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*A Strategy for the Development of
Junior Golf in East Lothian*



Contents

3	Foreword
4	Introduction
5	Consultation Process
6	Strategic Process
7-8	National Demographics and Targets
9	Local Provision of Facilities
10-11	Key Partners – Roles and Responsibilities
12	Strategic Aims and Objectives
13	The Pathway
14	Phased Implementation Approach
15	Marketing and Branding
16	Monitoring and Evaluation
17	Conclusion
List of Appendices	
18	I Steering Group Members
19	II Projected Scottish Population trends
20	III Findings of initial audit of provisions
21	IIII Schools in East Lothian
22-23	V Partner aims, objectives and targets
24	VI clubgolf National Staffing Structure

Foreword

to come



Introduction

The Past...

East Lothian has been at the forefront of golf throughout its history, from medieval times to more recently, when in 2002 The Open Championship returned to Muirfield. Some of the oldest and most challenging courses can be found in East Lothian, the original home of golf.

Records indicate that golf was played in Scotland as far back as the 15th Century. With Musselburgh Links and Muirfield recording play on their courses as far back as 1672 and 1744 respectively

Some of the most prominent and influential names in the game now have come from East Lothian, or learned their craft here, taking their skills and experience all over the globe. It is hoped that through the implementation of this strategy that East Lothian will continue to contribute to the development of the future traditions of golf and golfers in Scotland.

The Present...

In bidding for the Ryder Cup in 2009 and subsequently being allocated it as host nation for 2014, the Scottish Executive pledged to give every child in Scotland the opportunity **“to experience golf by the age of 9”**.

Following on from this pledge, the Scottish Junior Golf Development Strategy was produced, identifying what has to be done throughout Scotland to deliver this commitment.

The National Strategy determined that local strategic initiatives were the correct way to deliver the central target and that a team of professionals should be employed across the country to harness local resources and support the joint achievement of the National Strategy objectives – under the title **clubgolf**.

clubgolf is a partnership between the Scottish Golf Union, the Scottish Ladies Golf Association, the Professional Golfers Association and **sportscotland**.

...and the future

clubgolf has been introduced at a point where, of the 260,000 members in the 580 clubs north of the border, the average age is between 42 and 44 years old. This figure is likely to rise in line with the demographic trend of an ageing Scottish population. Although memberships have grown at a rate of just under five percent during the past decade, there has been an increase of almost 20 percent in the number of courses built over the same period.

clubgolf aims to build on existing traditions and club infrastructures to develop a new and innovative approach that will introduce new participants to the game and secure the sport's future.

Consultation Process

Organising Leisure was contracted as independent consultants to produce the Strategic Plan for the Development of Junior Golf in East Lothian, in support of the delivery of the National Strategy at local level.

The consultation process for the development of the strategy was directed by consultants and a steering group, comprised of, personnel from the local authority, clubs and volunteers working in the sport. (detailed in Appendix I).

All golf clubs and schools in the area were sent a questionnaire. Individuals within the community were interviewed to enhance the desk-top research carried out. Existing national and local

strategies that would influence and contribute towards the **clubgolf** programme were also considered. This research builds on the existing data collected nationally.

An initial draft of the strategy was agreed by the steering group and presented to clubs and the golfing community of East Lothian for comment at an open meeting.

Following this meeting the strategy was amended and approved by the steering group for adoption and implementation in East Lothian from 2005 - 2007 inclusive.

Strategic Process

If the National targets are to be met, ultimately Scottish golfers will be provided with appropriate pathways into golf whether they wish to be a life long golfer or golfing hero.

The national **clubgolf** strategy sets out clear objectives for the development of junior golf in Scotland, to be achieved through a five – phase process working towards 2009.

