

Junior School of Golf Overview



JUNIOR GOLF
ACADEMY

Contents

- 3 Overview
- 9 Scheduling and Pricing your School of Golf Program
- 14 Running a School of Golf Class
- 24 Implementation
- 27 Next Steps



Overview



What Is a School of Golf?

School of Golf is an outreach component of the Junior Academy Program designed to target primary schools in your local area. It will provide children at the school with an experience learning golf, perhaps for the first time and give them the opportunity to extend their experience at your club. We will cover this program in further detail, but it primarily includes...



School Term Based

The taster class and Stage One and Two programs should be scheduled based on the school term dates in your local area. This will help to maximise participation and ultimately drive uptake into your programs at the club on weekends and during school holidays.



Group Based Class

All School of Golf class are recommend to be delivered in groups. Larger groups can be delivered in the school environment than at the club. These class should operate on a game based approach with children able to receive high quality coaching and an opportunity to play team based games across a range of skills.



FREE Taster Class

You will need to capture interest in your program and we recommend you offer a free of charge taster opportunity at the school. You can then provide children and their parents with further information about the next steps.



Two Stages

The program has been designed over two stages after exposure to the initial taster class which includes class at the school and then at the club.



Chargeable per Block

We recommend you charge for the two stages after the taster class on a block basis. You may be able to access funding opportunities in your local area to help subsidise the program to children or the school may support this.



Adapted & Real Equipment

To provide a safe and fun experience at the school, adapted equipment should be used. When transitioning to the club environment you can introduce children to real equipment across the different areas of the game.

What is a School of Golf's Purpose?

The program plays a crucial role within the coaching pathway for those clubs who are looking to increase junior participation at the club, especially when the footfall and current membership base includes a low volume of children. The School of Golf is specifically designed with the following purposes...



Increase Awareness

The program will give you the opportunity to get out into the local community and increase the awareness of your club and programs. Even those who don't sign up to the program will be exposed to your brand increasing the chance of future participation.



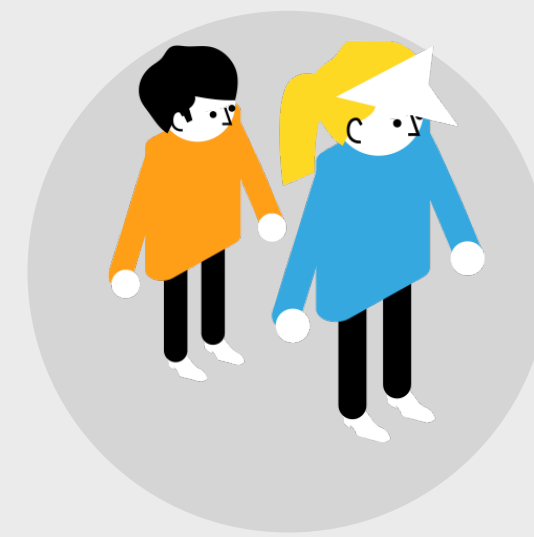
A Fun First Experience

The programs will give many children to the opportunity to experience learning golf for the first time. Most importantly this will happen in a safe, familiar and fun environment before confidence is built to transition to the club.



Grow your Reputation

Working directly in the local community and growing participation will drive your brand reputation.



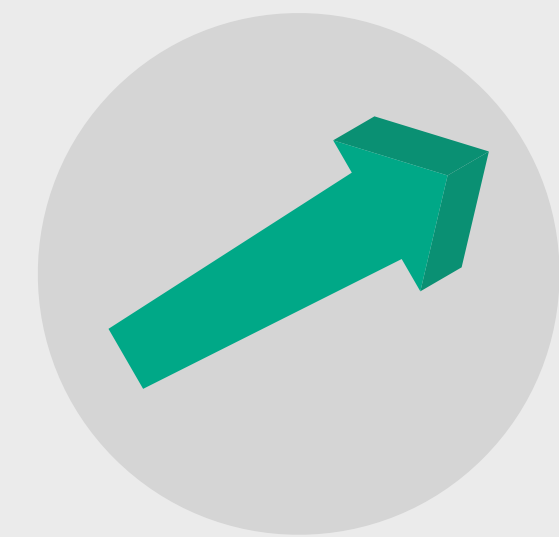
Increase Junior Participation

Of course, through working with a large demographic of schools and children, you will increase participation at your club and programs. The transition to the club environment built into the program will help you promote further opportunities.



Engage the Family

The School of Golf programs welcomes the family to attend and experience life at your club. At Stage Two, parents can utilize the club facilities and spectate while their child attends class. They will see golf as a game for the family.



Direct their Journey

The School of Golf programs will provide you with the ideal opportunity for you to guide children and their parents to the next step on their coaching journey with you. You can direct them to the programs within phase 2 and 3 of the coaching pathway to engage children at your club for the long term.

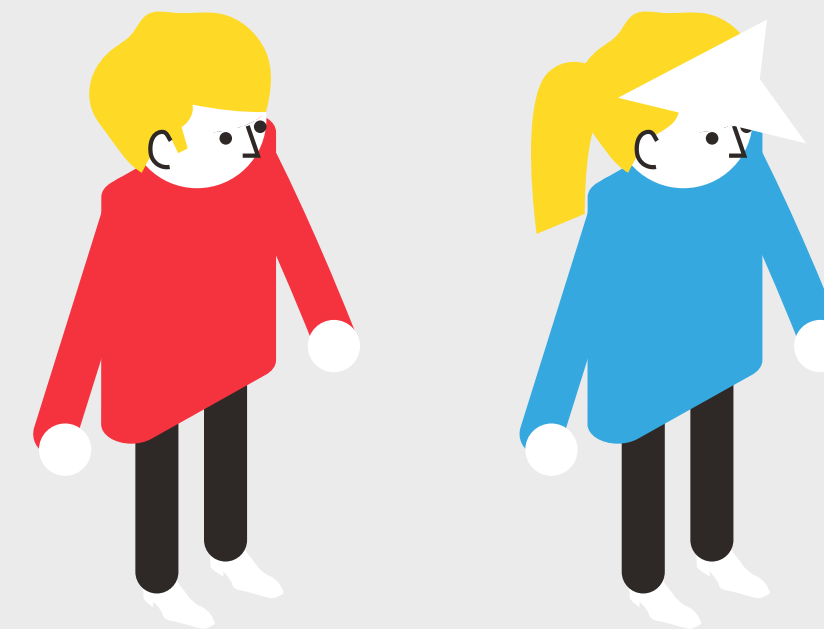
Target Schools and Children

It will be up to you to assess the opportunities in your local area and ultimately the age of children you are looking to drive into programming at your club. However, based on the success of programs we have delivered, we recommend you target the School of Golf programs to the following...



Primary & Elementary Schools

We recommend that you target the program towards primary and elementary schools. At this age children will be more receptive to trying a range of sports for the first time and the structure of the class as well as the equipment used is ideally suited.

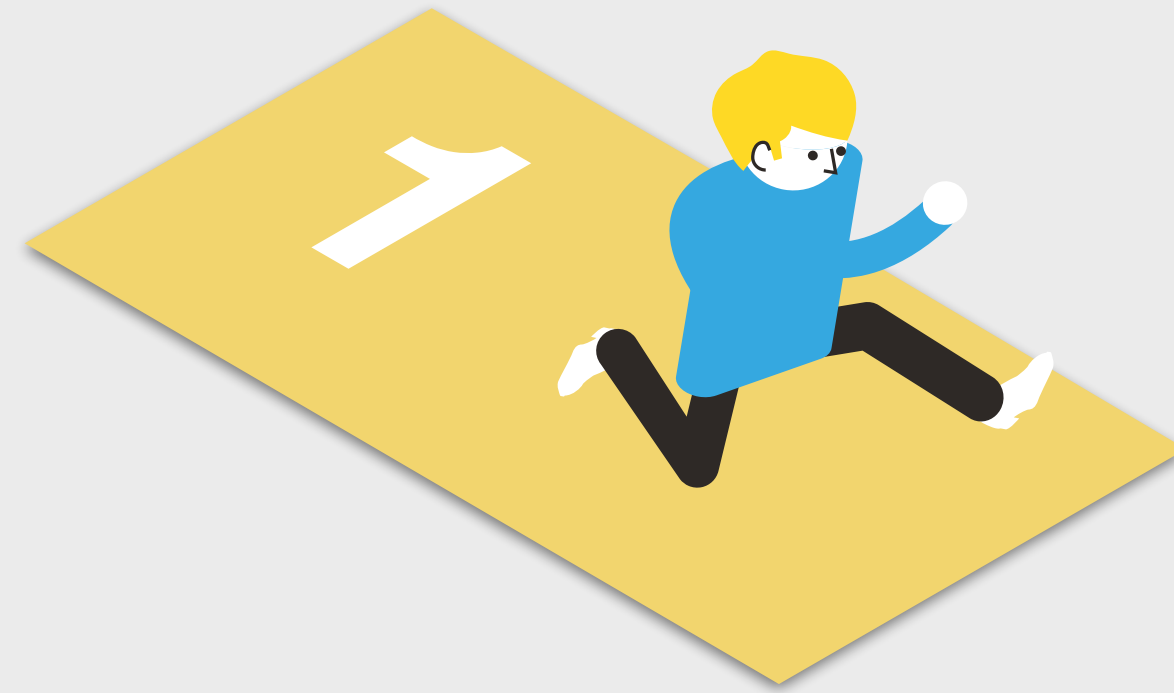


Grades 2 - 4 or Key Stage One - 2

We recommend you target the programs to children at the school who are aged between 6 - 10. This will therefore crossover between Grades 2- 4 in the US based School system and Key Stage One and Two in the UK for example.

The Three Stages

The School of Golf Program is designed over three stages. It has been built using this structure based on the enormous success we have seen delivering outreach opportunities in schools across the world. You will of course need to assess the opportunities in your local area and the facility you are based at. However, we recommend you follow the three stages below...



Taster Class

Taster classes are an opportunity for children to experience your program before committing to the further stages.

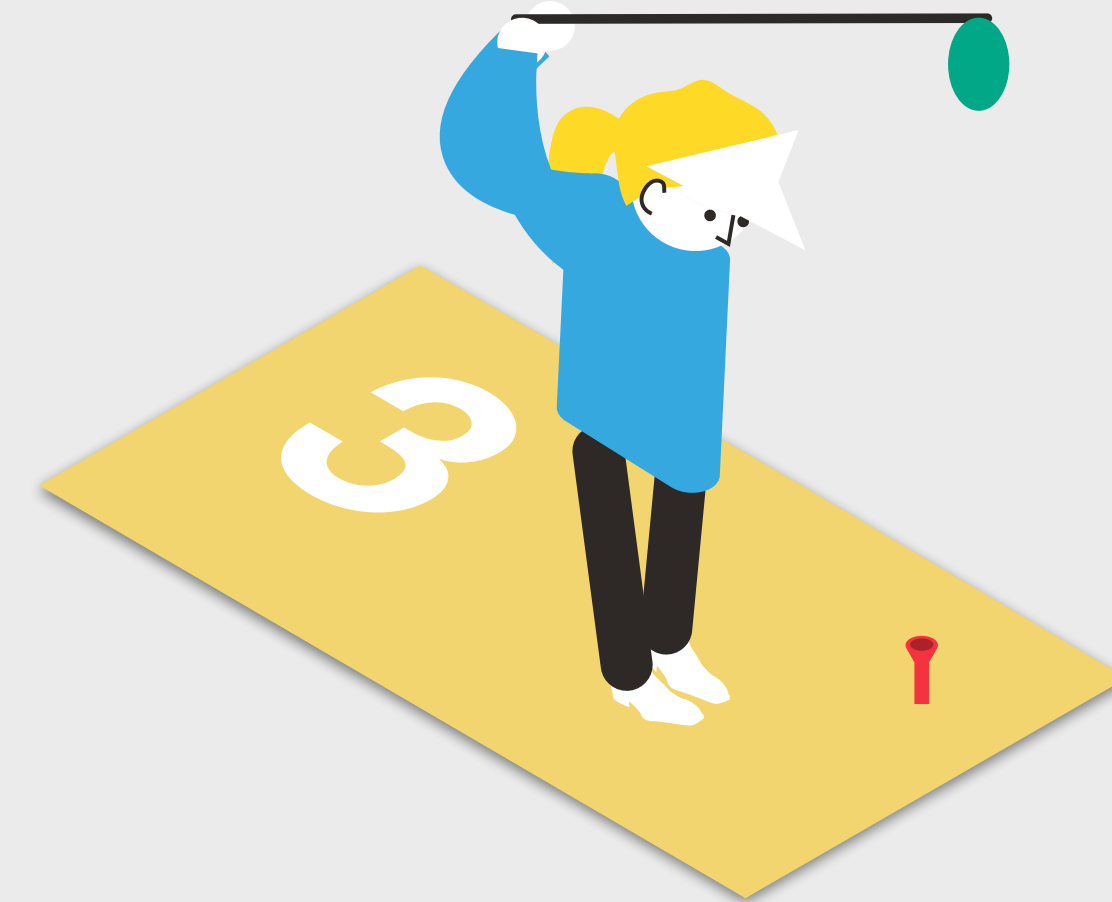
You can run tasters during school time, after school or through a short assembly format.



