

ANNUAL REPORT 2019/20

CHAIRMAN'S REPORT

We continue to focus on our vision to make Golf "Everyone's Game. Anywhere" and our aim to create and support an environment in Wales where golf is safe and accessible for everyone to participate, enjoy and progress. We have two versions of our strategy a summary one page document downloadable by clicking [here](#) and a twelve page more detailed document downloadable by clicking [here](#).

The financial challenges the game faces are still apparent to Wales Golf and demonstrates the ongoing need for continued prudent financial management to enable us to deliver the best possible outcomes for golf whilst balancing the budget. We are always grateful for the on-going support of Sports Wales, the R&A, PGA, Golf Foundation and all our sponsors. Subscriptions also make a significant contribution to the overall budget and we are well aware that we must provide value for money for everyone.



The Wales Golf Buying Group, a partnership between Wales Golf and GMG, which provides all clubs affiliated to Wales Golf free access to a dedicated buying group. The buying group harnesses the collective purchasing power of clubs to leverage significant discounts across a range of goods and services. Since starting, the group has saved over £22,900 for golf clubs across Wales. You can access all the information you need to get the ball rolling at your club by clicking [here](#).

Wales Golf have continued to contribute to the National Governing Body Early Adopter scheme to help shape how Sport Wales and work closely with other stakeholders within this scheme sharing our insights and learning from other governing bodies whilst helping shape the future of sport in Wales. This model covers three areas – Strategy, Key Performance Indicators and Collaboration and Governance. Golf was the only sport accepted for all three areas and scored the highest on the application criteria.

Golf club and facility development is integral to us achieving sustainable success across all our schemes particularly those focusing on women and girls and family friendly flexible golf which will remain at the forefront of our efforts. The game needs facilities that are welcoming and inclusive and which offer what the modern-day golfer is looking for whilst also embracing the principles that make this great game what it is. Additional there is a need to focus on environmental sustainability <https://www.walesgolf.org/greener-golf/>.

The work with CONGU, the R&A and USGA on the transition to the World Handicap System has continued ready for the launch later in 2020. Further educational seminars have been run to enable the transition to be implemented with minimal disruption to clubs and players. These seminars are supported by resources distributed to clubs and online at <https://www.walesgolf.org/world-handicap-system-home/>.

Since launch by the R&A of the Women and Girls Charter in May 2018 and Conwy Golf Club, venue for the 2020 Curtis Cup, becoming the first in the UK to sign up to the Charter other clubs have followed by signing up and committing to the Charter pledged to support the aim of increasing the number of women and girls playing and working in golf. We would encourage other clubs to sign up and details of how to do so can be found at <https://www.walesgolf.org/women-golf-charter/>. There is a link to the New2Golf schemes with increasing numbers of participants and clubs becoming involved <https://www.randa.org/en/news/2020/01/women-and-girls-success-in-england-and-wales>.

Following on from the Wales Golf pilot of the New2Golf/Back2Golf scheme for stroke survivors, initially based at Parc club between Cardiff and Newport, a national rollout took place around Wales in 2019. This was linked to the first ever Golf and Health Week which took place in April and aimed to encourage golfers, non-golfers and lapsed golfers into taking part in the sport. The most popular aspects of the scheme were meeting people, learning something new, coaching and being outside which benefits all golfers and demonstrates the value of a sport which allows players to participate on a level playing field whatever their ability and strongly links to our current strategy and vision of making Golf "Everyone's Game. Anywhere".

Equality and inclusiveness are a focus of our vision and values. Wales Golf was one of the first sports to achieve insport Silver and will be one of the first sports to submit to achieve the highest level insport Gold at the end of 2020. Wales Golf was the only sport in Wales to be selected to pilot the Mental Health and Wellbeing standards in Sport of which we achieved the first level in December 2019.

We continue to run roadshows/workshops/events throughout the year offering clubs and golfers focused support in essential areas such as health and safety run by Xact, Safeguarding and Protecting Children, Club Governance and Membership Retention, Digital Marketing, and Rules of Golf training.

In addition to the above we continue to run Level 1&2 Coaching Courses, Inclusive Golf Coaching Courses and a series of Regional Partnership (REPs) meetings on an annual basis.

Our strategy focus on stronger clubs is linked to the more flexible Business Support Scheme (BSS) with 56 clubs now having access the Strong Club Matrix and support provided as a combination of consultancy, cluster workshops covering key themes, guidance from a regional club development officer, as well as, access to a bank of templates and resources. We have developed Club Governance Resource (Version 2) in partnership with England Golf, Scotland Golf, GCMA, NGCAA and the PGA and the new updated version is now available with excellent feedback from clubs to date. A copy has been sent to each club and is used by the development team during the Business Support club sessions

Full details of these roadshows and our scheme outcomes can be found later in this report.

The Wales Golf High Performance Strategic Plan 2019-2022 mission is "to create and sustain a world leading high performance system to achieve our vision", which is "to inspire our nations amateur golfers to win on the world stage". The focus being on continuously build and enhance our high-performance systems and processes while considering the allocation of limited resources in order to provide the right players with the right support at the right time.

Welsh players, at all levels, continue to achieve success both within Wales and internationally. Attending events and championships enables me to watch golf of the highest standard and I congratulate everyone on the spirit with which they play the game and on their achievements. This is truly inspiring and worth celebrating not only for the individuals but for all those who contribute to their success. Full details of these successes can be read later in this report.

We congratulate all the winners at the Welsh Golf Awards which showcase the breadth of excellent good work being carried out at club level and the achievements by individual players. Celebrating success is an important part of sporting culture.

Full details of our National Championships results are on our web site at <https://www.walesgolf.org/results/> and <https://www.walesgolf.org/ping-wjt-results-2019/>. Competitors are encouraged to play "Ready Golf" across all appropriate Wales Golf events. We thank the clubs that continue to support these events by hosting them and/or running qualifying events at club level. Thousands of golfers play in and enjoy our events on an annual basis and with excellent entry levels for the regional qualifying events that were added to the highly successful PING Welsh Junior Tour for the 2019 season. It is very encouraging to note that we are still continuing to get a significant number of requests from golf clubs for 9-hole Standard Scratch Scores

and we continue to hope that this will translate into an increase in entry numbers for the R&A's 9 Hole Championship.

Richard Dixon continues to manage and support a dedicated team of staff whose hard work and commitment delivers the best possible programmes to support Welsh golf clubs and players. We are fully aware that the pandemic has been **impacting all areas of society on a global scale, and that golf clubs have faced huge, uncertain challenges so our team's engagement with all our stakeholders has become more crucial than ever and the recognition of this by the R&A** <https://www.randa.org/en/news/2020/07/dealing-with-covid-19-wales-golf> **along with the feedback from our clubs and players is a great support for all in such uncertain times.**

On behalf of the Board, Council and all Welsh clubs I would like to thank Richard and the staff, Mike Bryant our current President, Andrew Emery our Treasurer, all our volunteers in the clubs and counties, the Youth Panel and Ambassadors, the Board, Council, all of whom make extremely valuable contributions to the success of Welsh golf.

