



**“No question, DSG TAG has made a huge difference at Old Head.”**

Danny Brassil, Director of Golf, Old Head Golf Links, July 2012

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Golf cart rounds monitored to date and counting...

The Old Head of Kinsale is home to a world-class golf course and luxury members' accommodation. Located in County Cork on the south west coast of Ireland, the Club has developed into one of the most recognised and sought-after golf experiences anywhere on the planet.

Old Head Golf Links is built on a 220-acre diamond of land, jutting out over two miles into the Atlantic Ocean. The promontory is almost an island with numerous caves running beneath your feet as you play the course. The links and practice area occupy 180 acres and the remaining 40 acres of unspoilt cliff (rising in places to over 300 feet) frame the golf course. Nine holes play along the cliff tops, and all eighteen holes provide stunning ocean views. With the ever-changing sea breezes, the course provides a stern test to the touring pro and the high handicapper alike.

Despite only having a small fleet of golf carts, the management at Old Head was chiefly looking to protect the golf course from errant driving, particularly during wet weather.



## THE BUSINESS PROBLEM

Old Head Golf Links is primarily a walking course, with one of the world's most extensive and professional caddie programmes. However, like most clubs it keeps a fleet of golf carts to cater for Members and Guests who prefer to drive, for whatever reason.

With an international reputation as an ultra-high quality golf destination, the club faced challenges

with regard to its golf cart fleet when the rain clouds rolled in from the Atlantic. In wet weather, carelessly-driven buggies would sometimes cause damage to the golf course, and in extreme circumstances the links' cliff-top positioning would make off-path buggy-driving potentially dangerous.

## THE DSG TAG SOLUTION

### Instant 'Cart Paths Only' status

Using its GEO Fencing technology, DSG TAG precisely mapped The Old Head's network of cart paths, setting all areas beyond the paths as an optional no-go zone.

When bad weather descends on the course, making conditions unsuitable for off-path driving, management can now quickly set a 'Cart Paths Only' status for The Old Head buggy fleet. If a golfer tries to drive a buggy off the path, while this condition is set, the DSG zoning system kicks in. The cart driver first hears an audible warning tone, followed by automatic cart immobilisation if an attempt is made to enter a restricted zone.

The club can now hire out its golf carts at all times, safe in the knowledge that the course will not be damaged. If the golf course dries out, management can quickly enable its fleet to drive off the cart path network, from the central control screen. The club has also created designated no-go zones around greens, tees and alongside the cliff-top holes.

**“Our DSG TAG maps are now tight to the cart paths, as well as being accurate in the other areas we need them. With a very wet start to this year's season, the golf course would have been destroyed with the amount of rain we had, if we'd been hiring out carts without the DSG TAG system. The fact that carts haven't damaged the course at all can be attributed completely to DSG. There's no question that it has made a huge difference.”**

Danny Brassil, Director of Golf.

**“We have a variety of starters, course rangers and staff who meet and greet our golfers. DSG has made their job very easy as regards briefing golfers on cart usage on wet weather days, or during other times when we need to restrict where golf carts are being driven.”**

Danny Brassil, Director of Golf.

### Better customer relations

Previously, nine out of ten golfers would drive carts off paths in bad weather, no matter how many signs the club put up. Old Head course rangers faced difficult conversations and pace of play delays when tackling this problem with errant drivers. DSG TAG has solved this.

## OTHER BENEFITS

### Pace of play and battery management

The views from the spectacular Old Head golf course are among the most stunning in the world, and golfers marvelling at the scenery can slow down a little. Although pace of play is not a major problem, Old Head course rangers can be directed to slow-playing groups with golf carts, with the on-screen information available to club management.

The club also uses the DSG TAG system to check battery levels, and to ensure that carts are always fully charged.



**“I know a lot of golf courses would probably get a lot more use out of the extra features than we do, but for what we need it to do, DSG TAG is doing the job perfectly.”**

Danny Brassil, Director of Golf

## IN SUMMARY

Installed in spring 2012, DSG TAG is already proving a success at The Old Head, with the golf management team quickly learning to use the system's capabilities.



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