

REPORT ON COURSE LAYOUT GOLFKLÚBBURINN KEILIR

NOVEMBER 2013



MACKENZIE & EBERT

INTERNATIONAL GOLF COURSE ARCHITECTS



REPORT ON COURSE LAYOUT GOLFKLÚBBURINN KEILIR

BRIEF FOR MACKENZIE & EBERT

The Club have appointed Mackenzie & Ebert Ltd to review the existing plans for re-routing the course as part of the next phase of the Club's development plans following the opening of the Lava nine in 1997. The brief is for them to review the existing plans and to comment on them and make recommendations or provide alternative options as required.

BRIEF FOR COURSE DEVELOPMENT PLAN

It is really important that everyone agrees the overall brief for the Course Development Plan. It is easy to lose focus on the overall objectives for the project when it comes to looking at the details and the implementation, so it is worth recording here what the brief is a reminder for everyone. Every project is driven by the brief.

Having discussed the brief with Ólafur Þór Ágústsson, they are:

1. To establish the course as the best in Iceland.
2. To establish the course in Europe's Top 100 and make it capable of hosting more European amateur events, such as the European Team Championships.
3. To give the back nine a strong links character to go with the Lava nine.
4. To keep the course playable for the membership.
5. To extend the course, although there is no specific target length.
6. To make the best use of the land available.
7. To free more land for the Third Nine.
8. To be able to be phased in while maintaining play for the members.

VISIT

Tom Mackenzie of Mackenzie & Ebert visited the Club on 15th and 16th October 2013. He met with Ólafur Þór Ágústsson, Bjarni Hannesson and Sverni Steindorsson. They briefed Tom and walked him around the property. They then accompanied Tom once the draft design ideas were being considered.



The best land on the peninsula is spectacular.

IMPRESSIONS

One of the great pleasures in golf is discovering somewhere new that has something special about it. Keilir definitely has that magic and its potential is huge. It is already a wonderful place to play golf as the whole of Iceland and many more golfers from around the world already know.

The brief for development is sensible and achievable. There is huge potential and the key is to make the most of it with this plan because the Club may only have one go at it. It is easy to create some great holes because there is so much potential. The challenge and the key to success is to make sure that the less naturally strong holes are good enough and they do not drag the whole experience down. It would be a tragedy if people say "There are some great holes but....." Now is the time to try to do everything possible to avoid that.

The Lava Nine is an interesting and varied nine with many strong and memorable holes. It is interesting that it plays easier than the present back nine given the lava off to the sides, but it also shows that the playing corridors are wide enough for sensible golf to be played. This nine is a great addition to Icelandic golf.

The peninsula is very different land in character and, even within the peninsula, the land ranges from spectacular to areas that really lack character. The holes in the less interesting areas are often dull as a result. The strengthening of the coast with the new rocks gives the Club a great opportunity. This work is not especially attractive, but it does mean, however, that the coast is now stable and holes can be built immediately alongside it without risk of the holes disappearing overnight.

The existing development plan works well but it does not use the coastline to its full potential. It feels a little like a compromise solution with too much weight being placed on the third nine, when the main eighteen is the most important aspect of the Club.

DESIGN FEATURES FOR TOURNAMENT GOLF



Tournament venues need planned areas for spectator viewing and for crowd circulation.



Tournament golf is not about grandstands but about producing theatres for great golf.

The best tournament venues have exciting and memorable finishing holes where big score changes can occur.



Few of the great old links have great 18th holes and generally use the better land earlier in the round.



DESIGN FEATURES FOR TOURNAMENT GOLF

Originally, the great links were designed for matchplay golf as strokeplay was a later arrival. That is probably why so many of the old links use the better land early in the round and not many have good finishing holes. The list of old links with great finishing holes is very short and it clearly was not seen as a high priority because relatively few matches reached the 18th green.

Strokeplay golf changed everything, even more so when televised tournaments came along and it has changed the way that architects approach the laying out of their courses. Keilir's ambitions are rightly to maintain their status as a course that can host European and national championships. The latter is televised, so it is even more important to revise the Links Nine so that it has the best possible finish.

The influence of strokeplay golf, especially when the televised events, has also influenced how golfers think and they now look for as much drama and interest towards the end of the round as possible. Drama includes variety and if the land allows it is great to have a par 3, a par 4 and a par 5. More important, though, is that the holes should have the potential for big swings with birdie or eagle opportunities along with the potential for disasters for those protecting their score or who go for shots that do not succeed. That is a formula for exciting climaxes to tournaments whether at an international level or the club championship.

Rightly or wrongly, a course's tournament status has a huge influence on its reputation and therefore its ranking. This may not be too important to the average member but it is important for the success of the Club. Travelling golfers use rankings as a way of feeling confident that they are making the right choice of venue for their golf day or holiday.