Dr Val Franklin.
Chairman

TREASURER'S STATEMENT

I present my report on the accounts to the end of March 2020 and whilst we are all aware of the seismic changes that have taken place since that time in the economic and social environments, the majority of my comments must reflect on that earlier, more stable period. The Board continue to monitor the main activity centres of the organisation both against budget and against the key performance indicators that have been set to measure progress. Across all areas performance has continued to be positive and progress in driving the game forward continues.

The loss for the financial year 2019/20 is £31,274 which is substantially less than the budgeted deficit set by the Board of £93k. As was reported last year, budget holders are asked throughout the financial year to forecast the expected outturn position of their activity centre at the end of March to provide early notice of both favourable and adverse variances to Board. This system continues to work well and at the beginning of the 2020 calendar year the forecast year end position was a deficit spend of over £70k. By March it was clear that the increasing incidence of COVID-19 infections in the UK would substantially alter the way society could operate, at least in the short term. Consequently, it was decided to eliminate all discretionary expenditure, at a time when there would be substantial activity taking place in preparation for the new season. This was the fundamental reason the reported deficit is materially less than both budget and the forecast figure at the beginning of 2020. Indeed, the largest element of the actual £31k deficit is the loss made on the revaluation of the investments held of £19k, which is a timing effect of the valuation being made at the end of March when stock markets had temporarily collapsed.

Our key income source continues to be the subscriptions of our member clubs. I am pleased to report an increase in the number of adult golfers playing the game of 2.5%. It was especially encouraging to see an increase in the participation of both male and female players. Unfortunately, the number of juniors playing the game has again fallen though by a much smaller amount than in the previous year of just over 3%. As I have previously commented, it is not helpful to read a great deal into a year's figures and there clearly is much work still to do. I still firmly believe the outstanding work carried out by the Development Team will deliver sustained and positive returns over time.

I continue to be surprised and disappointed in the take up of the Wales Golf Buying Group using GMG which was launched in 2018. At a time when clubs need to demonstrate to their membership that they have ensured their overheads are delivering value for money this would seem an ideal and free of charge opportunity to market test and benchmark key areas of expenditure.

The support of our main funding partners continues to be both essential to our ability to promote the game effectively in Wales. Our support from Sport Wales was unchanged in 2019/20. I had hoped that by the time of writing this report we would have more clarity regarding the new funding model that Sport Wales are introducing and the impact it would have on our finances. Unfortunately, due to the impact of COVID-19, the timetable for publishing the new funding model has been delayed. As last year, we keenly await this information as it will impact on our strategy moving forward. We continue to be grateful to the R & A for the support and assistance they provide to us. We support the direction in which they are looking to develop the game and I see no reason why our partnership will not continue to strengthen. Our association with both the Golf Foundation and the PGA continues as we not only benefit from their financial support but also their expertise.

The continued sponsorship provided by PING to our Junior Golf Tour and the Mixed Foursomes Championship highlights an area where we must continue to try and expand our reach. The more diverse revenue streams can become the stronger our underlying finances will be which will be important when there is certain to be pressures on public funding as we move forward.

The balance sheet and reserves remain in a robust position at the end of the reporting period. This is especially important as we enter a year of greater uncertainty than any we have encountered in recent memory.

In conclusion, the Board will continue to closely monitor all areas of operation and expenditure at a time of great uncertainty. It is crucial that Wales Golf is in as strong a position as possible to provide the necessary practical support to our member clubs as we navigate through the pandemic and society is able to open up. The work of all the staff throughout this incredibly difficult period has been exemplary. I am certain with their continued hard work we can emerge with a stronger game in Wales.

Andrew Emery
Treasurer

CHIEF EXECUTIVE'S REPORT

The following report details our work throughout 2019/20.

DEVELOPMENT

Wales Golf Strategy, Vision & Values

Wales Golf's current Vision and Strategic Plan for the period 2018-22 is 'Everyone's Game. Anywhere' and our purpose is 'to create and support an environment in Wales where golf is safe and accessible for everyone to participate, enjoy and progress'. Our Values, which inform everything we do, indicate our commitment to working for the benefit of anyone who wishes to access our sport: Real, Innovative, People-Centered, and Excellence. We currently have 6 strategic pillars: More Golfers, Stronger Clubs, a Relationship with Every Golfer, Outstanding Events, Great People, and Winning Golfers.

It has been a successful and exciting year implementing the second year of our strategy with a focus on women's and girl's development, inclusive golf, and stronger clubs. Development targets were exceeded in almost every area.

Performance against Strategy Targets include:

More Golfers

- ✓ 69,000 participants in Development related activities (target 56,000 - 70,000) – target reached
- ✓ 392 girls in New2Golf coaching, a 14% increase from the previous year (target 363) – target exceeded
- ✓ 680 Women in New2Golf coaching, a slight increase from the previous year – target met
- ✓ 2149, a record number of participants in New2Golf coaching (a 16% increase from the previous year). Last year we also saw a 14% increase from the previous year - target exceeded

Stronger Clubs

- ✓ 57 clubs have received Business Support, through our Strong Club Matrix 32 have received Gold, 5 Silver and 9 Bronze standard – target exceeded
- ✓ 88% of clubs have engaged with the development team – target met
- ✓ 43 clubs have achieved Junior Club Accreditation – target met
- ✓ 55% of clubs increased or maintained membership levels – target met
- ✓ A 2.7% increase in women's membership – target exceeded
- ✓ A 3.9% increase in girl's membership – target exceeded

Some additional statistics include:

- 4% of adults in Wales participated in Golf (20,391 females, 89,021 males). The latent demand for the sport was also 4%, showing golf has the potential to increase its participation levels.
- 33% of golf participants have a long-term illness or disability (compared to the Wales population of 20%).
- The percentage of school pupils who participated in golf in any setting has risen from 15.6% in 2015 to 24.5% (an increase of 57% in participation levels). There was a marked increase in the number of females (over double).
- An increase in overall membership for the first time in over 10 years of 2.1%.
- 17 Clubs have achieved the Women in Golf Charter (4 more are in progress).
- The R&A golf participation stats (4000 adults sample size) for non-registered golfers showed that within GB and I from 2018 to 2019 there was participation growth from 2.87 million to 3.08 million playing golf on a full course (5.6% of the population of which were 15% female), with over half of golfers aged 45 years and over.
- The number of male golfers increased from 2.49 million in 2018 to 2.63 million in 2019 and female golfers from 384,000 to 452,000 (an 18% increase). Also, there were increases in the number of driving range users.

Golf, Health, and Wellbeing

Golf is continuing to evidence the health benefits which is key to maintaining existing funding and attracting further investment.

Following the pilot of the New2Golf/Back2Golf scheme set up at the Parc Golf Club in partnership with the Stroke Association (of which 63% of the participants still meet and play regularly 3 years on), a national rollout took place. Golf was the first sport to attract funding directly from Health in Wales to support this project in 2018. Over 10 clubs took part with over 86 stroke survivors participating, consisting of both new and lapsed golfers. 76% participated regularly, 71% of the regular participants following the scheme took part in golf activity. 9% became club members. All participants reported improved confidence levels. In 2019, 9 groups took place throughout Wales with 44 regular participants and 78% continued into regular golf activity.

