

OUR YEAR AT A GLANCE

Player Pathway	What we do	The difference we make
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START
Taking golf to young people in their Schools and Community Groups



3,598 schools

2,506 schools and community groups visited by a PGA Coach

659 school golf competitions

500,000+ youngsters tried golf

128,149 pupils received coaching from a PGA Professional in their school

51,475 pupils played golf for their school

LEARN
Introducing young people to golf clubs, teaching playing and transferable life skills



437 HSBC Golf Roots Centres

26 Girls Golf Rocks Counties

194 Junior Golf Passport Users

44,799 youngsters visited a golf club

14,848 girls visited a golf club

£5,800 new income to a golf club



STAY
Keeping young people playing in golf clubs



710 clubs supported

52 GolfSixes Leagues (15 in Scotland)

Greater focus on retention of juniors in clubs via HSBC Golf Roots Centres, GolfSixes League and Box of Tricks initiatives.

3,784 new affiliated members (28% girls)

35% increase in junior membership at GolfSixes League clubs

11% increase in affiliated membership at HSBC Golf Roots Centres

1% increase in overall junior membership across clubs in Scotland

3.9% increase in girls junior membership in Wales

Social Media

875 Tweets

1.3 million Tweet impressions – 18.6% increase from last year

265k – Tweet impressions recorded during the launch of the #LockdownKnockdown Challenge

3 million Facebook reach of HSBC video on Golf Foundation during The Open Championship

Influencers

4 player and celebrity Ambassadors

17 Young Ambassadors

166 Girls Golf Rocks Ambassadors

7,440 Sports Leaders helping run School Games events

Media Coverage

Support from **Golf Monthly** – reach of **300,000**

The Guardian piece on Tiger Woods' 2019 Masters win referenced the Golf Foundation – reach of **88 million**

The Daily Telegraph's article on the Unleash Your Drive programme – **36 million**

BBC Sport article on Luke Willett's epic challenge – reach **16 million**