CLUBHOUSE POSITION AND TOURNAMENT GOLF



The driving range is excellent, but even then it is not quite long enough with balls ending up on the 10th green.



The current 18th has a strong green, but the drive is not good as it lacks definition. Great finishing holes need to be strong from tee to green.

THE FINAL HOLE DEBATE

The clubhouse is definitely in a good position with its excellent views out to both nines and over the sea and the easy access from the road and down to the driving range. It does, however, control the finishing holes. The 9th on the Lava Nine is a good hole, without perhaps being a great hole. The lava stops after the tee and rest of the hole feels much more man-made than the rest of the nine with the lake and the hills that shield the car park area for the golf academy, which are obviously man-made in an otherwise natural nine.

The existing 18th hole is a strong hole with a good green but the teeshot is not well defined, being around the side of the hill with no obvious aiming point. Great holes need to have strong teeshots and must make players think from the tee to the green. The present 18th does not do that and it is hard to see how the drive can be improved significantly without significant earth movement. The green, however, is an excellent and tough target.

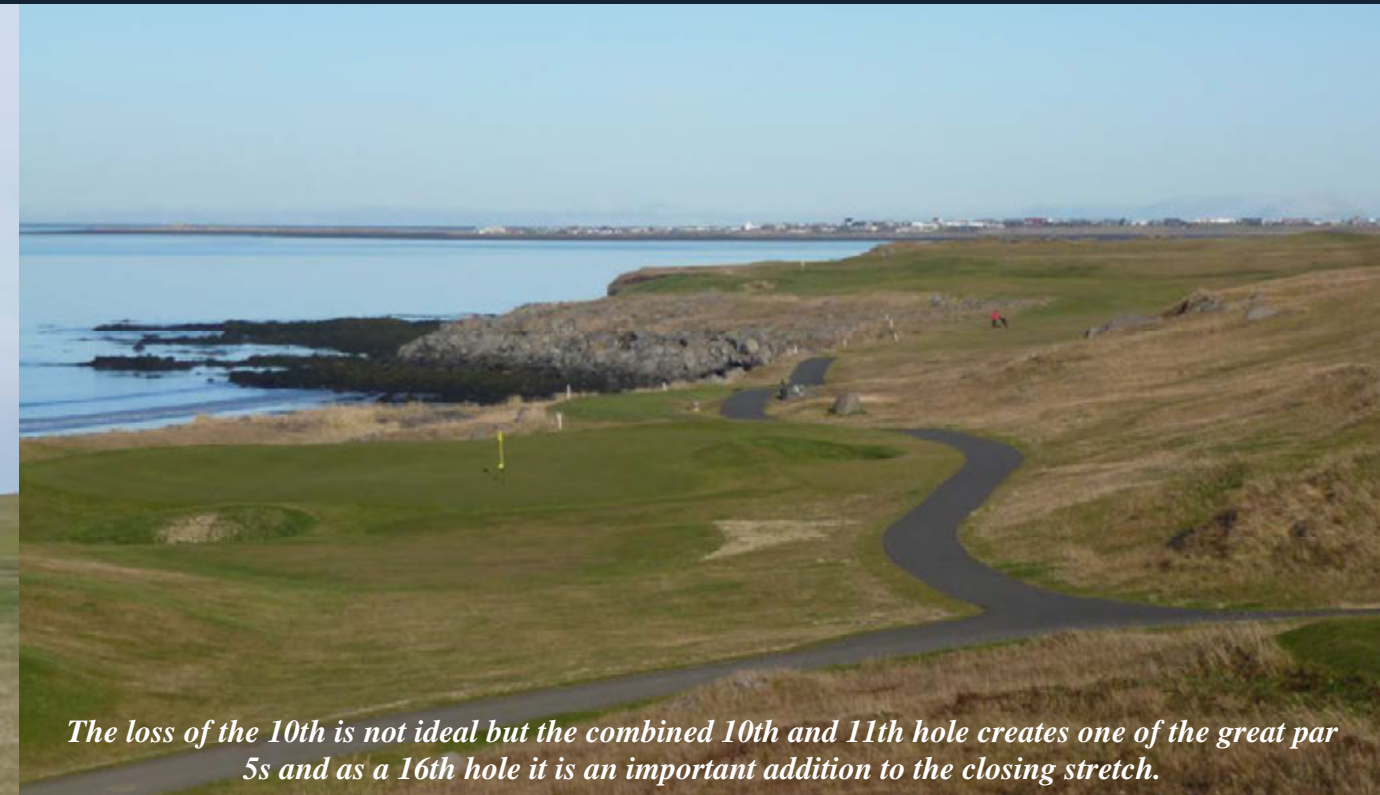
The 12th is the other candidate for the new 18th and part of the present plan involves moving the green back towards the putting green to get the length. The tee cannot be moved because the 17th blocks extending at that end. Building the new green in this position would be a real challenge and would be extremely expensive because there would be so much earth movement to do and path work to re-organise. The 10th tee is close to this area and it would all become too congested without really creating a strong hole. Somehow another solution is needed.