*"My family have seen a great difference in my outlook and **I feel alive again**".*

Wales Golf is recognised as a High performing National Governing Body (NGB)

Sport Wales Early Adopter

- Wales Golf was involved in the Sport Wales Early Adopter model in all three areas – 1) Strategy, KPI's and Investment, 2) Collaboration, and 3) Governance. These groups were set up with representatives from NGB's to help shape how Sport Wales works with governing bodies. Golf was the only sport accepted for all three areas and scored the highest on the application criteria.

Disability Sport Wales NGB National Accreditation

- Wales Golf was one of the first sports to achieve *Insport* Silver and will be one of the first sports to submit for the highest level *Insport* Gold at the end of 2020.

Equality Standards for Sport

- Wales Golf was the first sport in Wales to submit for the Advanced Equality Standards in Sport (a 6-month assessment process) in March 2020.

Safeguarding

- The highest level of the Safeguarding standards (level 3) has been maintained for 2019/20 and we continue to make good progress in this area.

Mental Health and Wellbeing

- Wales Golf was the only sport in Wales to be selected to pilot the Mental Health and Wellbeing standards in Sport of which we achieved the first level in December 2019.

Partnerships continue for 2019/20

PlayMoreGolf Partnership

- Wales Golf affiliated clubs receive a discount of over 30% and receive a 100% profit guarantee on their partner fee.
- PlayMoreGolf links individual clubs across the United Kingdom under one flexible membership. They host, operate, and market a club's flexible membership category. To the customer, this provides choice, value, flexibility, and convenience with all the benefits of golf club membership.
https://www.youtube.com/watch?time_continue=6&v=0IAEdBU9g3g
- Golfers join online, choose their preferred home club, and receive 100 points for an annual subscription. Of this, 80 points will be used at home and 20 can be used at the members home club or the other 140+ PlayMoreGolf partner clubs. Currently over 10 golf clubs in Wales work with PlayMoreGolf. Within PlayMoreGolf.

Golf Management Group (GMG) Partnership – The Wales Golf Buying Group

- Provides all affiliated golf clubs with free access to a dedicated buying group.
- GMG harnesses the collective purchasing power of clubs to leverage significant discounts across a range of goods and service categories used by golf clubs.
- They provide access to a Contracts Manager, an easy to use online management tool designed to manage all your service and utility contracts; and free GMG membership for a year – usually £149.
- Savings vary depending on the areas each club chooses to review, but GMG would expect that clubs, which engage with its top six performing categories, could cut costs by over £10,000. To date GMG is working with 37 clubs with 15 contracts secured worth over 15K worth of savings to date.

Below is a detailed scheme update linked to our Strategic Pillars



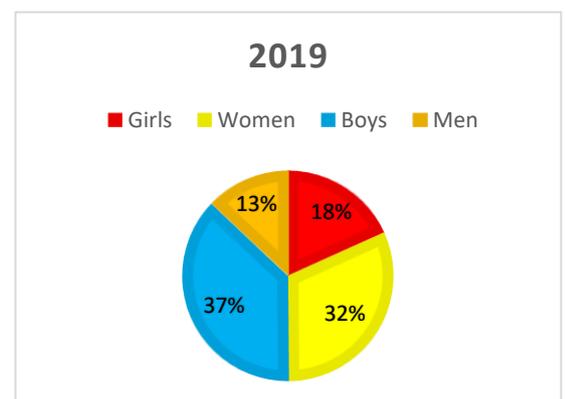
Strategic Pillar 1 – More Golfers

Participants and Mass Audience Events

- Wales Golf is represented at Mass Festivals at nearly 90 venues a year to ensure golf reaches all areas of the community. Clubs and other organisations can also loan festival equipment (e.g. inflatable nets) from Wales Golf and a progression to club activity is promoted at each event.
- The approximate number of participants in development-related schemes was just over 69,000, higher than in 2019.

New2Golf/ Back2Golf Recruitment Programme

- This scheme provides clubs with funding to run a membership recruitment programme. It aims to attract participants who are new to golf, or, those who have played in the past and are looking to re-join a club. Promotion can be targeted towards specific groups such as women and girls, families, disability groups, or, general groups. It supports individuals through coaching, playing opportunities, and social events and aims to recruit participants to a variety of membership offers.
- Support from our Development Officers is available from the initial planning right through to the retention of the New2Golf members up to 3 years on.
- Marketing resources are produced thanks to support from the R&A with a focus of targeting the segments that are likely to be attracted to the sport (2019 campaigns below).



- **In 2019, 62 clubs ran New2Golf schemes.** There was a record number of participants with over 2100. This reflects an increase of 17% overall and a 14% increase in girls. We also had a 19%.



New2Golf participant-centered research –

- **Focus groups** took place tracking New2Golf participants over a 3-year period. A simple resource has been produced with hints and tips for clubs on how to run successful New2Golf schemes.
- **New2Golf survey** - all New2Golf participants are encouraged to complete a survey and feedback is shared with clubs, as well as being used nationally to help improve the scheme.

Girls Golf Cymru (GGC)



A pilot programme, supported by the Golf Foundation, aimed at attracting girls to golf and retaining them in the sport. It draws on research showing the importance of the social side of the sport to many girls, and the benefits of girls-only coaching in lowering barriers such as lack of confidence and body image. Following a free taster session, girls can take up the opportunity of low-cost, girls-only coaching sessions with the emphasis on the fun, social, and friendship aspects of golf. The programme aims to create an environment where girls feel comfortable and confident to participate and the centres offer a clear pathway for them to continue their enjoyment of the sport whilst growing their friendship circle.

7 clubs across Wales offered Girls Golf Cymru in 2019, with 55 participants in total, where 91% converted to additional lessons and/or membership. The programme will be extended further in 2020.

Golf Foundation HSBC Golf Roots Centres

This is an initiative which subsidises junior beginner coaching in schools and the community, as well as, follow-on coaching at the club/centre. 36 Golf Roots Centres (27 in the previous year) were funded.

Shorter formats/ Alternative Versions

Mini Masters

- A 9-hole, beginner, fun competition for juniors with a 28 handicap or above, as well as, those new to the game <https://www.walesminimasters.co.uk/>
- 8 regional qualifiers and a national final. The Mini Masters started the year of the Wales Ryder Cup (2010) and has expanded year on year. After a record entry and growth of 50% in 2018 the event continued to grow in 2019 with entries reaching a new high of 342.
- The stand out headline is the 104 entries from girls which now represents 30% of all entries with 92 playing, representing a record high 32%. In 2017 less than 20% of entries were from girls.

Expansion of the Golf Foundation (GF) Golf Sixes

- This six-hole team format for juniors 'Golf Sixes League' has been hailed as a "game-changer" by the Golf Foundation in attracting new young players and families, with high numbers signing up as club junior members in 2019. Across the UK in 2019, [GolfSixes League](#) was played by more than 2,670 boys and girls from 233 golf clubs across 52 junior leagues, seeing an increase in junior membership of 35% increase across England, Scotland, and Wales.
- 59% of parents volunteered to help at league fixtures (38% of which were non-golfers); 88% of family members thought the format was 'fun' and more than 80% would like to play more golf. 28% of all players were girls.
- In 2019, 2 Golf Sixes Leagues took place in Wales with excellent feedback received from participants and parents.

