

# The Plan for **Golf in Derbyshire** 2013-2017

"Driving the Game through Partnership,  
Participation and Promotion"



DerbyshireGolf



- THE PLAN FOR GOLF IN DERBYSHIRE – NIGEL FURNISS
- THE JUNIOR CLUB OFFER – PHIL BEARD England Golf
- WOMEN & GIRLS GOLF – LAUREN SPRAY/IAIN LANCASTER England Golf
- WHERE ARE WE NOW – NIGEL FURNISS
- WHERE DO WE WANT TO BE – More Members – More Golfers – ALL
- WHAT ARE THE CHALLENGES – ALL
- WHAT CAN WE DO - ALL
- SUMMARY

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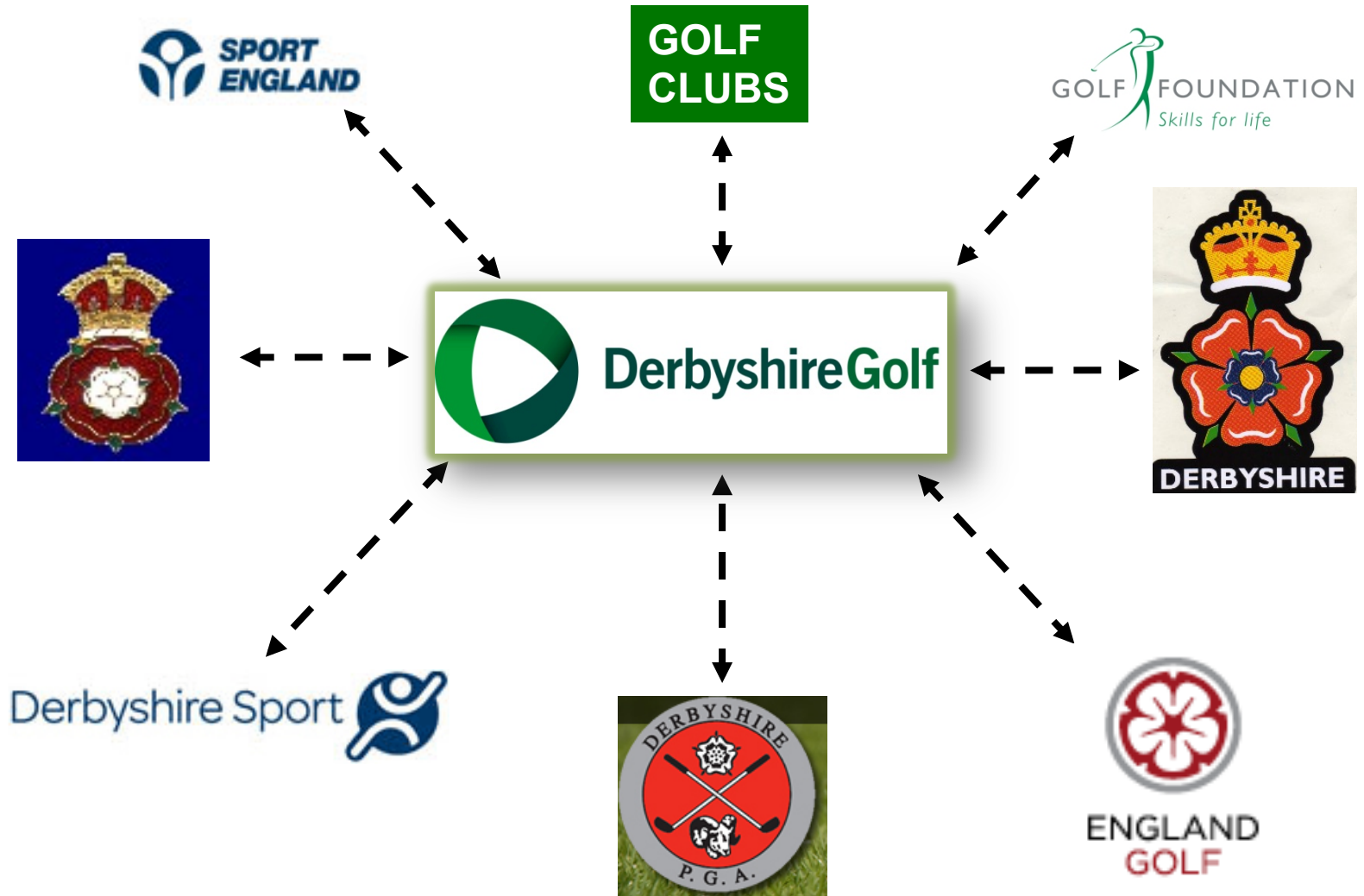