This process is set out below:

- 2002 – 2003 Partnership Development
- 2002 - 2003 Pilots and Evaluation
- 2003 – 2005 Programme Development
- 2006 National Roll Out of Programme
- 2009 100% of Targets Achieved
- 2014 Scottish successes at the Ryder Cup and other World Events

The National Junior Golf Strategy for Scotland will achieve its objectives by strategically focusing on the following six key areas:

Research and Evaluation	Marketing and Branding
Programme Development	Partnerships
Facilities	Infrastructure

Scottish Golfing Environment

From recent research by the Scottish Golf Union the current situation in Scottish golf is as follows:

- 580 clubs and 260,000 members
- 28,500 juniors [approx. 90% boys and 10% girls]
- Over the last 10 years the number of golf courses in Scotland has increased by almost 20%.

At the same time total membership has grown by 4.7%, resulting in increased membership capacity

- Crucially for golf clubs, the Scottish demographics anticipate there will be 15% fewer 15 year olds between 2000 to 2010
- The average age of existing golf club members is between 42 and 44 years old. This is likely to rise in line with the demographic trend of an ageing Scottish population.

These facts are evidence of the need to roll out the national strategy, however the local strategy takes into account the potential challenges and barriers to developing golf:

- restricted membership numbers and fee structures
- retaining junior members into senior membership
- attitudes of senior members towards junior members
- attracting suitable volunteers into and supporting these volunteers appropriately
- playing times and course access for juniors within clubs
- dress codes and rules constraints

The National vision is that all children will have the opportunity to experience golf by the age of nine. The local strategy for East Lothian aspires to support and deliver this aim by:

- ensuring appropriate club structures
- utilising existing models of best practice
- introducing new programmes for volunteer and coach development
- introducing practical tools to assist in achieving the national targets

National Demographics and Targets

When setting targets for the East Lothian strategy, it was essential to be aware of the population trends relevant to 9 year olds across Scotland and East Lothian and the resultant likely impact of these trends on the game.

From these figures the likely overall population of Scotland is expected to fall from 5,064,000 in 2001 to 4,828,000 in 2016. The 5 - 9 age group with which the strategy is primarily concerned over the next three years, is also due to fall nationally.

Some areas of Scotland look set to buck the trend of a falling population and it is instead predicted to increase between 2002 and 2018. The population of East Lothian falls into this category and is expected to rise sharply by 15% during this period. (Source: Registrar General, January 2004)

These figures represent a need to ensure the increasing resident population of East Lothian is aware of the golfing opportunities within the area.

In addition to looking at specific demographic trends, the strategy also takes cognisance of recent reports into the work/life balance, where it has been reported that 90% of Scots said they would spend more time with family and friends if they could balance their job and other interests more effectively, with 56% of these stating they would be keen to play more sport. (Source: Dti Work Life Balance Campaign, 2003).

Local Provision of Facilities

East Lothian covers an area of approximately 270 square miles with 43 miles of coastline and a population of 90,088. More than half of the population of East Lothian live in the Musselburgh, Prestonpans, Cockenzie, Port Seton and Tranent areas.

There are six school cluster areas – Musselburgh, Prestonpans, Tranent, Haddington, Dunbar and North Berwick.

Tourism is an important and developing industry as East Lothian is a golfer's paradise with a total of 24 courses and two further developments planned, illustrating there is plenty of variety and choice available.

The 24 courses in East Lothian currently cater for 836 junior boys and 109 junior girls.



- | | |
|----------------------|-----------------------|
| 1. Archerfield Links | 11. HCEG, Muirfield |
| 2. Castle Park | 12. Kilspindie |
| 3. Craigiellaw | 13. Longniddry |
| 4. Dunbar | 14. Luffness New |
| 5. Gifford | 15. Monktonhall |
| 6. Glen | 16. Musselburgh Links |
| 7. Gullane No. 1 | 17. North Berwick |
| 8. Gullane No. 2 | 18. Royal Musselburgh |
| 9. Gullane No. 3 | 19. Whitekirk |
| 10. Haddington | 20. Winterfield |

Picture: Courses in East Lothian (Source: Golf East Lothian)

From the national audit of facilities in East Lothian there are:

- 19 private golf courses: 17 x 18 holes; 1 x 9 holes; 1 x 6 holes
- 2 public courses: 1 x 18 holes; 1 x 9 holes
- 3 x Children's Courses: 1 x 9 holes; 2 x 6 holes
- 26 private member clubs

All clubs in the area have the capacity to cater for increased junior membership created by the delivery of the club golf strategy within East Lothian, and the associated, potential interest from parents and others.

