

# COMMUNITY PLAYBOOK



We introduce children to golf • from all backgrounds • creating golfers. We do this because golf changes lives.

**The Golf Foundation believes golf can  
be tried anywhere by anyone...**







# GOLF IN THE COMMUNITY



As children create great golf games together, they learn how to improve their wellbeing, make new friends and gain skills they can use in their wider lives.

We have helped many community organisations to inspire their young people through golf and want to work with different local partners to ensure more children from all backgrounds enjoy a fun and highly positive introduction to golf. We hope this will inspire a long term love of the game.

We want to help community groups 'get' golf because it is a sport that offers young people so much through the positive life skills needed to play, including **focus**, **resilience**, **self-reflection** and **respect** for other players.







# WHAT IS THE COMMUNITY PLAYBOOK?

Here at the Golf Foundation, we recognise that not all young people have the ease of access to try golf for a variety of reasons.

The Community Playbook has been designed to encourage organisations to make golf a key part of their offer and to bring the benefits of our sport to the young people they engage with.

Regardless of location, backgrounds and facilities, we feel passionate about bringing golf to the heart of communities and supporting volunteers, youth leaders, teachers and PGA Professional coaches in this aim.





# BRINGING GOLF TO THE HEART OF COMMUNITIES

If you are a youth focused organisation, sports provider, teacher, or anyone engaging with young people – this Playbook is for you.

You don't need to be on a driving range or a golf course to enjoy our golf games. Our team can show you how to play golf both indoors and outdoors, on tennis courts, pitches, sports halls, parks and even on skate parks or MUGAS!

We have all you need to create the perfect golf experience in your community.

Get involved by signing up below...

Sign Up





# FOUR WAYS WE CAN HELP



**Equipment & resources** - Learn more about our [Golfway equipment](#)



**Training** - Join our online courses via the Thinkific training platform.



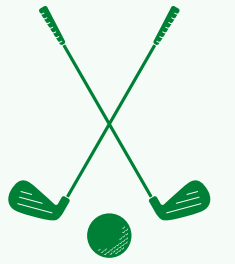
**Competition & play** – Advice on how to organise simple, fun, and [competitive golf games](#) for kids.



**Skills for Life** – We can show you how to help kids gain confidence and improve their wellbeing through golf, via our [Unleash Your Drive](#) programme.







# EQUIPMENT & RESOURCES

Using adapted Golfway equipment from our partner Masters Golf, sessions can be tailored to suit children and young people of all ages.

The Golfway 'Play' range includes different length clubs that are perfect for beginners, plus user-friendly metal irons for older children.

Each Golfway bag also contains a range of Activity cards to offer insightful and exciting games to include in your sessions. For example, these activities demonstrate how to run putting and chipping games, organise an fun golf competition format or even create your own golf hole to make the most of your environment

**Visit Golf Foundation Store**





ASSERTIVENESS

SKILLS



STRATE

# ONLINE LEARNIN

## TRAINING



Alongside our equipment and resources, the Golf Foundation is offering an online training workshop (via the Thinkific platform) focused on how to make the most of your equipment while bringing your community sessions to life.

The training consists of:

- An introduction to the Golfway bag and its contents
- Advice on how to deliver a safe, high quality session
- Detailed look and showcase of our community activation cards
- Session design and activation card walk-through
- Guidance on how to adapt your sessions to your environment

**Sign Up**







# COMPETITION & PLAY



Our charity believes in providing innovative, fun and enriching ways of delivering golf to children and young people.

The 'Competition and Play' section of this Playbook showcases some key ways in which you can keep your participants engaged and inspired, beyond their first try at the game.







# COMPETITION & PLAY



We have created three simple concepts, that can be delivered anywhere, to keep your participants engaged and playing golf.

- The Four Game Virtual Challenge
- Six Hole Challenge
- Create your own Course







# FOUR GAME VIRTUAL CHALLENGE



Four games feeding into a national virtual league table to compare your scores against others around the country.

