



Ingrebourne Links Golf Complex, Essex

How the Junior Golf Passport attracted more juniors and parents to the golf club

By registering for the new Junior Golf Passport, Ingrebourne Links Golf Complex in Essex not only gained extra junior members, but more parents began having lessons too.

Darren Turner, PGA Professional at the facility, decided to register for the scheme because he could see it offered benefits to both junior golfers and coaches. The club had followed the old Junior Golf Passport scheme but Darren liked the improvements of the new system, particularly the online element which showed that “*golf is moving with the times.*” The extensive games and exercise plans helped keep the sessions fresh and interesting, and the focus on fun ensured the programme was accessible to children of all abilities. Children could chart their progress online or by using the booklet so there was a real sense of achievement at the end of each lesson.

Darren took full advantage of the online resources that the Junior Golf Passport provides. He was able to advertise the sessions by adapting the poster in the coaches’ locker room and then distribute it to schools and contacts on the club’s database. The website made it easier for parents and coach to communicate, Darren could use the system to simply send parents a message about competition dates, junior camps and other events at the complex.

More young golfers and their parents are now regularly playing at Ingrebourne Links as a result of the club registering for the Junior Golf Passport. The programme has clearly helped attract new golfers to the facility. Monthly competitions for juniors frequently attract 20 participants (and this number is growing) and as parent volunteers have assisted with competitions, their interest in golf has grown too. At least 20 parents have gone on to have lessons, either privately or through the *Get into Golf* programme.

Main achievements:

- Between 40-50 children attend Junior Golf Passport sessions each week.
- 20 children play regularly and take part in competitions.
- 20 parents have gone on to have golf lessons.

Quote:

“The Junior Golf Passport gives our junior tuition a clear pathway that everybody can understand. Creating more children attending our complex and therefore creating more revenue.”

Darren Turner, Head PGA Professional Ingrebourne Links Golf Complex