Key Partners - Roles and Responsibilities

Key partners committed to the successful delivery of the strategy and who have given clear statements of intent to be supportive in a collective role are:

- **sportscotland**

The key initiating, co-ordinating and managing agent for **clubgolf** across Scotland. Their input is vital to the development and implementation of the national and local strategies.

- **Governing Bodies (SGU/SLGA/Local Associations)**

The governing bodies for the sport of golf in Scotland are crucial partners in the delivery of this strategy, particularly in the provision of elite level player development pathway.

- **Professional Golfers Association (PGA)**

The PGA is the key agency for the development of coach education. They will lead coach education programmes from Level 1 to 5 and provide training and ongoing support for volunteer coaches, as well as professional golfers.

- **East Lothian Council**

Acting as a key facilitating agent the local authority delivers support through sports development and other aspects of community services, along with the input through schools and the active schools programme.

The authority now includes golf as a strand one sport within the Council's evolving new Healthy Living strategy. A sport specific Junior Golf Development Co-ordinator has been employed. The Co-ordinator will work strategically with agencies in East Lothian, to develop and implement the **clubgolf** player pathway establishing school / club links around the identified school cluster areas. Appropriate exit strategies will be put in place for young people to progress from the school based programmes into clubs.

The commitment of the following partners to a planned and collaborative is required to ensure the successful delivery of the East Lothian Junior Golf Strategy.

- **Clubs**

Clubs are key to the development of junior golf in East Lothian and will be encouraged to become **clubgolf** centres. By committing to the strategy golf clubs will provide children with a development pathway while ensuring their club's sustainability.

Based on the findings of an Initial Audit of Provisions it is clear that for the future of the game, clubs need support attracting, encouraging and developing juniors. Formalising the position of junior golf within the club environment and putting in place junior development plans will ensure the future sustainability of the club itself. See Appendix 3: Findings of Initial Audit of Provisions

- **Schools**

clubgolf will provide children with a developmentally appropriate first experience of golf. In East Lothian this will be rolled out using a three year phased approach linking in with the Active Schools initiative. To deliver to such large numbers and to ensure every child has exposure to golf, schools are a vital vehicle for ensuring that every child is introduced to the game.

See Appendix 4: Schools in East Lothian

Strategic Aims and Objectives

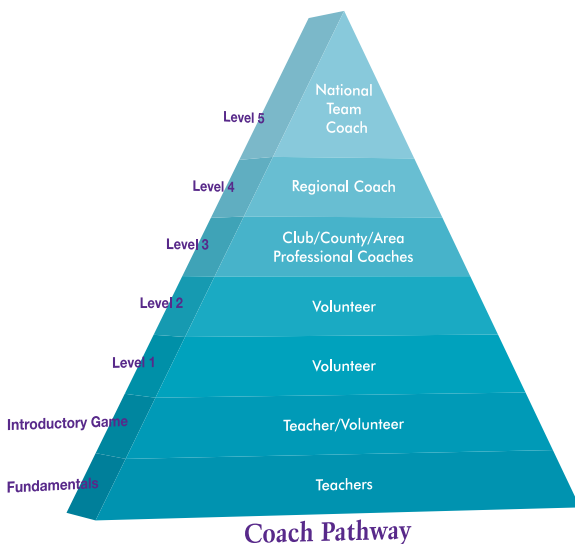
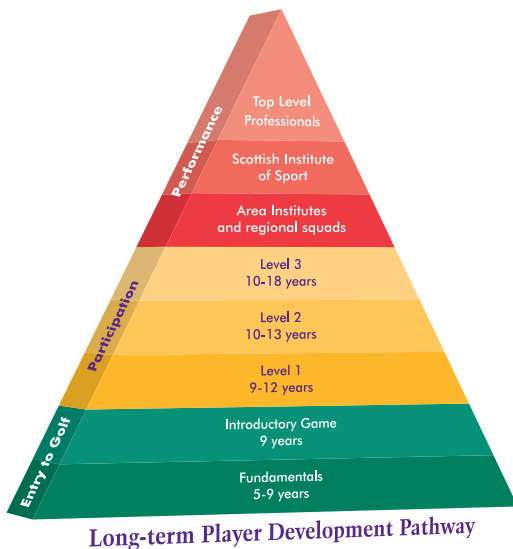
The East Lothian **clubgolf** objectives are to:

