

CHESHIRE COUNTY GOLF PARTNERSHIP

Press release

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For immediate use

CAPTION: Wirral Ladies Golf Club receives its GolfMark award (left to right) Peter Greville (Club Manager), Craig Thomas (Cheshire County Development Officer), Club Captain Liz Munro, Angus Law (Club PGA Professional) and David Spencer (Junior Organiser)

ONE OF Cheshire's oldest golf clubs is hoping to win over a new generation of golfers after receiving national recognition for its beginner and child-friendly approach.

Wirral Ladies Golf Club – which was formed in 1894 – has been awarded GolfMark, a national seal of approval for facilities which play an important role in the development of the game.

The club is the first on the Wirral to receive GolfMark, which acknowledges that the right duty of care policies and teaching structure are in place to ensure it offers a welcoming environment for newcomers of all ages to the sport.

Now the club, based at Bidston Road, Oxton, is hoping to use the award to spearhead a new drive to introduce golf into its local community.

The club has established a marketing committee to support the work of PGA professional Angus Law and junior organiser David Spencer.

Every Sunday morning two open coaching sessions are held to help would-be golfers give the sport a try. For further details ring the professional's shop on 0151 652 2468.

The aim is to get players out onto a course that is ideally suited to those starting out. At just over 5,000 yards and with a par of 69, the Harry Hilton designed layout does not need a power game to succeed, but the accuracy required to score well means it offers both a challenge and a place to develop the right golfing skills.

Says Peter Greville, Wirral Ladies club manager: "GolfMark is recognition of the excellent work that the club does already, but we want to use it as a starting point to showcase what we have to offer, both to existing golfers and those

who are interested in starting out in the sport, at whatever age.

“GolfMark shows we have the right policies in place to make Wirral Ladies a safe, welcoming and encouraging environment in which children can learn and develop their golf. But it is also about offering older beginners the coaching sessions they require to go out and enjoy a game which offers both health and social benefits, particularly if they go on to become members of the club itself.”

The club puts great emphasis on encouraging families to get involved with Peter Greville adding: “Our course offers a real golfing challenge without overpowering newcomers to the sport by being over-long. Accuracy is important and it is an ideal course to develop your skills on.

“The fact that it is only 5,000 yards in length means a round can be completed in around three hours, which is important when people have so many demands on their time.”

The club has already built strong links to local schools and is represented on the Wirral Golf Development group – party of the legacy from the Open’s return to Royal Liverpool at Hoylake in 2006 – and is now looking to expand its work in the community further.

It also intends to develop the club’s junior committee with the appointment of a Junior Captain.

As well as a junior membership fee of just £150 – the equivalent of £3 a week – the club offers colts membership up to the age of 25 and student memberships to help both recruit and retain more young players.

Says Craig Thomas, county development officer for the Cheshire County Golf Partnership: “Wirral Ladies is a well-established club which already does a lot of good work introducing people of all ages to golf, but GolfMark means they can now build on that success. It is good to see such a long-standing organisation taking a proactive approach to the future and laying down plans to encourage the next generation of golfers.

“GolfMark means a parent dropping off their child knows they are in a positive environment with the emphasis on the right care and responsibilities while the course and club at Wirral Ladies offers an ideal place for all members of the family to enjoy getting involved.”

Note to editors

GolfMark is a national scheme that incorporates ClubMark and recognises junior and beginner friendly golf facilities that focus on Coaching and Playing, Club Environment and Child Protection, and Duty of Care, all of which are extremely important to parents and children alike.

GolfMark is an initiative jointly provided by the EGU and EWGA via the England

Golf Partnership's 'Whole Sport Plan' for golf and is an integral part of the England Golf Partnership's vision to 'Grow the Game'.

The England Golf Partnership is a collaboration of a number of stakeholders in the sport including England Golf – the new organisation formed by the merger of the English Golf Union and The English Women's Golf Association - the PGA, the Golf Foundation and Sport England.

In Cheshire the partnership is supported by the Cheshire Union of Golf Clubs, the Cheshire County Ladies Golf Association and the Cheshire and North Wales PGA.

For more details of the activities in Cheshire visit
www.cheshiregolfpartnership.com

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