

# BITESIZE GOLF

## Structured golf curriculum

*Growing junior golf around the world*



*Junior Golf Coaches Association*

Opportunities document 2015





David Gosling - Owner, founder Bitesize Golf  
Golf development ambassador for the R and A St Andrews  
Fellow of the PGA of GB and Ireland  
County under 14's coach

## **THERE HAD TO BE A BETTER WAY**

Through the winter of 99, David set about forming a structured programme of lessons at his own golf club, a series where pupils would learn everything they would need to know about golf as well as many lessons they would find useful in all aspects of their lives.

Etiquette, honesty, respect and consideration for others, playing by the rules and learning how to play all the golf shots needed to get round the course were all bundled together in week by week modules. To keep interest levels at a peak, there were weekly challenges and quizzes to make sure pupils were listening and understanding what they were being taught.

This formula was an instant hit with kids and parents, grandparents and teachers and word of mouth marketing soon kicked in. Within a short while there were five levels with all classes full and a waiting list that stretched for 36 weeks.

## **WHAT IF OTHER GOLF COACHES FOLLOWED THIS MODEL?**

In 2001, a decision was made to create a company that would take this model to the market and encourage other professional coaches to adopt the programmes and grow the game. One by one they came on board, the business grew and grew and so did the numbers of participants.

By 2006 the numbers were becoming quite impressive...

850 Golf clubs in 8 countries

1,500 PGA Professionals registered

80,000 levels of the programme had been run

There were series of tournaments that culminated in regional, national and international finals and many of today's top young players came through these events and shone brightly at a very young age.

The company continued to grow rapidly and a decision was made by the board to seek further investment to take the business onto the global stage. An investor was found but this took the company in a different direction, one that David felt did not share the original goals values, so he set about creating Bitesize Golf.

The vision, desire and passion still burn stronger than ever and Bitesize Golf is a reincarnation of these ideals, systems and structures.

*Do not confine your children to your own learning, for they were born in another time.*



1. Pictured with Enda Kenny, Irish Taoiseach at Irish Open, Killarney Golf and Fishing Club
2. HRH Prince Andrew, the Duke of York very interested in junior golf development
3. Founder David Gosling presenting at the PGA's of Europe Conference
4. Developing golf in Central America working with the R and A of St Andrews
5. Playing golf with 2 past world number ones, Ian Woosnam and Dennis Taylor with the Ryder Cup

*David has worked on behalf of the Royal and Ancient Golf Club of St Andrews as part of their Working For Golf, global development programme. He has created transitional pathways from schools programmes to the golf facilities in Central America.*









*He has been a guest speaker at the PGA's of Europe Coaching Conference and has run PGA of GB & I junior coaching seminars.*



## What is Bitesize Golf?

Vision statement:

*"Bitesize Golf is dedicated to growing participation in golf by creating a continuous pathway that offers a complete and comprehensive golf education for all standards of player".*

-  *Extensive Over 300 pages of golf knowledge*
-  *Topics 176 lesson topics*
-  *Recognition Certificates graded at all levels*
-  *Feedback Important for participants and parents*
-  *Resources Every lesson represented in written and visual format*
-  *Progression 10 levels of manageable progression*
-  *Competition Essential for interest and accelerated learning*
-  *Events Fun special events to build the perfect environment for growth and development*

Bitesize Golf is the most comprehensive golf coaching curriculum available in golf. It creates and builds the optimum learning and playing environment, ensuring high interest, accelerated learning and increased retention.

A premium educational and recreational product that enhances any coaching facility and its instructors, a programme that reaches out into communities and introduces people to the wonderful world of golf in an entertaining and positive way.











*"When it is obvious that the goals cannot be reached, don't adjust the goals, adjust the action steps".*

## Scalable development

A business solution

*"Bitesize Golf offers coaches, facilities and bodies a straightforward solution to growing participation in golf in a sustainable and profitable manner".*

-  *Unique      No other programme is so structured*
-  *Available      Licenses currently available*
-  *Sustainable      Premium quality returning high profits*
-  *Knowledge      15 years of development*
-  *Demand      Rapid growth in number of participants*
-  *Operation      Administration materials ease organisation*
-  *Ready      Get up and running in no time*
-  *Support      Full training and support mechanism available*

Bitesize Golf is a complete coaching solution that enhances operations and coaching staff by offering a quality, branded, structured programme. It can easily fit within current activities and work alongside other programmes.