- deliver an East Lothian Junior Golf Strategy which mirrors the National Junior Golf Strategy whilst facilitating additional physical activity opportunities for the young people of East Lothian
- develop an appropriate player pathway for those who are able to progress further – from complete beginner to elite performer
- utilise research and evaluation processes
- monitor delivery and assist those responsible for meeting the needs of juniors.

In developing the strategy for East Lothian, relevant national and local strategies have also been considered. By reviewing these strategies, **clubgolf** in East Lothian will contribute to the strategy objectives, specifically outlined in Appendix 4.

The Pathway

The **clubgolf** programme is represented by the following player and coach development pathways:



- **Entry to golf – Primary Schools**

Children will receive a six week introductory first**clubgolf** course, to develop their basic golf skills. The course will be delivered within the school curriculum by teachers and volunteers. By using this delivery mechanism it will ensure that all children are given the opportunity to experience golf.

- **Participation – Golf Clubs**

clubgolf clubs within local proximity will provide the link or exit route for interested children to continue with their golfing experience.

Level 1 and 2 of the development pathway will be delivered at the golf club by PGA trained volunteer coaches. This will ensure a sustainable level of input into the development of the child's skills in the early stages of development.

Level 3 to 5 coaching will be led by a PGA Professional and involves increased technical elements. The pathway offers two routes for development – recreational or performance

Phased Implementation Approach

The table below outlines the planned roll-out of the East Lothian Junior Golf Strategy between January 2005 and December 2007.

Year	2005	2006	2007
School clusters	2	4	6
Schools	9	21	32
Children in school programme	370	843	1049
Children: Level 1	148	337	420
Children: Level 2		111	253
Children: Level 3			73
clubgolf Golf Clubs	7	12	15
Volunteers: Level 1	30	60	84
Volunteers: Level 2		22	50
Professionals: Level 3			18 sessions

These figures have been calculated based upon research from pilot projects and therefore are only a projection. It should be noted that children may also access the pathway at a level appropriate to their current ability.

Marketing and Branding

Crucial to the success of the strategy will be the effective marketing and branding of **clubgolf**. The local marketing and branding will draw from the national programme.

This will ensure consistency in the way the programmes are branded and will build trust amongst all those involved no matter which strand of the programme they are part of. Effective marketing and branding will ensure that participant's perception of **clubgolf** equates to their experience of the programme

All partners will be required to exploit every opportunity for publicity. The Junior Golf Development Co-ordinator will lead and stage events to gain press and media coverage across East Lothian. This will increase public awareness of the brand and encourage participation in the initiative.

Resources will be delivered to volunteers, coaches, professionals and young people – keeping people informed and involved.

