



New2Golf Beginner Scheme 2020 – Criteria During COVID-19 restrictions

This scheme aims to assist clubs in recruiting new members and funds a Golf Professional to deliver 6 beginner group lessons for potential members. The club must deliver the full scheme as outlined below to ensure maximum conversion and retention rates of new members.

For clubs running **girl specific sessions**, through this process, additional funding, golf equipment and goodies are available for clubs to run these groups through **Girls Golf Cymru**. This has been supported by the R&A to help increase the number of girls playing golf. Girls Golf Cymru equipment, goodies etc are also only available FREE to the participants for this year only.

ADDITIONAL EQUIPMENT, PPE etc.

We would encourage all clubs running New2Golf to work with their Development Officer to apply for the Sport Wales 'Be Active Fund' to enable clubs to provide free starter equipment to be all participants and prevent equipment sharing.

CHANGES TO THE SCHEME PROCESS for 2020

- All participants of the scheme will become a Wales Golf New2Golf member **FREE OF CHARGE** (usually £5) for this year only.
- All participants must register on the Wales Golf website to reduce paper contact prior to commencing New2Golf <https://www.walesgolf.org/join-new2golf/>
- New2Golf packs will be sent direct to the club for distribution when starting the scheme.
- Group sizes can be a minimum of 4 to a maximum of 8.
- All schemes must adhere to Government and Industry Protocol during COVID – 19.

ADAPTIIONS THROUGH COVID-19

- ✓ All clubs running New2Golf in 2020 will be required to have a REMOTE planning meeting set up by the development officer. All schemes must be run in line with the CURRENT Welsh Government's restrictions at the time (speak to your development officer for advice on this).
- ✓ The safety of the participants, coaches and volunteers is paramount and the club and coach must conduct a risk assessment.
- ✓ Hand sanitiser must be available for all involved, before, during and after the sessions.
- ✓ If there is no other option than to loan equipment, equipment must be sanitised before and after use under the Government safe sanitising regulations.
- ✓ Social distancing must take place at all times.
- ✓ Lesson must take place outdoors.
- ✓ Register of attendance **MUST** be taken and held for 21 days in line with government guidelines Test Trace Protect <https://gov.wales/test-trace-protect/> Participants must be notified of this. Template provided.
- ✓ Due to current restrictions and safety, group sizes can be halved (from previous schemes of 8) with a minimum of 4 and maximum of 8 participants.
- ✓ Utilise volunteers to support delivery where possible to help reduce and manage group size safely.
- ✓ Vulnerable and shielding groups – slight amends to scheme can be considered for these groups. For example, 2 people per 25 minute session.

SCHEME ESSENTIALS and RECOMMENDATIONS:

ESSENTIAL

To run the New2Golf Beginner Scheme the club has to be a **SafeGolf Club** to ensure that the club environment is safe for young people playing the sport. The criteria for a club to be a **SafeGolf Club** is as follows:-

- ✓ Gain the online SafeGolf Junior GolfCert Accreditation
- ✓ Have a child and adult safeguarding policy in place
- ✓ Have a Junior Organiser who is DBS checked and attended a Safeguarding and Protecting Children Workshop (all other volunteers helping within the junior section will also need to have DBS and SPC)
- ✓ PGA Professional(s) delivering the coaching sessions **MUST** be on the SafeGolf Accredited Coaches list on the SafeGolf website (so have a current DBS check and have attended and SPC course)
- ✓ Have a Club Welfare Officer who has attended an SPC and Time to Listen workshop

If you require assistance with any of the above please get in contact with your Community Officer (details below).

General - The club:

- ✓ Accepts New2Golf vouchers and ensures each participant receives a New2Golf pack
- ✓ Ensure all participants complete the ONLINE New2Golf registration form
<https://www.walesgolf.org/join-new2golf/>
- ✓ Has a scheme organiser additional to the Professional
- ✓ Utilises **Wales Golf** promotional material (e.g. posters, e-marketing) to promote scheme
- ✓ Uses existing members to promote scheme as well as promoting in local community e.g. a facebook ad.
- ✓ Continues momentum – after the New2Golf lessons have been completed run a weekly group lesson throughout the year and/or weekly roll up where New2Golf participants go on the course with mentors/ members.
- ✓ Promote the Wales Golf National, Fun, New2Golf Summer Swing competition to participants.