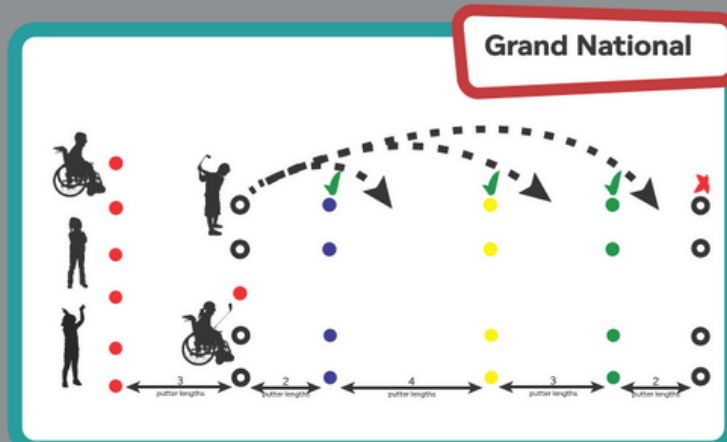
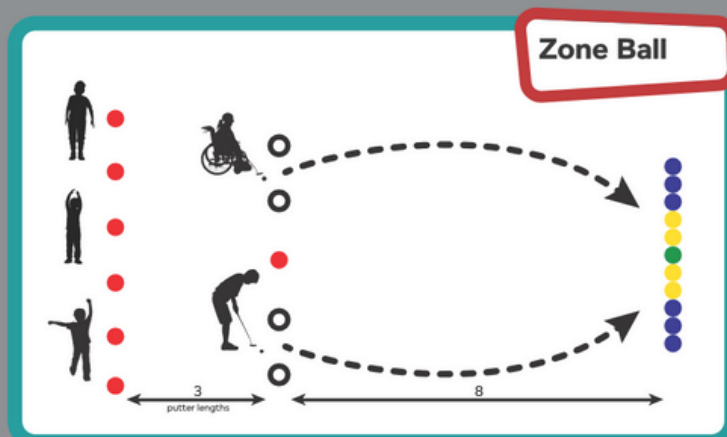
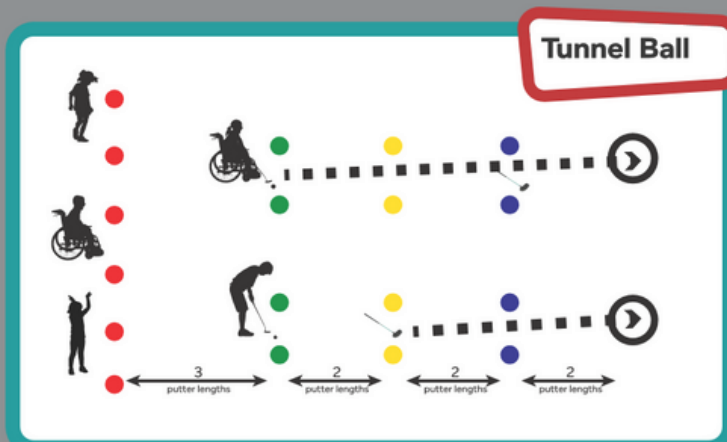
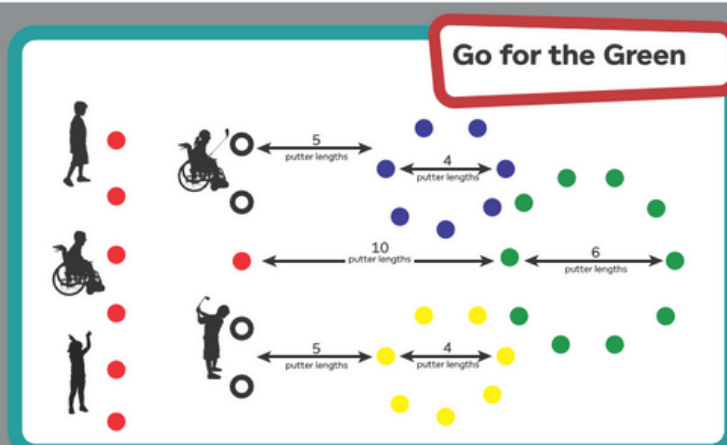
Using this opportunity you can generate a great feeling of team spirit and explore your participant's competitive edge.