Stage One

Stage One consists of 5 consecutive weeks of class after school.

The classes take place in the school environment and children will experience a range of warm up games, and explore golf skills progressing each week from putting to full swing using adapted equipment.



Stage Two

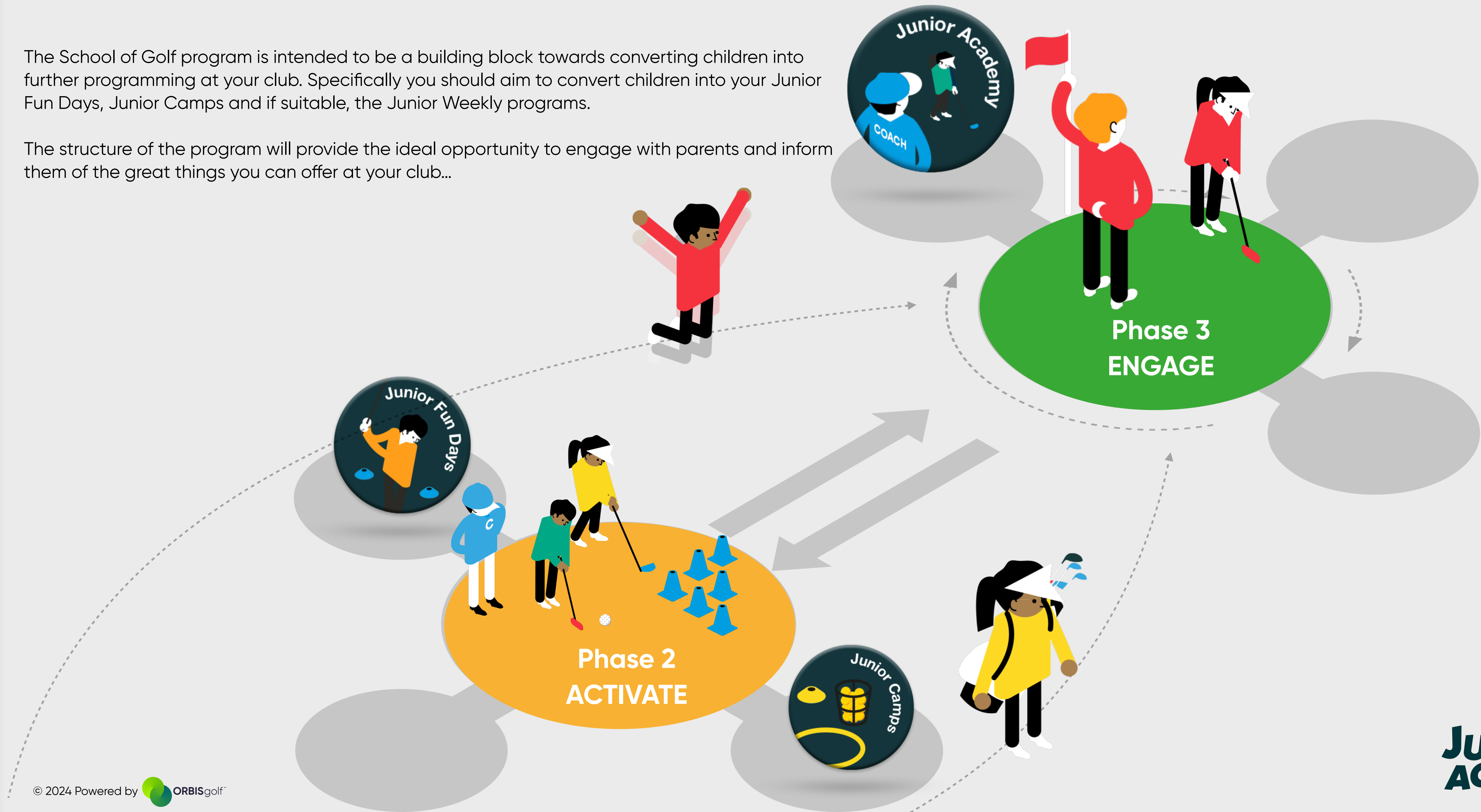
Stage Two consists of 5 consecutive weeks of class after school or on weekends at the golf club.

Children will experience a range of warm up games, and explore golf skills progressing each week from putting to full swing using real equipment.

The Output of the School of Golf

The School of Golf program is intended to be a building block towards converting children into further programming at your club. Specifically you should aim to convert children into your Junior Fun Days, Junior Camps and if suitable, the Junior Weekly programs.

The structure of the program will provide the ideal opportunity to engage with parents and inform them of the great things you can offer at your club...



Scheduling and Pricing your School of Golf Program



Scheduling Overview

We understand that each club is different in regards to access to facilities and the size of the coaching team. Therefore, this will influence the size and frequency of your School of Golf programs at your club. However, there are some crucial scheduling recommendations to make the program a success and this includes...



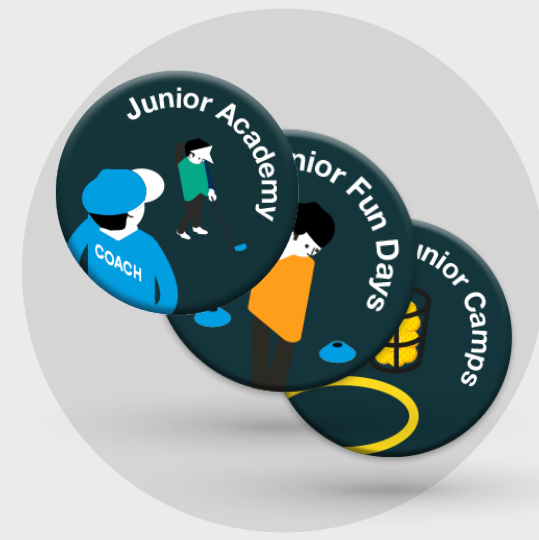
Link to together the Three Stages

You need to ensure that the three stages of the program link together for each school you work with. Children need to be able to move seamlessly from one stage to the next.



Consider Accessibility for Parents

When scheduling Stage Two of the program, you need to ensure you considering scheduling class at a time that makes them as accessible as possible for parents. This includes ensuring children can get from the school to the club easily.



Link to your Further Programs

When scheduling try to avoid conflicting your class with any programs you are delivering at the club, such as any Junior Weekly class running after school or at weekends.



Scheduling through GLF. Connect

All School of Golf stages should be scheduled and bookings processed through your GLF. Connect system. This will ensure that you can add value to the children experience, track your program sign ups, engage with parents and measure the programs success.



Utilise the Scheduling Guides

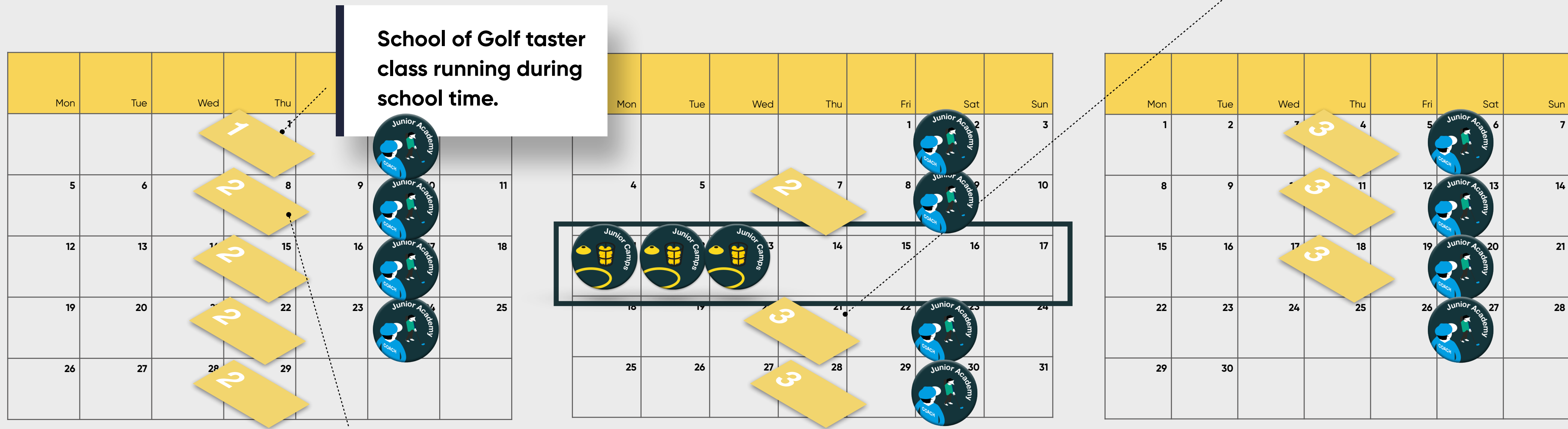
On the Junior School of Golf page of the Coaches Toolbox, you can access a step-by-step scheduling guide that will assist you with recommended actions during this implementation phase and this links to a number of supporting resources.

Scheduling the Three Stages

When scheduling your School of Golf program, it is vital that you linked together the three stages of the program so children can move fluidly from one stage to the next. You also need to ensure that you schedule the steps so that they avoid conflicts with the other programs you are delivering at your club.

The example below shows the taster class scheduled at the school in February with Stage One of the program starting the following week running for 5 consecutive class at the same day and time. Stage Two of the program re-starts after the school holiday week and once again runs for 5 consecutive weeks at the golf club on the same day of the week but at a slightly later start time...

School of golf Stage Two running for 5 consecutive weeks after school at a 4pm start.



School of Golf taster class running during school time.

