

Golf - Golf

LEARN TO PLAY



Engaging new audiences



R&A



Scottish
Golf

Introduction



The R&A's vision is to ensure that golf is **open to all**.

"We believe that the game should be enjoyed by people of all ages, backgrounds, genders and ethnicities. Above all, we want to inspire more people in more places to enjoy the many physical, mental and social benefits of golf more often."

The R&A Golf Development strategy is focused on creating global programmes along with central tools and assets developed on best practice, research and collaborative learnings.



Attracting new golfers

Through having access to research, insights and best practice from around the world, The R&A is embarking on an **exciting new initiative** in collaboration with Scottish Golf.

The aim is to improve the overall perception of golf, recruiting non-golfers into national beginner programmes by running targeted promotional campaigns and driving traffic to a non-golfer friendly booking platform called **Golf.Golf “Learn to Play”**.





A global pilot

The purpose of the initial phase is to learn as much as possible to develop assets and tools that, in time, can be rolled out around the globe.

These tools ultimately aim to increase participation through raising high levels of awareness, changing negative perceptions and **creating opportunities for more people to easily access the game**.

These include specifically designed beginner programmes and campaigns that are interesting, relevant and appealing.

Over time, the Golf.golf Initiative aims to:

- **Encourage non-golfers** to sign up and participate in the national beginner programmes
- **Encourage existing golfers** to introduce the beginner programmes to their friends and family
- **Improve the perceptions of golf** as affordable, welcoming, appealing and inclusive, lowering the barriers to entry
- **Recruit as many suitable venues** as possible to ensure a suitable geographic spread of beginner programmes



Key info

TOP 3

most important things for beginners

"I'm made to feel welcome"

"the focus is on having fun"

"it's a relaxed no pressure environment"

71%

are most comfortable learning from someone who specialises in coaching beginners



65%

would like a "buddy" system



80%

are willing to travel up to 30 minutes



How will the Golf.Golf initiative work?

What does the research tell us?

The purpose of the initial phase is to learn as much as possible to develop assets and tools that, in time, can be rolled out around the globe.

Using these insights, a suite of national beginner programmes, marketing campaigns and the Golf.Golf booking platform have been designed to **attractive to the widest possible audience** – supporting venues in Scotland to drive new footfall and a sustained increase in participation.



ENGAGING NEW AUDIENCES

8% think “golf is a sport for people like me”

The R&A is working with a number of national and international Golf Ambassadors including popstar Niall Horan and footballer Gareth Bale to engage with new non-golfing audiences. These ambassadors, and their extensive media reach, play an important role in creating appealing content, influencing perceptions, and highlighting the benefits of golf.

Research also highlights the need for non-golfers to see “people like me”; therefore a range of participants from the programme will be capturing their learning journey.



MARKETING AND CAMPAIGNS



Only 6% believe golf “promotes itself to people like me”

Central to the success of the Golf.Golf initiative is an R&A programme of paid social media campaigns, promoting venues that are delivering the national beginner programmes. To supplement these paid social campaigns, a series of PR activities will ensure there is a high level of awareness both for the wider public and the golf industry.

ONLINE BOOKING PLATFORM

The No 1 preferred method of booking – “Online availability checker and booking facility”



One of the barriers to entry is knowing where to find and how to book beginner programmes. National programmes will be bookable (and paid for) via a non-golfer friendly, online booking platform ‘Golf.Golf’. This simple booking platform is searchable via location, venue or beginner programme.

Venues listed and promoted through Golf.Golf will be responsible for posting and updating their programme availability through the online system and delivering these to the expected standards. Integration with the Scottish Golf VMS will be available for the 2023 season.

CUSTOMER FRIENDLY PRODUCTS



86% would be more likely to try structured beginner programmes with clear evidence of the benefits

Using an evidence-based approach from consumer insights and research, a selection of beginner programmes has been designed to appeal to particular groups of potential new golfers. These programmes are specifically designed to be customer-focused products and where possible won't use golfing terminology. They will be presented in a friendly, clear and consistent manner, inclusive of all costs, at a set price/duration. PGA Professionals will have the flexibility to deliver their own coaching content within each programme to ensure the experience meets the needs of all participants.

CONSUMER FRIENDLY PROGRAMMES

LEARN TO GOLF

WHAT IS LEARN TO GOLF?

Learn to Golf is part of Scotland's National Junior Golf Framework, where we want children to be provided with a fantastic first experience of golf. The programme will let them play their way through five progressive levels centered around fun, friendships and developing new skills.