The only defence of the 17th hole is the exceptionally steep green. On a windy day with the greens at full speed it could cause a real problem. The bunkers are distinctive but with the blind teeshot, it cannot really be described as a good 17th for tournament play.

The practice facilities are excellent for a tournament course, but even then balls end up on the 10th green.

PROPOSED LAYOUT FOR LINKS NINE

This length of coast was not used in current development layout. It may have been drawn up before the coast was stabilised, but this is great land that must be used and the proposed plan uses this land for a par 3 17th.



The loss of the 10th is not ideal but the combined 10th and 11th hole creates one of the great par 5s and as a 16th hole it is an important addition to the closing stretch.



On balance, the revised 12th is the better new 18th because the teeshot can be much stronger.

PROPOSED LAYOUT FOR LINKS NINE

The priority for the layout of the Links Nine is to have the best possible finish and, in the simplest terms, that means getting as many holes along the edge of the sea towards the end of the round. The finishing hole, whether the 12th or the 18th, will be inland so it is the holes before that that are important. A goal of the site visit was to see whether there was a way to improve the finishing sequence.

Another important consideration was to make the very best of the land that is available while respecting the existing holes as much as possible. The shoreline land is, of course, the best land, so the challenge is to use it to full advantage. The weakness of the current development plan is that it wastes some of the coast frontage.

The role of the golf course architect involves looking independently at courses and considering options that many members may think outrageous. Sometimes, “thinking the unthinkable” leads to a solution that really works. The challenge is then to convince members that the loss, for instance, of a hole that is popular is a price worth paying.

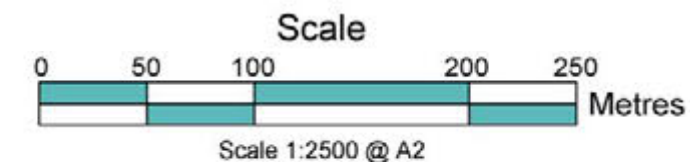
In the case of Keilir, that is exactly the situation. The two difficult decisions are to drop out the 10th and playing from the 10th tee to the 11th green and to re-align the 17th hole so that it plays to the 13th green, eliminating the blind teeshot.

The reason for this is to create room to insert a spectacular par three 17th at the far end of the peninsula between the existing 11th and 16th greens. It will have the ocean all along the left of the hole and will become one of the great par threes at a great time in the round. This is possible because the existing 17th hole is revised to play left of the hill making the teeshot visible before playing to the 13th green. The distinctive bunkering of the hole can be replicated. This also allows the 12th hole to be re-aligned and extended because the 17th fairway is no longer in use, becoming the new 18th hole. The teeshot is angled more and has the potential to be a strong driving hole. The green is moved left so that it is in view for most drives. There is no need to take the green back, so the practice green remains in the same position.



Keilir Golf Club

Revised Proposals For Links Nine



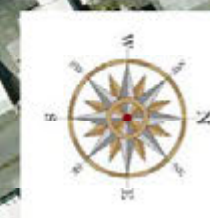
Card of the Course		
Hole	Yellow	White
1	478	516
2	318	343
3	250	259
4	139	154
5	359	411
6	128	139
7	424	466
8	307	346
9	357	398
Out	2760	3032
10	270	290
11	380	415
12	150	175
13	440	455
14	340	350
15	390	420
16	480	540
17	150	185
18	400	440
In	3000	3270
Out	2760	3032
Totals	5760	6302

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November 2013



PROPOSED LAYOUT FOR LINKS NINE

This arrangement of the proposed 16th, 17th and 18th means that the holes are re-sequenced compared to the old plan with the 10th hole being the new short par four under construction. It is recognised that this separates the 1st and 10th tees and makes managing the starting tees more difficult, but it will bring players past the clubhouse, increasing the potential for halfway revenue. The 11th to 13th are what would have been the 14th to 16th holes and these holes create Keilir's version of Amen Corner only with the sea in play rather than Ray's Creek.