New2Golf Summer Swing

- A fun annual competition for those golfers coming through New2Golf. For many women it is their first opportunity to compete against golfers from other clubs. Research suggests that many women lacked confidence when hitting their first tee shot in front of others, to help circumvent this a female professional golfer hits the first shot for everyone – this also provides a great opportunity for women to meet a golfing role model and for raising the profile of women's golf. Over 70% of the participants were female (140 participants in total).



Strategic Pillar 2 - Stronger Clubs

Business Support Scheme (BSS)

- The BSS is based on the needs of each club. Clubs and the development team utilise the Strong Club Matrix tool as a club health checker. Clubs and committees use this in conjunction with their Golf Development Officer to help identify the strengths and areas for improvement based around 9 key areas. These areas are Governance, Participation, Marketing, Visitors, Membership Recruitment and Retention, Customer Service, Compliance, Course Rating, and Course Management.
- Support is a combination of consultancy, cluster workshops addressing key support themes, guidance from their regional Club Development Officer, as well as, access to a bank of templates and resources.
- As part of the support the clubs also have access to the **Mystery Shopper Service** and customer satisfaction survey tool called the **Customer Feedback Tracker (CFT)**.
- To date, 56 clubs have completed the matrix and receiving business support and 33 have reached Gold standard (70% green)

Business Support Workshops

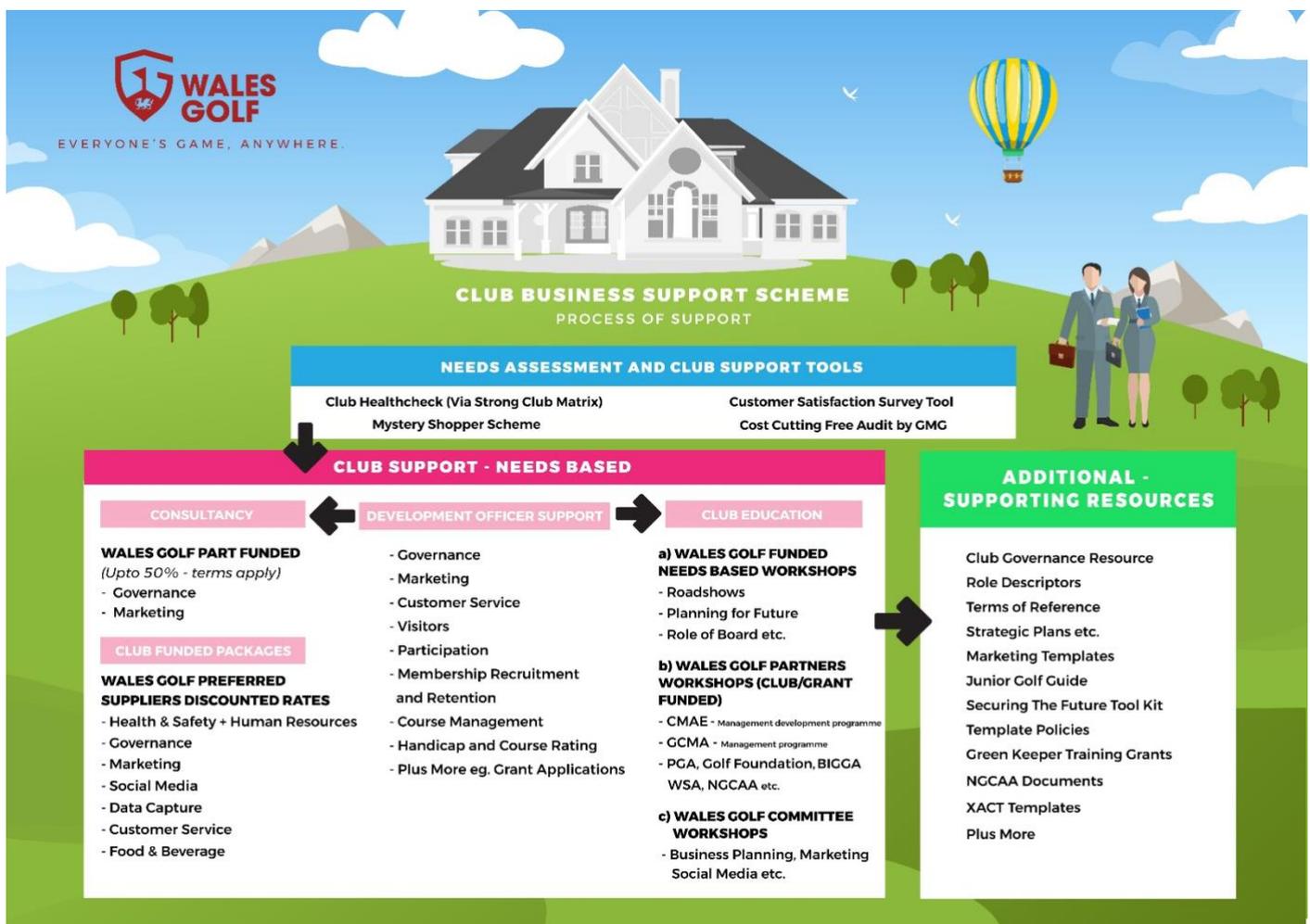
The following workshops took place in **2019/2020**:

- **Engaging Girls** – January – 42 participants from 20 clubs.
- **Inclusive Governance** – February – 64 participants from 34 clubs (97% rating the workshop excellent or above average).

Committee Presentations

- A bank of **committee presentation tools** has been, or are in the process of being produced, which include: Strategy and Business Planning, Marketing, Social Media, Running an Effective New2Golf scheme and Equality and Inclusion

Below is a summary of the BSS scheme:



Club Governance Resource Version 2

- Club Governance resource was produced in partnership with England Golf, Scotland Golf, GCMA, NGCAA and the PGA and the new updated version is now available with excellent feedback from clubs to date. A copy has been sent to each club and is used by the development team during the Business Support club sessions.

Women in Golf Charter

- The Women in Golf Charter developed by the R&A intends to inspire an industry-wide commitment to developing a more inclusive culture within golf around the world and enable more women and girls to flourish and maximise their potential at all levels of the sport.
- Adoption of the Charter requires national federations and other golf bodies to build on and develop initiatives that will focus on encouraging more women and girls to play golf and stay within the sport as members of clubs, while also empowering women to enjoy successful careers working within the golf industry.

It aims to:

- Strengthen the focus on gender balance and provide a united position for the golf industry
 - Commit national federations and organisations to support measures targeted at increasing participation of women, girls, and families in golf
 - Call upon signatories to take positive action to support the recruitment, retention, and progression of women working at all levels of the sport
 - Set individual targets for national associations for participation and membership and reporting progress annually
 - Develop an inclusive environment for women and girls within golf
- To date, **17 Clubs (12%)** in Wales have signed up to the Charter with many more in progress.

Junior Club Accreditation – Junior GolfCert.

- This award has been developed to recognise those clubs attempting to increase the number of young people playing golf by providing a quality and fun experience. It also acts as a model for a junior section to strive towards. The application process is fully online and

combines the Disability Sport Wales' **insport** accreditation. The Junior Golf Guide resource (an accompanying resource) is available and the new #Safegolf brand is incorporated into this award.

