



ENCOURAGING ETHNIC DIVERSITY IN GOLF

THROUGH COMMUNITY ENGAGEMENT



ENGLANDGOLF

Sporting Equals
Promoting ethnic diversity in sport & physical activity

mytimeactive



Contents

- 3 Welcome
- 4 Community Engagement
- 5 Benefits of Community Engagement
- 6 Barriers to Community Engagement
- 8 Who's in my Local Community
- 9 Terminology and Imagery
- 11 Sustainability
- 13 Lessons Learnt
- 15 Further Information



Welcome



We want to see a healthy future for golf. And we believe that an inclusive environment is key to the sustainability of the game.

Our aim is to be customer focused. We want clubs to respond to the needs of all players and encouraging minority ethnic communities is an area with huge potential for growth in the sport.

For the past two years, we've been working on a project with Mytime Active to discover how to involve Black, Asian and Minority Ethnic (BAME) communities in golf. We looked at everything from the image of the game to the barriers to getting involved.

The results from this project can help clubs across the country engage more people. So, in partnership with Sporting Equals, we developed this toolkit to share what we've learnt. We hope you find it useful.

Nick Pink
Executive, England Golf



Golf is an inspiring sport which has produced great champions from a range of backgrounds; however, there still remains a worrying shortage of BAME engagement, with Sport England figures suggesting only *0.6% of the population from BAME groups play once a week.

Currently eight million people, or 14% of the UK population, are from BAME backgrounds, but they now account for 80% of population growth while the white population remains constant. This presents a huge opportunity for sport providers like England Golf to tap into the diversity of audiences and potential markets, and capitalise on participation growth and engagement.

Clubs need to understand the importance of diversity and create environments which support a range of volunteers and coaches, and find new ways of reaching out to local communities. Diverse knowledge and experience can help bring new perspectives and insight into these audiences.

This toolkit aims to offer a 'check and challenge' approach to enable clubs to put in place community engagement strategies to help reach out and engage a diverse customer base.

Arun Kang
CEO, Sporting Equals

Community Engagement

Community engagement is a great way for clubs to grow their business.

Community engagement helps to grow the sport by enabling it to become more diverse and reflect society. Greater community engagement can get more people playing golf and by involving a diverse range of people from a local area and giving them a voice, it can help to break down barriers which BAME communities may face.

Clubs must understand their reasons for engaging with their local community and use available insight and information to be successful and customer-focused.

There are three key principles to consider when thinking about community engagement:

- Local communities should be involved in the decision-making.
- The diversity of the local community should be identified and recognised to shape the 'offer' and ensure it is accessible.
- The wants and needs of the communities should be carefully considered and catered for.

“Sporting Equals worked with the Amateur Swimming Association to engage South Asian women in swimming in Batley where the pool was under utilised. Communities were consulted and offers adapted to meet the needs of local women who wanted more ‘learn to swim’ sessions during school drop off times and ‘supported swims’ to develop confidence in the water. The pool has since been oversubscribed and has waiting lists.”



Top Tips
Census or Local Authority Data can help you understand your local demographics.

Consider having meetings in faith or community-based venues to consult with your local community about offers and to share information.

Benefits of Community Engagement

Community engagement brings many positive benefits for clubs, for individuals and for the community itself.

For clubs, these include:

- Increased revenue
- Increased participation
- Increased membership
- Demonstrating they are inclusive and welcoming
- Improved service provision
- Helping to build a cohesive community
- Building trust
- Use of role models to support promotion

Good engagement will help build relationships with the local community, bring in new skills and fresh ideas, and enable clubs to relate better to BAME groups. It will also enable clubs to recognise the challenges they face in local areas and provide valuable insight to ensure services are inclusive and accessible.

“England Boxing consulted with the local community in Sheffield and launched its ‘boxing in mosques’ project. A one day ‘Box Fit’ course was held in the mosque to enable young people to independently deliver sessions, with separate training for women. The project was a huge success and other mosques in the area are requesting ‘Box Fit’ training from England Boxing. Women and men, who otherwise would not have been involved in the sport, are now joining local clubs.”