More specific detail will be given on these holes later but the par 3 12th will be extended further to create balance between the par threes. The par 5 13th will be adjusted to widen out the drive landing area to encourage bolder play from the tee. The coast will be lowered so that the shore comes to the edge of the green on the right. The rock protection will stay in the same place so it is just a question of digging back the old coast line so that the area to the right of the green is a hazard, giving the approach to the green much more definition. The green could be moved back a little, but it becomes harder to make the coast visible as the green goes back. It is better to make the hole reachable in two shots and to tempt people to have a go. The green should be designed so that players missing the green left will have a really difficult shot, as their punishment for failing to take on the shoreline.

The 14th is the key that unlocks this layout solution and it is a re-aligned version of the 17th hole, but it plays left to right rather than right to left. The teeshot is slightly uphill but the landing area is fully visible and, with strong bunkering, it works well. The approach shot is to the existing 13th green and the green is perfectly shaped for an approach from this direction. The bunkering of the approach and the green surrounds can be copied from the present 17th.

The present 18th then becomes the 15th and becomes the start of the strong finishing sequence.

The loss of the existing 10th to form the par 5 16th is obviously a negative but this is more than off-set because the new hole makes best use of this section of the coast-line. The existing 11th is a lovely hole, but most people would agree that it is a little too short and that the green is well suited as a par 5. The 16th is an excellent viewing hole.

The new par three 17th more than replaces the lost 10th hole, with the coast all along the left side. The new rock work has stabilised the coast, so it is proposed to excavate the carry so that green is set out on its own with sea on three sides. The material can be used to extend the existing hill, which will be another great viewing spot. The hole will be played at around 140 metres for daily use, but can be extended to 185m for tournament use. This tee will need to be built up to make the green surface fully visible.

There has always been a walk from the existing 11th to 12th tee and this revised plan has not been able to eliminate this walk, although it is now back from the 17th green to the 18th tee, some 130m. Players will be directed over the hill away from play on the 17th so it is an arrangement that works well, even if it is not ideal.

The 18th becomes a long par four, with a drive across a valley to a landing area that is around the drive bunkers on the existing 12th. The new green will be on the existing 13th tees and this position is in view and has enough slope to create an interesting final green. It is proposed that the drive is improved by creating more of the steep faces that already exist in this area with bunkers added as well to make players decide what line to take from the tee, producing an excellent finishing hole. It is this potential that makes this the preferred choice for the final hole.

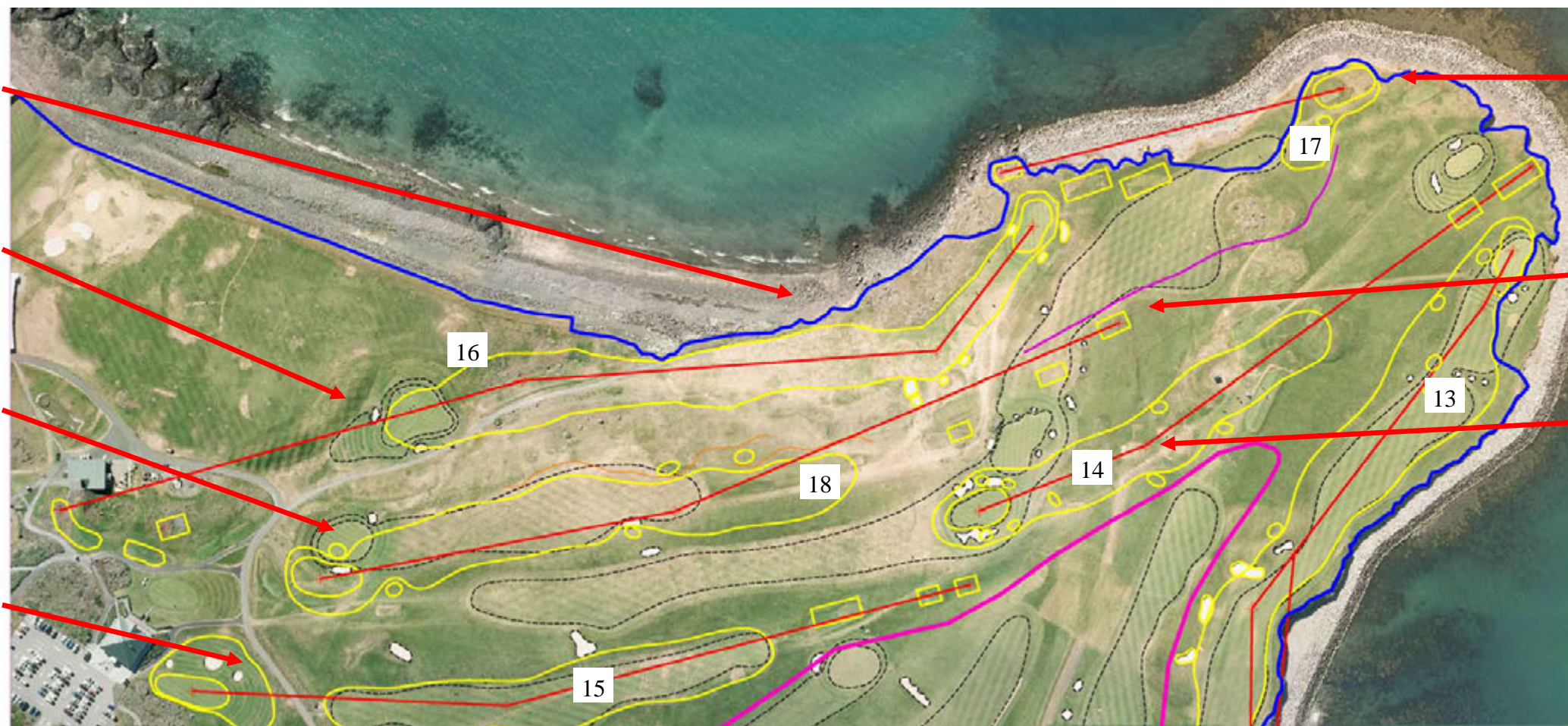
This creates a Links Nine with five coastline holes and four peninsula holes and it allows the nine to be extended to a par 36 with the addition of the 16th as a par 5. Its length will be 3270m boosting the full 18th length potentially to 6300m. Even that is not long for elite play these days. The variation of direction of the holes is good.

