

NLCGA Junior 5-year Development Plan

Vision

To have a pipeline of juniors who will continue the success of the recent cohort of Northumberland juniors through an established pathway from new to golf juniors to elite juniors, to enable us to be a serious contender in the Junior Jamboree within 5 years and to feed players into the County Team.

Key assumptions

- * CJO manages the overall development plan with help from the Executive as required.
- * NLCGA control EG allocated funds for Junior coaching (previously managed for EG by Marcus Webb).
- * A junior golf administrator or volunteer from the Executive helps manage parental/junior contacts and organization of junior related activities.
- * All parental and photo permissions are administered through the website.
- * The CJO focuses on the junior golfers and the delivery of junior coaching and Social Golf.

Current Situation

- * We have punched above our weight over the last few years through the natural talent and dedication of a few juniors (and their families), and we have relied on the good will and work of several local coaches.
- * The current pipeline of newer high potential juniors is diminishing.
- * Low base of junior girls playing golf, and quite a number who are known to the County do not actively play or engage in County events.
- * Junior girls like to make friends as they practise and learn to play golf.
- * There is a poor network and linkage between junior activity at Clubs and The County.

Process

2025 will be a pilot year for the process and we will focus on specific activities, and at the start of each year conduct a review of activities, successes and opportunities.

Funding

England Golf junior grant: £2,160 2024/25 of 80% in advance, 20% after reporting of activities for junior development.

Continuation of junior contribution coaching. Juniors contribute Coaching fees: £99 per player for 6 lessons over the winter.

I-golf funding from England Golf that we choose to direct to increasing junior and women's participation in golf through Club level grants.

Resources

Currently the CJO, Ashley Kent is assisted by Helen Blair. Need to give CJO greater support with golf administration and communications.

Communications

Strong social-media based communications required to reach juniors and their parents. Need Junior social media resource to interact and post regularly through social media. Put up posters in sports centres, golf clubs and other potential areas visited by juniors and/or parents.

Summary

To succeed we need to lay a foundation, pathway and process for junior golf development going forward over a long period of time.

5-year plan Goals, Objectives, Action Plan and 2025 Activities

GOAL	OBJECTIVE	ACTION PLAN	2025 ACTIVITIES
Increase the pool of junior girls playing golf in Northumberland.	Double the number of girls playing within 5 years. Reduce the number of girls dropping out of golf.	Increase liaison with England Golf and Clubs to identify junior focussed programs (Girls Golf Rocks and Golf Rookies). Through designated coaches offer initiatives to keep girls engaged and provide an easy to access entry into the junior County golf scene.	Develop a clear picture of the baseline from which we can build a plan starting in 2026. VOUCHERS – for girls to use with their coaches, paid for by The County.
Create a pathway for new to golf juniors to progress to a handicap, competitions and where appropriate elite golf and the Regionals	Build the pipeline for progression from new to golf junior to County player. Create an active CJO community. In 2024 17 juniors involved in County activity. Target an increase of 5 juniors in 2025, building towards a pool of 50 juniors by 2030.	Increase the number of Social Golf events and increase the communication of the events to a wider audience. Identify future stars and pilot subsidised program for potential County player development. (8 sessions across all aspects of golf). Cost £50 per session, propose 8 x 2 hours sessions. Total cost £800. If a player already has a coach provide a £100 voucher for use with their own coach. Cost: tbc Control winter coaching program previously administered by M Webb – decide if we want player's payments of £99 to be paid directly to the County (for 6 sessions run by J McKenna and S Hinton). CJO and Executive attend winter coaching sessions to encourage handicaps in Spring. 2026 – arrange an inter County match with Cumbria and a fun event/match against the Executive. Ask NUGC for a match with the County boys' squad. Find and target current juniors who have a HI below 15 and encourage them to get involved by explaining	Build on 2024 initial Social Golf program – hold 10 events and publicise more to increase participation. Utilise Executive and their contacts to build awareness of the County program and increase engagement with Clubs and coaches. Provide 2 coaching sessions in preparation for the Durham match (August 30th) and the build up to Regional selection (September 29th). Cost £240. Communicate frequently through WhatsApp as a quick and effective way to increase engagement. Continue the winter coaching (£99). Cost is minimal (depends on participation). Breakeven is 8 girls per group. Formalise arrangement with Sally Hinton as our County Pro Ambassador. Start discussion for a match next year.

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		our plan and communicating County organized coaching and investigate Northern/Southern coaching opportunities. Investigate a match against The Borders /Southern Scottish team. Include juniors in County squad activities where appropriate e.g. strength training.	
Increase the number of eligible juniors to play in the JJ (HI 15-40). Improve performance at the JJ.	At the end of 2024 there were 14 juniors with qualifying HI's. Increase eligible juniors by 3 each year. * 2025: finish above last place * By 2029: finish in the top three.	Offer coaching sessions to all juniors with Jamboree-eligible handicaps (or vouchers if lower handicap and appropriate). Extend the offer to juniors with 40+ His with a view to future Jamboree eligibility. Target Social Golf attendees with Jamboree dates and information. Conduct a review at the start of each year to determine way forward based on lessons learned, successes and areas of opportunity. Encourage Clubs focus on juniors through the grant scheme.	Identify potential juniors and invite them to participate in Jamboree coaching sessions to get to an eligible HI. Target juniors in the HI range with performance related coaching including course management, confidence building and matchplay tactics in preparation for the JJ. Arrange 2 x 2 hour specific Jamboree coaching sessions, with S Hinton focusing on Matchplay. Cost = £200 Arrange 2 x 3 hour Jamboree coaching sessions with JJ Valley, including an on-course session at Gosforth. Cost = £360. Include junior golf as a requisite for any future request for Get into Golf grants.
Increase external communications about NLCGA Junior golf.	Promote Social Golf on the front and in the junior section of the new website, At least one article per year in Northern Golfer.	Prepare new schematic to communicate the pathway and included on the Regular social media and website news items. Contact and promote our hosting role 2025 JJ with Northern Golfer.	Place posters in Clubs, Sports Centres, Driving Ranges and other key places. Cost £10.
Strong administration for Junior golf	Improved organisation of all junior activities.	Recruit volunteer(s) for helping organize: * Social golf venues (tee times, catering and on the day support). * Official competition venues (S Herbert/ Swinburne and the Margaret Crofton Competitions). * Additional social golf after official competitions.	* Audit and contact potential eligible golfers for the Junior Jamboree. * Arrange social golf venues (6 tee times, catering and on the day support September – December). Cost is ~£60 per session x 8. Total cost = ~£480. * Arrange social golf after the official competitions – cost ~£60 x 2. Total cost = £120. * Arrange venue for Barlow Bowl final – to be played by November 3 rd at a neutral venue for the finalist. Cost = £50.