

## “Great feeling for the group”

Chapel-en-le-Frith Golf Club Head Pro Jonny Pearce rates the Box of Tricks highly for offering imaginative ideas to keep his young golfers interested in the game at this time of year. Rules quizzes, a Scavenger Hunt around the clubhouse, indoor putting and 10-pin bowling have all created a “great feeling for the group”, where real friendships are made.

Jonny said: “We’ve always been creative ourselves; our Junior v Parents match was a hit recently. We told the youngsters the match was on well before we informed the adults and so the kids were extra excited in the preparation.

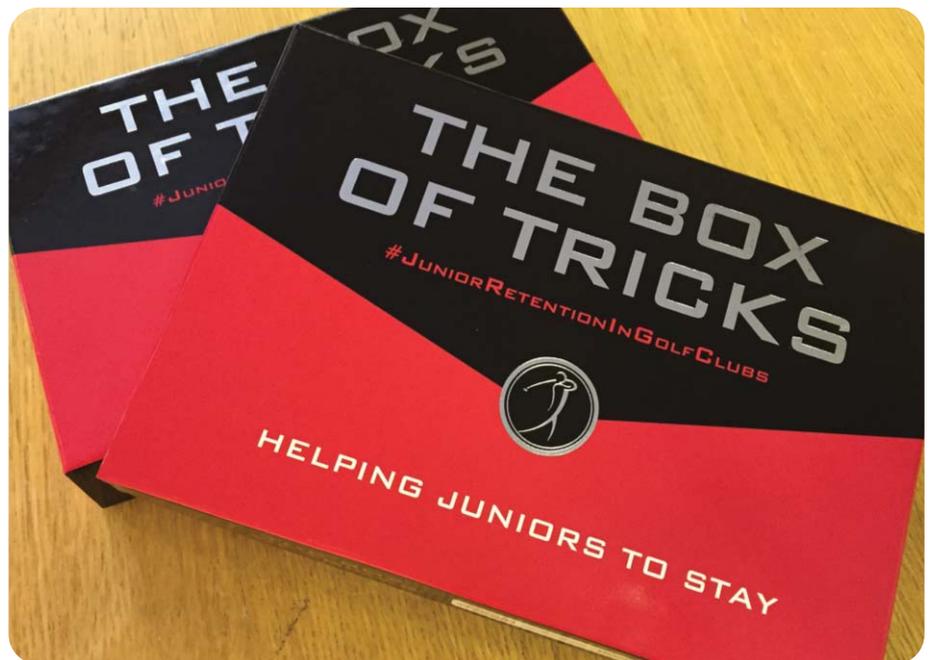
“These social and imaginative ideas work really well. If youngsters lose focus they’ll be taking up a new sport in a flash! For this reason the Box of Tricks is great and it also fits in well with our Junior Golf Passport activity.”

## Juniors high priority in Kent

The team at Chelsfield Lakes Golf Centre in Kent like the Box of Tricks as it offers “highly flexible ideas” to foster interest in the game for new players, but also interest in the club itself, which is known for its welcoming approach.

“It came along at a good time as we were already looking to really develop the junior side of things here,” said Head Professional Matt Barber. “We’d had some strong ideas of our own and the Box of Tricks has added to the momentum.”

Matt added: “Whatever the ideas though you have to back them up with a real commitment to really ‘go for it’ and I’d like to thank our coaches Steven Farquhar and Jemma Aldridge for their brilliant work in encouraging the juniors.”



## ‘Box of Tricks’ five fun tips

The Box of Tricks is designed to support England Golf’s retention of juniors in golf club membership and to support the progression of new junior golfers into club membership.

This attractively packaged product offers 40-plus ‘eureka moments’, when a good idea that works just needs to be shared.

Currently a pilot project involving 40 clubs, the ideas involved can be great game formats, inventive practice methods or ways to build confidence on the course, with four categories: Skill, Play, Social, and Marketing.

Here are just five examples from the Box:

- Golf Cricket. To tie in with the Ashes or the World Cup. Eg: Have areas of the golf course as scoring zones; fairway is a 6, light rough 4 runs, rough 1 run, the bunker is out. Adapt other sports’ scoring systems – rugby, football etc to tie in with national events for interest.
- Dice Golf: Roll the dice to learn how to fill in your scorecard in the winter months; score birdies, pars, bogeys and use this fun method

to teach the different formats, Medal, Stableford etc (can make a great social winter league).

● Dragons’ Den Skills Challenge: The youngsters dream up their own Skills Challenge and then ‘pitch’ to the Dragons as on TV (Dragons can be the Pro/Assistant/Junior Organiser) and the best ideas are made into a Skills Circuit for both adults and juniors to enjoy.

● Home on the Range: Many clubs’ practice areas aren’t ideal for juniors in winter. A regular meet-up at a nearby driving range, plus refreshments before/after is a great way to promote the social side of golf.

● Noticeable Noticeboard: Look at your noticeboard. Is it appealing or are there too many wordy letters on show? Is it selling the club to young people and also visitors? A clean look, with pictures of young members having fun can help transform the image of your club’s hallway/lobby.

These are just five ‘tricks’. Would your club like to find out more about the Box of Tricks?

## Boxing clever in Shropshire

Oswestry Golf Club’s Junior Organiser Judith Thornell is a big fan of the Box of Tricks, saying it could be “the best thing the Golf Foundation has ever done”.

“We like to tweak things every year and the Box of Tricks has been a great source of inspiration. We’ve adopted some of the suggestions but the process of using the Box has also helped us come up with some great ideas of our own.”

The Box of Tricks is used on the regular Friday ‘Social Nights’ at the Shropshire club, where there is often 50 youngsters present, and the kids are joined by their parents who come along to the club for dinner in the evening. Judith, who is also a County Development Officer for England Golf, said: “We are lucky that we can try new things with such an enthusiastic membership and staff, including our Pro, Richard Edwards. The Ladies’ Section has also been so welcoming to new girls so this has



created a great atmosphere, and the Box of Tricks has played its part in this.”