Barriers to Community Engagement

The usual barriers to golf apply, together with some additional ones to be aware of:

For Participants:

- **Golf is viewed as an expensive sport** – Do I have to buy equipment? What will be the cost to me? Are there any additional costs?
- **The environment** – Will I feel welcomed? Will I fit in?
- **Stereotypes exist** – Is the environment male dominated? Is it elitist?
- **Perceptions create barriers** – What is the perception of golf within my local community?
- **Time to play** – Do I have spare time to commit? How long will it take to play? What time can I play?
- **Accessibility of the club** – How will I get there? Is there a crèche?
- **The facility** – Can it accommodate my cultural or religious needs?

For Clubs:

- **Lack of awareness** – Who is in our local community? What are their wants, needs and aspirations?
- **Knowledge and understanding of the community** – Are we aware of religious dates? What specific provisions are required?
- **Accessibility of the club** – How far are people willing to travel? Do they have transport?
- **Lack of staff awareness** – How do we interact with BAME communities? What if we offend people?
- **Marketing to BAME communities** – What terminology do we use? What type of imagery or messaging will appeal?



Top Tips to Support Successful Community Engagement

- Identify community champions to support engagement.
- Build and develop partnerships with community groups.
- Use community-based venues to introduce golf.
- Use familiar cultural settings to organise and promote activities.
- Consider free training to enable people from the community to become instructors or trainers.
- Use a multi-faceted approach e.g. run a health awareness workshop with an introduction to golf and its benefits.
- Involve groups rather than individuals.
- Ensure offers are adaptable e.g. women-only sessions at school drop-off times.

“Tennis has a similar profile to golf and is often seen as an elite white sport. Sporting Equals worked with the Tennis Foundation to offer tennis to the local community, by providing equipment and training to activators who held sessions in local venues. The long term aim is to encourage new players to join clubs.”

CASE STUDY

Engaging community partners

North Smethwick Resource Centre

North Smethwick Resource Centre provides many services for the local area including activities, advice and computer access. A women's group was helped to identify and overcome barriers to golf participation which included: lack of equipment, lack of confidence and some cultural restrictions. These were dealt with by explaining that all equipment was provided free of charge, by holding a taster session to build confidence, and arranging a female-only session. All participants, however, were happy to be taught by a male golf professional with a female assistant, with a relaxed dress code so they could wear headscarves and saris.

As a result 15 women completed a 6-week course, with 12 others coming for between 3 and 5 sessions. All were completely new to golf and were keen to give it a go.

“I didn't think golf was my kind of thing, I thought it was boring and for old people but it was something I've never tried before. I looked forward to the sessions as I found them relaxing and it didn't feel like I was in Birmingham.”

Shabena (Participant)



Who's in my Local Community?

Clubs need to understand their local market if they are to successfully create products and services for potential new customers as well as existing members and visitors.

In conjunction with a behavioural research company, England Golf has identified nine golfing segments to help clubs understand what people want and need from their golfing experience.

A range of mapping tools are available which can provide a member profile, population profile and potential profile, based on your local demographic. In addition, further analysis can be undertaken to understand the BAME demographics in your local community.

England Golf Regional Managers can offer further support as well as the local knowledge and experience to help you make the most of these tools. For more information on the Understanding your Market tool, costs and support see www.englandgolf.org/understandingyourmarket

Women and Girls

Golf is often seen as a male dominated sport and opportunities need to be provided to attract women and girls and to show they will be welcomed and accepted.

For some BAME groups, added sensitivities around cultural and religious issues will need to be considered when planning activities.

