

Children and Young People Committee

The original bid document committed to provide all Wales golf development, tourism and economic benefits before, during and after the event. The clearest examples of that relate to golf tourism and participation where Ryder Cup Wales has worked in partnership with, Visit Wales, Golf Union of Wales, Golf Development Wales and the Sports Council for Wales to build on existing programmes and develop new initiatives where appropriate to ensure that the benefits have been enjoyed throughout the country.

As part of the bid specification RCW has to deliver 6 golf events annually since 2002. This "Summer of Golf" has seen events taken to courses across Wales including; Northop, Conwy, Bull Bay, Nefyn, Royal St David's, Aberdovey, St Pierre, Cardiff, Vale of Glamorgan, Southerndown, Royal Porthcawl, Machynys, and Ashburnham. A full list is attached. This has enabled spectators across Wales to see top class golf, as the best and most promising golfers in Europe have played in these events many have become ambassadors for Welsh golf.

The 2 premier events, the Men's Seniors Open and the Ladies European Open, have both had edited highlights broadcast worldwide.

The Seniors Open was hosted by Royal St David's for 4 years and generated significant growth in golfing tourism to that part of Wales - on the back of that the club recruited international members for the first time.

The S4C Ladies Open at Machynys showcased a brand new international class facility and provided the club with a high profile marketing platform. The Royal & Ancient hosted the Boys Home International series at the course and was sufficiently impressed that it will be taking the Amateur Seniors British Open to the club in 2012.

Nefyn must be the most photographed course in Europe; it has hosted a RCW Challenge Tour event and attracts visitor income in excess of £300,000 the most of any members club in Wales.

These events are not just top class marketing tools in themselves; they support Visit Wales successful wider initiatives to promote Wales as a top class golf destination by using the Ryder Cup brand to market Wales as a golf destination. Promoting Golf in Wales on the World stage ("Golf as it should be" "Play Golf in Wales - home of the Ryder Cup) has been backed up by initiatives to help Clubs improve their facilities to the standards expected by international golfing tourists.

Every club in Wales was offered an IT audit and of the 158 clubs in Wales 69 accepted the invitation, of which 38 implemented the proposals - leveraging investment of £254,000 to create their own world class websites, the most powerful marketing tool available to them. 31 now have a real-time tee times booking systems.

Visit Wales has offered training courses to every club - "Welcome Host" and "Driving Change" - helping them to balance members' demands with commercial reality and to ensure that they improved their courses and clubhouses and the quality of hospitality essential for golfing tourism to flourish.

All Wales marketing campaigns have been very successful with golfing tourism in Wales outperforming the rest of the UK with every part of Wales sharing in that growth.

Clubs have been encouraged to work together to market themselves. The Cambrian Coast cluster including clubs; Cradoc, Llandrindod Wells and Builth Wells, established a very successful "Heart of Wales" golfing cluster, that included special terms at the Metropole Hotel in Llandindod, and with a small advertising budget increased golfing tourism in the area from £19,000 in 2005 to over £200,000 in 2007.

The Summer of Golf events have attracted the very best players in the game and have provided opportunities for talented young Welsh golfers to go on to greater things with Becky Brewerton from Abergele and Rhys Davies from Bridgend the biggest success stories.

The £2m RCW Legacy Fund. Every Local Authority in Wales and every club was invited to apply for financial support that would facilitate them building new, publicly accessible pay-and-play courses or practice facilities. 41 projects were approved that will create over 200 new holes and 40 new chipping and putting greens - all but one of them will be opened before the end of 2010. Every project has a valid business plan that supports sustainability for a minimum of 5 years and a Development Officer is being recruited by the Sports Council to help them reach their operating targets and to monitor performance.

There are 14 in the North, 16 in Mid and South Wales and 11 in the West and 15 Local Authorities have a project within their area.

5 of them are in Anglesey that now generates over £500,000 pa from golfing tourism.

After winning the bid to host the Ryder Cup Golf Development Wales (GDW) was established, and is funded by the Sports Council and GUW, and has a full time development officer both in the north and south. Golf became the first new Dragon Sport and is part of the 5 by 60 health initiative in Secondary Schools. 42,000 children (11-16yrs) and 33,000 (7-11yrs) have been introduced to the game and 3130 volunteers have been trained including 1 bi-lingual tutor for Junior Organisers and 4 bi-lingual tutors of Tri-Golf instructors to sustain the programme going forwards and in both languages.

The Sports Council has also funded 5 Centres of Excellence that offer world class coaching and practise facilities to our elite and most promising players.

They have been built at Llangefni, Clays in Wrexham, Celtic Manor Resort, Vale of Glamorgan and Machynys, giving national coverage

and accessibility.

The Legacy Fund projects are all supported by a local members club and with the Centres of Excellence complement the GDW activities ensuring that players new to the game have places to continue their interest and an established club to join should they choose to do so.

In addition to Golfing tourism and development there have been opportunities for companies throughout Wales to become suppliers to the Ryder Cup in October. For example Asbri Golf, based near Pontypridd, and Clogau Gold, in N Wales, will be supplying merchandise. The best of Welsh food from across the country will be showcased and, with the exception of the new irrigation system, all the investment in the new course and clubhouse at Celtic Manor has been made in Wales.

The final economic impact will not be known until after the event but in addition to suppliers the WAG economic development and Tourism officials from across Wales have identified the key business decision makers who will be invited to the event to target further business opportunities and contacts.

In 2003 RCW invited every charity based in Wales to apply to become our official charity and after full consultation, and detailed examination of the submissions, Tenovus, the Wales based cancer charity, was appointed. Ryder Cup Europe welcomed the appointment and has provided substantial support and a generous allocation of tickets and hospitality for the Ryder Cup match that are being leveraged to raise significant funds. Additionally Tenovus has attended the RCW "Summer of Golf" events and organised a fundraising "Shotgun" start involving 96 clubs and over 5,000 golfers across Wales. With the funds being raised through these initiatives the First Minister, in January 2009, launched the world's first mobile unit designed to deliver chemotherapy treatment simultaneously to 4 patients, 16 in a day, and offer free legal and financial advice to the patients and their families. This unit is based in South Wales and is staffed and operated by nurses from the Velindre Hospital and, subject to continuing successful fundraising linked to the Ryder Cup, it is hoped to provide a second unit, to be based in North Wales, during 2010.