



# Short Game Golf Academy

with  
**KIDZ**  **GOLF**

*David Lloyd*  
— CLUBS —

# Welcome

**The Short Game Golf Academy in Hampton (Middlesex) offers a full range of instructional golf lessons to suit total beginners, the established player all the way through to the elite golfer.**

Our academy is based at **David Lloyd Club Hampton** and offers fantastic facilities to learn and play golf. The purpose built academy area gives the golfer options to work on all aspects of their game, including a designated short game area and 9 hole putting green.



Mark Richecoeur

The academy is complimented with a 9 hole golf course which provides an enjoyable test for players of all levels from beginners to low-handicappers.

One of our primary objectives at the Short Game Golf Academy is to help everyone play regular golf and benefit from the health and wellbeing that it can bring. The golf academy was established in 2012 with the objective to provide high quality golf coaching, with tuition to suit all abilities and budgets.

We strive to make all coaching sessions professional and structured whilst keeping them fun and relaxed. We feel this gives the golfer the best environment to achieve significant improvement.

Our team of coaches are all PGA qualified, highly skilled and experienced, and dedicated to helping you improve your golf whether you are just starting out or are an experienced golfer.



# Individual coaching with PGA Professionals

Whatever your goals may be, we can help you achieve them through one-to-one tuition at The Short Game Golf Academy. From complete beginner to the scratch golfer we will take away the frustration of golf by helping you understand why you hit your poor shots and the secret to regularly unlocking your great shots.

## Mark Richecoeur

*Director of SGG & Head PGA Professional*

Has experienced coaching at the highest level, teaching players from the European Tour, Challenge Tour and Euro Pro Tour. Mark currently coaches several amateur county players, and is the Director of Short Game Golf Academy and Kidz Golf Ltd. Mark understands the importance of simple and effective coaching, and enjoys the challenge of coaching golfers of all standards and abilities.

[markrichecoeur.proagenda.com](http://markrichecoeur.proagenda.com)

Telephone: 07738 294765

Email: [mark@shortgamegolfacademy.com](mailto:mark@shortgamegolfacademy.com)

Individual Golf Tuition Price list			
Lesson Type	Price	Package Type	Price
30 Mins	£33	3 Hours of Coaching Time	£150
45 Mins	£48	3 Hours Junior/Senior	£130
60 Mins	£60	6 Hours of Coaching Time	£275
Junior/Senior 30 Mins	£27	9 Hours of Coaching Time	£390
Junior/Senior 45 Mins	£38	Half Day Coaching 4 Hours	£180
Junior/Senior 60 Mins	£48	Full Day Coaching 8 Hours	£380
Tandem Lesson 60 Mins	£65	Playing Lesson 90 Mins	£80

## Andy Morgan *PGA Teaching Professional*

With over 30 years' experience coaching players of all abilities, Andy has a wealth of knowledge within the game of golf and thrives upon the challenge of improving every player he meets. He understands that building the perfect model swing isn't as important as building an effective one in terms of performance as this is the key to enjoying this wonderful game and playing consistently. Custom fitting is also a specialist topic which Andy has a huge amount of knowledge in.

[andymorgan.proagenda.com](http://andymorgan.proagenda.com)

Telephone: 07888 638863

Email: [andy@shortgamegolfacademy.com](mailto:andy@shortgamegolfacademy.com)

Individual Golf Tuition Price list			
Lesson Type	Price	Package Type	Price
30 Mins	£30	3 Hours of Coaching Time	£140
45 Mins	£45	3 Hours Junior/Senior	£120
60 Mins	£55	6 Hours of Coaching Time	£260
Junior/Senior 30 Mins	£25	9 Hours of Coaching Time	£385
Junior/Senior 45 Mins	£35	Half Day Coaching 4 Hours	£180
Junior/Senior 60 Mins	£45	Full Day Coaching 8 Hours	£380
Tandem Lesson 60 Mins	£60	Playing Lesson 90 Mins	£80

## Sam Richmond *PGA Teaching Professional*

Sam has played golf since the age of 8. He turned pro at 23. Now with 30 years teaching experience he has a fountain of knowledge to share with everyone who wants to play golf as well as he/she can for as long as he/she can. There is no one swing for everyone, so Sam will help you create your very own swing to suit your physical characteristics. From beginners to advanced players Sam will assist you in creating the necessary causes to produce the proper effect. He will lower your scores and bring fun to your game.

