



North Kesteven School & Lincoln Golf Centre



Satellite Club Case Study

The Challenge

How to encourage secondary school pupils to develop an interest in golf?



North Kesteven School and Lincoln Golf Centre had worked together on golf projects, supported by the Golf Foundation for a number of years. The school had provided pupils with golf activity in curriculum time at Lincoln Golf Centre, but wanted to increase the opportunities for students to experience golf on the school site and encourage transition to playing at a golf club. The Satellite Club programme offered the perfect model to do this.

In 2016, thanks to the introduction of StreetGolf activity and the formation of an extra-curricular satellite club, golf participation began to flourish at North Kesteven School.

The project began with PE Teachers from the school attending a StreetGolf workshop and receiving 2 bags of StreetGolf equipment (worth £679.98 + Vat) free of charge. This enabled golf to be delivered both at lunchtime and during PE lessons which boosted overall participation and transition into golf club activity. Consequently, as more pupils began to enjoy the sport, and to ensure a golfing legacy at the school, a satellite club partnership project between Lincoln Golf Centre, Lincolnshire Sport and the Golf Foundation was established.

What are StreetGolf Satellite Clubs?

The Satellite Club programme is funded by Sport England. StreetGolf Satellite clubs create links between a secondary school and local golf club (HSBC Golf Roots Centre) to provide pupils with the opportunity to play golf. Often this is the first time that young people are introduced to the sport.

In the first instance, and with the help of Golf Foundation funding, North Kesteven School established a girls' focused after school club for 14-16 year old pupils. PE Teacher Kim Bray (now retired), was so pleased with how much the girls enjoyed the activity that a boys club was formed. A year later there is now a mixed group open to both boys and girls to encourage positive social interaction.

How do StreetGolf Satellite Clubs work?

Instrumental to the success of the Satellite clubs at North Kesteven, was the support of the school, and in particular PE Teacher Kim Bray. The school was given a banner to promote the sessions and to raise awareness of the clubs which all followed the same model below:

- Every youngster was invited to 'come and try' golf after school. Following this, they were offered the opportunity to take part in structured golf coaching back at the golf centre. Students were then able to explore a range of aspects of the sport e.g. chipping, short game, long game and how to deal with bunker shots.
- To help young people engage with the activity, the sessions were free for the first 6 weeks. Following this, there was a small charge of £2.50 to keep the project self-sustainable.
- At the end of the first session, a 7 iron club was given to all the participants who signed up to attend follow on coaching activity.
- Every young person that attended all of the first 6 sessions was entered into a prize draw for a £15 Love 2 Shop/American Golf voucher.
- All participants were offered a free hot drink which was particularly welcome in the winter months.





To keep reinvigorating interest in the satellite club 173 students (125 girls) received golf coaching at Lincoln Golf Centre from PGA Professional Paul Logan for at least 5 sessions during the curriculum. Pupils could also win a free basket of golf balls so that they could come along to the golf centre with their family at a later date.

What has been the impact of the StreetGolf Satellite club?



North Kesteven School has fully embraced golf as a sport, thanks to the positive link created with Lincoln Golf Centre and formation of the satellite clubs.

The girls focused project, was particularly successful as it attracted a number of pupils who were not involved in traditional sport. Every Year 7 girl gained the experience of playing at a golf club thanks to a taster session at Lincoln Golf Centre that this programme provided. The ability to take part in an activity that did not require a change of clothing, was clearly appealing to some students; it also meant that pupils who were not physically able to play other sports could participate, for example one student who was undergoing cancer treatment attended the golf sessions.

There was also marked improvement in the conduct of one individual who had behavioural issues in school, but no challenges arose during the golf activity. Instead there was an improved rapport and relationship between the student and teacher supporting the satellite club. As well as introducing more young people to the sport, Lincoln Golf Centre offered work experience to one of the satellite club students who now enjoys playing at the facility and has since gained a part time paid job at the golf club too.

Beyond taking part in regular coaching, students from North Kesteven School competed in the Lincolnshire School Games GolfSixes competition along with 10 schools. The event was hosted at Canwick Park Golf Club in June 2017 and was the culmination of the year's lessons. The North Kesteven team was delighted to win the Skills for Life award in recognition of their positive attitude on the golf course.



BBC Radio Lincolnshire sent along a reporter to cover the competition and students Gregory and Scott from North Kesteven school were interviewed and gave their thoughts on golf:

"I got really into golf at school, It's good fun!"

"I'm surprised more people of our age don't play. Golf is 100% more accessible, I can't imagine not playing, and I enjoy it so much."

Lincoln Golf Centre has been extremely supportive of the Satellite Club programme and has recognised the benefits of working with local schools to increase junior membership. The link between the Golf Foundation, North Kesteven School and Lincoln Golf Centre introduced 173 pupils to golf with 23 young people (10 of which were girls) going on to enjoy the satellite club sessions. 17 young people (8 girls) attended regular club sessions. Lincoln Golf Centre also gained 2 new junior members and is set to continue the partnership with North Kesteven School in the 2017/18 academic year.

"The StreetGolf Club held at Lincoln Golf Centre has proved to be a huge success. It has given girls and boys a chance to learn the game in a fun and interactive environment and shown that whatever your age, gender or ability, golf is a game to be enjoyed by everyone. We look forward to running similar projects with the Golf Foundation and introducing more people to the game we all enjoy." Andy Randall, Lincoln Golf Centre Manager

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