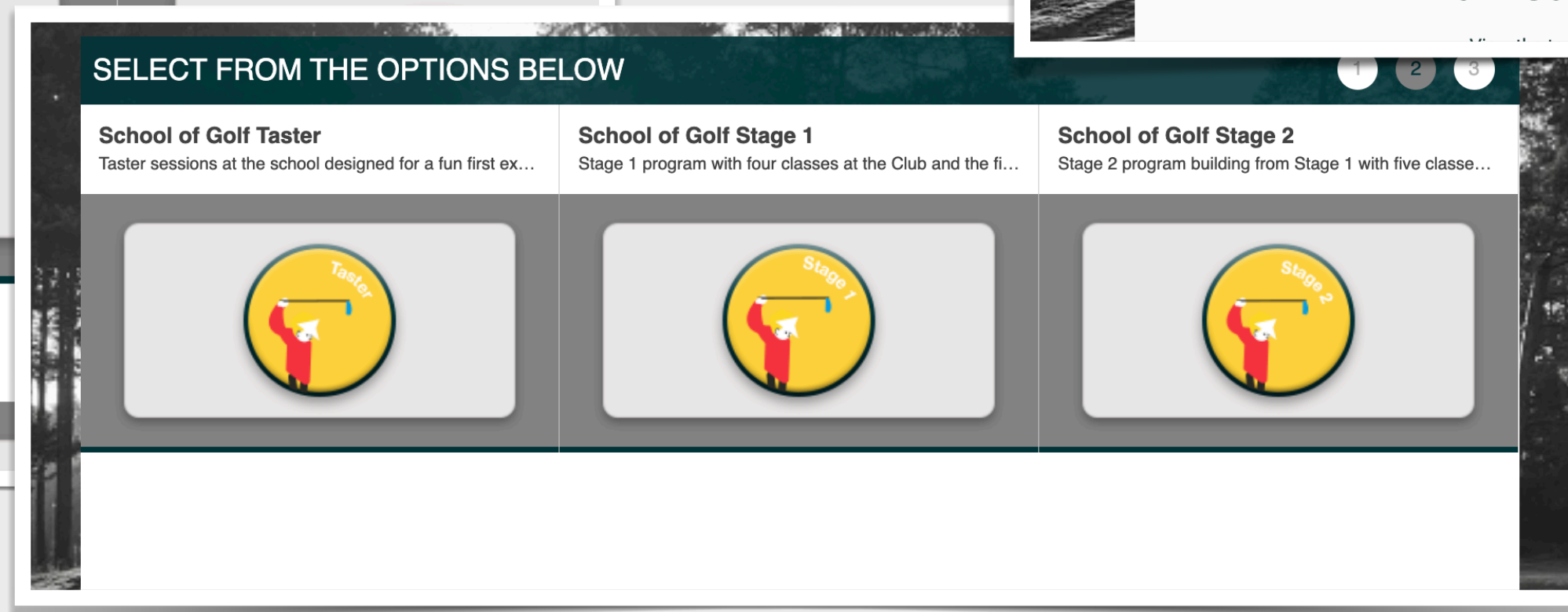
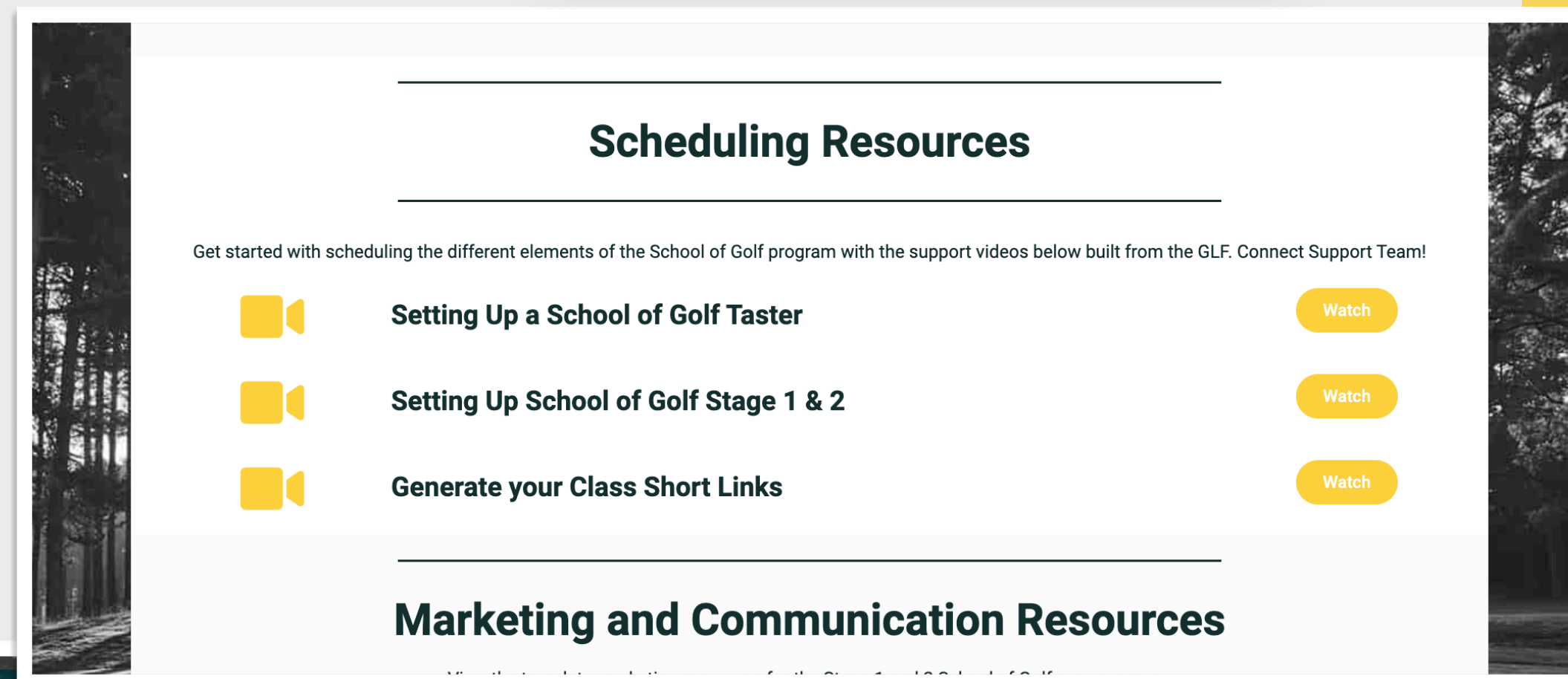
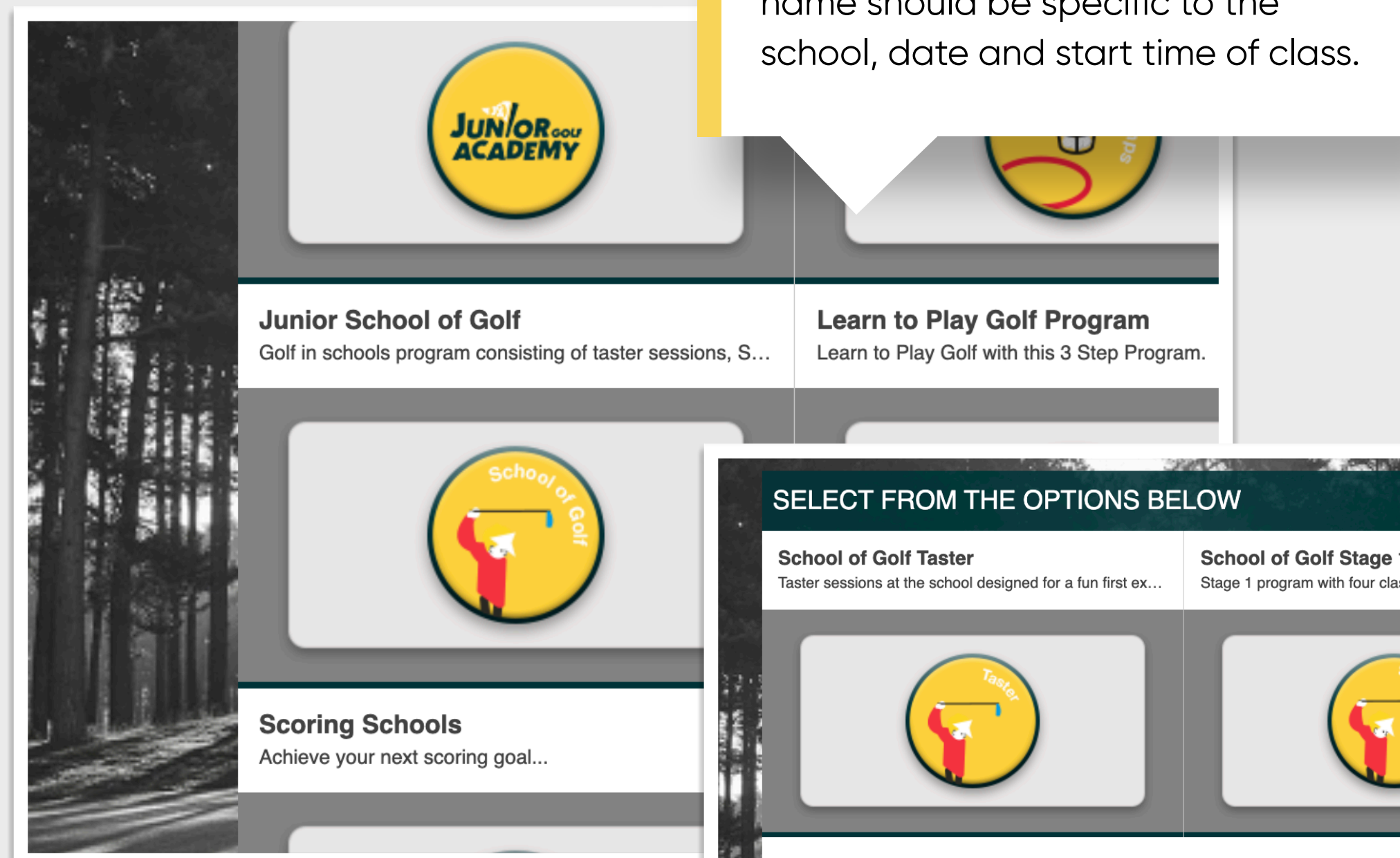
School of Golf Stage One running for 5 weeks after school at 3.15pm.

Scheduling via GLF. Connect

We recommend that all School of Golf programs should be scheduled and bookings processed through your GLF. Connect system. Program booking filters have been created for you on your system and the GLF. Connect Support Team has built a range of training material to help you get the programs scheduled correctly...

Further training is available from the GLF. Connect support team to help you setup your programs correctly within the Support and a specific training video is available within the Scheduling section on the Coaches Toolbox Junior School of Golf page.

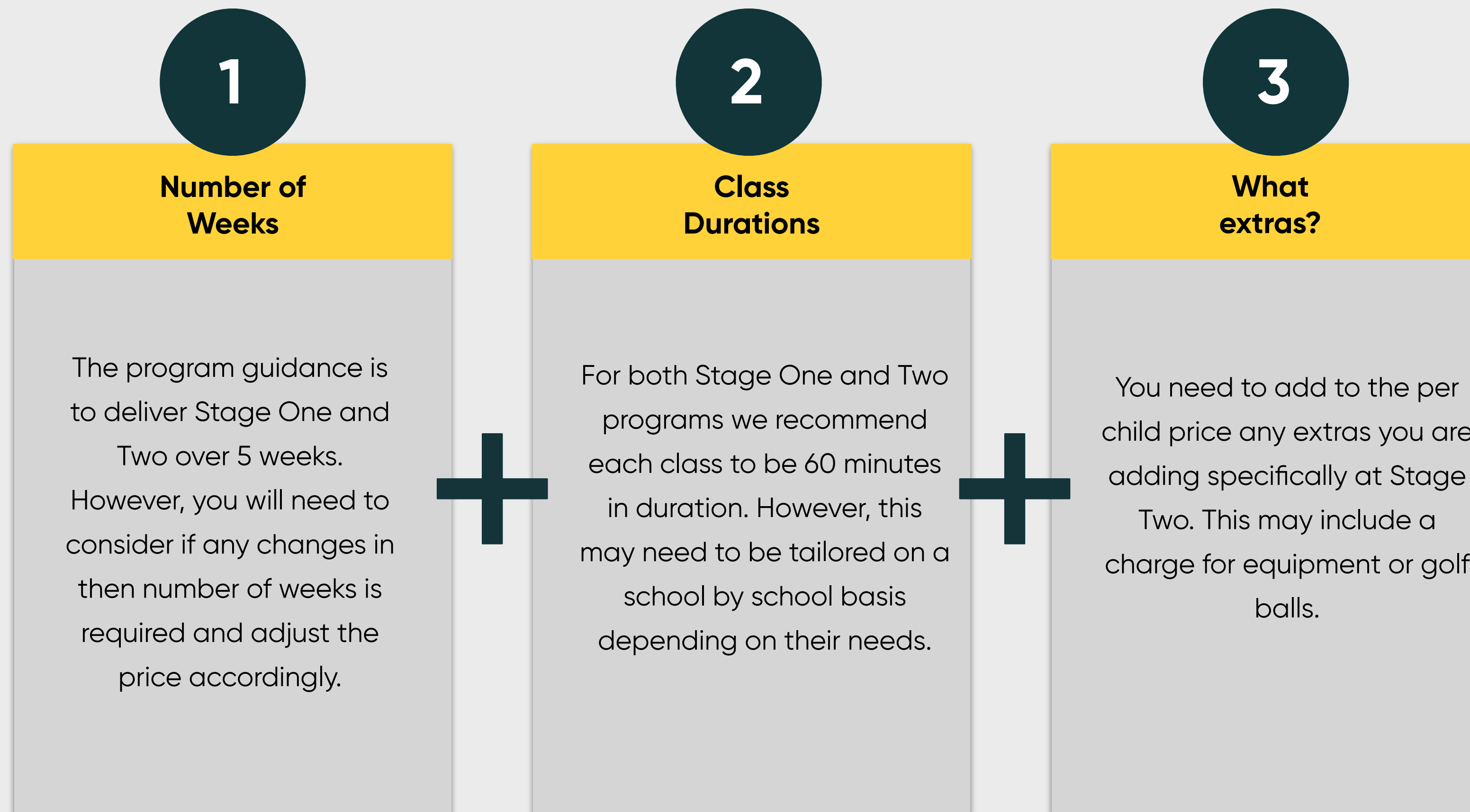
The School of Golf stages are categorised under the School of Golf Program filter. When building the School of Golf programs the program name should be specific to the school, date and start time of class.