The virtual league can help motivate practice and play as new young golfers try to beat their 'PBs' each week! It's also a good way of networking with nearby community groups taking part in your area – or beyond!

LEARN MORE







# FOUR GAME VIRTUAL CHALLENGE

This model is ideal for:

- A golf taster session
- First introduction to competition
- Playing together as a team in Golfway virtual skills competition
- Playing individually and setting new personal bests (My PB)
- Linking to an event or major golf tournament that is on TV e.g. The Masters or The Open
- Introducing Skills for Life and links to Unleash Your Drive
- Developing leadership roles who can manage and score each station

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# SIX HOLE CHALLENGE - GOLF ON YOUR DOORSTEP



We recognise that not everyone has the opportunity to play golf on a full course. The six hole competition format is designed to be adaptable to any setting, and to inspire your audience to engage in golf - for the longer term.

- The layout can be set up with minimal time and disruption.
- It is ideal for encouraging competition in both teams and individually. Participants can work to beat their personal best, whilst testing out their Skills for Life values which help them to overcome challenges and setbacks.
- By using Golfway equipment, each hole is different, challenging the participant with hazards, distances, and obstacles to overcome.

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# SKILLS FOR LIFE

'Skills for Life' is a concept based on the belief that children and young people are able to develop playing skills and personal skills through Golf Foundation initiatives, which we believe will benefit them for the rest of their lives.

We introduce Skills for Life reference points in each of our activity and games cards. These can range from simple key tips such as:

- Self-reflection, breathing, square of concentration
- Visualisation, positive self-talk, self-compassion
- Goal setting and My PB, positive body language, problem solving







## UNLEASH YOUR DRIVE

Unleash Your Drive is a unique Golf Foundation programme (supported by our headline sponsor HSBC) that teaches young people the tools to help build their resilience, concentration and confidence on the golf course, but also in their wider lives.

These techniques can be applied to help young people with other challenges such as school life, social development and resilience.

You might find that Unleash your Drive could be an excellent addition to your community golf offer as your leaders and young people make progress.

LEARN MORE





# UNLEASH YOUR DRIVE

Here's what participants have said about the programme in Lincolnshire



"On behalf of us all we have really enjoyed the sessions. The tools will help us with our golf and away from golf too. Thank you!"



"I just wanted to say that the way that the sessions were run was brilliant. I know I certainly got a lot from them, the techniques that were shown and put into practice were great. I already have used them and will continue to use them in the future. So thank you for all that you and the team did to offer the opportunity for the Lincolnshire girls."





# HSBC GOLF ROOTS PLUS PROJECTS

**Unique projects that help people in the local community...**

Our HSBC Golf Roots Plus funding supports a variety of community groups and organisations, and helps our charity to break down barriers and bring golf to a new audience.

We have the expertise, plus resources and equipment that show how easily golf can be incorporated into any youth setting.

We are proud to work with groups across England, Wales and Scotland to provide children from all backgrounds with a fun, positive introduction to golf that can change their lives.







# HSBC GOLF ROOTS PLUS PROJECTS

- Challenge the perception of golf in cities (see London Youth project).
- Improve participants' wellbeing in disadvantaged communities (Bring it on Brum).
- Build positive relationships between the Police and local communities.
- Create opportunities for young people with disabilities to enjoy golf.

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# HSBC GOLF ROOTS PLUS PROJECTS



*'Working with the Golf Foundation has been an exciting opportunity to introduce the sport to communities across London, to encourage young Londoners to be active and to ensure barriers to accessing opportunities are reduced.'*

See more at [London Youth](#)





# COMMUNITY PLAYBOOK



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The Playbook can be just the start of a significant journey in golf for young people, whatever their background.

Sign Up