

HSBC 

GOLF ROOTS

Skills for life



HSBC Golf Roots Plus Impact Report

Making the game of golf more accessible to young people





“A variety of delivery partners including Local Authorities, schools, golf clubs and community groups working together to open up golfing opportunities for different groups of young people”

Introduction to HSBC Golf Roots Plus

The purpose of the Golf Foundation is to make golf more accessible to young people and to help them ‘Start, Learn and Stay’ in the sport.

The charity’s objective of making the sport more accessible to all young people is exemplified by a unique initiative called ‘HSBC Golf Roots Plus’ (funded by HSBC and The Gerald Micklem Trust), which was devised out of a concern for young people following the city riots in August 2011 and as a way of providing a positive activity to engage with those young people occasionally described as ‘hard to reach’.

Since its inception in early 2012, *Plus* funding has been awarded to 43 projects in England and Wales to reach a diverse cross-section of youngsters. A variety of delivery partners (Local Authorities, schools, golf clubs, community groups) have worked together to open up golfing opportunities for ‘hard to reach’ young people, e.g. those from challenging family backgrounds, deprived communities,

young offenders, young people with Special Educational Needs (SEN), children in foster care, or those with disabilities. Collaboration is a key feature, so while one organisation might take responsibility for leading the project, they often work with other local agencies (Police, community groups or golf facilities) to ensure the project benefits as many young people as possible.

However, *Plus* projects are not simply concerned with creating access opportunities at golf clubs. Instead, they have a crucial ‘Skills for Life’ focus concerned with enhancing young people’s lives through the catalyst of golf. Consequently, HSBC Golf Roots Plus projects are an essential component of Golf Foundation delivery as they demonstrate the charity’s social responsibility and commitment to ensuring that all young people, irrespective of race, gender, disability, religion, poverty or personal circumstances, have the opportunity to “enjoy golf and the benefits it has to offer.”

Plus Project Delivery Partners



The *Plus* projects are all targeted at making golf more accessible to young people. In order to do so, the projects reflect the core values of the Golf Foundation:

- Child centred
- Making the introduction of golf to young people FUN
- Innovative
- Adaptable
- Inclusive
- Making a genuine difference
- Partnership-orientated
- Proud of our history and purpose

Partnerships with Local Authorities

Six Local Authorities that include Wirral Sports Development Unit, Leeds Council and Kirklees Council have all used *Plus* project funding to offer golf sessions as a way of successfully tackling issues of anti-social behaviour or social exclusion. Epping Forest District Council gave a group of NEET (not in education, employment or training) youngsters the chance to learn about the golf club industry and gain a City and Guilds Land Management qualification along the way.

East Lindsey District Council teamed up with Woodhall Spa GC to target girls (aged 14+) who were not taking part in sport.

“The golf project was great, we have been given the opportunity to take part in golf for the first time and we really enjoyed it.” Georgia, East Lindsey project



Pictures from East Lindsey project.



Youngsters involved in 'Midnight Golf' project where 90% of participants increased their physical activity.



number of youngsters had been identified as having the potential to become young leaders." Leeds City Council's 'Urban Golf' sessions had a similar purpose to the nearby Kirklees project by engaging youths from one of the most deprived areas of the city.

Kirklees Council's Midnight Golf scheme offered golf as a new activity to the 13-19 year old ethnic minority demographic in multiple venues across Dewsbury in West Yorkshire. By the end of the project co-ordinator Neil Jones observed that "a

Making a difference in schools

In England, 4 schools have accessed funding to deliver golf sessions to children in the deprived communities where they are based. One of the first projects saw pupils from Walworth Special School in Durham create their own putting green where the holes were personalised with the students' names. In Huddersfield, Newsome School used its Plus funding to run golf sessions at a local golf club that had previously suffered from repeated incidences of anti-social behaviour.

Lyng Primary School in West Bromwich serves a diverse multi-cultural array of children and has a high percentage of pupil premium students. (The pupil premium is additional funding for publicly funded schools in England to raise the attainment of

disadvantaged pupils and close the gap between them and their peers.) However, with Plus project funding it is building a Tri-Golf course on site that it intends to use as a teaching aid across the curriculum and to give pupils and their families an introduction to a sport which they had little experience of before (the course is due to open in Autumn 2015.) More recently Forge Valley School is using its golf project to engage the heavily populated black and minority ethnic community of Tinsley, Sheffield, in positive experiences of golf. There are a number of difficulties to participation such as language barriers (English as a second language), poverty, and religious considerations of students that the school and supporting golf club are working together to overcome.

Innovation through Premier League 4 Sport & Kicks Programmes

The Premier League 4 Sport and Kicks programmes have seen football clubs combine StreetGolf and football sessions. Derby County, Stoke City, Port Vale and Cardiff City football clubs have been creating positive sporting opportunities that raise aspirations for young people in the more socially deprived parts of communities.

