Leigh)
Tel: 07765 258550
Email: andy@golf-foundation.org
- North East & North Yorkshire
(Contact: Ian Harvey)
Tel: 07818 575977
Email: ian@golf-foundation.org
- West Midlands (Contact: Paul Aitkens)
Tel: 07765 258770
Email: paul@golf-foundation.org
- East Midlands & South Yorkshire
(Contact: Stacey Mitchell)
Tel: 07818 575990
Email: stacey@golf-foundation.org
- South Central (Contact: Jason Sorrell)
Tel: 07765 258440
Email: jason@golf-foundation.org
- Central (Contact: Alice Lowe)
Tel: 07824 552663
Email: alice@golf-foundation.org
- South West (Contact: Tom Sparks)
Tel: 07765 258990
Email: tom@golf-foundation.org
- South (Contact: Harriet Matthews)
Tel: 07765 258110
Email: harriet@golf-foundation.org
- East Region (Contact: Katie Moggan)
Tel: 07917 334976
Email: katie@golf-foundation.org
- South East (Contact: Daisy Brierley)
Tel: 07590 893299
Email: daisy@golf-foundation.org

Welsh Regions:

- North Wales (Contact: Dilwyn Griffiths)
Tel: 07968 453870
Email: dilwyn.griffiths@golfunionwales.org
- South Wales (Contact: Zoe Thacker)
Tel: 01633 436049
Email: zoe.thacker@golfunionwales.org
- Mid and West Wales (Contact: Stuart Finlay)
Tel: 07896 944555
Email: stuart.finlay@golfunionwales.org
www.golfdevelopmentwales.org

Scotland:

- Scottish Golf Tel: 01334 461 361
www.scottishgolf.org

Head of Marketing & Events: Sarah Sorrell
Tel: 01992 449830
Email: sarah@golf-foundation.org

Head of Finance: James McAllister
Tel: 01992 449830
Email: james@golf-foundation.org

Head of Fundraising: Vanessa Bell
Tel: 01992 449843
Email: vanessa@golf-foundation.org

Press Officer: Ben Evans
Tel: 07789 722853
Email: benevansgolf@yahoo.co.uk

Sponsors and Supporters

The Foundation receives substantial financial support from a number of the major golfing organisations and sports bodies:



The Golf Foundation is committed to working with key national partners to help more young people 'Start, Learn and Stay' in the sport. These partners include the Professional Golfers' Association (PGA), England Golf, Wales Golf and Scottish Golf.

The Golf Foundation is grateful for support from the following:



If you would like to join the growing list of companies that share in our vision and wish to support grass roots junior golf activity then please contact us on 01992 449830.

Golf Foundation policy statements

The Golf Foundation has in place policies, procedures and practises relating to child safety and equality that can be summarised as follows:

Child Protection

The Golf Foundation is fully committed to ensuring that golf provides a safe environment in which children can learn about the sport without fear of abuse in its various forms.

Equality

The Golf Foundation is fully committed to supporting the principle and practice of equality of opportunity.

Copies of the full child protection policy for golf and the Golf Foundation's equality policy statement are available on the Golf Foundation's website: www.golf-foundation.org.



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