



Peebles Golf Club: Progressing and Developing your ClubGolf Programme

INTRODUCTION: Peebles Golf Club boasts a long and proud history dating back to its formation in 1892. It is classed as one of the best courses in the Scottish Borders, and the club has evolved through generations of Peebles families to prove a vital part of the community for both sporting and social activities.

THE ISSUE

Peebles had witnessed a steady decline in their junior membership over recent years, with an old fashioned approach to junior development and recruitment. The aim of the initiative was to increase junior membership, especially at the grass roots level, as well as creating a more welcoming, family-friendly and community environment across all aspects of the club.

THE SOLUTION

The Junior Convenor met with Scottish Golf's Development Officer to discuss becoming part of the ClubGolf programme. A junior committee was set up to drive forward the aims and objectives of the group as well as ensuring there was strong junior representation on the main club committee providing vital support.

The changes saw partnerships created with local schools through Active Schools and Sports Development Officers. A recruitment drive was put in place to source volunteer coaches and helpers to set up regular coaching. Planned coaching and on course play was developed into a plan and became a key part of the club's new business plan. A new PGA professional was also appointed with junior coaching a key part of the job description.

IMPLEMENTATION

Volunteer coaches were sourced and trained, with a workforce of eight, supported by PGA professional Steve Johnston and his new PGA trainee, Jamie Allan. A major fundraising drive was also implemented to pay for new equipment and facility improvement.

The coaching team leads a 15-week programme overseeing children at three levels of ability, from beginner to the '18 Steps to a Handicap' group for the more developed juniors. Children receive coaching with golf specific moves/games/skills challenges over an eight-month period with additional winter coaching provided to ensure year-round delivery. Regular communication is provided to parents through e-mail, Facebook and PR and the player pathway promoted throughout the club.

AT A GLANCE...

- >> Steady fall in junior numbers forced club to act
- >> Club engaged with Scottish Golf and has developed a successful ClubGolf programme
- >> Junior section continues to grow with 159 members
- >> 8 volunteer coaches with strong representation on the main committee
- >> 3 levels of junior coaching with year-on-year progression built into coaching programme
- >> Maximising the profile generated by having Scotland internationalists Craig and Darren Howie as junior graduates

"The pathway that has been created at Peebles is clear for all members to see and understand. It's the go-to facility."

IMPACTS

- Increased junior AND adult membership
- More family-oriented club positioned at the heart of the community
- All ClubGolf participants automatically becoming junior members (price starts from £40) growing from 36 in 2013 to 159 in 2016
- New '18 Steps to Handicap' initiative launched in 2015 to increase number of juniors on the course, gaining a handicap and playing in junior competitions
- The creation of golf-related games working in a cycle format has achieved more fun and enjoyment
- Club reputation as the go-to facility for Borders children to learn the game
- Fundraising has led to Improved practice facilities for juniors – new short game area, all weather surface and junior putting green
- Excellent relationship with local primary schools has generated more interest from parents – with some teachers joining the club too!
- Allowing more children to assist in the delivery of ClubGolf sessions to the younger group has generated much enthusiasm from both parties

NEXT STEPS

The club is looking to encourage older children who are reaching adult level to deliver the ClubGolf sessions. These children have the respect from the younger group as they're on a similar level, have experienced the programme and can relate better to the skills being passed on through previous experiences. The club debrief at the end of every season, allowing Peebles to eliminate what isn't working and build on their successful junior coaching areas.

View more club information at:
www.peeblesgolfclub.com



“Winning the Junior Club of the Year award was a huge achievement for us and an endorsement of what we are doing. It has forced us to set the bar higher” Junior Convenor, Gavin Carruthers

FIND OUT MORE

If your club would like to promote its business success story or require support in this area, please contact your Club Development Officer below:

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