- 43 clubs have achieved accreditation to date.



Strategic Pillar – Great People

Coach Education and Volunteer Education

PGA related courses

- 4 ASQ Level 1 coaching in golf organised – 18 delegates

Safeguarding Workshops (SPC)

- 5 workshops with 57 participants

Time to Listen for Club Welfare Officers (TTL)

- 2 workshops with 12 participants

New for 2020/2021

Festival Week

A new event for 2020 showcasing and celebrating diversity in golf. The week will also include a mixed ability **Disability Championship**, a **Curtis Cup/ WBO mixed legacy event** where men and women compete from the same tees (in a preferred tee format), junior competitions, and a family Golf Sixes event.



Activator Workshop – Collaborative GB and I project.

- New GB and I workshop to train club and community activators will be developed and rolled out in 2020/ 21. There is a need for a more diverse workforce to support PGA professionals with club development and games based community outreach work. The home unions will work together to develop the content and keep the PGA informed of the progress and the PGA are welcome to be involved at any stage.

Women British Open and Curtis Cup Legacy Project support by the R&A and Welsh Government

- Wales Golf is using the 2 events to showcase women's golf in Wales and as a catalyst for the development of the game. This 2-year project will consist of school taster sessions, after school clubs, school equipment, club sessions, and a chance to watch the events as well as the development of a few school golf courses.
- A new competition is also planned, embracing the new World Handicap System and enabling male and female golfers to compete alongside one another using their PREFERRED tee. This will initially be run as a pilot event and then be open to all clubs in 2021 when the new World Handicap System has been formally introduced.

HIGH PERFORMANCE AND COACHING

Our High Performance Programmes have seen positive changes and re-focus during this year. From September 2019 Wales Golf High Performance squads were streamlined to focus on producing more stars of the future, while also competing strongly on the international stage. The number of golfers in the squads across men, ladies, girls and boys were gradually reduced to the inclusion of approximately

40 players this year.

The move is geared towards targeting the support and guidance from Wales Golf in a more effective manner to shift the programme completely towards high performance, in line with High Performance Strategy launched this year by Wales Golf and agreed by Sport Wales and other funding partners.

The change is aimed at producing more Welsh golfers who win on the amateur European and world stage, with squad selection based around those principles.



This year saw Wales Golf High Performance launch our Strategic Plan 2019 – 2022. The strategic plan was developed in response to the desire of those involved in WGHP to publish and communicate a clear plan and strategy to enable Wales Golf to deliver an agreed long - term approach to address challenges and maximise opportunities within the current environment. The purpose of the strategic plan is to clearly identify what WGHP intends to achieve or influence, over a given time and within specified parameters, namely to support Welsh golfers to achieve success on the world stage. This will build on current systems and processes, which will be enhanced in order to improve effectiveness and efficiencies to ensure that the right performance resources are applied at the right time in the right place. A corner stone of the strategic plan is the High-Performance Culture which outlines the behaviours that stakeholders display on a day to day basis.

The past 12 months have seen many performances and representative highlights across the various levels of Welsh Golf.

Wales' golfers enjoyed some of their best performances in recent years in the European Team Championships, with the Men's Girls and Boys teams all challenging strongly. The men finished sixth in Europe, the first time they have reached the quarter-finals since the 2000's and best final placing since 5th place was achieved in 2001. The Girls team achieved their best result since 2005 by finishing in a highly credible 12th place, while the Boys team secured their return to the top level of the European Team Championships for 2020.



Representation (GB&I) this year came from Wales golfers Ffion Tynan and Darcey Harry have been picked for the Great Britain and Ireland team for the Junior Vagliano Trophy, making up a third of the six-girl squad. Archie Davies was also selected for the GB&I Boys team to compete in the Jacques Leglise Trophy.

Three Wales players were selected in the preliminary Walker Cup squad for one of amateur golf's biggest challenges against the USA. Ben Chamberlain, Jake Hapgood and Archie Davies were included in the Great Britain and Ireland initial squad of players in preparation for the Walker Cup at Royal Liverpool.

Our Welsh Championships were very successful with Welsh Internationals winning all events. nEllie Willis and Dylan Thomas won Welsh Boys and Girls titles. Archie Davies was crowned Welsh Amateur Champion, with Becky Harries being crowned Welsh Ladies Amateur Champion.

There were also some great performances in the National Open events, highlights included a win for James Ashfield at the Scottish Boys Open and Luke Harries at the Welsh Open Youths.

Wales Girls claimed one of their best team wins with victory in the Irish Girls U18 Stroke Play Championship, seeing off teams from the Home Nations and around Europe. Ffion Tynan was second in the individual event, with Carys Worby in 13th and Harriet Lockley in 23rd. That combination meant Wales triumphed in the team event by five shots from Denmark, with Irish teams third and fourth, Sweden fifth and England in sixth in the event held at Roganstown.

Ffion Tynan was the best Under 16 at the English Girls' Open Amateur Championship, with two Wales players in the top ten of the Under 18 event.

Archie Davies was voted Welsh Amateur Golfer of the Year, with other highlights and notable performances on the international stage this year, listed below

Team Events

European Men's Team	6th
European Girls Team	12th
European Boys Team	1st (Div 2)
World Girls Team Championship	14th
European Young Masters	15th
European Nations	4 th (B Chamberlain T4th, J Hapgood T11th)

Individual events

Duke of York Trophy	Dylan Thomas T8th
Spanish Amateur	Matt Roberts T8th
Welsh Open Strokeplay	Ben Chamberlain & Jake Hapgood T8th
Berkshire Trophy	Gaelen Trew 3rd & Jacob Davies T9th
British Boys Amateur	Archie Davies T2nd in Qualifying ... A Davies & J Ashfield to round of last 16
Scottish Boys Open	James Ashfield 1 st & Reuben Bather T5th
Henry Cooper 3rd &	Ffion Tynan 1st + 5 welsh girls in top 20 incl. Harriet Lockley Darcey Harry 4th Matthew Sandoz T5th
British Girls Amateur	3 Qualifiers for Matchplay
Irish Girls Open Strokeplay	Ffion Tynan 2nd & Carys Worby T13th
Scottish Girls U14/16 Open	Gracie Mayo 2nd
Welsh Ladies Open Strokeplay	Kath O'Connor 9th
English Womens Open	Darcey Harry T6th

The **2019 Order of Merit** winners were:

- Archie Davies Boys Order of Merit
- Harriet Lockley Girls' Order of Merit
- Jacob Davies Men's Order of Merit
- Jordan Ryan Ladies Order of Merit

CHAMPIONSHIPS

2019 once again saw a host of individuals and teams claim silverware during the season. Our National Amateur Champions both produced brilliant performances, so congratulations to Becky Harries (Tenby) on regaining her title and Archie Davies (Carlisle) on claiming his first.

In the Team Championships, Newport claimed the Victory Shield with an impressive victory at Tenby GC. The Men's Team Championship held at St. Pierre was clinched in a dramatic final by Mountain Ash GC and the Ping Mixed Championship saw Greenmeadow come out on top at Cottrell Park. Elsewhere Wrexham GC claimed the double as their Ladies triumphed in the Ladies Team Championship and the Junior Team sealed victory in the Junior Inter Club Championship.