10th and 11th holes run together to form a great par 5 16th hole.

Reluctantly, the 10th is dropped out to be replaced by the new 17th par 3 hole.

The 12th green is moved over and becomes the 18th.

The present 18th becomes the new 15th in this layout.



An additional coastline hole is added to the layout. It will make a great 17th hole by any standards.

The existing 17th is abandoned and the new 18th tee sits on it, creating a strong teeshot and approach to the green which is fully in view.

The proposed 14th is a new version of the existing 17th playing to the old 13th green which is perfect for the purpose.

The landing area for the drive is in view from the tee.

PROPOSED CHARACTER OF THE LINKS NINE



The character of the Lava Nine is very strong and the Links Nine needs to be equally as strong.



The areas of flatter, less interesting terrain on the Links Nine really need some help to create good holes.



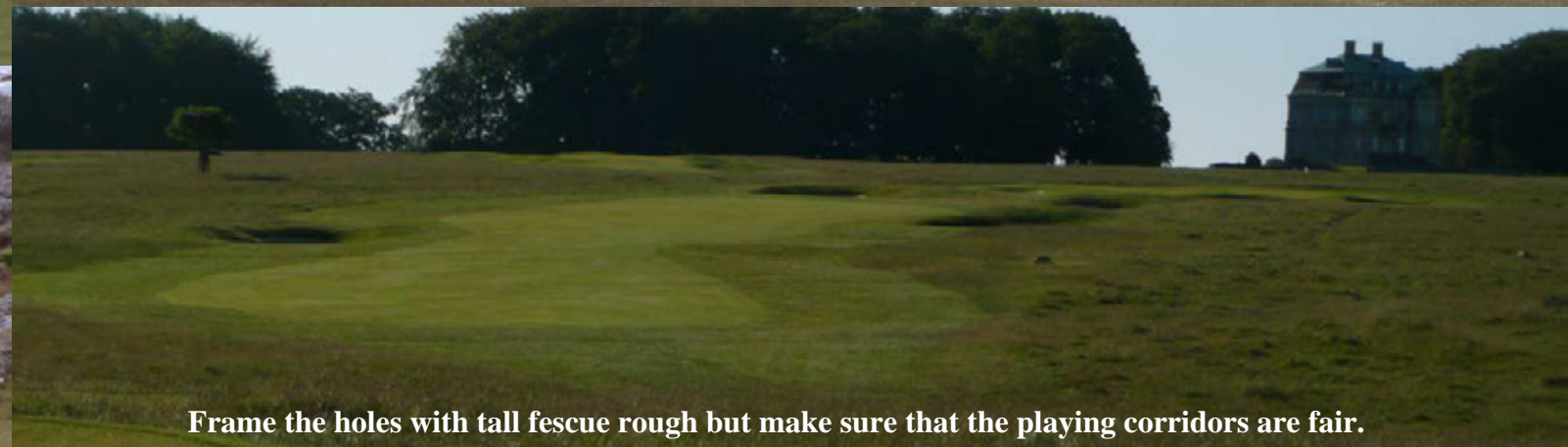
Rocks surrounded by fescue are one feature to use.



The holes on the coastline on the links nine are always going to be strong.



The steep faced grassy hollows are a feature to use more on the less interesting peninsula holes.



