



DERBYSHIRE GOLF DEVELOPMENT GROUP

GET INTO GOLF FUNDING SUPPORT FOR RECRUITMENT OF NEW GOLFERS

The DERBYSHIRE GOLF DEVELOPMENT GROUP with it's aim to grow the game is pleased to announce funding support for projects to introduce new people to golf.

Clubs/PGA Professionals are invited to apply for funding with immediate effect to support projects that aim to introduce more people to the game of golf in Derbyshire.

We will aim to deliver 20 Community Golf projects at locations across the county in partnership with PGA professionals and clubs/facilities.

Each project will aim to introduce as many people as possible to golf – and deliver follow on sustainable coaching to a group of 8 people. This will see us introduce 160 potential new golfers who can be directed to clubs for sustaining their interest in golf and membership offers.

Each project will deliver 6 x 1 hour group sessions and 1 x 2 hour on course session

- Group sizes ideally of 8 (but must be minimum of 5 and up to 10)
- Cost to be £20pp for 7 sessions

The clubs/PGA pros will be required to collect data from all participants for future contact and payment will not be made until the project has been completed and data returned to Derbyshire Golf.

We have inflatable nets and generators available, which can be used or loaned as requested.

If successful in your application you will be required to produce a short report of progress on one piece of A4 paper along with a list of the new recruits you attracted to the game to enable you to draw down the available funding.

If you wish to apply for funding through this programme then please fill in the attached application form and return by email to Nigel Furniss.

Deadline for applications – **30th December 2017.**

NIGEL FURNISS
DERBYSHIRE GOLF
DEVELOPMENT OFFICER

Tel: 07871 260430

Email: Nigel@derbyshiregolf.org

Web: www.derbyshiregolf.org

PROJECT DELIVERY DETAILS

Desired Outcomes of Community Golf Projects:

- Introduction of golf to beginners
- Target number of 160 people
- Comprehensive programme over multiple sessions
- Introduction of rules and etiquette
- Deliver experience of on course environment
- Create database of potential new golfers
- Sign post to club membership offers

Project details:

- 20 x £250 projects
- Each project will consist of 6 x 1 hour group sessions and 1 x 2 hour on course session
- Group sizes of 5 to 10 (Specified minimum of 5)
- Cost to each participant to be £20pp for 7 sessions

Suggested Target Groups:

- U14s Groups
- 14 to 25 Groups
- Male Groups
- Female Groups
- Family Groups
- Work Groups
- Senior Groups

Suggested Target Areas:

- Workplace – local business
- Schools & Colleges/Universities
- Local groups – brownies/guides
- Community – local leisure centres sports clubs, supermarkets

Requirements:

- All people taking part in sessions must be non golf club members
- All people taking part must supply contact information along with feedback documents
- Professionals must complete project completion forms for all people taking part

Finance:

- Professionals will be paid £250 for each project delivered
- £20pp received from each attendee should be retained by Professional and balance of £250 will be paid on completion
- Professionals may apply to deliver more than one project

Timescales:

- Delivery deadline February through to end May 2018
- Application deadline 30th December 2017
- Clubs/PGA professionals may be able to deliver more than one project subject to available funding

Benefits to Professionals:

- Coaching opportunity
- Potential member/customer opportunity
- Potential progression into new blocks of coaching

Benefits to Golf Clubs:

- Introduction of new golfers
- Potential new member opportunities
- Marketing opportunity for club/PGA professional

Marketing:

- Professionals delivering projects should market through their current databases/social networks
- Clubs should market the drive to get more people playing golf
- Fliers in local business, banks, chip shops etc.
- Derbyshire Golf/Derbyshire PGA to assist with social media marketing



**APPLICATION FORM FOR
GET INTO GOLF FUNDING SUPPORT**

GOLF CLUB	
NAME OF APPLICANT	
POSITION IN CLUB	
CONTACT TEL NO	
EMAIL ADDRESS	
PROJECT NAME	
PROJECT DESCRIPTION	
PROJECT AIMS/OUTCOMES	