In our Open Stroke Play Championships, two historic links in the form Royal St. David's and Prestatyn played host. Lily May Humphreys (England) continued to show what an impressive young talent she is with victory in Harlech while Andrew Davidson (Scotland) triumphed in a play-off in the rain affected Men's event. Luke Harries (Tenby) claimed the Open Youths Championship for Wales at The Glamorganshire GC. Paul Wharton (Woodhall Spa) took the Men's Open Seniors title at Wrexham GC and the Ladies' Open Seniors was regained by Jane Rees (Minchinhampton GC) at the beautiful Pwllheli GC.

Once again, the Championship Team ran a wide range of championships from junior through to seniors' events some catering for elite amateur players and others for the enjoyment of club golfers of all standards across Wales. 2019 saw some very notable performances by young Welsh players; Connor Owen winning by 12 at 9 under par in the Under 16's Championship and Archie Davies winning the Welsh Amateur Championship while still a Junior. Also 2019 once again saw record numbers of entries for the PING Welsh Junior Tour.

TEAM CHAMPIONSHIPS	Winners	Runners Up
Welsh Ladies' Team Championship	Wrexham	Aberdovey
Welsh Team Championship	Mountain Ash	Wrexham
Welsh Handicap Team Champ	Celtic Manor	Newport
Welsh Junior Inter Club Challenge	Wrexham	Pyle & Kenfig
PING Welsh Mixed Team Challenge	Greenmeadow	Machynys Peninsula
Victory Shield	Wrexham	Whitchurch

INDIVIDUAL CHAMPIONSHIPS	WINNER (CLUB/COUNTRY)	RUNNER (CLUB/COUNTRY)	UP
Ladies' Open Stroke Play	Lily May Humphreys (England)	Isobel Wardle (England)	
Ladies' Amateur	Becky Harries (Tenby)	Bethan Morris (Tenby)	
Welsh Open Stroke Play	Andrew Davidson (Scotland)	Stephen Roger (Scotland)	
Welsh Open Youths	Luke Harries (Wales)	Ben Quinney (England)	
Welsh Seniors	Nick Grimmitt (Glamorganshire)	Philip Sutton (Dunstable Downs)	
Welsh Open Seniors	Paul Wharton (England)	Rich Jones (England)	
Welsh Boys	Dylan Thomas (Pontardawe)	Tom Peet (Pyle & Kenfig)	
Welsh Girls	Ellie Willis (St. Pierre)	Harriet Lockley (Isle of Wedmore)	
Welsh Amateur	Archie Davies (Carlisle)	Connor Jones (Aberdovey)	

Rules

Andrew Emery represented Wales Golf when he joined the R&A Championship Committee at the 148th Open Championship at Royal Portrush. Andrew joined a number of referees from all round the world officiating at the Open Championship.

The R&A's annual Tournament, Administrators & Referees Seminar (TARS) was held in St Andrews in February 2020. Wales Golf Communications & Events Coordinator Sophie Madsen attended with experienced Wales Golf referee John Ball (Tenby Golf Club), both passing with flying colours.

Welsh Junior Tour

The Welsh Junior Tour continued to go from strength to strength with six events leading to the Grand Final. The Grand Final winners were:

Age Group	Winner	Runner-Up
Under 8's	Oliver Hulbert (Monmouthshire)	George Benitez (Celtic Manor)
Under 10's	Casper Van Rensburg (Celtic Manor)	Tomas Carlson (Milford Haven)
Under 12's	Thomas Edwards (Builth Wells)	Aaron Mohun (Wrexham)
Under 14's	Tomas Evans (Ashburnham)	Joseph Nand-Lal (Milford Haven)

HANDICAPPING & COURSE RATING

2019/20 has represented another busy year for the Wales Golf handicapping and course rating (HCR) department. Handicapping plays a hugely significant role in ensuring that golf can be played between golfers of all standards on an equitable basis and the impending introduction of the World Handicap System (WHS) has brought added focus to everything related to handicapping and course rating. We are continually looking to help educate those responsible for the administration of handicapping at club level whilst always seeking to improve our processes to be more engaging and user-friendly.

Over the past twelve months the handicapping and course rating department has completed the following:

- Handicap audit
- Category one handicap allocations
- Amateur status applications
- Preferred lies submissions
- Provided support and expertise on club queries via club visits, meetings, telephone and email
- Management and implementation of changes to the CONGU Unified Handicapping System (UHS)
- Supported the development and first stages of the implementation of the WHS.

Our dedicated HCR email address handicapping@walesgolf.org continues to be a effective tool established itself as our best method for clubs to receive quick effective advice on their handicapping and course rating queries.

2020 represents a hugely significant year for the HCR department with the development and implementation of the WHS clearly being the main focus of the team. 2019/2020 has seen us build on the ground work already laid and we look forward to the introduction of the new system on 2 November 2020. Planning is going well and we remain excited about the introduction of the new system and the positive impact it will have on amateur golfers.

A key part of our transition to the WHS is the development of a new CDH and centralised technological ecosystem that will make it easier for clubs year on year as we continually look to bring greater value to our clubs.

Our Course Rating service has continued to work well this year. We are proud of the hard work of our team over the last few years which has resulted in putting us in an excellent position to be ready for the transition into the WHS, which holds accurate course ratings at its core. Clubs are regularly communicated with and better informed of the processes involved with course rating as well as understanding how and why we conduct Standard Scratch Score (SSS) reviews. The course

rating team continues to receive training and we look forward to welcoming new raters to the fold next year. The upsurge in 9 hole and short course SSS requests has continued and we welcome golf clubs looking to embrace a different way to play the game. We hope that the number of clubs requesting 9 hole and short course SSS continues to grow in the future alongside initiatives from golf's governing bodies to champion shorter formats of the game with a view to making the game more attractive to new audiences which have less time to commit to the game. The introduction of the WHS will also hopefully encourage golfers of all levels to embrace different formats of the game.

Wales Golf has retained the status of having three members on various CONGU Committees. This is important to us as a Union as we look to shape the future of handicapping. We would like to offer our sincere thanks to the committee members, course raters and other volunteers who have kindly given up their time to help us achieve our goals within HCR.

THE WELSH GOLF AWARDS

Volunteer of the Year

Donna Grimwood started helping out at South Pembrokeshire Golf Club to support her club captain husband, a journey which has taken her to the Wales Golf Volunteer of the Year Award for 2019. Amongst other things she initiated and drove a New2Golf scheme which saw 39 adults taking part along with 20 juniors, with many going on to become full members of the club taking part in regular competitions. Donna has even taken up golf herself for the first time, as part of the scheme she runs along with Haverfordwest PGA golf professional Sam Barton. Her work has had a hugely positive effect on South Pems GC, helping to increase membership from 167 to 201, including 21 new golfers, plus another 16 junior members. There was even an inter-club competition day between New2Golfers at South Pems and Haverfordwest golf clubs as a culmination of last year's New2Golf scheme. "I am honoured to have won this award and thank you to Wales Golf for recognising my achievements," she said. "I am proud to say I am associated with South Pems and I have enjoyed the challenges over the last few years, seeing all the long hours and hard work come to fruition. "I got involved because my husband became club Vice Captain in November 2017 and I wanted to support him through his captaincy. "I was tasked with doing the marketing, sponsorship and HR, we raised more than £10,000 through sponsorship. The main club sponsor, Celtic Foodservices, are a local business who are still involved for a third year. "I was involved with data protection changes, then running a marketing sub-committee and working with Wales Golf to put together a 12-month marketing plan including New2Golf. "It has been a really busy year with New2Golf, along with trying to rejuvenate the junior section because we had not really had one for a few years. "Last year I started learning to play golf myself, so now I know what it's like to walk in the footsteps of the other New2Golfers.