Aspects of marketing that will be considered are:

Product

- Appropriate equipment
- Membership options
- Well delivered sessions
- “young person friendly” clubs

Price

- Affordable equipment
- Affordable coaching
- Affordable membership

Place

- Achievable courses
- Suitable facilities
- Accessibility

People

- Committed and enthusiastic coaches
- High standard of training of all coaches
- Welcoming attitude
- Tailored to meet the needs and interests of children

Monitoring and Evaluation

clubgolf will be conducting a number of monitoring and evaluation initiatives across Scotland as part of the roll out of the national strategy. East Lothian will fit in with the in-built National monitoring and evaluation processes. These intend to ensure that the programme is robust and has a junior focus – nationally.

East Lothian will also have its own monitoring and evaluation measures so as to highlight local development.

Monitoring will relate to numbers participating and progressing through both the Player Development and Coach Development Pathways.

The attitude of young people to the sport of golf will be considered alongside that of Volunteer Coaches and Professionals. All participants in will be given the opportunity to provide regular feedback on the Player and Coach Education programme. Evaluation of these attitudes on an ongoing basis will be used to direct any required future development.

The impact of the strategy on golf clubs in terms of both membership and participation numbers will be monitored. Outcomes will form the basis for any necessary facility developments so as to ensure there is an opportunity for all those that wish to participate in the sport.

This collective feedback will provide a vital foundation, ensuring that **clubgolf** develops to meet the needs of the youth of East Lothian and in turn secure the region's golfing future.

Conclusion

The National Junior Golf Strategy, **clubgolf**, is the most exciting and far-reaching golf development programme undertaken in Scotland to date. The **clubgolf** strategy aims to put in place a single and co-ordinated plan between all partners to develop and encourage interest in the sport.

East Lothian Council has fully embraced the National Junior Golf Strategy as part of its Active East Lothian Strategy which details the Council's "commitment to improving the opportunities for and access to healthy lifestyle choices".

By working with our Active Schools Network, Schools, Clubs and National Governing Bodies we can ensure:

- Every child will be given the opportunity to access and be welcomed into a sport for life
- A sustainable and high quality level of input to encourage more children to progress
- Talent is both recognised, nurtured and supported
- Development pathways exist for both performance and participation
- Declining participation numbers in the sport are addressed
- Facilities are developed to ensure equal opportunities
- Partner aims and objectives are fulfilled

Appendix I

Steering Group

Tom Shearer	East Lothian Council
Ian Sills	East Lothian Council
Eamon John	East Lothian Council
Willie Innes	East Lothian Council
Ann Littlefair	North Berwick Golf Club
Ann Chainey	North Berwick Golf Club
Stuart Greenwood	North Berwick Golf Club
Derek Small	Castle Park Golf Club

Derek Scott	Craigielaw Golf Club
Jim McKillop	The Lothians Golf Association
Andy Longmuir	East Lothian Junior Golf Project
Alan McMillan	sportscotland
Sheila Lamb	clubgolf East Regional Manager
David Watt	Organising Leisure
Neil Park	Organising Leisure

Appendix II

Projected Scottish Population Trends

Table 1 below details the likely population numbers in Scotland projected from 2001 until 2016.

Age	Sex	Estimated population 30th June 2001	Projected population at 30th June		
			2006	2011	2016
Ages	Persons	5,064	5,023	4,983	4,943
	Males	2,434	2,418	2,398	2,375
	Females	2,630	2,605	2,585	2,567
5-9	P	306	276	256	252
	M	156	142	131	129
	F	149	134	125	123

Table 1: Projected population of Scotland (2001 - based), by sex and age : 2001 - 2026 ('000s) Source:GROS 2001

At a local level, the population statistics for East Lothian are as set out in table 2 below, which details a current comparison of Scottish population against that of East Lothian.