Pricing Stage One and Two

The price of your Junior School of Golf will vary depending on a number of factors that will be specific to your coaching business, club and local demographic. You also need to consider that School of Golf is an outreach program designed to engage brand new children into your programs and therefore should be a low barrier to entry program.

As mentioned, we recommend your taster class is free of charge to maximise engagement. When pricing your Stage One and Two programs we recommend that you consider the following...



Running your School of Golf Class



Scheduling on the Day

This graphic provides an example overview of the suggested schedule of a class within each of the stages of the program. Taster class can be delivered as free class during school time or after school or alternatively as a short assembly taster.

At Stage One and Two, class are recommend to be 60 minutes in duration taking place at the school at Stage One and at the club for Stage Two. An example of the class timetables are as follows:

Mon	Tue	Wed	Thu	Fri	Sat	Sun
		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

Mon	Tue	Wed	Thu	Fri	Sat	Sun
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

30 Minute Taster Class

Time	Class
1.50pm	Setup in School Playground or Hall
2pm	Introduction and Warm Up
3.10pm	Game Based Skills
3.50pm	End of Class Review
3.55pm	Tidy Down

10 Minute Assembly

Time	Class
1.50pm	Setup in School Playground or Hall
2pm	Introduction and Demonstration of Game
3.10pm	2 Teams Compete in the Game

60 Minute Stage One After School Class

Time	Class
3pm	Setup in School Playground or Hall
3.15pm	Meet Children and Take Register
3.20pm	Introduction and Learning the Game/ Whole Golfer Focus
3.25pm	Warm Up Game
3.35pm	Mastering the Game Skills and Team Games
4.05pm	End of Class Review and Parent Collection
4.15pm	Tidy Down

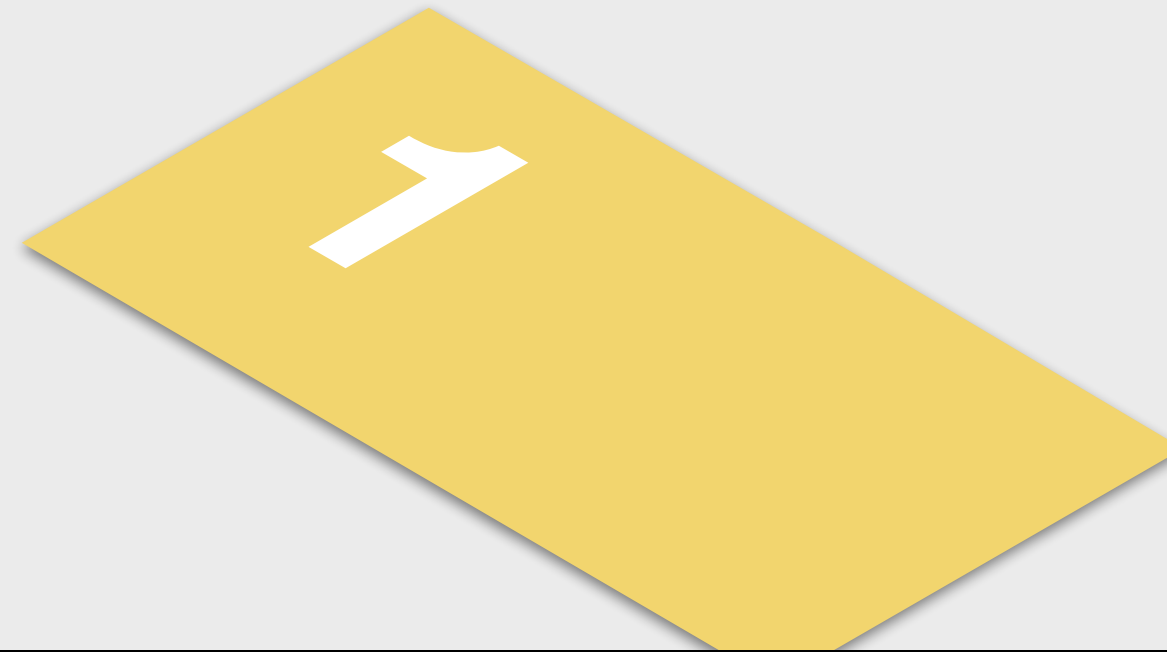
60 Minute Stage Two After School Class

Time	Class
3.45pm	Setup at Club Practice Facility
4pm	Meet Children and Take Register
4.05pm	Introduction and Learning the Game/ Whole Golfer Focus
4.10pm	Warm Up Game
4.20pm	Mastering the Game Skills and Team Games
4.50pm	End of Class Review and Parent Collection
5pm	Tidy Down

Stage One and Two Class

Stage One and Two run consecutively over a total of 5 weeks for each stage. Each stage is designed to progressively build the children's skills and exposure to areas of the game. Therefore each class has been designed to include a focus on different skills and learning the game as well as whole child topics.

The stages are structured as following...



Week	Skill Focus	Learning the Game	Whole Child
1	On the Green - Putting	Safety	Respect
2	On the Green - Putting Around the Green - Chipping	Who Plays First	Attitude towards Learning
3	On the Green - Putting Around the Green - Chipping	Equipment	Honesty
4	On the Green - Putting Around the Green - Chipping and Pitching Swing - Long Shots	Areas of a Golf Hole	Positivity
5	At the Course On the Green Swing	Staying Safe	Responsibility

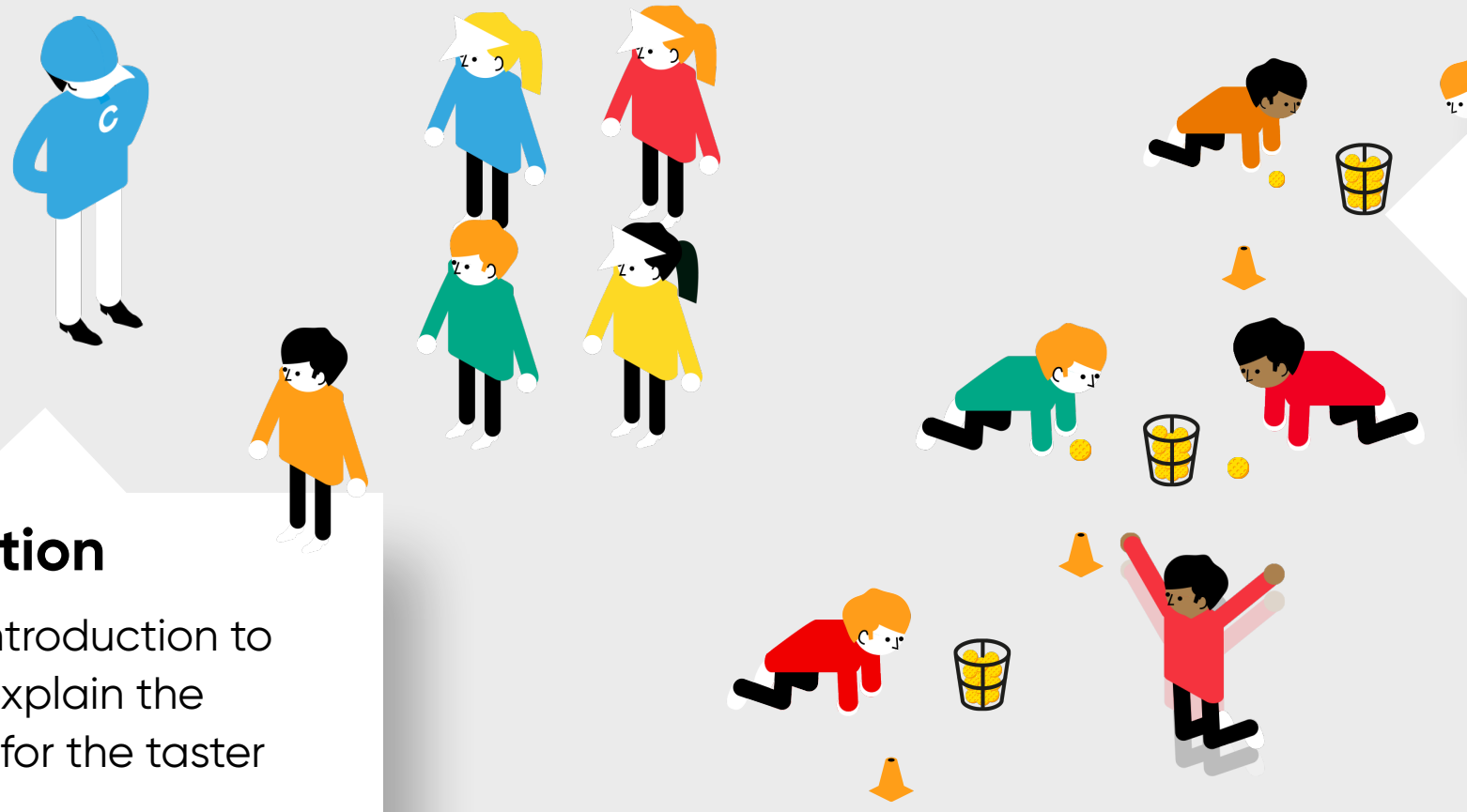


Week	Skill Focus	Learning the Game	Whole Child
1	On the Green - Putting	Etiquette on the Green	Friendships
2	Around the Green - Chipping	Using Different Clubs	Don't be Afraid to Make Mistakes
3	Around the Green - Pitching	Pitchfork	Independence
4	Swing	Warming Up	Resilience
5	Swing, On the Green and Around the Green Challenge Week	Introducing the Scorecard	Teamwork

Running a Taster Class

Taster class are designed to give children at the school exposure to the Stage One program you will be delivering at the school. The goal of these 30 minute class is not to aim to develop the child's skills within the game but merely give them a flavour of learning the game of golf and the format of the program in a fun experience.