THE PROGRAMME

Key programme features include:

- **A progressive pathway** which gets children ready for on-course play
- **Exciting rewards** for children as they pass each level of the programme
- Development of **fundamental movement skills**
- Junior friendly **equipment provided**
- Learn to golf is designed to be **fully inclusive** and designed to support a wide range of abilities, disabilities and different learning needs.
- **SafeGolf accredited coaches**

WHAT WILL CHILDREN BE DOING?

Learn to Golf is all about giving children the best first experience of golf, with an emphasis on fun!

During the programme children will have an opportunity to develop a number of skills including:

- **Physical Skills** – Developing skills such as speed, agility, co-ordination and balance
- **Golf Skills** – Learning a variety of golf shots including putting, chipping, pitching, full swing and bunker shots
- **Mind Matters** – Appreciating the importance of mental qualities such as self-confidence, perseverance and learning to deal with mistakes
- **On The Course** – Getting ready to play on the course and participate in fun team events
- **Golf Knowledge** – Learning about some of the basic rules, equipment and safety tips

NB: This is a flexible product i.e. the price and term of this programme is set by the individual venue.

CONSUMER FRIENDLY PROGRAMMES

UNLIMITED COFFEE & WI-FI

WHAT IS UNLIMITED COFFEE & WI-FI?

Unlimited Coffee and Wi-Fi is designed to bring structure and stimulation to the working day and reducing stress levels. For some, working from home can be a bit lonely therefore the Unlimited Coffee and Wi-Fi programme is an opportunity to meet other people and unwind with a golf lesson for 30 minutes.



THE PROGRAMME

Key programme features include:

- Access to **unlimited coffee and Wi-Fi** at the golf club from 9am – 12pm
- At 10.30am **learn the fundamentals** of golf during a break
- **Four 30-minute sessions**, held over 4 weeks
- **£40** for the entire programme
- **All equipment provided**
- Maximum group size of **up to 8 people**
- Lessons delivered by a **beginner-friendly coach**

WHAT WILL PARTICIPANTS BE DOING?

The Unlimited Coffee and Wi-Fi programme will help increase productivity at work by stimulating participants body and mind.

Over the four weeks they will have an opportunity to:

- **Enjoy a co-working environment** at the local golf club
- **Get familiar with the golf club and facilities** through a guided tour
- **Learn the basics** of holding and swinging a golf club
- Hit some golf balls on the range in a **no-pressure environment**

NB: This is a fixed product i.e. the price and term of this programme is set at a national level. If venues wish to offer this product they must adhere to the product description, term and price.

CONSUMER FRIENDLY PROGRAMMES

GET CONFIDENT IN THE BASICS (Mixed Group)

WHAT IS GET CONFIDENT IN THE BASICS?

Get Confident in the Basics will provide a fantastic first experience of golf, where the focus will be on getting outdoors, having fun and learning the fundamentals of playing golf. This five-week programme enables participants to join a friendly group of like-minded people, to develop their skills, feel more confident and enjoy the physical and mental benefits that getting active through golf brings.



THE PROGRAMME

Key programme features include:

- **Five 60-minute sessions**, held over 5 weeks
- **£50** for the entire programme
- Maximum group size of **up to 6 people**
- **All equipment provided**
- The programme should take place outdoors in a **relaxed no-pressure environment**
- Delivered by a **beginner-friendly coach**

WHAT WILL PARTICIPANTS BE DOING?

Get Confident in the Basics is all about providing a great experience of golf with an emphasis on getting active outdoors and having fun!

Over the five weeks they will have an opportunity to:

- **Get familiar with the golf club** and facilities through a guided tour
- **Learn the basics** of holding and swinging a golf club
- **Understand the basic rules** of the game
- Put their skills into practice by **giving it a go on the course**
- **Get active outdoors with friendly like-minded people**

NB: This is a fixed product i.e. the price and term of this programme is set at a national level. If venues wish to offer this product they must adhere to the product description, term and price.

CONSUMER FRIENDLY PROGRAMMES

GET CONFIDENT IN THE BASICS (Women's)

WHAT IS GET CONFIDENT IN THE BASICS?

Get Confident in the Basics will provide a fantastic first experience of golf, where the focus will be on getting outdoors, having fun and learning the fundamentals of playing golf. This five-week programme enables participants to join a friendly group of like-minded women, to develop their skills, feel more confident and enjoy the physical and mental benefits that getting active through golf brings.



THE PROGRAMME

Key programme features include:

- **Five 60-minute sessions**, held over 5 weeks
- **£50** for the entire programme
- Maximum group size of **up to 6 people**
- **All equipment provided**
- The programme should take place outdoors in a **relaxed no-pressure environment**
- Delivered by a **beginner-friendly coach**

WHAT WILL PARTICIPANTS BE DOING?