RECOMMENDATIONS:

- ✓ The club should speak to the participants to assess what they want out of membership and look at packages to suit the participants – wants and needs vary.
- ✓ The club should a fun new2golf competition such as a texas scramble with existing members (adhering to government restrictions).
- ✓ Playing golf with friends and family is a strong motive for participation so if an existing member has recruited a New2Golf participant the scheme organiser may want to invite them to assist or attend the new2golf session.
- ✓ One of the main barriers to joining a club after New2Golf is that individuals feel they are not confident enough to play on the course. We therefore recommend including on course lessons
- ✓ Run a mentoring scheme with existing members– the most successful New2Golf schemes have implemented this
- ✓ Run a 2 – 3 year New2Golf incremental membership - research shows 3 years is a critical drop out point for new golfers, golf clubs should consider programmes of support for golfer for a 3 years period to aid improvement
- ✓ Promote the scheme on Social Media

Taster Session

- ✓ The club runs a free taster session for the beginners wanting to try golf (funded by club or alternative grant) FREE of charge (within current government regulations).

Wales Golf funded lessons:

- ✓ Should be promoted at the free taster session organised by the club
- ✓ **Must** be approved by Wales Golf **BEFORE** the lessons start
- ✓ **All participants must complete the New2Golf online registration form for FREE 2020 Wales Golf New2Golf membership (club funding will not be released unless this has been completed)**

- ✓ **Must** have a minimum of 4 people before starting another group (ideally a club volunteer would take another group of 3 - 4 at the same time (and swap the following week) to increase social interaction and a merger. The group can be merged when restrictions allow.
- ✓ **Must** consist of participants that are non-members (or those who have just newly joined the club and are beginners).
- ✓ Additional funding available through this process for girls only groups. Please contact your Development Officer if you would like to run a Girls Golf Cymru scheme (free goodies through this scheme for this year only)
- ✓ **Must** have a representative from the club involved in organising and to support club links to membership.
- ✓ Club must collect registers with all participants' details (template provided if required) this is to be provided with the claim form and will be used to cross reference with the Wales Golf New2Golf online registrations on the database.

Continuation Lessons:

- ✓ Club and Professional **MUST** offer continuation group lessons to enable those interested to progress (e.g. a further 6 weeks for £25). These should be self-funded by the participants or subsidised by and alternative grant.

Beginner Competition:

- ✓ Club must run a fun beginner competition/ intro to course for all participants.

Trial Membership:

- ✓ The club/facility **MUST** offer some form of trial membership for those who have participated in the scheme to encourage them to join (e.g. £20/30 for 2 months). During this, members should make the new participants feel welcome, gradually introduce them to the course (e.g. a mentoring scheme, fun comps), familiarise them with the rules/etiquette and invite them to social events. For ideas refer to "Examples of Trial Membership" available via <https://www.walesgolf.org/new2golf-back2golf-digital-toolkit/>

Membership:

- ✓ Clubs should offer a menu of membership options to suit different lifestyles. E.g. flexible, full, academy
- ✓ Club should promote a special offer package to encourage participants to become members.
- ✓ Clubs should consider supporting new members through mentoring and lessons for at least 3 years to aid improvement. This is a critical drop for new members.

Application and Claims process:

1. Email Sian Simmons sian.simmons@walesgolf.org for an application form.
2. Arrange a REMOTE planning session with your Development Officer
3. If this is approved you will receive a confirmation letter and the necessary resources required to run the scheme.
4. Begin the lessons, ensuring that a register and record of attendance is kept.
5. Prior to session 1, all participants complete a New2Golf Participant registration online form <https://www.walesgolf.org/join-new2golf/>
6. New2Golf membership packs will be sent out on receipt of the above and must to be distributed ASAP.
7. After 6 weeks are completed, return the claim form, club register which must match the online participant's forms and await payment.

N.B. IF THIS PROCESS IS NOT ADHERED TO - FUNDING WILL NOT BE RELEASED

<p>Community Golf Development Co-ordinator Mid, West Wales Email: Theo.Baker@walesgolf.org Tel: 07837 689797</p>	<p>North Wales Community Golf Development Co-ordinator Email: Kim.Ellis@walesgolf.org Tel: 07837 689773</p>
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