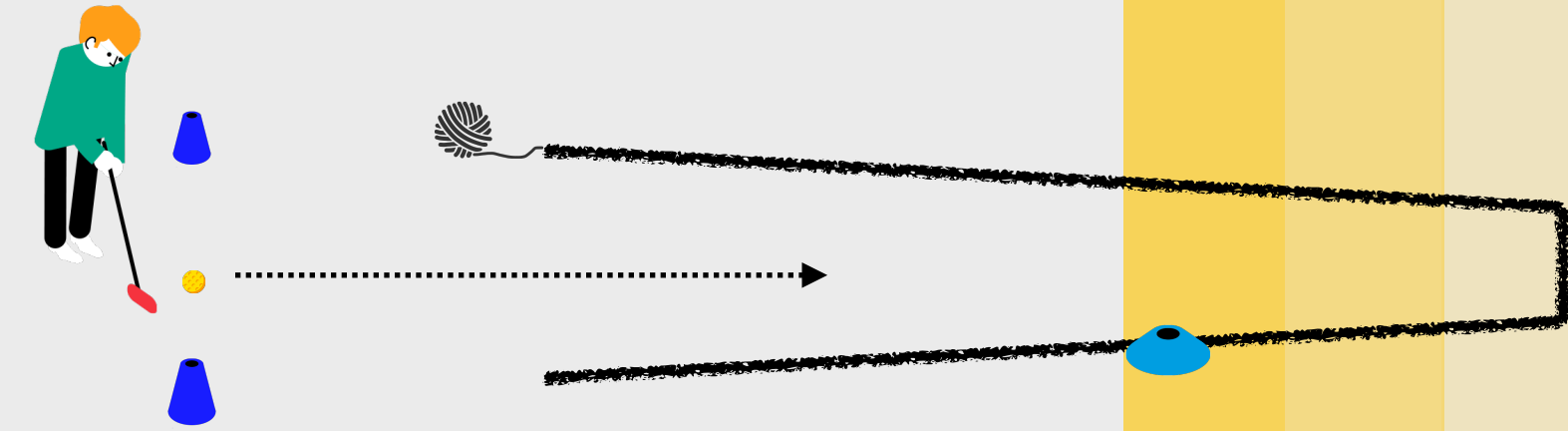
We have put together below an example of how a taster class should be structured which is explored in further detail in the class plans...



Introduction

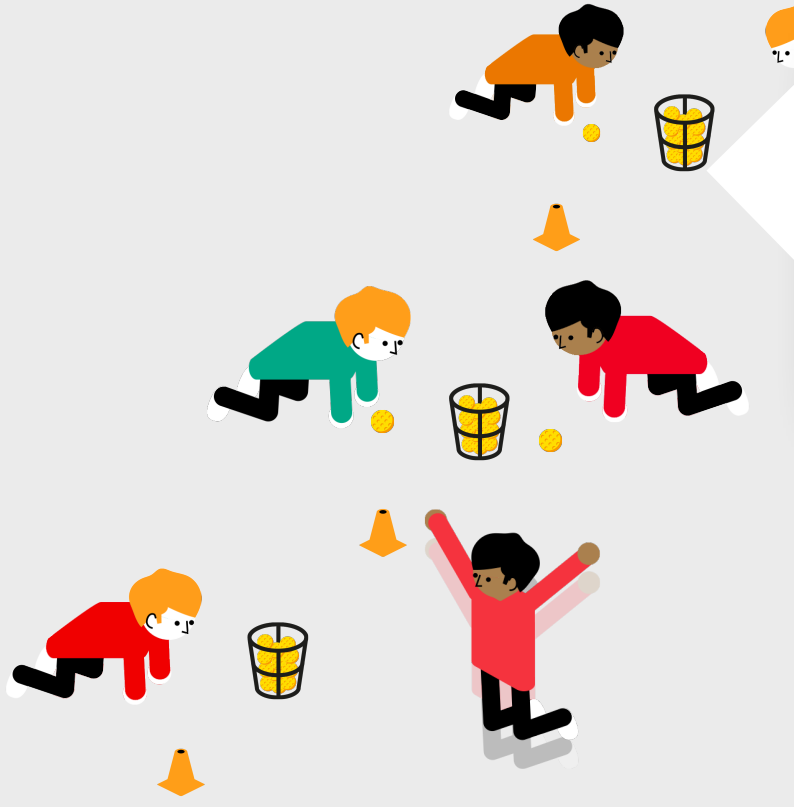
Complete a short introduction to the group and explain the learning outcomes for the taster class..

2 Station 2: Putting Runway



Warm Up Game

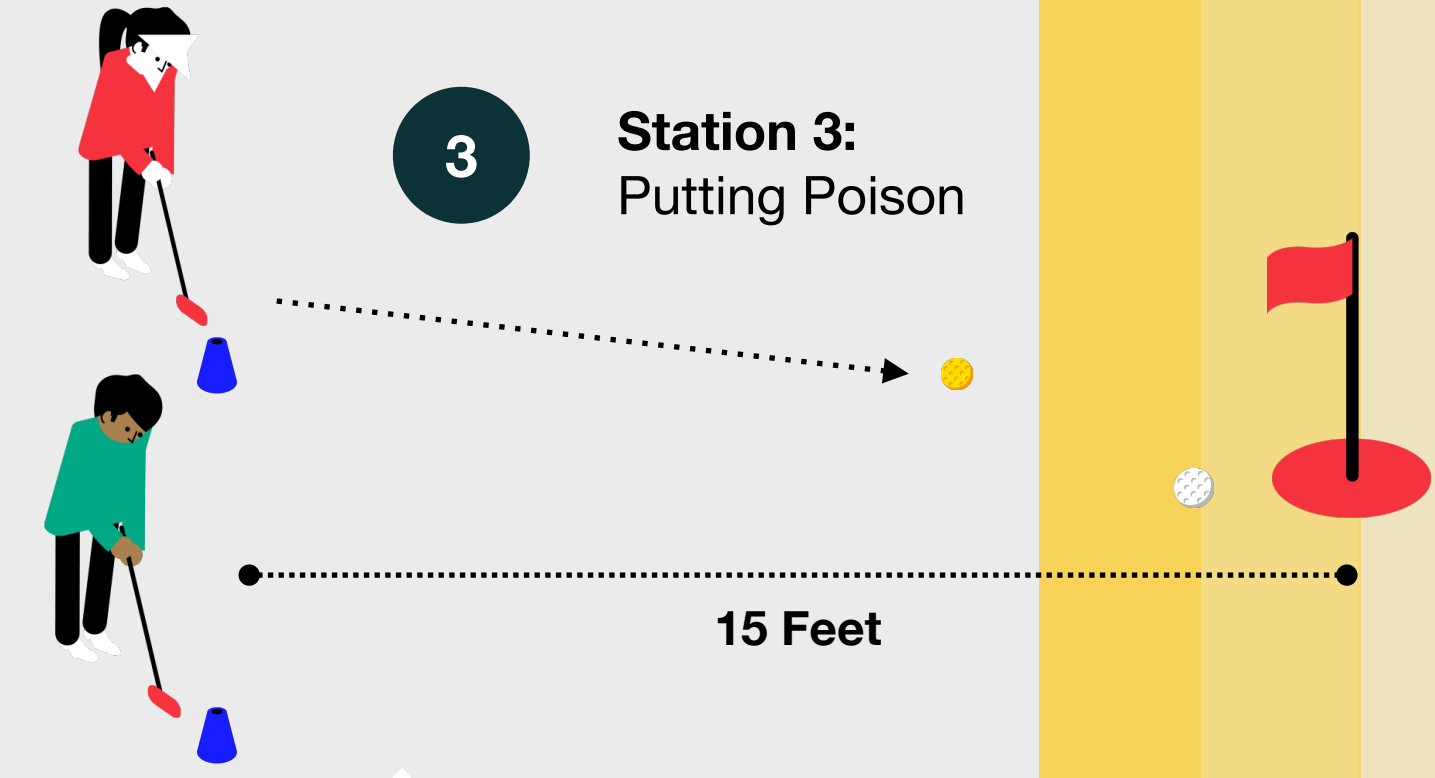
Begin with the warm up game at the start away from the main game stations used in the class.



1 Station 1: Cat and Mouse



3 Station 3: Putting Poison



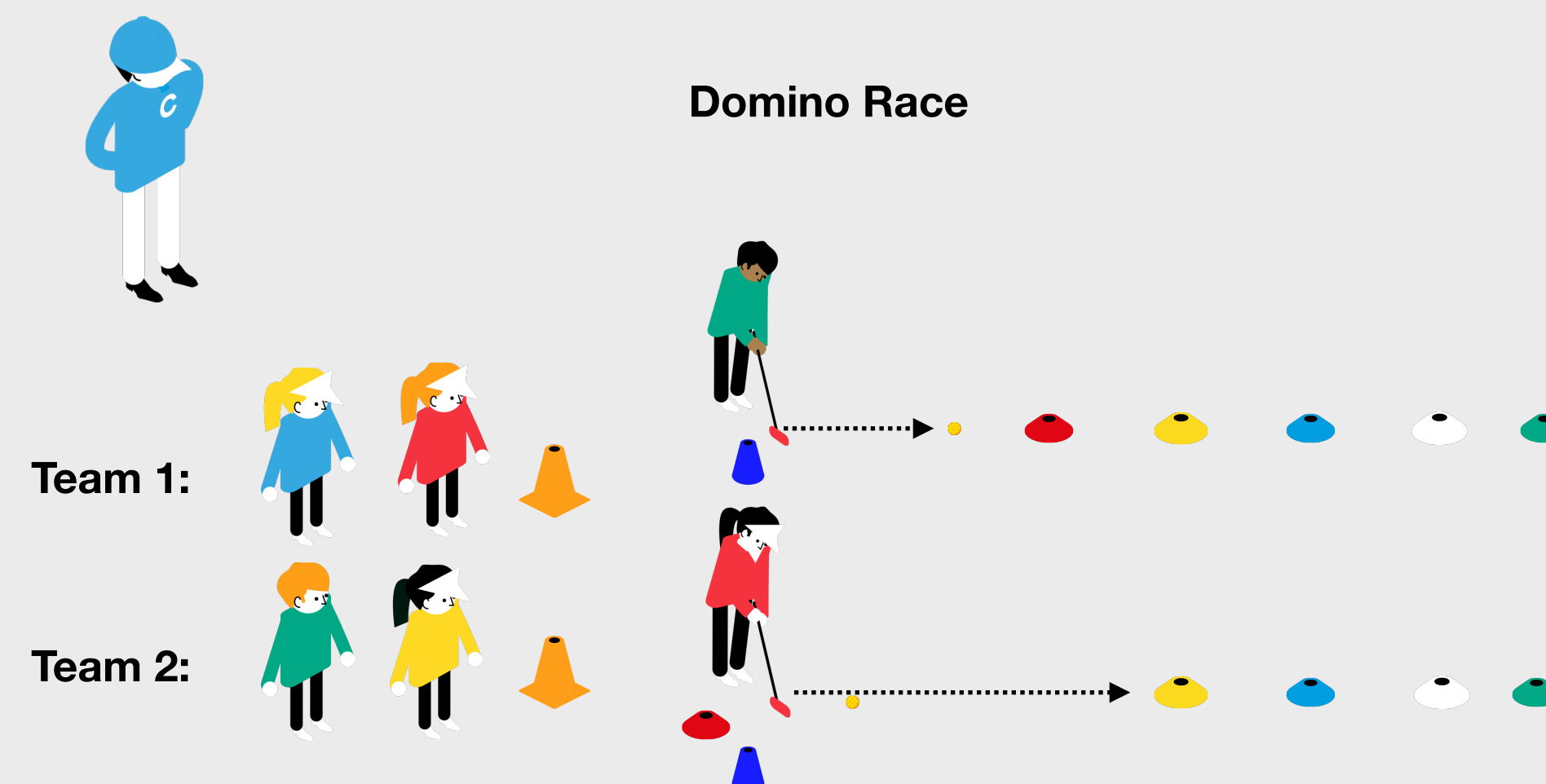
Game Stations

Children should play in pairs or groups and rotate around the game stations.

Running a Taster Assembly

During a taster assembly you should aim to introduce the Stage One program that will be on offer at the school in the coming weeks. To give children a sense of the format of the program use a simple putting game such as Domino Race and ask for volunteers to play in two teams in front of the assembly.

Create a fun competition and encourage support from the audience when the game is taking place and you can even ask a teach to join in! Make sure at the end of the competition you announce the winners, thank them to participating and reference the Stage One Letter that each child will go home with at the end of the day giving further details about the program.



