



DEVELOPMENT PLAN

ddevelop the Golfer

ddevelop the Person

ddevelop the Sport

Introduction

A: Background

B: Objectives

C: Initiatives

Appendix – Facilities Plan (v 3.0)

Introduction

This document outlines the development objectives of the Golf Union of Wales (GUW). It also highlights the main initiatives in support of these objectives, together with the relevant main targets.

These objectives are designed to broaden the junior and female participation bases; help retain and develop these players; promote golf as a game to be played and enjoyed by everyone; and continue to improve the provision of certain types of facilities (including at the elite level).

The Strategy is entitled d^3 and builds on the premise that golf has inherent personal life-skills, therefore as you develop the Golfer, you also develop the Person, and ultimately develop the Sport”

This plan follows on the initial work outlined in the initial “Making a Move” strategy, launched in January 2002 and reviewed in 2006.

The joint working partnerships initially formed during the Ryder Cup 2010 bidding process, and which proved to be an enabler to the “Making a Move” aspirations, continue to be an important aspect in the successful implementation of these revised initiatives.

This is the first version of this document and it remains a working document up until 2010/11 and it will require revision towards the end of this period.

References:

Team Wales Ryder Cup bid document
WGU / WLGU Strategy document 2001
WGU Guide to Clubs on Junior Golf in Wales
GDW “Making a Move”
GUW High Performance Plan
GUW Business Plan
GUW/PGA Golf Coaching Cymru Plan

A: BACKGROUND

The objectives of the development programme contained in this document reinforce the concept that it is an all encompassing one from grass-root juniors to elite players.

Where were we in 2001?

Participation	
Golf Opportunities for juniors	<u>2001</u> = 108,000
Junior Participation (11-16)	<u>1999</u> <u>2001</u> 7.2% 9.1%
(7-11)	<u>1999</u> <u>2001</u> ?% ?%
Adult Participation	<u>2001</u> = 3.0%

Where are we in 2008?

Participation	
Golf Opportunities for juniors *	<u>2008</u> = 219,000
Junior Participation (11-16)	<u>2004</u> <u>Current</u> 10.3% 17.9%
(7-11)	<u>2004</u> <u>Current</u> 14.4% 18.4%
Adult Participation	<u>2003</u> = 3.2% <u>2006</u> = 3.9%

Where do we want to be in 2010?

Participation	
Golf Opportunities for juniors	<u>2010</u> = 250,000
Junior Participation (11-16)	<u>2010</u> = 19%
(7-11)	<u>2010</u> = 20%
Adult Participation	<u>2010</u> = 4.0%

Volunteers

Little (if any) **qualified** Junior Golf Leaders
Little CRB checked or trained volunteers

Volunteers

Over **2800** trained volunteers (400 Junior Leaders)
Over **381** CRB checked & **245** (SPC trained)

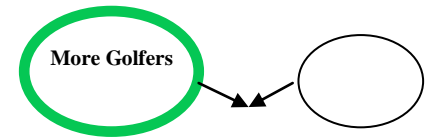
Volunteers

Over **3400** trained volunteers (**600** Junior Golf Leaders)
Over **400** CRB checked and **300** (SPC trained)

Members	Performance Results
Men 51,816	2 nd H Internationals 8 th European Team 1 player in GB&I team Top 1 players on Main tour (per head of population) 4 players on Challenge Tour
Boys 7,328	3 rd H Internationals 3 rd European Team Youths 9 th European Team Boys 1 player in GB&I team
Ladies 9,449	4 th H Internationals 12 th European Team 1 player in GB&I team 1 pros on Main tour
Girls 692	4 th Home Internationals European Team Girls 13 th Euro Team Juniors

Members	Performance Results
Men 48,597	14.5pts H Internationals 14th European Team 0 players in GB&I Team 8 players on European Tour 2 players on Challenge Tour
Boys 7,038	20.5 H Internationals 14th Euro Team Boys 0 player in GB&I team
Ladies 7,991	14.5pts H Internationals Top 8 European Team 1players in GB&I team 5 players on European Tour 1 Player on LPGA Tour
Girls 833	10.5pts H Internationals 16th European Team Girls