Frame the holes with tall fescue rough but make sure that the playing corridors are fair.

PROPOSED CHARACTER OF LINKS NINE

A real strength of the Lava Nine is that its character is so strong from the 1st to 9th. The holes are all good, but the overall experience is even better because of the consistency of the holes and the landscape character. The Links Nine faces a challenge on this front. The holes that run along the coast will always be memorable and good holes, but the higher peninsula holes are potentially much less interesting and could be unmemorable. With the strength of the Lava Nine and the coast holes on the Links Nine, there is a risk that the whole course is let down by the weak holes.

That was one reason for working hard to add an extra coastal hole. The proposed layout now has the 11th, 12th, 13th, 16th and 17th on the edge of the coast, leaving four peninsula holes, the 10th, 14th, 15th and 18th holes. They need to be made into the best holes that they can be, but as the consistent character of the Lava Nine shows, these holes also need to have the same approach to landscape character.

It is not practical to reshape huge areas of the course because of the cost of the work and the disruption that it would involve, so it is recommended instead to create more of the steep faced depressions that are between the existing 11th and 12th holes. These were dug out for sand and, in some places, excavation will work again, with the sand being used elsewhere. In other areas, the steep faced side can be raised to give these features more impact and bunkers can also be added into them.

Rocks are another feature that can be used, creating hills with rocks surrounded with fescue grass to pick out driving lines and, perhaps as backdrops to bunkers.

The final element is to use the extra space created between holes to establish tall fescue rough that will frame the holes, enhancing the other new features. The intention is not to make holes much more difficult but to have the rough along the outside where only poor shots go.

HOLE BY HOLE DESCRIPTIONS

The following descriptions are intended to expand the design concept further. The details of the holes have not been finalised and further thought is required to finalise them. It is hoped that the visualisations give a flavour of the proposals.

They start at the 18th and work back because much of the layout exercise concentrated on how to create the best run of finishing holes and that is where most of the adjustment to the present layout took place.

The numbering of the holes is adjustable. The preference is for the numbering here, but if the present 10th/11th needs to stay as the 10th for operational reasons then the layout works as the 16th to 18th as the 10th to 12th then the 10th to 15th as the 13th to 18th. The reason for not adopting this numbering is because the final two holes are not as strong. Even the proposed 16th (the existing 10th and 11th combined) is a better par five than the 16th from the current proposal. In many respects the numbering of the holes is unimportant. This exercise is really about making the best use of the land.

18TH HOLE



18TH HOLE

The proposed 18th is an altered version of the 12th. It plays from the existing 17th fairway with the tees angling left as they go forward. The back tee involves driving across the valley to the top of the peninsula. The landing area is level with the existing bunkers on the 12th fairway, leaving a downhill second shot to a new green which will be on the 13th tees in view from the fairway.

The teeshot will be improved by recreating the steep faced hollows where sand was dug out previously and to set bunkers into them. The concept is to create a line of these features at an angle so that players have to choose how much to bite off. Really good holes require players to think from the tee to green without let up.

In this case, two or three bunkers will be set into the steep faces which will also act as good hazards. Players will be able to play around the side of these features but that will make the hole longer. The angling of the tees makes

the carries from the forward tees much less demanding and easier to judge.

A good drive from any of the tees should make the new green position visible from the landing area. The proposed green position is left of the present green on the existing 13th tees which are now abandoned. This is a good position because it is more visible and also because the shape of land is well suited for the creation of a green, perhaps with large run-off areas. It will be important to make sure that this green is different in character from the present 18th green which becomes the new 15th. These holes play in the same direction with the same background, so work is needed to make them different. That is not a problem.

This will be a good hole to finish the round on and it will certainly be a demanding par four from the back tees at 440 metres at full length. Moving the green back was considered but that would involve extensive earth movement and path work and would make the hole too long from the proposed tee position.

18TH HOLE



VIEW BEFORE

18TH HOLE



The angled drive on the proposed 18th with the steep hollows and bunkers that require players to take on the carry.

VISUALISATION

17TH HOLE



VIEW BEFORE

17TH HOLE

The big benefit of this proposal is that an extra hole is added along the coast and, with some re-numbering, it becomes a spectacular 17th hole. Before the coastline had been stabilised, this would not have been an option, but now it is an opportunity to be taken. The “extra” coast was used before by the existing 17th tees in the previous layout and the creation of the new 14th round the other side of the hill to the existing 13th green frees this area up.

This hole has the potential to be one of the great 17th holes in golf - better than Pebble Beach - and on a windy day off the back tees it will be a tough test. It can be extended to 185m from those tees, but the Club tees will be more like 120 to 140m so it will be much more manageable.