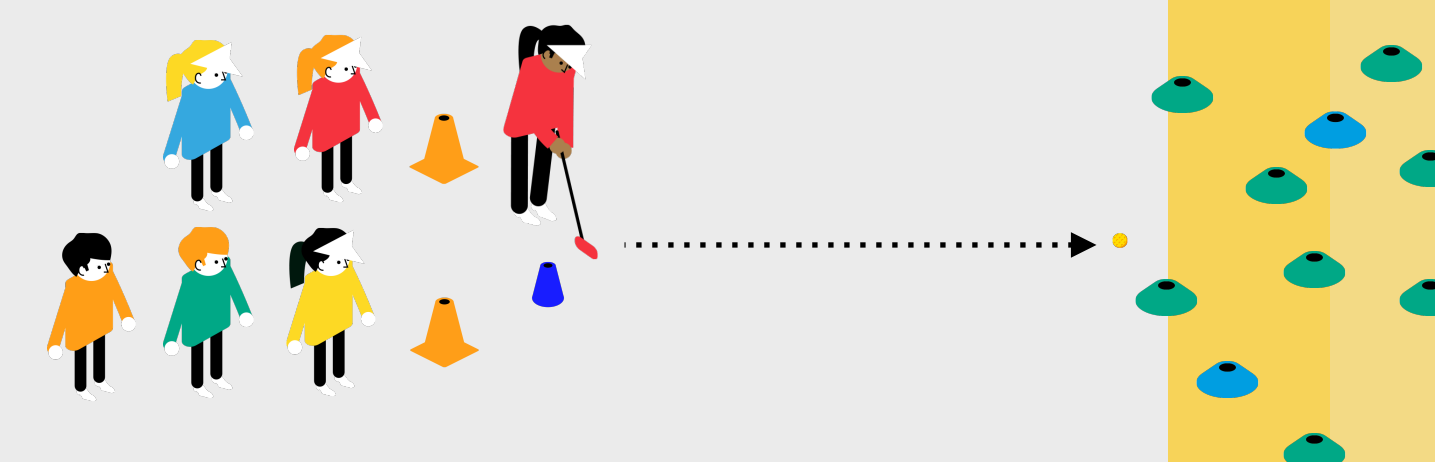
Running a Stage One Class

Stage One class take place at the school, ordinarily after school but they may also be during school time depending on the needs of the specific school. These class are 60 minutes in duration and the aim of the class are to expose the child to learning the game of golf using adapted equipment across different areas of the game.

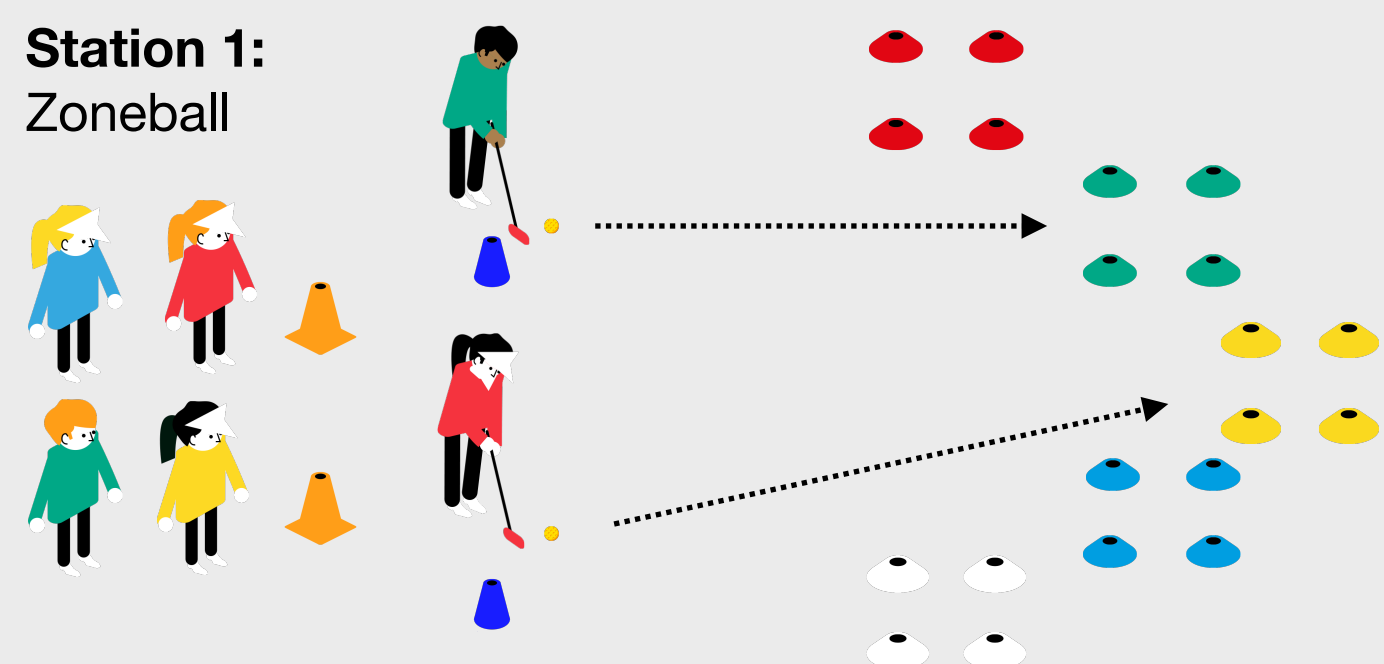
We have put together below an example of how a Stage One class should be structured which is explored in further detail in the class plans...

Game Stations
Children should play in pairs or groups and rotate around the game stations exploring the skills and learning outcomes.

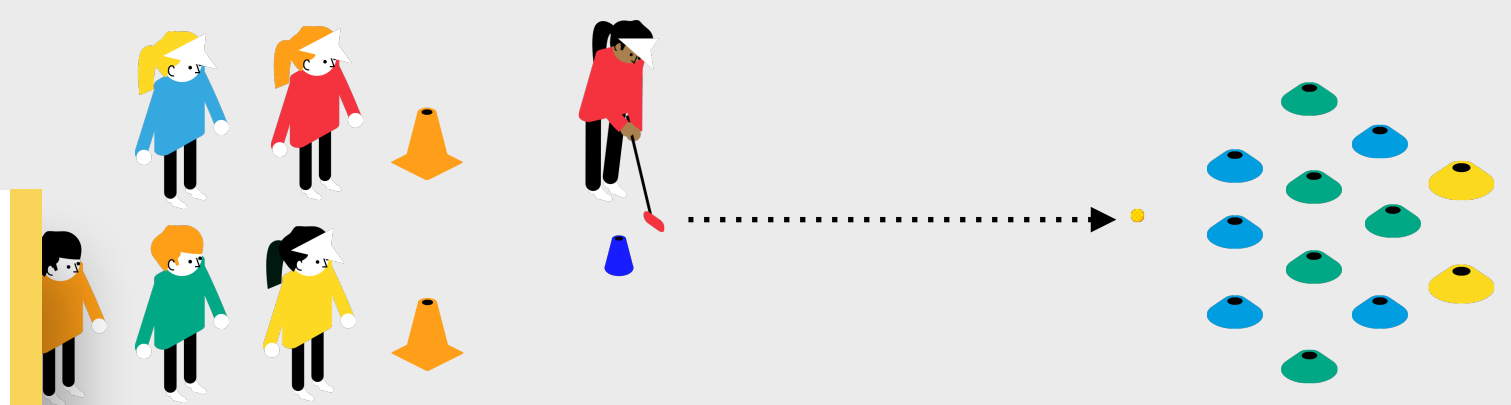
2 Station 2: Finders Keepers



1 Station 1: Zoneball

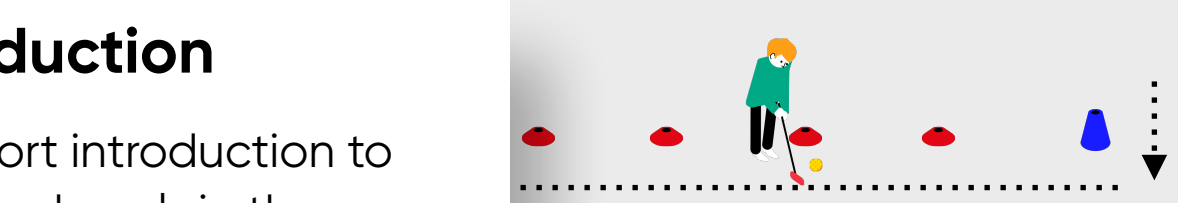


3 Station 3: Golden Nugget



Introduction

Complete a short introduction to the group and explain the learning outcomes for the class as well as take a register.



Warm Up Game

Begin with the warm up game at the start of the class away from the main game stations used.



Running a Stage Two Class

Stage Two class take place at the golf club, ordinarily after school or at weekends but they may also be during school time depending on the needs of the specific school. These class are 60 minutes in duration and the aim of the class are to expose the child to learning the game of golf using real equipment across different areas of the game building on the skills learnt in Stage One.

We have put together below an example of how a Stage Two class should be structured which is explored in further detail in the class plans...

Introduction

Complete a short introduction to the group and explain the learning outcomes for the class important discussing the importance of safety.

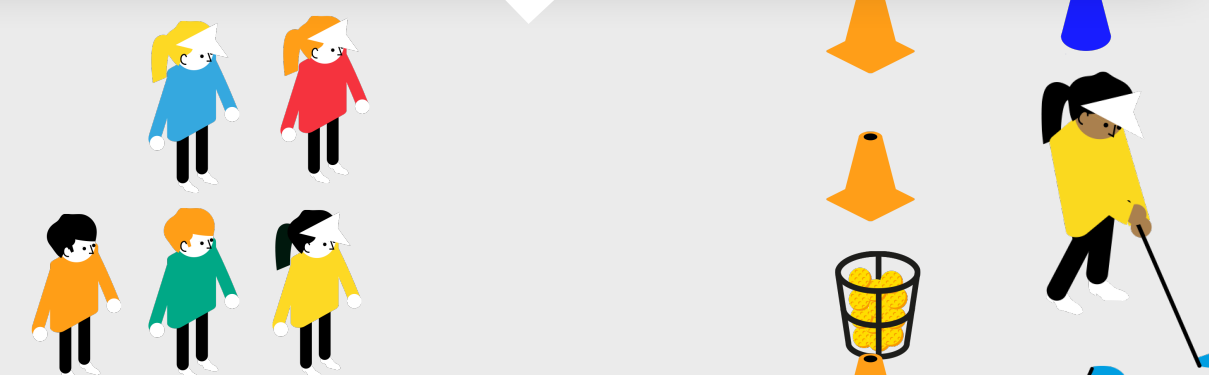


Warm Up Game

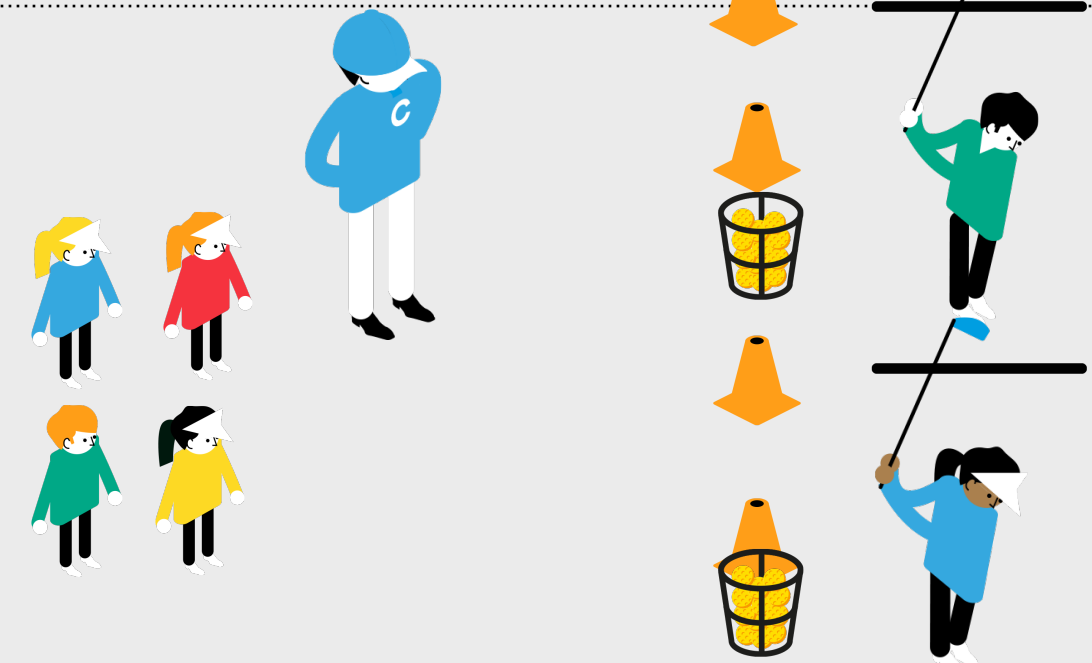
Begin with the warm up game at the start of the class away from the main game stations being used.