Get Confident in the Basics is all about providing a great experience of golf with an emphasis on getting active outdoors and having fun!

Over the five weeks they will have an opportunity to:

- **Get familiar with the golf club** and facilities through a guided tour
- **Learn the basics** of holding and swinging a golf club
- **Understand the basic rules** of the game
- Put their skills into practice by **giving it a go on the course**
- **Get active outdoors with friendly like-minded people**

NB: This is a fixed product i.e. the price and term of this programme is set at a national level. If venues wish to offer this product they must adhere to the product description, term and price.

CONSUMER FRIENDLY PROGRAMMES

6 WEEKS INTENSIVE

WHAT IS 6 WEEKS INTENSIVE?

6 Weeks Intensive is designed to be delivered by a highly qualified PGA Professional and provide participants with two lessons per week, plus a home training programme. Participants will learn everything they need to have the confidence and skills to be a capable on-course golfer. They will feel a sense of progress and accomplishment as they master the basics and get ready to hold their own on the golf course.



THE PROGRAMME

Key programme features include:

- **Twelve 60-minute sessions**, held over 6 weeks (2 x 1 hour per week)
- **£180** for the entire programme
- Maximum group size of **up to 4 people**
- **Video analysis** to understand their golf swing and ball flight
- **All equipment provided**
- Delivered by **highly qualified PGA Professional**

WHAT WILL PARTICIPANTS BE DOING?

6 Weeks Intensive is all about providing a condensed instructional programme for those wanting to quickly master the basics.

Over the six weeks they will have an opportunity to:

- **Learn the basic fundamentals** of the golf swing
- Learn to how **play a variety of shots** using **different clubs**
- Understand how to **develop their golf swing** to maximise distance and accuracy
- **Understand the basic rules** and course etiquette
- Put their skills into practice by **taking their game onto the golf course**

NB: This is a fixed product i.e. the price and term of this programme is set at a national level. If venues wish to offer this product they must adhere to the product description, term and price.

CONSUMER FRIENDLY PROGRAMMES

ONE TO ONE COACHING

WHAT IS ONE TO ONE COACHING?

One-to-One Coaching is designed to be delivered by a qualified PGA Professional who specialises in teaching beginners. An individual programme will be tailored to suit the participant, creating goals to help them get confident with the fundamentals of playing golf so they can enjoy taking their game out onto the course.



THE PROGRAMME

Key programme features include:

- **Individual coaching lessons**
- A **personalised** coaching plan
- **All equipment provided**
- The programme should take place in a **relaxed no-pressure environment**
- Delivered by a **beginner-friendly coach**

WHAT WILL PARTICIPANTS BE DOING?

One-to-One Coaching is all about making the experience of golf personalised and fun .

Over the programme they will have an opportunity to:

- **Get familiar with the golf club and facilities** through a guided tour
- **Learn the basics** of holding and swinging a golf club
- **Understand the basic rules** of the game
- Put their skills into practice by **giving it a go on the course**

NB: This is a flexible product i.e. the price and term of this programme is set by the individual venue.

CONSUMER FRIENDLY PROGRAMMES

FREE TASTERS & OPEN DAYS

WHAT IS FREE TASTERS & OPEN DAYS?

Free Tasters & Open Days is designed for people who are curious about golf but not sure what to do or where to get started.

Golf Clubs are asked to throw open their doors for a day of beginner's golf. Participants can hear about the beginner programmes on offer and try golf for free in a relaxed environment with other beginners.

The clubs welcoming staff and members will show participants around the facilities and coaches will be on hand to show them how to grip a club and hit a ball.

Participants will be encouraged to come along and bring friends to find out what they've been missing.



Getting involved

We are delighted to provide opportunities for enthusiastic and open-minded venues in Scotland to get involved in the pilot phase of this new initiative. Venues from around the country can participate by running one or more of the defined beginner programmes and providing feedback throughout.

Why do it?

Being involved in the pilot phase of this new initiative presents a unique opportunity for venues to be at the forefront of an innovative approach to growing the game. Venues involved will also benefit from:

- **Social media campaigns and national PR activities paid for by The R&A**
- **An increase in footfall from new golfers providing up-sell opportunities**
- **Industry and peer recognition as a Golf.Golf Friendly venue**

Those involved have the opportunity to contribute to providing insights that will help attract more people into **golf around the globe**.

With the continued support of all partners collaborating and working together for the same goal, we are confident this will have a positive impact on golf participation, **creating a new legacy for our game to thrive in the future**.

How do we get involved?

Register your interest with our [online form](#) and a member of our team will be in touch!

