



## 'Girls' Golf Rocks' Case Study

A girls' focused HSBC Golf Roots Plus funded project in Essex has seen 20 girls progress into regular coaching and 6 into club membership.

A strategic project that saw the Golf Foundation, England Golf, Essex CGP, Essex County Girls and Active Essex work together to engage more beginner girls into golf has been a resounding success with over 90 girls taking part in taster sessions. Additionally, the scheme encouraged 20 girls to progress into regular club coaching and 6 to become a club member.

PGA coaches at four golf clubs across Essex (The Rayleigh Club, Little Channels GC, Playgolf Colchester and Crowlands Heath GC) delivered the project with the support of 12 Essex County Girl players who volunteered to act as role models /ambassadors based on their own experiences in golf. The County Girls' backing was crucial, they were involved in creating the *Girls Golf Rocks* brand, assisting with registration, coaching, and organising the par 3 competitions at the end of the programme. As well as providing practical support, they played an important role in promoting the benefits of golf and the follow on opportunities available.

To begin with, weekend taster sessions took place and were followed up by 4 weeks of coaching at the golf clubs. The sessions were relaxed with time allocated for the girls to socialise and enjoy refreshments in the clubhouse before or after the activity. As a result, new girls' only coaching groups were established with participants designing t-shirts and forming new friendships. Rayleigh GC, supported by Head Golf Professional Lucy Clarke, saw the biggest number of its group of 'Lucy's Loony Golfers' progress into club activity.

The *Girls Golf Rocks* project is a perfect example of how collaboration between partners can introduce more girls to golf, lead to an increase in the number of girls taking part in beginner events (as seen by the Essex Ladies Association in the Summer of 2015) and encourage many to continue into club activity. More clubs in Essex are keen to be involved in the second year of the programme, and the Golf Foundation and England Golf are equally committed to seeing the format expanded throughout the country.

### Main achievements

- 12 Essex County Girl players supported the project.
- 90 girls attended the first weekend taster sessions.
- 31 girls took part in a par 3 golf competition.
- 20 girls progressed into regular coaching and 6 became a club member.

### Quotes:

*"The project gave the Essex County Girls the opportunity to develop their leadership and communication skills while their commitment, professionalism and passion to get more girls involved in golf was exemplary throughout the programme. "*

Katie Moggan, Golf Foundation Regional Development Officer