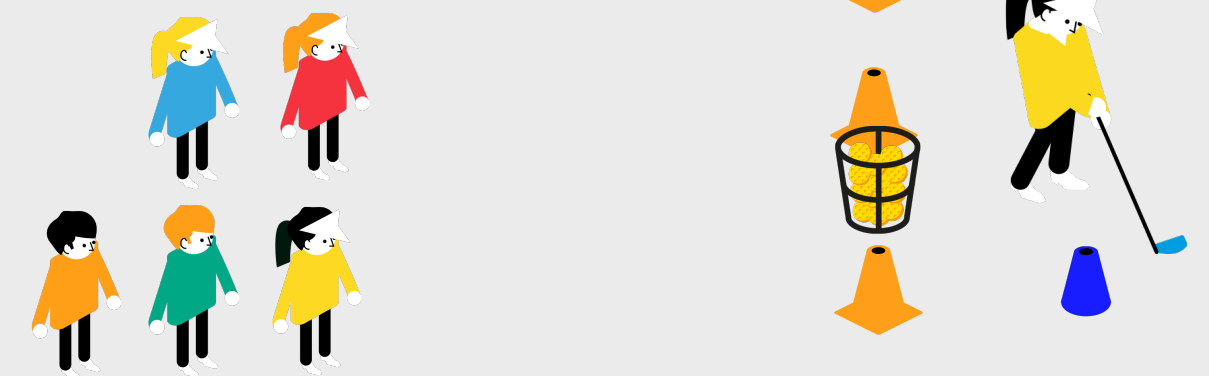
1 Station 1: Speed Swinger



2 Station 2: Technique Station Clubface Contact



3 Station 3: G.O.L.F



Game Stations

Children should play in pairs or groups and rotate around the game stations exploring the skills and learning outcomes. There also be an opportunity to help each child on an individual basis on their skill development.

What's Included in the Class Plan

To assist you in planning and organizing your Junior School of Golf programs, you can access downloadable class plans through the Coaches Toolbox for each of the program stages. Visit the Junior School of Golf program page and choose the class plan section. You can view these via the Hub or download them to your device. These include...



Class Layout and Setup

This section of the class plan will provide you with a recommendation of how to layout each section of your class to ensure it is delivered safely and meets the delivery of the learning outcomes.



Equipment You Need

Each class plan will list the specific equipment required to deliver the games within the class plan.



Timetable

The timetable provides you with an overview of what is delivered in the class and how the class is broken down across the duration.



Warm Up Game Card

The class plan includes a Warm up Game that you can use well as fundamental movement skills you can explore with the children.



Game Cards

Each class plan includes Game Cards that the junior attempt with a partner or in groups during the class.



Learning the Game Focus

The class plan includes the elements that you can introduce to the child within the Learning the Game learning outcome.



Whole Child Focus

The class plan includes a focus within the Whole Child learning outcome and ideas of what you can introduce to the junior throughout the class.

End of a Taster or Stage One & 2 Block

At the end of each stage, it is vital that you reward children for their participation in the program and provide them and the parents with information relating to the next step. Built into the Coaches Toolbox and the School of Golf page is everything you need to congratulate children on their involvement and drive engagement in to the next stage. This includes...

Stage One and Two Letters

A template is provided which you can tailor via the Marketing Toolbox to provide to children at the end of the taster class and final week of Stage One. This will give parents further information about the next stage.

School of Golf 

Dear Parent or Guardian,

Your child has taken part in a golf taster session at your school and we really hope they enjoyed their first experience of this great sport!

We are starting are starting a 5 week After School Club (ASC) at your school next week and would love your child to come along to programme.

Our ASC programme will introduce your child to every element of golf with the final session held at Demo Golf Academy. During this session they will use real golf clubs and balls prepare them further for getting on the golf course!

Please see below our link to book a place and also the times and dates of the sessions. This is first come first served with only 18 places.

- 4th September: 15:00pm - 16:00pm
- 11th September: 15:00pm - 16:00pm
- 18th September: 15:00pm - 16:00pm
- 25th September: 15:00pm - 16:00pm
- 2nd October: 15:00pm - 16:00pm

£50
for all 5
Classes!

Book your place by scanning the QR code:



SCAN ME

 Demo Golf Academy, Demo Golf Club, Demo Street, Demo City

 demoacademy.golfconnect.com

 01923 943346

 info@demoacademy.co.uk



Stage One and Two Certificates

Template certificates are provided which you can tailor via the Marketing Toolbox to provide to children at the end of each stage congratulating them for their participation.

JUNIOR GOLF ACADEMY



SCHOOL OF GOLF

THIS CERTIFICATE IS PRESENTED TO

BILLY JOHNSON

for completing Stage 2 School of Golf Program.
Congratulations of your achievement!

Andrew Evans

ANDREW EVANS
PGA GOLF PROFESSIONAL



Some Things to Remember

The success of the School of Golf program and the conversions from the one stage to the next and then into further programming at the club will in the main be driven by the child and the families experience within each class. We are providing you with all the tools you need to make it a success but you have a critical role to play in delivering a great experience for those who attend.

Remember the following when implementing the program...



Keep the Class Fun

The program is all about creating memorable positive experiences for the child and the family to drive them to sign up to the other junior programs and engage in club activities and membership. Always keep the class lighthearted and fun!



Keep it Safe

Nothing will do more damage to the success of the program like a perception by the child, the school or the family that the environment isn't safe. Always keep this in mind so you can create a sense that activities at the school and club are always delivered with the welfare of the child in mind.



Keep it Inclusive

Remember that there may be a range of ages and abilities attending your School of Golf class. Therefore make sure that the flow of the class is as inclusive as possible for all participants. Focus on creating a support atmosphere with team-work at its heart.



Be Prepared

Preparation will be key to the success delivery of your School of Golf program. Not only will this help you enjoy the class, but it will also create a great image of you and your club to the child, the school and the family. You also need to make sure you have all the information you need to convert participants into your other programs.



Create a Welcoming Environment

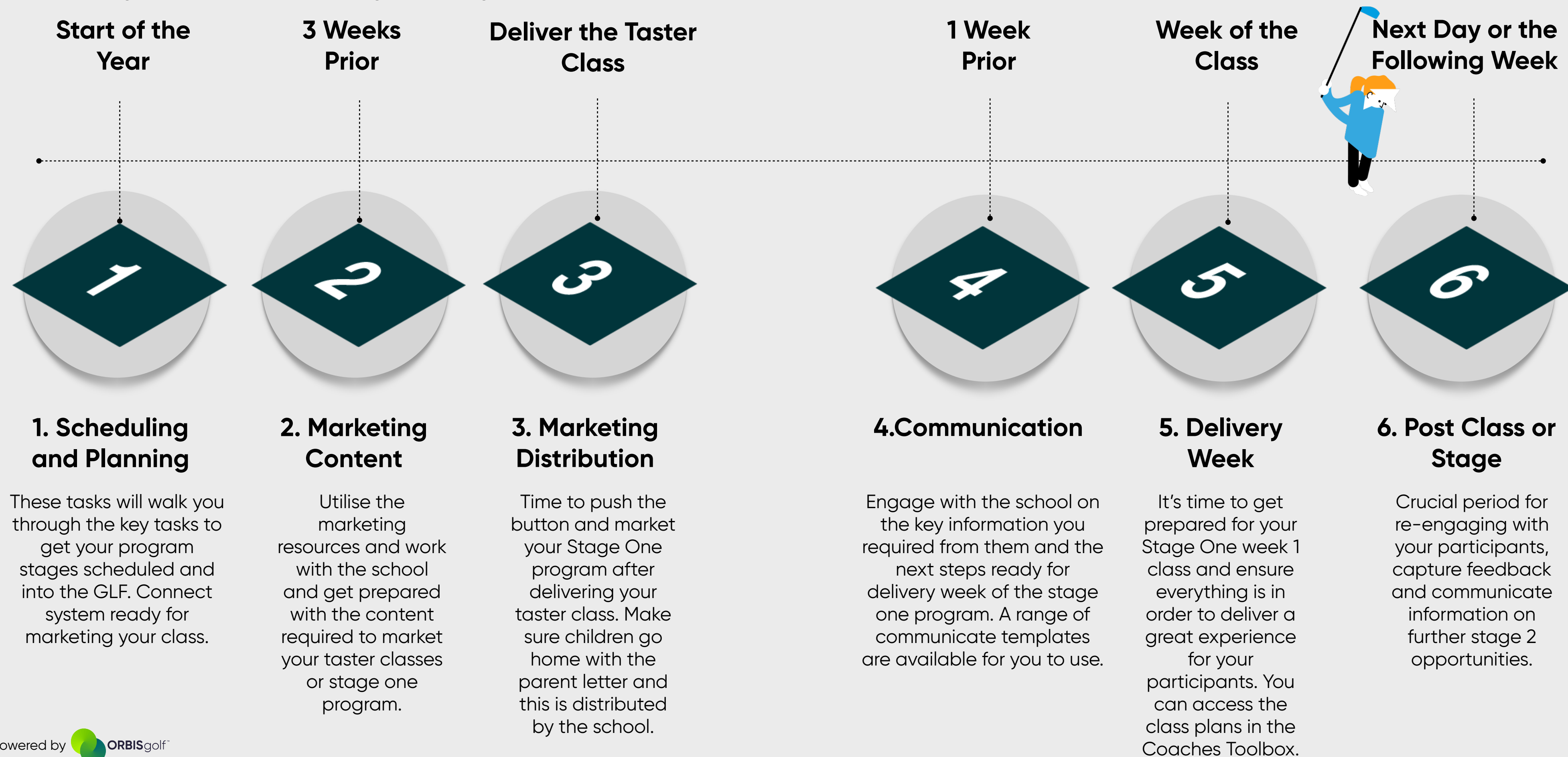
The program stages are a shop window for juniors and parents into life at your club and the Junior Golf Academy program. Strive to ensure that all involved create an environment and atmosphere that allows the child and the family to be confident and comfortable at the club.

Implementation



Implementation of the School of Golf Stage One

We recommend that you start implementing your Junior School of Golf programs as early as possible in the program year. This will ensure that you have adequate time to work through each stage of implementation, work with your team, venue, liaise with local schools and the GLF. Connect support team to make each stage of your program a success. The recommended implementation stages of your taster and stage one programs are as follows...