[samrichmond.proagenda.com](http://samrichmond.proagenda.com)

Telephone: : 07496 519585

Email: [sam@shortgamegolfacademy.com](mailto:sam@shortgamegolfacademy.com)

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Book your PGA Professional golf lesson online through our **Pro Agenda diary system**

**PRO@AGENDA.com**  
Step up your game

# Kidz Golf Programme

## The **ULTIMATE** Golf Tuition Programme for Kids

The Kidz Golf Tuition Programme is guaranteed to provide lots of fun to children of all ages and is the ultimate way for your child to learn to play golf. We provide your child with all the basic skills and techniques needed to enjoy golf and develop as a young player.

The programme includes a comprehensive range of golf skills from driving to putting, all delivered in a fun and engaging way to maximise learning.

All children receive a cool Kidz Golf work folder and Certificate

A term will run weekly on either a Saturday or Sunday and consists of 2 playing weeks where children play 9 holes and practice the skills they have learnt. Cost £12 per week, paid at the beginning of the term.

For dates and times visit [shortgamegolfacademy.com](http://shortgamegolfacademy.com)



## **Kidz Golf Start Golf Lessons**

### **Kidz Golf sessions consist of 4 consecutive weeks.**

The Kidz Golf 'Start' Golf Lessons are delivered by highly trained, expert junior coaches & PGA qualified professionals who deliver sessions in a fun and engaging way to maximise learning. This is the ultimate way for your child to experience golf either for the first time or to improve on existing skills they may already have.

By the 4th week, we aim for your child to be able to play a few holes of golf, putting into practice all that has been learned throughout the lessons.

A course consists of 4 x 60 minute lessons and costs; £29 David Lloyd Hampton members and £49 for Non-Hampton members, please visit [shortgamegolfacademy.com](http://shortgamegolfacademy.com) for times and dates.

## **We Reward Learning and Improvement**

We have developed a unique '**Golden Golf Ball**' system to reward kids who show good attention, listening and learning skills throughout a Kidz Golf lesson.

Golden Golf Balls aren't just given out, they have to be earned throughout a session through continued excellence! There is also an opportunity to trade them in for bigger and better prizes such as...

- 5 Gold Balls = 3 Wilson Golf Balls
- 10 Gold Balls = Kidz Golf Cap
- 15 Gold Balls = Golf Club (Iron)



# Kidz Golf Camps

**Kidz Golf Camps - great FUN packed days for children of all ages and abilities.**

**Our golf camps are the perfect introduction to this wonderful game and for the more experienced golfer a great opportunity to hone your golf skills.**

These FUN packed days cover all shots from short putts to splashing out of bunkers hitting long straight drives! Each day is delivered by highly trained and experienced PGA Professionals who hold a valid CRB certificate, paediatric first aid certificate and keeping children safe in sport certificate.

We provide all equipment needed and guarantee your kids will be hooked by the end of the week!

Our Kidz Golf Camps represent incredible value and cost just £30 per day or just £120 for a week. Each camp day runs from 10am - 2pm, visit [shortgamegolfacademy.com](http://shortgamegolfacademy.com) for dates or to book please call Mark on **07738 294765**.



# SGGA Golf Coaching Holidays

**Whether you are new to golf or an advanced player, a golf coaching trip with the Short Game Golf Academy will be geared towards lowering your existing handicap, curing a long term problem or simply becoming a more consistent golfer.**

With a thorough assessment of your game, coupled with the use of the latest video technology, we will tackle the aspects of your game that will have the biggest impact on your future performances, guaranteeing you the very best golf lesson experience.

Golf trips with us have also proven to be a fantastic social event, bringing golfers of all levels together and creating lasting friendships.

"I Just wanted to thank you again for arranging such a wonderful week at the Penina Hotel. The effort and organisation you put in was truly amazing and greatly appreciated. I thought what we did for the price was unbelievable. I loved the teaching and the opportunity to play on a "big boys" golf course - never to be forgotten, and to have buggies was fantastic. I learned such a lot and only hope I can put it to good use. The hotel was great. Fantastic restaurants and lovely fellow participants. But best of all your presence."  
Tony Yates-Watson



Visit our website for details of all our Golf Coaching Holidays  
[shortgamegolfacademy.com](http://shortgamegolfacademy.com)

Follow us:  Short Game Golf Academy  SGGAUK  Short Game Golf Academy

# Short Game Golf Academy Practice Membership

This membership covers all shot types such as full swing, pitching, bunker play, chipping and putting plus the realism of practicing from all types of ground conditions.