- This may include:
- Offering single sex sessions and coaching
 - Considering issues around dress and modesty
 - Flexibility with childcare and other caring responsibilities
 - For some women, particularly the younger age bracket, parental consent and engaging the family

Terminology & Imagery

| CHECKLIST | | Yes/No | Example |
|-------------------------|---|-----------------------|---|
| Language | Have you kept language simple and easy to understand? Have you considered languages in the local community? Some Eastern European communities may only read and write their own language and have limited English. | <input type="radio"/> | Make sure you are aware of your local demographic and the most appropriate language. You may need to translate a poster if, for example, you have a large growing Polish community. |
| Visuals | Have you considered using visuals as a way of engaging people? Pictures can speak louder than words. Can you showcase role models from diverse backgrounds? Are images diverse and do they reflect people from the local community? | <input type="radio"/> | The Sport England 'This Girl Can' campaign showcased women from all backgrounds. |
| Marketing and Promotion | Have you considered marketing beyond your traditional routes? For example, using ethnic media or posters in faith centres. | <input type="radio"/> | Based on your demographic consider ethnic press e.g. Voice for African Caribbean, Asian Express for Asian communities. |



Top Tips
Rather than translating a document, use diverse imagery and key words on a poster or leaflet to get the message across

CASE STUDY

Targeting those already interested



Deska Howe, the Older People and Health Divisional Manager of the West Bromwich African Caribbean Resource Centre, had a keen interest in golf. He knew about the health benefits of being active and had friends who played golf, however, he didn't think it was a game for him.

That changed when he and his colleagues were offered a Get Active in Golf course at Hilltop Golf Course, operated by Mytime Active. Flexible times were arranged to suit their work schedules and between sessions they visited the club after work to practise their chipping and putting. Since completing the course, Deska has bought his own set of golf clubs and shoes and has now played with his family many times.

“I didn't think golf was a game for me even though I knew people who played. I thought it was an expensive sport for posh people, and a difficult one to play. My perception of golf has definitely changed. I cannot believe the game is so enjoyable and what surprised me even more is how quickly I seem to pick things up. Golf is now a game that everyone can play and not just for those who you would typically associate with it. Now I can spend time with my friends and family whereas before I felt left out.”

Sustainability

There is real value in long-term engagement with local communities in terms of participation, membership, attendance at events and general revenue.

So it is important to consider any changes which may be needed.

Areas to consider include:

- Menu changes
- Types of membership offers
- Female coaches to support activity
- A buddy system
- Specific requirements such as a private room for prayer
- Discounted family offers and access to equipment

It is also important to offer volunteering and employment opportunities to create diversity in the workforce. This will help keep communities engaged and demonstrate inclusivity.



Top Tips

- By providing a prayer room and privacy in changing areas, your club may be able to meet the religious and cultural needs of customers as well as displaying that the club is inclusive.
- Promote volunteering and employment opportunities to all communities to support their involvement with your club and golf.



CASE STUDY

An inclusive offer – Connecting with local radio

Unity FM is a Muslim community radio station based in Birmingham. It featured an interview with golf course operators Mytime Active and gave a Get Active in Golf course as a prize in its Friday night giveaway. Mohammed won the competition, giving him and

three friends a place on the course at Hatchford Brook Golf Centre. They were all new to the sport, although they had friends who had played. Use of the radio station is a prime example of how to positively target the BAME population with an inclusive approach.



“I thought golf was an expensive sport for older people and would take up too much time. But it was always on my bucket list to give it a go and when I won the competition I thought why not?! I’d recommend to all my friends and family.

Mohammad (Participant)

“I’d never played before and enjoyed the fresh air and being outdoors. It’s great that it could be a sport for life, and I can play with my friends or with my children. It is a personal challenge for me because only I can control my performance.”

Mohammed (Participant)

Lessons Learnt

A pilot project in Birmingham from 2015 to 2017 provided advice and recommendations to golf clubs wanting to engage with their local community. These are the lessons learnt:

Everything must be insight-driven

No one knows the communities better than themselves, so do not be afraid to ask questions! Find a community representative to speak to. This could be a centre manager or an activities co-ordinator, volunteer or local role model. Ask them what they want and need – don’t guess, assume or stereotype.

Target those who are already interested

Make it easy for yourself! If a group is already engaged in an activity, they may be more likely to participate in golf. They are already part of a social group with similar interests and may be able to help promote the sport through their communication and support channels.

Create environments where golf can be introduced, such as a coffee morning for mums, a health and fitness session or a healthy cooking class. Use this as a stepping stone to engaging people who would not otherwise get involved.