Donna has clearly made a huge contribution to South Pembrokeshire Golf Club in particular and golf in West Wales in general.

Welsh Tour Professional of the Year

Welsh golf star Phil Price rates winning the Staysure Seniors Tour Order of Merit last season as being right up there with his Ryder Cup heroics. Following Ian Woosnam as the only Welsh player to top one of the main golf order of merit tables was also enough to earn 53-year-old Price the Wales Golf Tour Pro of the Year Award. Of course he is best known for beating Phil Mickelson in the singles of the 2002 Ryder Cup at The Belfry, helping Team Europe to victory, but last year's European Seniors Tour win represents reward for consistency. The John Jacobs Trophy, awarded to the order of merit winner, followed an impressive showing in 17 events, winning the Staysure PGA Seniors Championship and also finishing in the top 10 no fewer than 12 times. Finishing top of the rankings was confirmed with a tied third place finish at the MCB Tour Championship in Mauritius in mid-December. Former World number one and Masters champion Ian Woosnam won the European Tour Order of Merit twice, as well as the European Seniors Tour once, since the rankings started in 1970, so Price became the only other Welshman to top either of those rankings. "I wanted to win this order of merit and I rank doing it as one of my top three golfing achievements," said

Price. "The Ryder Cup is what I will be remembered for and it was special to win that singles match and be part of a winning Ryder Cup team. Also winning the European Open was big for me. "However, winning the John Jacobs Trophy is right up there with those two things. Everyone wants to be number one, so to do it over 17 events is very important to me. "I won the PGA which is our biggest event outside the Majors, so it was nice to win that as part of a year which I enjoyed. "I was leading from August on, but it was a long end of the season through to December. The pressure built up more and more because people were congratulating me, but there were a few people chasing me down. "I had a lot to do going into the last event because if James Kingston won it then I would have to be in the top 10 to stay top of the money list. He was leading going into the final round so I knew I was under pressure to come through. "I think it was my consistency which won it, most weeks I would turn up and do something. I was in good shape, prepared well, a strong mentality and a good 'B' game if I was not playing my best. " The order of merit win was made more special for Price with son Edward as his caddy and his family in Mauritius to join in the celebrations. "The whole family were there and my son was on the bag. He was great, it was a stressful back nine and he was very supportive," said Price. "It was great to get onto the last green and know it was all over, it was nice to do it together. Our children were too young to be part of it when I won on the European Tour, so it was enjoyable to be with everyone this time. Four years ago we Phil was presented with a Wales Golf Outstanding Achievement Award, but he has shown he can still compete at the top level. Apart from working hard for his own success, Phil has always been an excellent role model and happy to give something back to the next generations of Welsh golfers coming through the ranks.

Junior Golf Club of the Year

Community support has helped Milford Haven to win the Wales Golf Junior Club of the Year Award. There were 10 very strong junior sections shortlisted for the award, but the flourishing junior section of Milford Haven came out on top thanks to the sheer volume of provision for all ages and abilities within their junior section. Milford Haven run around 70 competitions a year for all abilities, regular adult and junior competitions, New2Golf beginner schemes, Wednesday Night Girls Golf, using a six-hole mini course as well as the main course in summer, and an indoor bowling green in winter. Junior organiser Simon Nicholas said, "This award is absolutely brilliant, there is a great junior culture in Milford Haven which has been there for the last 35 years that I can remember and probably before that as well. "The amount of support we get from club captains and members is amazing. We run 70 competitions a year and you cannot do that on £2 a head per year from the juniors. "The club members are very generous, companies in the area are very generous, helping us run proper competitions or just having fun. "We get great support from the golf club staff, particularly PGA Professional Elliot Harding who does the coaching of New2Golf at the Club. "Pembrokeshire County Council sports development officer Alan Jones, Wales Golf for the New2Golf schemes and the fantastic Ping Welsh Junior Tour, as well as the great group of young players at the Club along with the parents and guardians for whom no journey is too great – these are all key too. Some of our juniors travel all over the country to Wales Golf events such as the Mini Masters aimed at New2Golf players, while we are one of the top five clubs in the numbers supporting the Ping Welsh Junior Tour events. "Winning the County Championship and playing in the Welsh Team Finals in Builth Wells last year was the icing on the cake for us. "Junior captain Hollie Jenkins is a really good example of the success of the schemes. She is involved with Wales squads at junior level but also comes to every junior session to help out and play with the younger players coming through. "There is a strong culture in the boys group too, so there are role models for the younger people to aspire to join, but Hollie has made a big difference to the girls group." The other nine clubs on the shortlist for this award were Betws Y Coed, Brynmeadows, Builth Wells, Cardigan, Carmarthen, Cilgwyn, Llantrisant and Pontyclun, Machynys and Wrexham.

Golf Development Professional of the Year

Former amateur international golfer Natasha Gobey has had such an impact in the 18 months she has been back as a club professional that she has now claimed the Wales Golf PGA Pro of the Year Award. Natasha turned professional after studying in America, then working at The James Andrews School of Golf for seven years and Tony Valentine Golf Centre for 6 months before returning home to Rhondda and then working at Bryn Meadows Golf Hotel and Spa. The 28-year-old has

demonstrated outstanding success growing the game of golf and to becoming the best coach she can, increasing participation at every club she has worked with. Natasha's commitment to school outreach work has seen Bryn Meadows successfully awarded two Golf Roots grants to continue engaging with over 2500 children from 21 primary schools in the Caerphilly area. Her work has brought substantial increases to the numbers in weekly coaching at Bryn Meadows, starting with ladies and juniors through the Wales Golf New2Golf scheme but also including a new men's group. Natasha has had a very successful season with the junior membership with Bryn Meadows winning the Golf Sixes League, she also works with Valleys Daffodils and Cambrian Village Trust on a monthly basis to make golf inclusive for all.