We have now been able to include 4 undercover bays so shots can be practiced in all weathers up to 100 yards.

## Membership includes:

- 7 day usage of the Short Game Golf Academy practice area from 8am-8pm.
- Unlimited use of the driving range practice facility up to 100 yards.
- Video tips on website updated regularly.
- Includes 2 x 30 minute individual golf lessons with any PGA Professional.
- Srixon range balls available for use when practicing.

To join please visit [shortgamegolfacademy.com](http://shortgamegolfacademy.com)  
or email: [info@shortgamegolfacademy.com](mailto:info@shortgamegolfacademy.com)

## PRICES

3 Months £59  
6 Months £89.50  
12 Months £179

# The Art of the Short Game

**Group of max 4 people**  
**£115 per person** includes 5 x 90min sessions  
**or Individual lessons**  
**£199 per person** 5 x 60mins

**The secret to a lower score is a solid short game, but mastering this area of the game can be very frustrating. If this describes your short game then this is the course for you!**

Covering all aspects and shots required to cut your score around the green, we will give you a comprehensive understanding and the knowledge to confidently play all the necessary shots you require to improve your skill and reduce your score.

## **What does the 'Art of the Short Game' course cover?**

- **Session 1 (Putting):** To fully understand putting set up and stroke mechanics. To learn the art of reading greens like tour pros and caddies. Basic putter fitting and loft and lie adjustment to suit stroke mechanics.
- **Session 2 (Chip & Run):** Understand and achieve the fundamentals of the chipping set-up. How to regularly perform the correct impact whilst chipping and understanding the 'angle of approach' of clubhead into the ball. Selecting the correct shot and club type around the greens, including percentage play.
- **Session 3 (Pitching):** Understand and perform the fundamentals of the pitching set-up. How to regularly achieve the correct impact whilst pitching and understanding the 'angle of approach' of clubhead into the ball. Introduction to the mechanics behind performing the 'lob shot'. Assessment of wedges and loft & lie adjustment where necessary.
- **Session 4 (Greenside Bunker):** Understand and perform the basic greenside bunker 'splash shot' set-up and swing, with the variations/adaptations for poor lies. Learn how to play from plugged lies, shots from bunkers with varying depths of sand. Choose the right club for the shot and understand the importance of bounce.
- **Session 5 (Taking it to the course):** Understand when and how to apply different shots on the course. Club selection from poor lies and shot choice. Reading greens and understand how the ball will react on slow/fast greens and slopes.

See website for upcoming group dates. Includes SGGG practice membership for 5 weeks.

**[shortgamegolfacademy.com](http://shortgamegolfacademy.com)**

## **Short Game Golf Academy Members Locker Room**

### **Join our NEW game changing online improvement programme!**

A website-based membership-based revolutionary programme which is guaranteed to reduce scores with the luxury of a video locker room to revisit previously seen videos, new and upcoming videos covering all areas of the technique. You will get exclusive member only access to the weekly improvement article constructed by Head PGA Professional, Mark Richecoeur.

Join any of the membership categories below with no long contract binding you in, just a monthly rolling subscription which can be cancelled at any time.

**Gold Membership £5.99 per month**

**Platinum Membership £9.99 per month** *(includes a Monthly Masterclass Lesson with live Q&A)*

Join today by visiting **[shortgamegolfacademy.com/plans-pricing](http://shortgamegolfacademy.com/plans-pricing)** and start a **free 30 day trial**.



**The Short Game Golf Academy & DL Golf Membership is an initiative designed to provide potential new golfers with a comprehensive introduction to the game, and the perfect stepping stone to full membership of the Golf Club.**

**This membership entitles you to full access of the golf course  
7 days a week from 12pm onwards.**

The Academy is an instruction-based package which aims to allow new, and novice, adult golfers to learn golf and the benefits of being a golf club member. It's a perfect follow up to our Start Golf Beginner Group Sessions. Instruction in the rules of golf and individual coaching with our experienced  
Head PGA Professional, Mark Richecoeur

### THE PACKAGE INCLUDES:

- 1 x half hour introduction session, to activate
- 1 x monthly half hour individual golf lessons (to cover all aspects of the game)
- 6 x 1 Hour Learn Golf Group sessions to be booked against advertised classes
- A monthly roll up for the Academy (organised by Head PGA Professional, Mark Richecoeur)
- Rules and etiquette sessions social evenings.
- Unlimited use of the David Lloyd Hampton Golf Club (after 12pm everyday)
- Access to the bar & restaurant facilities.