Members	Performance Results
Men 55,000	20pts+ H Internationals Top 8 European Team 15% GB&I squad Top 3 Players on Main tour per head of population 7 players on Challenge Tour
Boys 8,100	18pts+ H Internationals Top 8 Euro Team Youths Top 8 Euro Team Boys 1 player in GB&I team
Ladies 8,100	14pts+ HInternationals (2 nd place) Top 5 European Team 3 players in GB&I squad 4 pros on Main tour
Girls 1,000	15pts H Internationals Top8 European Team Girls

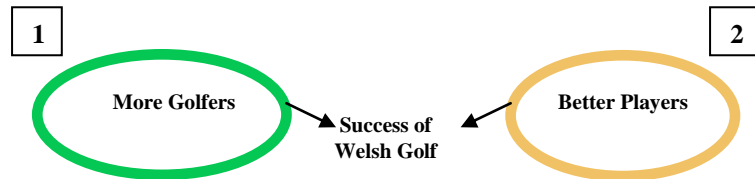


B: OBJECTIVES

Two major objectives are proposed

- 1 More Golfers (especially Juniors and Women)
- 2 Better Golfers

Diagrammatic Representation of Objectives



C: INITIATIVES

Initiatives consistent with the 2 Major Objectives



1. Dragon Golf Starter Centres
2. Pay & Play and RCW Legacy Fund Facilities
3. Dragon Sport Tri-Golf and 5 x 60
4. Mass Audience Festivals
5. Junior Leader Workshop
6. Junior Facilities + Legacy Fund
7. Beginner competitions
8. Women & Girls Start Golfing Schemes

Success of Welsh Golf

- Mainly Remit of GUV High Performance Plan and “Golf Coaching Cymru” Strategy
10. Appropriate Competitions
 11. County Coaching
 12. Regional Centres of Excellence

GDW Main Objective 1	More Golfers
<ul style="list-style-type: none"> ● Boys and Girls – 250,000 annual opportunities for children to play golf * ● Boys - 5% annual increase in junior boys club membership ● Girls - 10% annual increase in junior girl’s club membership ● Women – 5% increase in female club membership 	

1. **Dragon Golf Starter Centre Initiative**

Wales now has 40 Starter Centres as defined by the Golf Foundation. The GDW development officers will continue to monitor and work with these centres - deciding whether to remove them and create additional ones.

- A **Junior Club Model** (Junior GolfCert) based on the charter mark idea in the “Guide to Clubs on Junior Golf” to be produced
- The Model will be distributed to all facilities plus the Community Chest panels for use when assessing award applications from clubs
- Funding is allocated to the chosen Dragon Golf Starter Centres in return for specific developmental work e.g. Dragon Sport Tri-Golf in local schools, and targeted increases in the number of girls especially.

2. **Pay and Play Junior Clubs & RCW Legacy Fund Schemes**

The majority of the existing “Pay and Play par-3” and proposed RCW Legacy Fund facilities are to be encouraged to develop a membership element.

The birth of junior clubs is to be grant-aided at these facilities:

- GDW will co-ordinate work between local sports development officer, facility owners, local PGA professional and local schools.
- The funded programme will cover a set period of approximately six weeks, preferably starting during one of the school holidays
- The Programme will:
 - Contain a series of lessons
 - Include playing the course, using the Junior Golf Passport scheme, with adults or older juniors as mentors
 - Create the ‘feel’ of being at a real club using bag tags, certificates, etc.

3. Dragon Sport Tri-Golf & 5x60 Schemes

Dragon Sport Tri-Golf is a development kit designed by The Golf Foundation to enable golf to be introduced to children in the primary school age group (7 – 11 years old).

Ideally suited as a Dragon Sport, there are three key stages:-

a) Activator courses

A 2 hour course empowering and enabling volunteers to run safe, fun and enjoyable tri-golf sessions. Up to 20 activator courses will be run annually resulting in over 200 trained volunteers.

b) Taster sessions

An organised event comprised of more than one school/club, which demonstrates the potential and benefits of Dragon Sport Tri-Golf to the teachers and volunteers.

The events are followed up by activator courses to train the teachers and volunteers so that they can continue running subsequent sessions or clubs.

The junior organiser's from the local clubs will be invited to each Taster session.

c) After-School clubs

GDW and Dragon Sport officers will work with local authority sports development officers and local clubs in setting-up regular after-school clubs, either on school sites or at clubs.

Funding for the three stages is to be sought primarily via Community Chest, but also via other mechanisms e.g. SCW Minor Grants, plus central SCW funding.