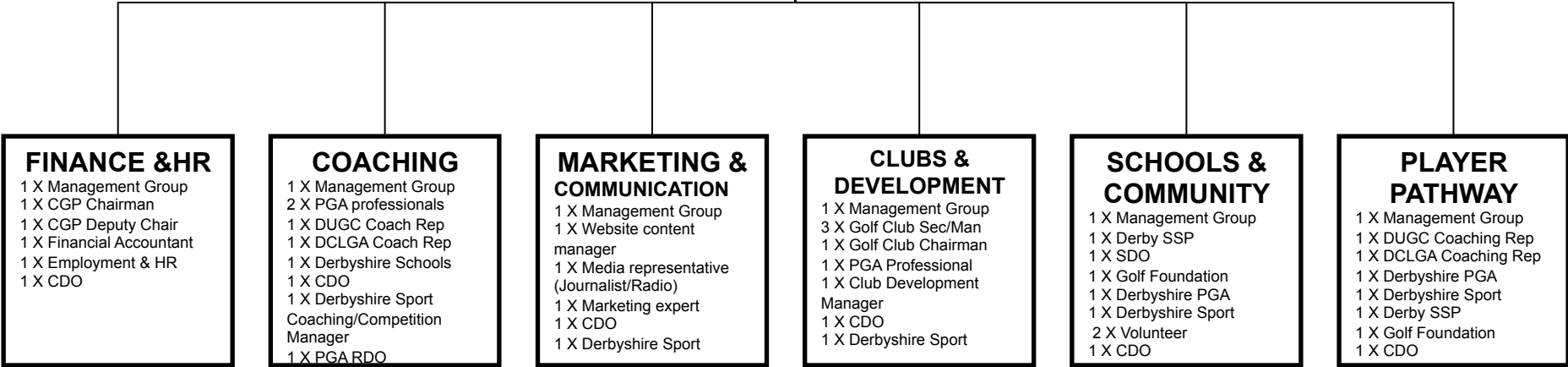
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*Derbyshire Golf has a vision to drive and deliver golf development & support to the golfing community in Derbyshire, through an appropriately funded, structured, resourced and recognised county body in line with a detailed targeted plan of operation.*

# THE PARTNERSHIP





# STRATEGIC OUTCOMES & ACTION PLANS

- A growth in participation in the 14 to 25 age range.
- A growth in participation across the adult population (26 years plus).
- An excellent sporting experience for existing participants to keep them playing sport.
- High quality talent development which creates a strong Derbyshire/ England talent pathway.
- A growth in participation by people who have disabilities, including those with talent.
- Maintain delivery of a strong U14 talent ID & Development programme.
- All of the outcomes and proposed plans are underpinned by our KPI's & targets
- Aim to deliver through detailed Implementation Plan



## Headline Targets

Measure	Baseline (April 2013)	Year 1	Year 2	Year 3	Year 4	TOTAL
Once a week participation in the 14 to 25 year age range	N/A	90 <b>141</b>	107 <b>355</b>	124	134	455
Once a week participation in the adult population (26 plus)	N/A	214 <b>302</b>	214 <b>244</b>	214	214	856
Once a week participation by people who have disabilities	N/A	30 <b>25</b>	32 <b>49</b>	34	35	131

## Secondary Targets

### PLAN FOR GOLF 2013 2017

Measure	Baseline (April 2013)	Year 1	Year 2	Year 3	Year 4
New participants (14 to 25 and 26 plus) as a result of direct CGP activity, including one off taster sessions and Structured sessions	N/A	2967 <b>5026</b>	3539 <b>5219</b>	4111	4121
New participants (14 to 25 and 26 plus) as a result of direct CGP activity, structured sessions only (e.g. 4 weeks or more)	N/A	615 <b>645</b>	695 <b>877</b>	755	785
New golf club members as a result of direct CGP activity	57	62 <b>58</b>	70 <b>371</b>	77	78
GolfMark & RangeMark accredited clubs (including newly awarded and those reassessed)	14 CLUBS	TOTAL 16+1 Range <b>19 + 1</b>	TOTAL 18+1 Range <b>21 + 1</b>	TOTAL 20+1 Range	TOTAL 20+1 Range
Golf Club Membership (male and female categories and overall total)	10,300	11,658 <b>10588</b>	11,658 <b>10015</b>	11,658	11,658





ENGLAND  
GOLF

- **ENGLAND GOLF STRATEGY & STRATEGIC REVIEW**

- MORE PLAYERS
- MORE MEMBERS
- STRONGER CLUBS
- WINNING GOLFERS
- OUTSTANDING CHAMPIONSHIPS
- IMPROVED IMAGE
- EXCELLENT GOVERNANCE

- **PARTNERSHIP TO BE KNOWN AS **DERBYSHIRE GOLF DEVELOPMENT GROUP****

- **CONSULT WITH KEY STAKEHOLDERS IN FORMING COUNTY PAN FOR GOLF IN DERBYSHIRE – GOLF CLUB MANAGEMENT SURVEY/QUESTIONNAIRE**

**THANK YOU**



- Membership numbers declining.
- Supporting and working with Clubs to engage and participate in development activity.
- Migration from schools programme to JUNIOR MEMBERSHIP.
- Resistance to change and try new initiatives.
- Securing appropriate levels of funding to drive & support programmes.
- Pressure on peoples time – no time to volunteer.
- Ensuring we have the capacity to deliver programmes and provide appropriate level of support.
- Improved communication channels to partner organisations, golf clubs & individual golfers.
- Ensure we have a continuity of key personnel engaged to meet the needs of the market.
- Right People, Right place, Right time approach.
- Understand and utilise information and data about the golf marketplace.