12 months  
for just  
**£599**

**FOR MORE INFORMATION AND TO BOOK PLEASE VISIT:**  
[www.shortgamegolfacademy.com/academy-dl-golf-membership](http://www.shortgamegolfacademy.com/academy-dl-golf-membership)

# Start Golf

## Start golf group lessons

Start Golf group lessons are the perfect introduction to golf for either the complete beginner or the player who is looking to refresh the basics of the swing having had time out from playing.

These group sessions provide the ideal opportunity to meet other golfers of a similar golfing ability and make new friends. The sessions cover the basics of a variety of shots including full swing, chipping, putting, and on the final session you will be playing a few holes!

Start Golf consists of 4 x 60 minute lessons and costs:

David Lloyd Hampton Members - £29.00 | Non David Lloyd Hampton Members - £49.00

Maximum of 8 people group. For new start dates please visit [shortgamegolfacademy.com](https://shortgamegolfacademy.com)

# Learn Golf

## Learn golf groups

Our Learn Golf Groups lessons are ideal for the player who is looking to build on their swing mechanics and gain control over the ball within their long and short game. You will gain a comprehensive understanding of the swing mechanics of a variety of shots including driving, iron play, pitching, chipping, bunker play, and putting!

Learn Golf lessons consist of 6 x 60 minute lessons and costs:

David Lloyd Hampton Members - £59.00 | Non David Lloyd Hampton Members - £69.00

Minimum of 3 people per group and a maximum of 6.

For new start dates please visit [shortgamegolfacademy.com](https://shortgamegolfacademy.com)

# On Course 90 Minute Playing Lesson

**Do you walk off the course not really understanding why your score doesn't seem to match how you feel you played? It's time to change that and take control over your scores once again.**

Our PGA Professional golf coaches join you on the course of David Lloyd Hampton Golf Club. The coach looks in detail at your technique and gives you helpful advice. This is also a good way to learn new techniques. On-course playing lessons can be a great way to learn how to play shots out during battle and can allow us to analyse how you play all golf shots on the course, if you are selecting the appropriate shots and even assess your pre-shot routine.

On-course coaching is also great for new golfers as we can assist with things such as etiquette and how to speed up play just by positioning your bag in the correct spot around the course. Any one of our PGA Golf Professionals are available to take you out for either 6, 9 or 18 hole playing lesson.

# Roll Up

## Mixed group roll ups

A relaxed, fun, enjoyable and informative learning environment is what makes our Roll Up sessions so popular. Our PGA Professionals won't over complicate matters and will provide you with clear and simple advice to accelerate your improvement. We won't try and rebuild your swing, we just want you to understand why you hit your poor shots and the recipe for great shots. All areas of the game are covered in these sessions.

Our Roll Up lessons are held every Tuesday from 11:00am-12:00noon, Thursday 10:00am - 11:00am and cost £10.50

Booking is required: [shortgamegolfacademy.com-book-online](http://shortgamegolfacademy.com-book-online)

For weekly roll up topics please visit  
[shortgamegolfacademy.com](http://shortgamegolfacademy.com)

## Gift Vouchers

Give the ultimate golf gift to your friends or family!

We have some beautifully designed gift vouchers which can be tailored to suit all budgets.

All gift vouchers are valid for a year from date of purchase.

Contact [mark@shortgamegolfacademy.com](mailto:mark@shortgamegolfacademy.com)  
or call **07738 294765**





**Short Game**  
**Golf Academy**

The logo features a green flag on a white pole to the left of the text. The words "Short Game" are in dark blue, and "Golf Academy" is in green. A thin vertical line separates "Short Game" from "Golf Academy".

**David Lloyd Hampton, Staines Road, Hampton, Middlesex, TW2 5JD**  
**email: [info@shortgamegolfacademy.com](mailto:info@shortgamegolfacademy.com)**  
**[www.shortgamegolfacademy.com](http://www.shortgamegolfacademy.com)**