The Urdd (the Welsh language youth organisation) sports development officers have been trained as activators and will continue to

go into Welsh medium primary schools to train volunteers and teachers and set-up Tri-Golf clubs.

There is another resource called Golf Xtreme which lends itself well to the 5x60 initiative for Secondary school children.

GDW has written but needs to publish material for both Golf Xtreme and Dragon Sport Tri-Golf which meets the needs of the PE Curriculum at Key Stage 2 and 3. These materials take into account the concept of d³ namely that in developing an individual's golf skills you also develop their life-skills.

4. Mass audience Festivals - taking the game on the road!

There are some annual events held throughout Wales which grant access to significant numbers of young people, the majority of whom may not have had the opportunity to try golf as a sport.

The Royal Welsh Show - over 240,000 people attend and between 2002 and 2006 over 4,000 children were given a taste of golf over four days - taking the sport to juniors who might otherwise not get the chance.

The Urdd Eisteddfod – a good link with that organisation's planned Tri-Golf scheme. Another advantage is that it is also a transient festival, so different areas and therefore different clubs would benefit each year.

It is vital that clubs in the vicinity of these events provide volunteers to not only help in

the delivery of the schemes but form a link between the activities and the prospect of children taking up the game properly.

It is also vital that we make full use of the development opportunities afforded at the Ryder Cup Wales "Summer of Golf" events.

5. Junior Golf Leaders Workshop

The proposed increase in the number of juniors playing the game of golf can only be achieved with the dedicated help and expertise of volunteers.

The Golf Foundation's Junior Golf Leaders Workshop is an excellent vehicle not only for increasing the skills and quality of existing junior organisers but also as a recruitment tool to increase their number.

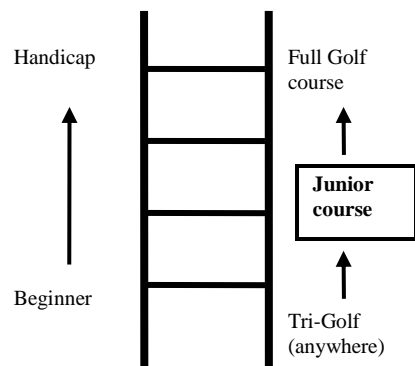
The intention is to continue running between 5 and 10 courses annually, resulting in up to 100 trained and qualified volunteers each year.

The new PGA coach education structure is being implemented with at least four to five Level 1 courses run annually and work started on formatting the Level 2 structure for volunteers. Further details can be found in the Coach Education strategy "Golf Coaching Cymru" which is a collaboration between the G UW and PGA via the Manager of Coach Education and the PGA in Wales.



6. Junior Facility Developments & Legacy Fund

Consider a very simple development ladder (right) that represents the pathway from being a complete novice to a good level handicapper:-



Unfortunately, many clubs suffer from the lack of availability of a good practice or short course areas (“Junior course”, in the diagram), where juniors can be coached and their basic skills honed before being given the task of playing the main course. Without facilities of this type, some initial rungs on the ladder are missing and progress for juniors are not only hampered but the attrition rate of juniors is also increased and it can also affect the numbers coming into the sport in the first place.

The lottery fund for Sport in Wales, is the obvious avenue for financial support for such projects, however there are considerable constraints on this fund at the time of writing and such projects would need to be demonstrably good ones to secure any support. Junior tees

For courses without the room to develop a junior specific course, it is still possible to cater for juniors by providing junior tees on the main course.

Golf Development Wales will examine the value of its previous policy of providing the services of a golf architect not only to produce a basic, generic design for any such facilities (see Appendix – Facilities Plan) but also in order to carry out feasibility studies at a certain number of facilities each year.

● The Ryder Cup Legacy Fund

This fund is being utilised in order to develop municipal courses and beginner facilities across Wales.

A sub-group of RCW has been formed with the specific remit of examining and developing such applications.

Golf Development Wales has a presence on this group and is providing practical assistance in producing beginner development plans for successful applicants.

7. Beginner Competitions

To provide a suitable avenue for beginners to progress from coaching programmes into the challenge and fun of competitive golf. Competitions include examples such as Wee Wonders, a pan-Wales flag based competition; the players get a certain number of shots to progress as far as possible around a golf course. It is proposed to examine the potential of expanding this or similar types of formats. It is generally accepted that women and girls respond better to a less pressured, more social format; therefore the plan is to also develop a female only format for beginner ladies to link in with initiative 8 below.

