**Swansea Bay Golf Club**

4th April 2019

Jersey Marine

Neath,

SA10 6JP

01792816159

**Our Women And Juniors in Golf Charter Pledge**

Our vision statements on behalf of the golf club are:  
Swansea Bay is committed to the delivery of an outstanding leisure experience for all ages and abilities in the heart of beautiful Swansea coast.  
   
The vision for Swansea Bay Golf Club is ‘To increase the number of Women and juniors that are participating and joining the club and encourage family participation.’  
   
Our Mission is:   
“To provide golf coaching which is fun and accessible to everyone, inspiring the next generation of golfer and improving existing skills using dynamic and engaging coaching from a team of experienced and enthusiastic experts.”  
The mission focuses on Swansea Bays’ intend to provide new2golf scheme taster sessions focusing on tots (age 4-6) ( age 7-10) through to juniors (age 11-14) with parent and guardian classes running alongside these which will be targeting women working on the pre-swing principles and shot skills. Session times will be considered to meet the needs of the parents, with timing being after school or on weekends making sessions more accessible

. Then after a 6 month period after every 6 week programme have a minimum of 3 juniors sign up to a cheap junior membership at £50 for the following year and then compete in the Swansea bay golf club junior stableford competition arranged on a Sunday 2.00pm.

The club will run a parent and child funday fourball better ball competition Adult vs Parent competition to get both Women and Juniors involved in participating together. After 12 months produce from the juniors who signed up as members a ladies and junior team to compete against other teams in the area and signed up to our weekly academy.

In addition to be sector leading the club has a mission to become a niche market specialising in junior and ladies equipment and clothing making loyal customers.

Short-term objectives for getting juniors and ladies taking part in the New2Golf 6 week training programme.  
1. To promote junior golf coaching at the 4 local schools by contacting them via email and phone to arrange a 1 hour session at each at the middle of May, as well as an afterschool club targeting 15 juniors age 2-4(Each on fundamental movement skills for 30 minute per session, 6 week sessions targeting 6-8 tots per session,) 7-10 (the golf pre-swing principles skills for 45 minute sessions, for 6 weeks targeting 9-12 juniors), 11-14 (the golf pre-swing principles skills for 6 weeks a 1 hour session, targeting 18-20 juniors in that session) in each session. We will use local groups also to target these after school groups eg. Scouts, Slimming world, and the local police youth group. To promote ladies golf at two local clubs, slimming world, women’s institute, or curves by providing a taster session during their meeting sessions.

2. To make 4 posters in the first week of May using Foremost EMP system which is free newsletter and website with your foremost membership, promoting the junior taster sessions happening in the 3rd week of June l to hand out in the school session and to ladies in taster sessions. .

3. To deliver excellent quality coaching and opportunities for juniors and ladies to develop their golf skills and enjoyment for sport to do this we will deliver 4 school courses throughout the year by the middle of May targeting 15 pupils per session, and ladies taster sessions targeting 10 ladies per session.

4. To deliver a two week run after school club at the 4 schools visited and delivered sessions to, by the end of May, targeting 10 pupils per session.

5. To use social media, Swansea Bay Golf club, Golf Union Wales twitter and Facebook accounts to promote and share links advertise free competition to the junior taster session and ladies New2Golf sessions in the first and second week June, looking at getting 40 likes 5 shares.

6. To make posters/leaflets promoting the junior tater sessions to place in local businesses e.g. McDonalds by the end of May, targeting 5 local businesses, fates and events e.g free park run, local football matches.

7. Direct email all members of the golf club with the date of the new to golf ladies and junior only free taster sessions for each age group two weeks prior to the session.

8. Contact local newspaper/ radio/social media a week before taster sessions to promote taster sessions starting at Swansea Bay who it is for, why and price of session, this on the 1st and 2nd week June.

9. At the end of taster session discuss who is likely to take up the 6 week block sessions, taking details and payments to the session starting the week after 4th week June.

**The Swansea Bay Team.**