They have offered an introduction to golf with a strong Skills for Life emphasis while providing participants with the chance to develop leadership experience. Derby County concentrated their free sessions in the Normanton area of the county where there is a high proportion of children who receive support from the Local Authority care service. According to Lyndon Roberts, Inclusion Manager at Derby County Community Trust, the sessions "were generally attended by young people from black and minority ethnic communities and broke down postcode and cultural barriers that existed."

Two of the young people in Derby showed excellent commitment by attending every session so were invited to follow a Level 1 qualification in sports leadership. These skills were put to good use at the East Midland Premier League 4 Sport regional golf competition at Derby's iPro Stadium (picture above).



"I came here every week because I enjoyed the sessions a lot. There isn't much to do around here and having something to do after school is good. I had played pitch and putt and crazy golf but this was a lot more fun. I would like to play again and have put my name down for a qualification to help me get a job in sport when I leave school." Ihtisham from Derby

Richard Adams, Community Projects Officer for Stoke City FC, commented on the improved confidence and self-esteem of the 41 youngsters who took part in the activities organised by the club's Community Trust. As well as golf sessions, participants had the opportunity to compete against their peers from Southampton FC's community programme. By the end of the scheme, Richard reported that Stoke youngsters "had shown improved organisation and communication skills as well as the confidence to mix with new people during competitive events."

The Cardiff City Community Foundation teamed up with Valleys Golf Enterprise to offer golf and football sessions. In the first year there was significant improvement in the young people's behaviour alongside police figures that showed a dramatic drop in anti-social behaviour. The project received a Golf Foundation Presidents' Award in May this year, in acknowledgement of its "great success with young people from deprived areas."



Cardiff boys enjoying their StreetGolf.

Making the introduction to golf fun: Golf clubs and County Golf Partnerships

Throughout England and Wales, golf clubs and County Golf Partnerships (CGPs) have been the most frequent recipients of Plus funding and are working with local partners to create golfing opportunities in their communities and golf facilities. The Worcestershire & Hereford CGP Plus grant is encouraging young people and their families to have a healthy lifestyle, by learning to play golf together at 5 participating golf clubs. Gloucestershire CGP has so far given 80 young carers in the county a new golfing experience while the Surrey CGP has worked with young offenders.

More recently the Essex CGP 'Girls Golf Rocks' project has succeeded in its aim of encouraging more girls to try golf, so much so that there are plans to expand the scheme around the country. Delivered in 4 golf clubs and supported by the County Girls squad the project has had a significant impact on golf participation in Essex. New girls-only coaching groups have been created on the back of the project and 20 girls have become academy members at the facilities. Providing girls with a positive introduction and experience of golf will be the aim of a new Girl Guiding Plus Project in Lincolnshire beginning with a taster session in Autumn 2015.

Glyn Abbey GC in Wales was the first of 6 Welsh facilities to obtain funding, and proceeded to deliver golfing opportunities for disabled youngsters. In all, 100 children from 10 special schools received coaching and were then welcomed with their families to the golf club.

Children with behavioural and emotional issues were rewarded with golf club visits for good conduct as part of the Welshpool GC project. The programme benefitted one girl in particular, as Ellen Jones Co-ordinator of the project explained:

"The girl had come from a broken family who recently moved to Welshpool and had major issues settling into school and getting over some very traumatic experiences. Just before the summer she was beginning to make progress and enjoyed the taster sessions we did from school to the golf club. Unfortunately she was subjected to a mediation with a family member during the first week of the holidays which completely threw her off track. Her behaviour was uncontrollable at home and she was struggling to cope with all her mixed emotions. Her father and step mother were so relieved for the time off for respite when she attended the golf camp. One new member and a young girl with cerebral palsy who also attend the camp, befriended her and she really found a new lease of life. Her



More girls are being encouraged into golf through local projects.

behaviour was fantastic and she loved the freedom of being out in the fresh air. When dropping her off with family after day one she didn't stop talking. The next morning the step mum couldn't get over the difference in her behaviour and calmness at home. This improved every day and her family were so grateful for giving them their daughter back. She has now been offered a junior membership for 2015 and we have a set of clubs set aside for her in the junior shed."

South Wales PGA Pro Nicola Stroud ran an outstanding community project with the direct assistance of local police to encourage young people from the poorer areas of Swansea into golf clubs for free coaching. The aim of the project was to help young people develop improved life skills, social skills and cognitive skills while building stronger relationships with the Police. *Continued on page 6*



Youngsters from the Nicola Stroud Golf Academy Project, and Nicola and team receiving the Golf Foundation Bonallock Award from Bernard Gallacher in 2015.



see some of the club's members trained as StreetGolf leaders who will then deliver the format in anti-social behaviour 'hotspots.'