8. Women and Girls Start Golfing Schemes

- Women Beginners subsidised Coaching
GDW funded scheme to expand the number of women playing the game.

Employers with a significant female employee base (e.g. Health Trusts, etc) are targeted and linked with a local golf facility to provide subsidised and cheap introductory coaching.

Following this initial coaching, the women are then offered further coaching at a discounted rate with the subsequent possibility of joining a club/facility at a preferable rate.

The timing for such schemes is vital – the coaching periods must be initiated in plenty of time for the women to then be able to experience playing golf in fair weather.

● Girls Beginners Free Coaching

Similar to the above, but targeted at secondary schools, guides and brownie groups.

GDW will subsidise the beginner and continuation lessons, but will also seek support via schemes such as Community Chest.

In some cases, Women’s and Girls schemes may be combined into one project

● Female Golf Club Depots

GDW will hold a store of female and “teen” clubs for use in schemes above as required.

Such a central purchasing scheme will maximise available economies of scale.

9. Other Schemes

- Design & maintain a Website linking with other good junior websites and clubs.
- Ensure suitable publicity for junior programmes (media contacts, etc.)
- Club of the Year
- Update Cd-Rom Junior Guide & GolfCert

GDW Main Objective 2	Better Players
<ul style="list-style-type: none"> The Majority of the Headline Initiatives, Targets and Outcomes of this objective are now the remit of the “Player Development and Coaching Directorate” of the G UW. Further details are available in the G UW High Performance Plan. 	

The Initiatives listed below are those with an impact on GDW in respect of this objective.

10. Appropriate Competition

- As the number of girls increase, the current domestic competition structure will need to be altered. The existing social aspects of organisations such as the South Wales Girls Association will still be required, and indeed, can only grow, but an increased County competition structure will also be needed. For boys, official competitions below existing County level are required, such as:
 - Additional competitions arranged within local authority boundaries, along the lines of the recently formed Carmarthen junior league
 - New competitions between the increased numbers of Starter Centres (utilising Junior Golf Passport handicaps as guidelines). Competitors could also be added to the above format from the new “pay and play” junior clubs identified in Initiative 2 of Objective 1.

* Golfing Opportunities figure calculated via:-

Boys = 157 clubs (75% active with juniors). Average of 50 boys per club. Assuming 50% active once per week = 2,950 opportunities per week. Assuming 40 weeks activity per year = 118,000 opportunities.

Girls = 145 clubs (60% active with juniors). Average of 5 girls per club. Assuming 50% active once per week = 218 opportunities per week. Assuming 40 weeks activity per year = 8,700 opportunities.

Girl’s schemes. 500 girls receiving 6 lessons = 3,000 opportunities. Assuming 50% continue with a further 6 lessons = 1,500. Total = 4,500.

Women’s schemes. 700 women receiving 6 lessons = 4,200 opportunities. Assuming 50% continue with a further 6 lessons = 2,100. Total = 6,300

Dragon Sport Tri-Golf & 5x60 Schemes. 180 bags. Assuming 30 kids per bag = 4,500. Assuming 9 weeks of activity = 48,600.

Mass Audience Events. 6 events per year. Average number of opportunities at each event = 2,300. Total = 13,800

11. County Coaching Schemes

- The G UW is to review the existing County Coaching scheme with the aim of generating a consistent approach to the coaching of juniors i.e. a Long-Term Athlete Development approach (LTAD).
- The impact on GDW would be a financial one as it would encompass females as well as males and therefore any additional funding over the existing county coaching allocation would need to come from GDW.

12. Regional Centres of Excellence

(Detailed in Appendix – Facilities Plan).

Developed in conjunction with the Lottery Fund for Sport in Wales, these 5 new facilities will provide unrivalled practice and coaching facilities for elite level golf in Wales.

The facilities will provide year-round access to quality, flexible short-game practice facilities with guaranteed access times, sufficient number of hours and high-specification equipment (e.g. competition quality golf balls). This development is vital in the attempt to improve elite standards of play.

Indoor provision for coaching in both driving and putting disciplines is also crucial in ensuring that players are competitive right from the start of the season every year.

A major benefit will be the fact that talented men, ladies, boys and girls will not have to travel significant distances to receive quality tuition at quality facilities.



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