Sex	East Lothian	Scotland
Total resident population	90,088	5,062,011
% Males	47.69	48.05
% Females	52.31	51.95

Age	East Lothian	Scotland
Total resident population	90,088	5,062,011
% 5-15 years old	14.70	13.73

Table 2: Population Comparison East Lothian v Scotland
Source: SCROL

Appendix III

Findings of initial Audit of Provisions

Returned audit forms sent to golf clubs in East Lothian indicate that:

- 66% include junior golf within their club
- 60% have a junior convenor and only half of these are on the club committee or represented at club management meetings
- All clubs, however, provide for junior handicaps.
- 75% of clubs reported regular competition play by their juniors
- 66% have restrictions on when juniors may play.
- 75% restrict juniors joining by age with the average joining age being 11 yrs
- 33% report links with primary or secondary schools
- 50% have links with other clubs in the area, primarily for competitive purposes
- Only 15% report they have a volunteer coach training programme or a junior development plan
- Promotion of the sport or the golf club is primarily done by word of mouth. Little is done to promote the game or the club to the wider community, other than by golf tourism agencies looking for access to courses for visiting clients

Appendix IV

Schools in East Lothian

Secondary Schools	Associated Primary
Preston Lodge High School	Prestonpans; Longniddry; St Gabriel's; Cockenzie
Ross High School	Ormiston; Pencaitland; St Martin's RC; Tranent; Saltoun; Elphinstone; Macmerry; Humbie
Knox Academy	Yester; Kings Meadow; St Mary's RC
Musselburgh Grammar School	Pinkie St Peter's; Musselburgh Burgh; Whitecraig; Campie Primary; Wallyford; Stoneyhill; Loretto
Dunbar Grammar School	Dunbar; West Barns; Innerwick; East Linton; Stenton
North Berwick High School	Athelstaneford; Aberlady; Gullane; Dirleton; Law

Appendix V

The Scottish Executive – Physical Activity Task Force Strategy 2003

- “To develop and maintain long-lasting, high quality physical environments to support inactive people to become active”
- “All children and young people, including those with disabilities, should have the opportunity to be physically active through their home, school, college or university and community”

Sport 21

- Target 1 “80% of primary schoolchildren will be physically active”
- Target 2 “We will have made progress towards all schoolchildren taking part in at least two hours of high quality physical education classes a week”
- Target 3 “85% of those aged 13 - 17 will take part in sport, in addition to the school curriculum, more than once per week”
- Target 9 “Over one million Scots will play sport in membership of clubs”
- Target 10 “Scotland will sustain 150,000 volunteers who are contributing to the delivery of Scottish sport”
- Target 11 “Every local authority area’s community planning process will have contributed to the targets of Sport 21”

“Raising Our Game” – sportscotland Lottery Fund Strategy 2003 - 2007

- Ensuring young athletes progress to achieving excellence through the strategy.
- Scots should have the opportunity to aspire to the highest standard of participation that they desire through the provision of the right sports structures.
- Offer opportunities for investment to **clubgolf** from NOF and Lottery strands, as well as through Community Planning programmes

East Lothian Community Learning Strategy 2000 - 2003

- Where – “People are valued and encouraged to reach their full potential”.
- “People can improve their lives through participation in learning” – volunteer coach development
- “There is a positive culture for learning and a choice of learning methods, styles and providers”
- “Learning opportunities are flexible, open and accessible”
- Target – to promote and adopt the community education approach