The new rockwork should stop the erosion of the old cliff and so it is proposed to dig off the loose material in much of the carry so that the green feels like it is sitting out on its own little finger of land, with rocks short and

long and the sea to the left. The material that is excavated can be used to extend the hill on the right, which will make an outstanding viewing area during tournament play.

The one drawback of this arrangement is the walk back to the 18th tees from the 17th green. It is much the same length of walk as from the existing 11th green to the 12th tee, but it would have been good to eliminate it. The good news is that the route to the tees will be away from the 17th hole, so once players leave the green, those on the tee can play.

This is a significant change to the layout and the decision has not been taken lightly. The strong logic for creating an extra hole on the coastline, especially when it is the 17th seems overwhelming. The loss of the 10th and the re-invention of the 17th are the price of doing that. This makes the best use of the land that the Club has.

17TH HOLE



VISUALISATION

The green sits out alongside the ocean and the ground is excavated short of the green to create a spectacular 17th hole. Shorter players can still play round to the right.

16TH HOLE



16TH HOLE

Working on existing courses sometimes involves difficult decisions and the suggestion to lose the 10th is one of those. As everyone knows, it is a good hole, but it needs to go to make way for the new seaside 17th hole and, by combining the 10th and 11th, an outstanding par 5 is created that makes a brilliant addition to the Lava Nine and the finishing holes.

Some widening of the gap near the present 11th tees is needed but it is thought that this is good sand that can be used elsewhere in the construction. Any rocks that are found can be set into the hill to add a feature to the teeshot.

The removal of the 10th green gives extra room for the driving range which is a small bonus and its removal will also allow some of the paths to be removed which do not look especially attractive.

The tees can be retained, although the forward tee is too far to the right and needs to be moved left so that players can see around the corner. There is a platform of small stones where this tee would go. Drives will be ending up in the area of the 11th tee or a little further, so the longer players will then have to decide whether they can carry the rocky corner. It will be a true three shot par five where there is potential to make birdies and drop shots.

The green itself is ideal for a hole of this type and would not need any adjustment.

In terms of tournament use, this hole is perfect for spectator viewing and for spectacular shot-making.

16TH HOLE



The proposed par 5 16th incorporates all that is good about the existing 11th.
It could be strengthened, perhaps, with some more visible bunkering.

15TH HOLE



15TH HOLE

The reasoning for making this the 15th and not the 18th is driven by the priority to have the strongest possible closing holes for tournament play. It is possible that the holes could be re-numbered for members play and for this to remain the 18th, but that is really a detail.

The flatness of the terrain on the first half of the hole makes this a difficult hole to bunker strongly but it is possible to improve it to reward placement and thoughtful play.