She has introduced golf to over 5000 people in the Caerphilly area covering Years 3 to 6 in primary school and adults, she was also nominated for Sports Coach of the Year by Sport Caerphilly. "It feels a bit surreal to get this award, I am really chuffed," said Gobey. "It is nice to get recognition for something you are passionate about. "I played for Wales from the age of 13 until I went to the US for a year on a golf scholarship, then came back and turned pro to do the PGA coaching qualifications. It makes it easy when the people around you share the same vision as you, my colleague Katy Edwards helps a lot and the management at Bryn Meadows are very supportive and allows me the support system and time to continue the drive in the local community. I just love golf. The club's ladies and junior golfer numbers seemed to be going down so I was keen to pick that up and to be the driving force. "One of the key focuses was to break down the barriers that golf faces such as it being seen as expensive and unwelcoming so getting involved in the local community and inviting them up to Bryn Meadows was my biggest focus. We had 30 ladies joining the New2Golf membership, now there are more than 100 kids and 20-30 adults coming to coaching on a weekly basis. We offer taster sessions and affordable coaching that include an hour a week in a group and thirty minutes on the simulator a month `

Amateur Golfer of the Year

Welsh Amateur champion Archie Davies has claimed the Wales Golf Amateur of the Year Award for the second year running. Davies is currently back in the UK while his American college career has been interrupted by the COVID-19 outbreak, working on his game where possible and also carrying on his studies online during lockdown. He also won the Wales Golf Boys Order of Merit, as well as a successful start to his US college golf with East Tennessee State University, part of the team which won the Hoakalei CC Collegiate Invitational in Hawaii after a string of second place finishes. to Tennessee on the back of his Welsh Amateur win in Tenby, which he described as the biggest of his career, Davies was a strong performer for the college team with two individual top 10 finishes before coronavirus brought an early end to the season. Carlisle-based Davies has a strong Welsh sporting tradition, his great-grandfather played rugby for Wales against New Zealand. "It is pretty special to get this award," said Davies. "When I got it the first time, I thought it was pretty cool, but to get it a second time is awesome."

Wales Golf performance director Gillian O'Leary said "Well done to Archie on this award, winning it two years running is quite an achievement. There were many strong performances by Welsh golfers in 2019, but his Welsh Amateur win and the way he has made a good start in America were the decisive factors. This is a difficult time for all our squad players, but we know they are working as hard as is possible on their games and we look forward to seeing them back in action when it is safe to do so."

Golf Club of the Year

Clyne Golf Club has been awarded the Wales Golf Club of the Year Award in their 100th year and as a culmination of fifteen years of development. It was fifth time lucky for the Gower club after a steady climb through what has been a tough time for all golf clubs, who became one of the first clubs in Wales to receive the R&A Women in Golf Charter – and the award comes as a bit of good news in uncertain times.

"We are delighted to receive the award," said manager John Hollis. "Clyne golf club was set up 100 years ago this year, though the course wasn't opened until 1921, so it is fitting for us to get the award now. "We have applied four times before this, but we look at it as 15 years of hard work which it has taken to get us to this point. "We have changed a lot of things here, going back to

2006. The structure of the club is to run it more as a business and a lot of things have come to fruition in the last three to five years.

"Things are going well for us, even in the current situation with COVID-19. We are a community and sports club and both parts of that are very important to us. "The course at Clyne has been of high enough standard and condition to successfully hold the Welsh Under 14-16 Championships. Having already had two female Club Captains, last year Clyne was one of the earliest in Wales to receive the R&A Women in Golf Charter. Junior sessions were held for around 60 children, with free membership of the club for juniors up to the age of 15 if they have a parent or grandparent as a member.

Numerous women attended taster sessions which continued through the winter, all helped by a short course which now has its own SSS rating (Standard Scratch Score) for handicap purposes. Opening Somerfield Lodge beside the club, a four-star bed and breakfast facility of six en-suite rooms, was a significant initial investment which is now returning a profit and as well as attracting additional green fee payers.

Clyne are deserved winners of this award in a year when there were plenty of clubs who submitted very strong applications. The club is a great example of what a well-run golf club can achieve, a core part of their community, attracting visitors and developing the sport for everyone.

Welsh Golf Club of the Decade

Langland Bay has received the first Wales Golf Club of the Decade Award after a host of improvements, including introducing more than 300 people to play golf regularly.

The club has the largest ladies section in Wales and during the last five years, has made large strides in terms of the quality of course, visitor numbers, membership retention and attraction, to back up the steady progress throughout the last 10 years.

Langland Bay has been shortlisted eight times in the last 10 years for the Wales Golf Club of the Year Award, winning in 2013. The Club of the Decade is a new award for 2020. Representatives of Langland Bay Golf Club were due to collect the award at the Wales Golf Annual Awards Lunch at 2010 Clubhouse of Ryder Cup venue Celtic Manor, but unfortunately the event has been postponed because of the COVID-19 outbreak. "The timing isn't ideal to receive this under the current circumstances, but whilst this is an incredibly difficult time that everyone is going through, this is some good news to lift their spirits," said Andrew Minty, PGA director of golf at Langland Bay. "It is an honour to win this award. Our staff have worked so hard and consistently over the last 10 years and this shows with the fantastic condition of the course and the service at Langland Bay. "We have achieved so much over the last 10 years to improve all aspects of not only the course and club, but also the members experience. We are looking forward to getting back to normal to celebrate this achievement." Apart from the Wales Golf awards, Langland Bay have also won a tourism award, customer service award and a "Luxury Lifestyle Award". Langland's Director of Golf Minty has also been awarded with the UK Manager of the Year award in 2016. Over the last 10 years Langland have introduced, through their New2Golf campaigns alone, over 300 new golfers. Having a multifunctional membership at Langland offers a large number of members benefits, fitness classes and discounts, all aiding in member retention. Langland is one of very few clubs to have a waiting list for membership and prides itself on great communication with their members on a weekly basis with Langland's aim to give its members an experience, not just a membership. The club's junior coaching campaigns include going into local schools to teach golf, plus they have also qualified for the R&A Women in Golf Charter

CONCLUSION

We all know the events which followed the prime ministers' announcements on 23rd March 2020 and in light of what transpired it seems very strange to be sitting in my lounge at home writing the conclusion to this report wanting to speak positively about an excellent 2019 and the relative strength of Welsh Golf - not to do so however would be an injustice to the considerable efforts of

literally dozens of volunteers who give their time selflessly and the hard work of my colleagues who are very capable and dedicated to their work. What the work of the aforementioned did was provide us with a healthy and stable platform which enabled us to react in a decisive and positive manner to the unprecedented circumstances that March 2020 presented us with. Within the first week of the lockdown Wales Golf identified a key short-term strategy which was to provide member clubs with as much focused support as possible, within 2 weeks we had made one to one contact with 94% of our clubs and we have continued to help guide them through what have been extremely difficult circumstances ever since, I have been working for Wales Golf for well over 20 years and I can honestly say that our relationship with member clubs has never been stronger, it has been extremely gratifying to receive numerous messages of thanks from clubs who my colleagues have supported throughout the Pandemic.

It is very encouraging to see so many clubs reacting in such a positive manner to the challenges currently facing golf. We have engaged with our clubs more than ever before, highlighted by very strong our numerous virtual educational webinars. We have increased the suite of support services available to our affiliated clubs which has generated very positive feedback.

We will continue to support clubs across numerous areas during 2020/21 with a particular focus on ensuring the successful implementation of the new Worldwide Handicapping System. We firmly believe that our best chance of achieving success across all areas of the game and in ensuring that golf in Wales becomes "Everyone's Game. Anywhere", is to continue to engage with and encourage the commitment and support of all golf's stakeholders with our golf clubs remaining at the heart of this engagement. Let's hope we are through the worst and that we can all look forward to 2021 with a degree of positivity.

Richard Dixon
Chief Executive