



Staffordshire County Development Officer Monthly Report March 2016



CDO Introduction: During the focus of my activity has been the preparation for the coming season, but also taking stock of the past 6 months of activity- addressing Get into golf participation, Golf Express, linking into membership and further participation in golf. We have now created all our Golf Express (9-hole shorter format) offers for April 1st launch- the stand alone website, marketing and promotional material are also on track for our first day of delivery (1st April 2016).

Get into golf: During March the focus has been data collection from the Get into golf centres, so that we can collate our 6-month participation report for England golf- we have had some great results especially within membership with one of our facilities introducing 81 new members in the past 6 months.

Through Get into golf activity (partners and activity) we have the below totals to date:

	14-25 Years Old	26+ Years Old	Disability	Women & Girls Targeted Programme	Membership (affiliated & non-affiliated)
Target	400 (O)100(S) 50 (R)	200 (S) 500 (R)	12 (S) 30 (R)	0	0
October-March	0 (O) 335 (S) 85(R)	564(S) 317(R)	138 (S) 100 (R)	170	312

Key: O- One off activity

S- Structured golf coaching (4 week blocks)

R- Regular/Retained: once a week coaching

College and University Activity: In March we worked with videographer John Felix and the team at England golf to produce a national promotional video for student participation. The first video was for golf clubs- explaining how they can attract students to their facilities and the second video focussed on promoting golf to the universities to support engagement and golf within the counties through student participation.

Disability golf: Through the Black country consortium we have managed to secure funding for disability activity to be completed by 31st March to engage between 30-50 disability participants into golf. Working with organisations such as; beacon centre for the blind, halas homes and the high flyers group.

Coaching and Workshops: The PGA are offering level 1 golf coaching courses for Women and girls for FREE and at a cost of £44 for under 40 for males. Along with this offer The PGA are also offering inclusive golf coaching workshops (level 1 and 2) during the coming months. Gareth Shaw CDO will be conducting a Social Media workshop during February for the Golf Club Manager Association (Midlands) at Druids Heath Golf Club.

Golf Mark: Staffordshire have a target of 16 golf mark accredited clubs and have now 17 golf mark accredited clubs- with Leek, Westwood, Trentham, Trentham Park, Great Barr and Sandwell Park Golf Club all completing the accreditation over the last two months and are under review for accreditation by England golf.

Golf Express: During March Gareth CDO has secured all offer from 22 clubs for Golf Express. We have also had some great news that England golf are taking Golf Express to a national level! Gareth has organised a Staffordshire launch week at 5 facilities, gaining endorsement from; American Golf, OOB Clothing, Aerial golf caddy and T-Stroke Golf, providing prizes for the 5 events. An end of season celebration has also been organised at the Astbury golf club- home of European Ryder Cup Captain Darren Clarke and Sky Sports Presenter Sarah Stirk.



GOLF EXPRESS CELEBRATION 

END THE GOLF SEASON IN STYLE

- Saturday 1st October, 2016 • 11am
- £99 for a 4 ball (24.75 each) including 18 holes
- Coffee/Tea & Bacon Roll on arrival

The Astbury Golf Club
Home of Captain Clarke

T-E
ASTBURY

4 BALL BETTER BALL COMPETITION

 For Booking, contact Dave Wells: 01746 767394



GOLF EXPRESS LAUNCH EVENTS 

Kick-Start the Golfing Season
with *time for 9* at the following clubs:

- Friday 1st April - Trentham Park Golf Club
- Monday 4th April - Barlaston Golf Club
- Tuesday 5th April - The Chase Golf, Health and Spa
- Wednesday 6th April - Stone Golf Club
- Thursday 7th April - Uttoxeter Golf Club

9 Hole Competition
5:30pm 1st Tee Time

 FREE to Members at each club
Guests - £9.00

Bookings: g.shaw@englandgolf.org -or at your golf club

Dates for the Diary:

Event	Date	Time	Venue
Social Media 2 Workshop	Tuesday 12 th April	10:00am-12:00pm	Druids Heath Golf Club (for golf club's managers)

For any further information about any of the above please contact Gareth via:

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