Family participation is important for many groups and cultures so make sure offers are extended to all. People will often be more inclined to attend with parents, partners, siblings and in-laws – and this gives the club access to a wider group.

Usual barriers still apply – Do not make assumptions!

The usual barriers to participating in golf, such as time and cost, all apply to BAME communities. So, address these when planning and promoting activities.

Focusing on religious groups will not necessarily attract BAME participants. It is easy to assume that by visiting a mosque or temple, there will be instant recruitment; however, this is not the case. There is also no value in a ‘token gesture’ as groups are hesitant to take up an opportunity with no sustainable opportunities afterwards. Participants can feel the activity has been a ‘tick box’ exercise unless it is well considered and includes genuine ways to progress

Inclusive – not exclusive!

It is important to understand your local market and the communities in your area. Don’t target BAME communities in isolation, but aim for a wider audience and encourage local integration.

Imagery and marketing should reflect the local community so, for example, photos of African Caribbean golfers will not be successful in a predominantly Asian or Eastern European area.

Marketing should tackle the barriers that communities face. For example, it is important to state that people can wear comfortable clothes and that all equipment is provided. Provide good reasons for playing golf, such as the health and wellbeing benefits of the sport. Or highlight that golf can be played by all ages and abilities. People may be attracted to clubs because they want exercise of a low to moderate intensity and to spend time with friends and family.

| Don't | Do |
|--|--|
| Make assumptions | Pay attention to wants, needs, faith and cultural differences |
| Adopt a blanket approach for all customers, pretending diversity does not exist | Consider views, interests and experiences |
| Ignore cultural issues around prayer times/festivals etc. Consider timing and dates. | Target BAME community and faith organisations |
| Be afraid to ask | Ask and learn rather than offend |
| Ignore the needs, skills and experiences of local community groups | Consider dates and times for participants to engage with golf |
| Assume golf's offer is appropriate for all audiences | Market in the right places to attract BAME groups |
| Assume your local community knows who you are and what you have to offer | Tailor offers to meet individual needs, for example, having a female coach available or offer sessions when children are at school |

Consider your offer – do you have what new players want and need?

Before offering a golfing opportunity make sure your club can meet the wants and needs of the local community. Are the sessions held at an accessible time? Is a female coach available? Your offer has to be flexible and attractive to non-golfers and you might consider holding an initial taster session at a community venue. This means people can experience the game without facing the barrier of going to the club.

Community Partners are important but not a guarantee!

An easy way of positively targeting BAME communities is to build partnerships with local groups. Community centres are often looking for new activities, especially those which benefit health and wellbeing. A common pitfall, though, is to be taken in by the enthusiasm of the group leader, when the group itself is not interested in the activity. However, when these partnerships work they can be very successful, creating community volunteers or champions who keep people engaged and linked into activity.

Use your own staff and members as champions for the sport and the club, encouraging family and friends to come along.

Further information

Sporting Equals website and information portal www.sportingequals.org.uk

Sport England www.sportengland.org

British Ethnic Diversity Sports Awards (BEDSA) www.bedsa.co.uk

Women In Sport www.womeninsport.org

Sikh Sport UK www.sikhsport.co.uk

Muslim Sports Council www.muslimsportscouncil.co.uk

Minority Sports Association www.semsascotland.com

Muslim Women's Sport Foundation www.mwsf.org.uk

National Hindu Students Forum (UK)
www.nhsf.org.uk/about-us/
www.maccabigb.org/about-us/

England Golf – Club Support information and contact details of local Club Support Officers www.englandgolf.org/clubsupportofficers

Email: info@englandgolf.org
Telephone: 01526 354500

 [@englandgolf](https://twitter.com/englandgolf)

 [englandgolf](https://www.facebook.com/englandgolf)

The National Golf Centre
The Broadway
Woodhall Spa
Lincolnshire
LN10 6PU

www.englandgolf.org

mytimeactive

Sporting Equals
Promoting ethnic diversity in sport & physical activity

 **ENGLANDGOLF**