The structure allows for creation of a completely new market of participants dramatically increasing the number of pupils attending the academies. The strength of the brand is under-pinned by quality training and support.

 Bitesize Golf






*"When the student is ready, the teacher will appear".*



## Win - win - win scenario

A complete learning cycle is produced

*"Bitesize Golf creates a learning circle that in turn creates a cycle where all involved become successful. This includes pupils, parents, coaches, the golf facility and the game".*

-  *Growth      Many more participants in golf*
-  *Success      Challenging, interesting and exciting*
-  *Nurture      Create a special learning environment*
-  *Opportunity      All inclusive, golf in provincial towns and villages*
-  *Quality      Training and support is a passion*
-  *Champions      High achievers become an inevitability*
-  *Pathway      Easy to follow with guides and signposts*
-  *Family      Golf is the ultimate family sport which spans generations and is played by all on equal terms*

Bitesize Golf is a series of golf development modules that excites and motivates pupils ensuring they become proficient players and valuable members of golf facilities.

Everyone wins;

The pupils have fun and become great players  
Parents are assured by the organisation and professionalism of the product and the specially trained coaching team  
Coaches and facilities receive higher incomes from providing highest quality programming  
Society benefits from youths learning important life skills  
Golf wins through resurgence in popularity

 Bitesize Golf











*"Make happy those who are near, and those who are far will come"*

## Exclusive training for coaches

Coaching youngsters is highly specialised

*"Bitesize Golf is borne from 30 years dedicated training in the field of coaching young players. A passion to offer the opportunity to play and become a champion".*

	<i>Science</i>	<i>Psycho-acoustics, NLP, task-focussed learning</i>
	<i>Complete</i>	<i>Much more than golf tuition</i>
	<i>Stages</i>	<i>Understanding childhood development</i>
	<i>Scale</i>	<i>Demand outstrips supply</i>
	<i>Planning</i>	<i>Every lesson is planned and has lesson outcomes</i>
	<i>Promo</i>	<i>Full marketing support package</i>
	<i>Marketing</i>	<i>Pr, press releases and ongoing support</i>
	<i>Launch</i>	<i>Recruitment easy with bespoke products provided</i>

Bitesize Golf is easy to set up and operate with plenty of support materials and products. Parents are instantly impressed with the detail and quality of the workbooks, certificates and reports. They can immediately identify that their children will be receiving the highest standards of junior golf coaching through a professional and specially trained team.



10 levels of progression



Beginners  
schools, SNAG or Traditional

Intermediate levels  
Gaining handicap & improving













Advanced junior players, lowering their handicaps and competing

*“To talk much and arrive nowhere is the same as climbing a tree to catch a fish”*

## A glimpse of the levels

### Beginners to winners

*"Bitesize Golf takes kids from the communities and brings them into golf, it guides them through the trial stages through to becoming a committed player, making golf their sporting passion".*

	<i>Red</i>	<i>Fabulous introduction to golf basics</i>	<i>24 pages</i>
	<i>Orange</i>	<i>Second level of basics</i>	<i>24 pages</i>
	<i>Yellow</i>	<i>Intermediate</i>	<i>28 pages</i>
	<i>Green</i>	<i>Intermediate</i>	<i>28 pages</i>
	<i>Blue</i>	<i>Intermediate</i>	<i>28 pages</i>
	<i>Indigo</i>	<i>Intermediate</i>	<i>28 pages</i>
	<i>Violet</i>	<i>Advanced</i>	<i>32 pages</i>
	<i>Coral</i>	<i>Advanced</i>	<i>32 pages</i>
	<i>Silver</i>	<i>Advanced</i>	<i>32 pages</i>
	<i>Gold</i>	<i>Advanced</i>	<i>32 pages</i>

Bitesize Golf starts in schools, colleges and local communities with the Red and Orange levels and then the participants follow the brand to the golf academies running the continuation programmes.

Red and Orange levels can be run using soft golf products, Bitesize Golf recommends SNAG Golf equipment and training tools for this specific purpose and a major part of the training is given in SNAG science and SNAG ology.

## Junior golf development -



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Junior golf development -



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