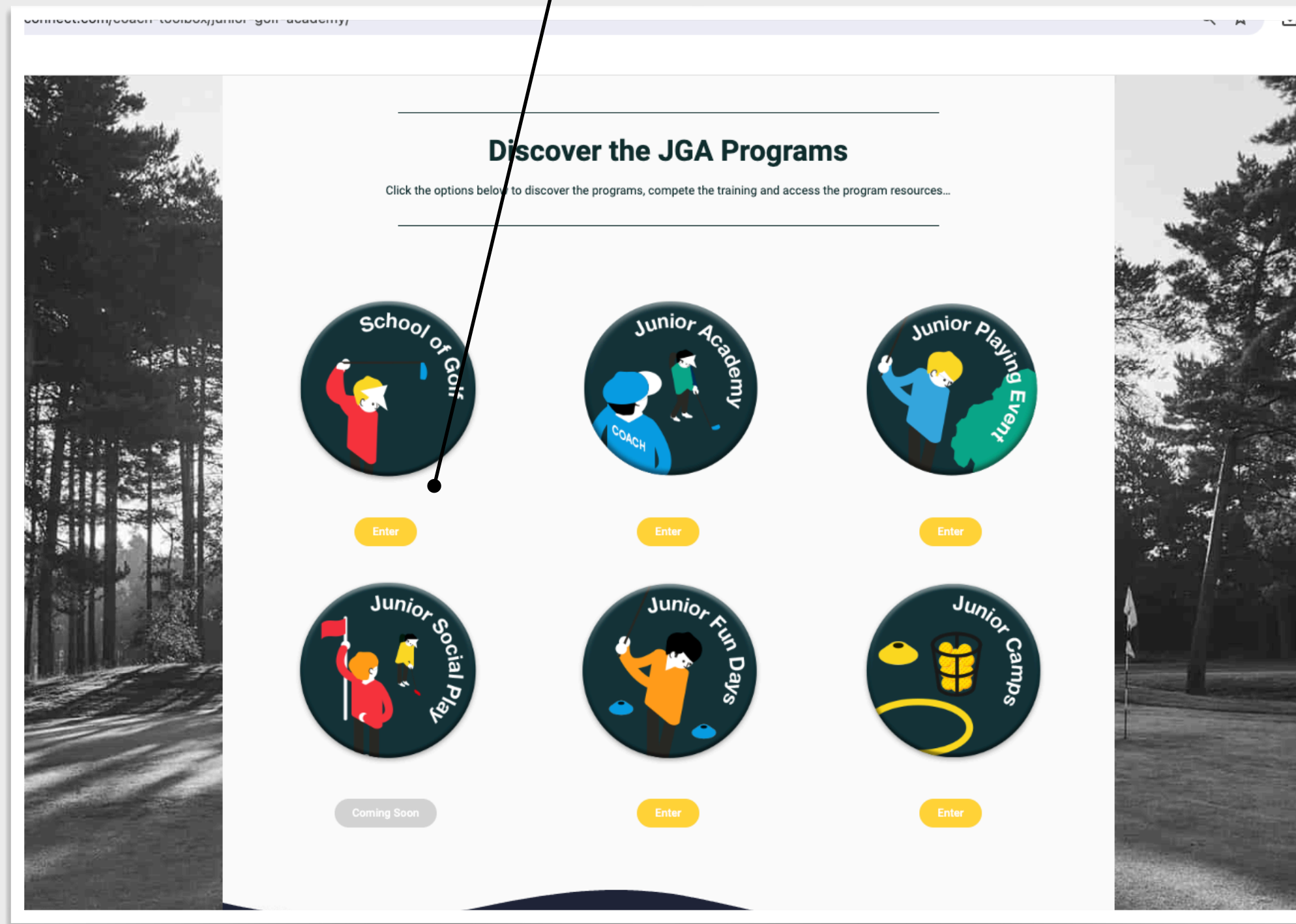


Access Support Via the Coaches Toolbox

Through the Coaches Toolbox on the GLF. Connect system, you can access a variety of support resources that are specifically tailored to the Junior School of Golf. We recommend you follow the step by step guides and utilise the resources for each step of implementation...

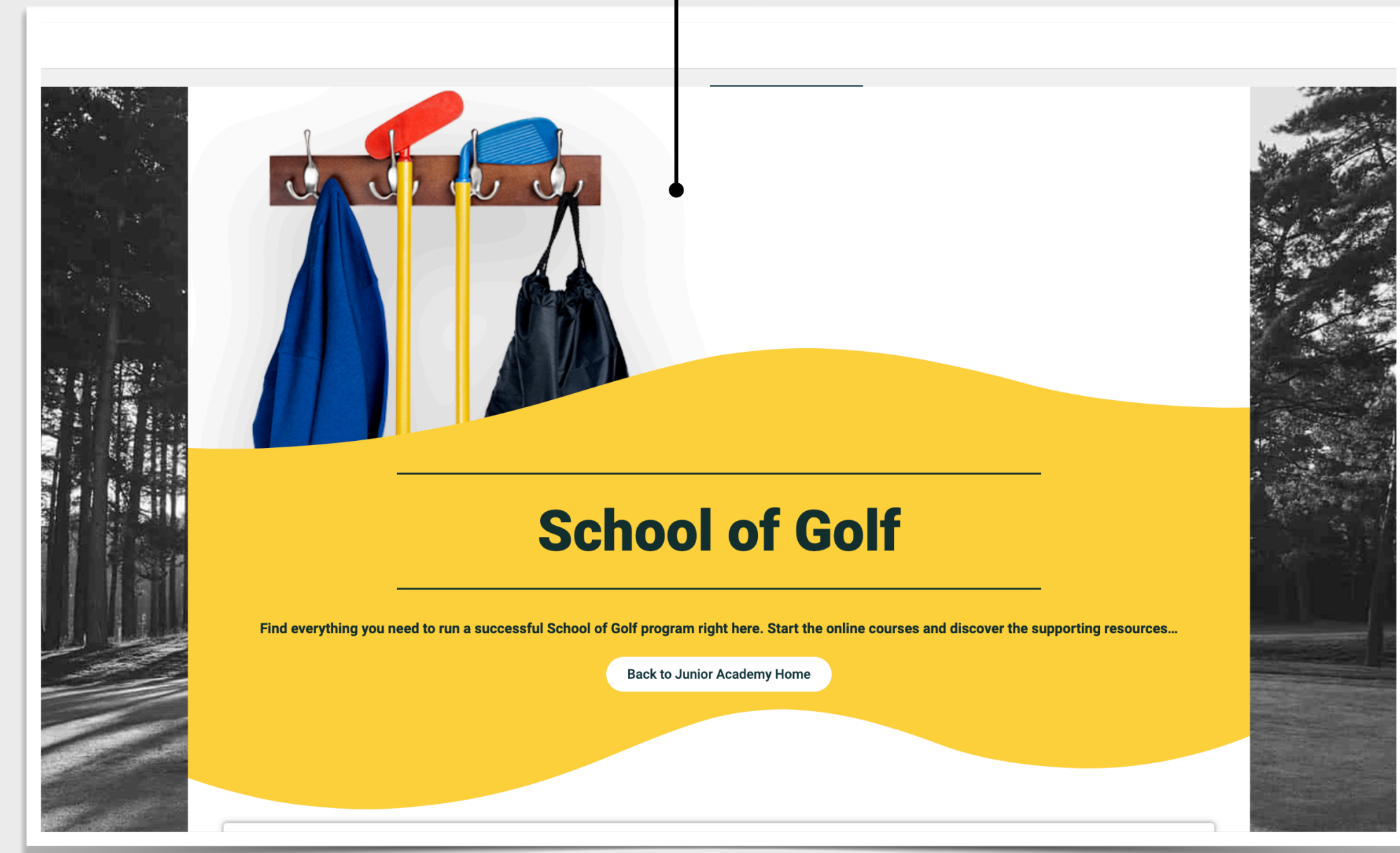
1

Select the Junior School of Golf option from the Junior Academy page:



2

Follow the Step by Step Guides and access the supporting resources on the School of Golf page.

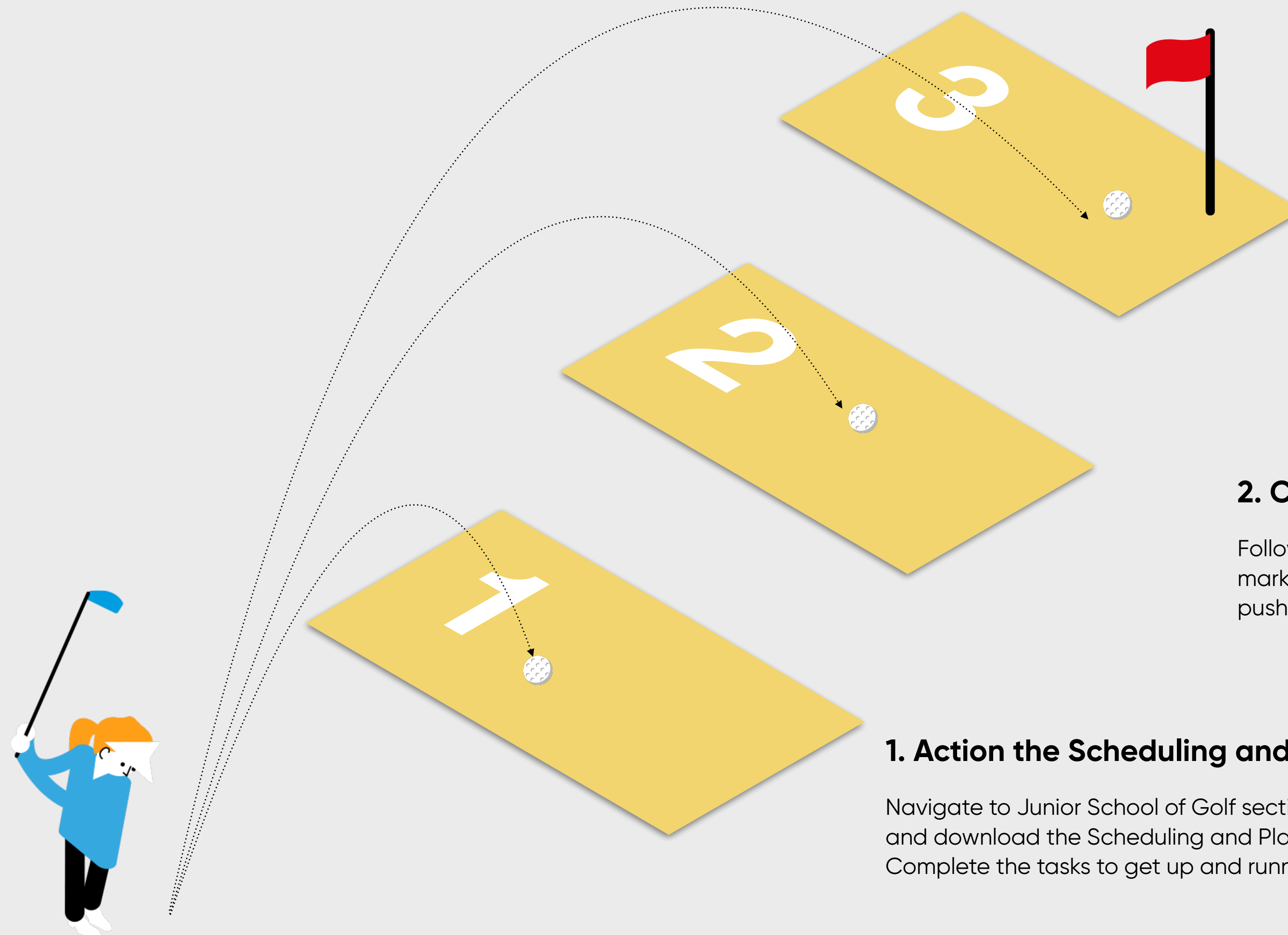


Next Steps



Next Steps

Take the next steps towards a launching your School of Golf program...



3. Begin Marketing Your Program

Time to push the button and begin marketing your program in conjunction with the school once you have delivered your taster class.

2. Create Your Marketing Content

Follow the Step 2 Guide 'Marketing Content' and get your marketing content in order and sent to the schools ready for pushing the program out to families.

1. Action the Scheduling and Planning Tasks

Navigate to Junior School of Golf section of the Coach Toolbox and download the Scheduling and Planning Step by Step guide. Complete the tasks to get up and running with your program.

Thank you.

Please review the **Step 1 Scheduling and Planning Step by Step Guide** within the **Junior School of Golf** page of the **Coaches Toolbox**.