



**BRING IT ON BRUM!**  
**BRITISH MASTERS 2024**

**COMMUNITY HAF FESTIVAL REPORT**







# BRING IT ON BRUM!

Summer 2024

**The Golf Foundation, in partnership with StreetGames built on the existing positive work that began in 2021. Community groups were offered discounted Golfway equipment, training in the form of a Golfway activators workshop and the opportunity to attend an exciting community festival at The British Masters.**



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## Engagement from groups

In advance of Easter and leading into summer, we engaged groups and discovered that....

17

Community groups expressed a desire for training

15

Community groups interested in purchasing Golfway equipment

12

Community groups NEW to the Golf Foundation in 2024







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UYD Training

**3 Community groups**

attended activator UYD training

**1 Secondary school**

received UYD training with a view to supporting the BIOB festival





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## Leaders and volunteers

For the first time, the BLOB community festival was supported by a team of volunteers.

In addition to a team of volunteers from the DP World Tour, Marlwood School in Bristol have been trained and delivering on UYD within their school. They saw it as a great opportunity to get involved and support a large community event.

The school brought 6 of their pupils along with PE teacher to the event, supporting the festival and gaining valuable experience of a community sports event.





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## Leaders and volunteers

The Marlwood pupils have been undertaking a leadership programme with their PE teacher, supported by The Golf Foundation.

To date they have:

- Attended 5 sessions of golf leadership
- Learned about the 9 mental toughness tools in UYD
- Delivered peer led sessions using some of these tools
- Supported the BIOB Community festival by leading on their own activity stations whilst offering support to the children





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## Leaders and volunteers

Head of PE at Marlwood School Matt Richards outlined the progress the students had made -

*“The students have been fortunate enough to have Tom come into school to deliver some leadership training and the Unleash Your Drive mental toughness tools. These have been invaluable for the students for not only delivering to others, but for their own development. In addition to this, the opportunity to put into practice the skills they have picked up at a large scale community festival - at The British Masters is something they will not forget in a hurry! We are so grateful for the opportunity and look forward to supporting more of these initiatives in future”*





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## Young Ambassador Programme

Adopting the Young Ambassador values of Inspiring, Inclusive and Innovative, this year we benefitted from Megan helping to lead on delivery of the festival. Megan's role was to oversee the festival, time keeping, activity rotations and to ensure young leaders were happy.

Megan was a fantastic ambassador and awarded two Skills for Life medals to groups who displayed the YA values during the festival. Megan then presented these to the groups during the prize giving.





# BRING IT ON BRUM! THE FESTIVAL...

**65** Young people attended

**3** Community groups

**70%** from an EDC

**14** volunteers supported







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## What they said.....

Harts Community Adventure are a not for profit community organisation with an ethos centered around empowerment, support and progress for young people.



*"We have been working with the Golf Foundation for two years now and in that time Tom and John have trained our staff in how to deliver golf to our young people. We've also attended two community festivals which our young people have absolutely loved. They've gained experiences and confidence beyond our expectations and we've even bought ourselves a Golf equipment bag to ensure we keep playing! Our parents have also been so complimentary about the experiences we've had with your events and we're very thankful".*

**Sharon, Director of Harts CommunityAdventure.**







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## What they said.....

**Pitch2Progress** use sport as an engagement tool to counter societal issues by facilitating positive relationships, enhancing trust and creating positive destinations for young people in deprived areas.



*“Here at P2P we have a strong relationship with the Golf Foundation and always try to engage with their community initiatives. Our young people have enjoyed golf as part of their HAF programme for two years now and in addition to this, our staff have been trained by Tom to deliver golf with confidence.*

*The community festivals we have attended have been a hugely positive experience for our young people who before this would not have played any golf before, let alone been to an event like The British Masters. Thank you for the amazing opportunities and we very much look forward to continuing this relationship”* **Haroon Hussein,**

**Programmes Manager, P2P.**







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## What they said.....

P&S Never Too Late are a new community organisation engaging for 2024 and attended the British Masters event in great numbers. For the majority of these young people, this was their first opportunity trying golf!



*“Our young people hadn’t tried out golf before so this was something completely new to us. To come to an event like this was special and these memories will last a long time for the children. One of our young people Fadumo is a wheelchair user and to see her out of her chair to participate was amazing. We won the Skills for Life medal for our teamwork and she has taken it home to put on display! To say she is inspired is an understatement. We are excited to get our own golf kit to take into our sessions”*

**Stacy Ann, Programme Manager, Never Too Late.**



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## **Next steps and opportunities...**

**In partnership with StreetGames, the development of an online forum for community organisations to tap in and access information and further support**

**Online feedback sessions to gather insight, aid planning and collate monitoring information on golf delivery across HAF**

**Programming for 2025 to include community festival, British Masters and training opportunities**

**Development of the current Community Playbook to reflect latest offer**

**Community Golf Instructor (CGI) opportunity for student leaders that supported the festival to gain a qualification and deliver golf activity within their school and communities**