Meanwhile, South Pembrokeshire GC is currently providing golf sessions in community venues that are readily accessible for disengaged, disadvantaged children and young people from deprived communities.

To begin with, just 1 or 2 classes took part but this grew to 14 groups in schools and community groups with the help of the 20 PCSOs who received training to deliver the programme. Over 200 children took part and one school voted golf as the 'No.1 favourite sporting activity.' The project's achievements were recognised when it received a Golf Foundation Presidents' Award in May. A new project recently began at St. Pierre GC in Chepstow, Wales and will



Essex girls 'jump for joy' in the Girls Golf Rocks project, see page 5.

Engaging the 'hard to reach' via community groups, Police Service, additional learning

Plus project funding has seen community groups and the Police service work with young people to break down social barriers and improve community relations. For example, in 2012 West Midlands Police used their funding to purchase Tri-Golf and Golf Xtreme equipment and deliver the programme to local youth clubs and a nearby secondary school. Project Leader PCSO Michael Bowen noted that the "less able academic students involved in the school's special needs provision particularly enjoyed the experience as it gave them an opportunity to be at an equal standard and they improved very quickly as a result, with the support teacher commenting on how it improved their self-confidence and motivation for school and especially PE."

Wath Young People's Centre scheme was similarly supported by the local PCSO Craig White, who used the funding to organise golf coaching for youngsters during a half-term holiday at a local golf facility that had previously seen its course and equipment damaged. At the end of the programme PCSO White commented that "getting young people involved in positive activity such as golf is good for young people as it diverts them away from crime and anti-social behaviour. It has also taught them about respect for others and following rules which are valuable lessons in life."

Ponteland Youth Centre in Northumberland used its golf project to improve the confidence and communication skills of young people



Boys and girls from the NCYP project enjoying StreetGolf activity.



by arranging golf tuition at neighbouring Close House GC. The youngsters involved had expressed a desire to play golf, but had no experience or prior access to the sport. In 2014, the nearby Northumberland Club for Young People (NCYP) provided 6 weeks of StreetGolf coaching to 10 youth clubs in isolated and rural communities across the county that was followed up by a visit to their local golf club. According to Project Coordinator, Louise Laws, the project was a great success as it "improved the physical fitness and wellbeing of a new audience of young people that didn't engage in sport."

Co-ordinating the 'In Communities' project in Bradford, Level 2 PGA Coach Andy Watmuff and colleagues have given 150 youngsters from some of the most socially deprived areas of West Yorkshire the opportunity to take part in a Skills for Life golf programme.

Pupils from three local secondary schools who were either academically low achievers, registered as having special educational needs or had been permanently excluded from school, were invited to take part in a unique Level 2 AQA Qualification in 'Golf and Personal Development' hosted at Ghyllbeck Driving Range. All the various employment opportunities within golf, such as catering, greenkeeping, event and business management were explored with the aim of helping students attain a specific qualification that could be used when looking for future work.

The 'In Communities' project received the Golf Foundation Mackenzie Award in 2014 as a result of the positive impact it had on young people, a detail observed by the teachers involved who saw a noticeable improvement in the behaviour and attendance of the students taking part.



Andy Watmuff and youngsters at Ghyllbeck Driving Range.

"Over the ten-week period, I witnessed an improvement in the students' attitudes, coping skills, anger management and ability to focus." Special Needs Teacher, Bradford

"We have many students who have continued to play golf and become members at local clubs. One year 12 student has taken a job as a Golf Assistant at a local golf club, largely due to their interest in the sport being fuelled through Andy's coaching." Tony Hemingway, Sports Coordinator & PE Teacher, Immanuel College Bradford

Putting young people at the heart of our activity

Non-profit organisation Community Golf has set up a StreetGolf Club for the community around the Queen Elizabeth Olympic Park in Stratford, East London. The purpose of this Plus programme is to improve community cohesion in an ethnically mixed area, where many participants live in social housing and are not fortunate to have green fairways on their doorsteps. The scheme was kick started in May 2015 with the European Urban Golf Cup competition held at the Olympic Park. Other organisations to have benefitted from HSBC Golf Roots Plus funding include Aston Sports & Community Club, Bournemouth & Poole Children's Services,

Clifford House Fostering and StreetGames UK, but all projects represent the charity's links with the wider community inside and outside of golf.

Funding is primarily provided by HSBC with additional support from The Gerald Micklem Trust and the common thread running through all projects is a commitment to create positive change in the lives of young people, and the response and feedback from our partners is suggesting that HSBC Golf Roots Plus funding is helping to reach this important goal.

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Police Service Officer, West Midlands

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Special Needs Teacher, Bradford

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Young person from Derby

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Project Co-ordinator, Wales