East Lothian Council – Sports Development Strategy

- Across Community Recreation, Developing Sports, Youth Sport and Facilities

East Lothian Council – A Strategy For Youth

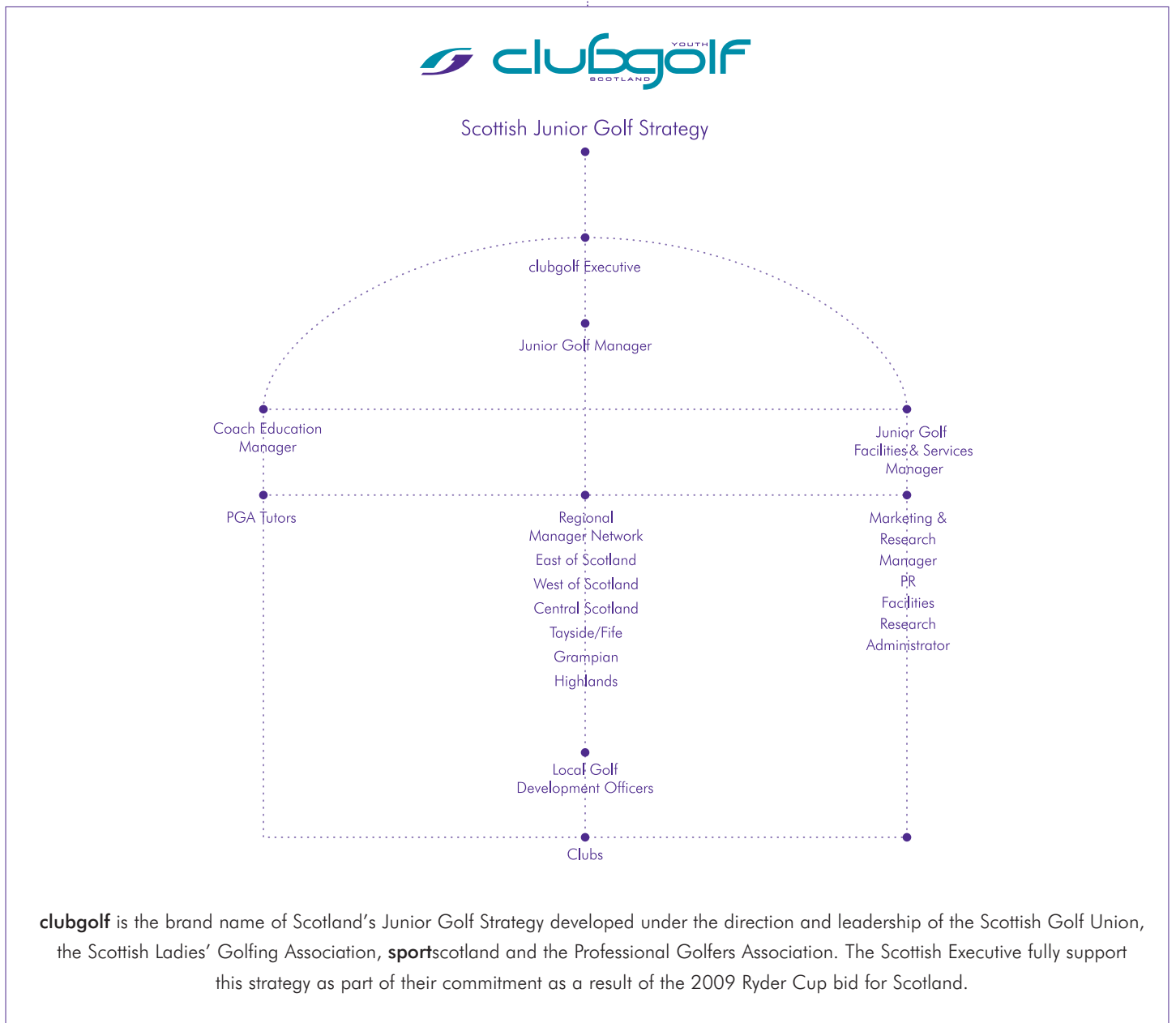
- Through working partnerships with the voluntary sector – “To seek out and foster partnerships with local communities, the voluntary sector, national organisations and the private sector to meet local needs”
- Support and Training for staff and volunteers
- Youth participation and involvement

HMIE – Improving Physical Education in Primary Schools 2001

- The need to raise expectations of what pupils can achieve in physical education and to assess their achievements against national standards

Appendix VI

clubgolf National Staffing Infrastructure



clubgolf is the brand name of Scotland's Junior Golf Strategy developed under the direction and leadership of the Scottish Golf Union, the Scottish Ladies' Golfing Association, **sportscotland** and the Professional Golfers Association. The Scottish Executive fully support this strategy as part of their commitment as a result of the 2009 Ryder Cup bid for Scotland.

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