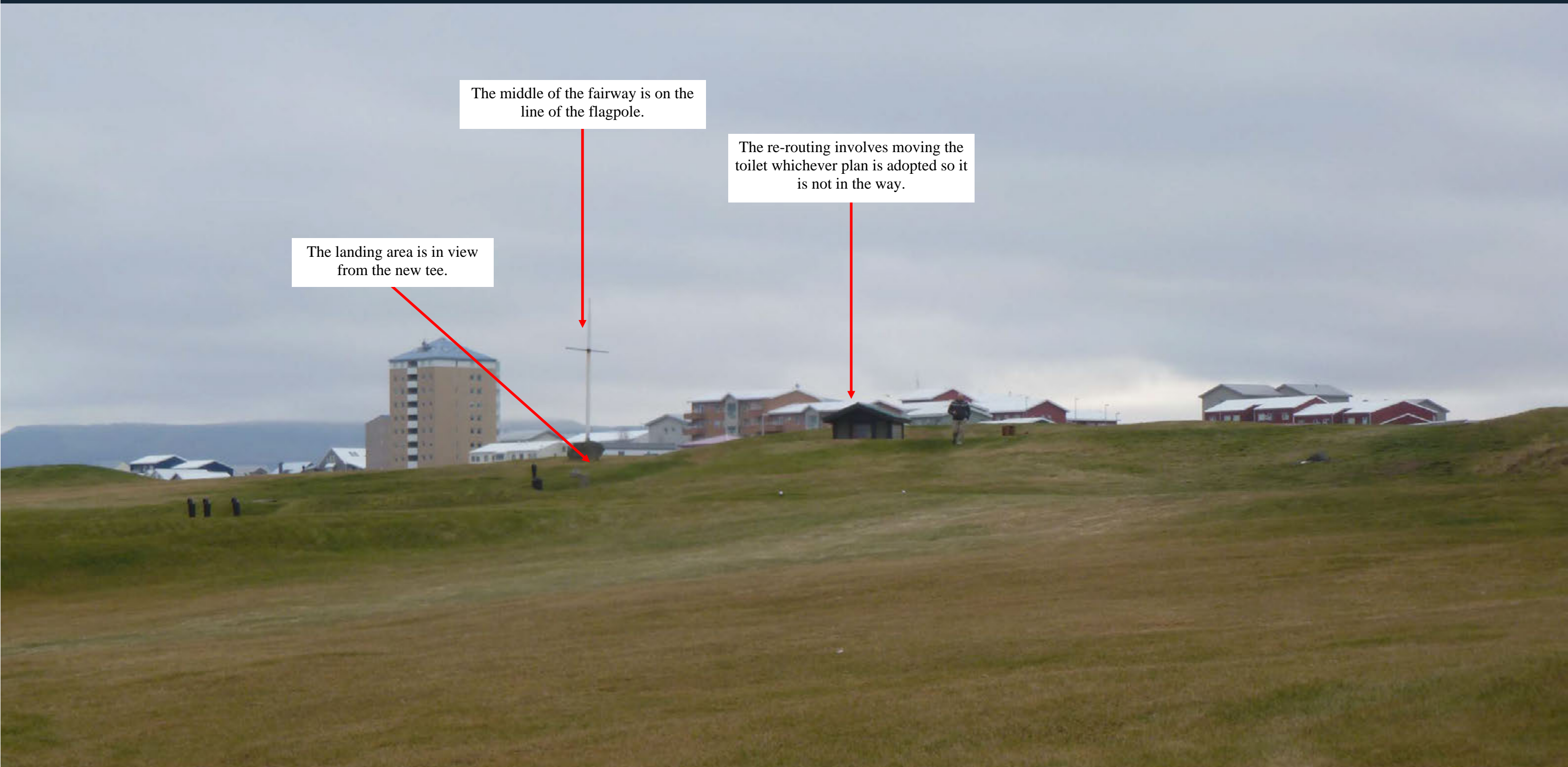
The green with its rocky outcrop left of the green and the deep pot bunkers to the right make this a good green and the contouring of the green make it a difficult one as well. It is an excellent green, coming at the start of the closing run of holes.

15TH HOLE



The approach shot to the green is an excellent one.
The weakness is that the teeshot is poorly defined but it is hard to do too much about that.

14TH HOLE



The middle of the fairway is on the line of the flagpole.

The re-routing involves moving the toilet whichever plan is adopted so it is not in the way.

The landing area is in view from the new tee.

14TH HOLE

Sometimes, a layout plan only works by sacrificing a hole that many love and would want to keep. The loss of the 17th is perhaps such a situation. The proposed 14th is effectively its replacement, so every effort has been made to keep as much of its character as possible, although the blind teeshot is not a feature that it was felt necessary to incorporate. It is better to make the landing area visible.

The loss of the 17th fairway is an essential part of making this new proposal work and the only way to approach the existing green if it were to be retained would be from the left side. It is a green that is not suited to that line of attack and it is already on the edge of being too steep. The removal of the 13th hole from the layout frees up the 13th green and this green is perfectly suited for play from the opposite direction. It may even have been designed for play from there in one of the older layouts. The green played from this direction is possibly better than the existing 17th because it has more variation of slope while still being steep and challenging.

Going back to the teeshot, the plan is to site a tee on the shore between the 15th and 16th greens. Drives will then play at the flagpole, the landing area being short of it, in the area of the big rock. The teeshot is uphill but the fairway is visible and, with some drive bunkering, this can be a good driving hole.

To conclude on the 14th, it has tried to incorporate the best features of the existing 17th hole, while trying to address its weaknesses at the same time. It will be a good hole without being great.

14TH HOLE

The middle of the fairway is roughly where the rock is and leaves a gently uphill pitch to the green.



The existing 17th is abandoned to make room for the new par 3 17th and to create a strong finishing hole.

The landing area for the drive is in view from the tee. The toilet building will be relocated and the rock may need to be moved off the fairway.

The new hole plays to the 13th green which is ideally suited for play from this angle. It is a difficult green that is in character with the existing 17th green which is abandoned.

The view looking back from the proposed green towards the landing area.

14TH HOLE



VIEW BEFORE

14TH HOLE



VISUALISATION

The character of the existing 17th approach shot is re-created in the new approach shot to the 13th green.
The 13th green is very well suited to being played from this angle. It is an excellent substitute for the present green.

13TH HOLE



This bunker narrows the gap too much and discourages bold play from the tee.

13TH HOLE

This hole is not quite right. At 455m, it is a reachable par 5 and the hole should be set up to encourage the longer players to have a go at reaching the green. The drive bunkers have produced a strong feature, but the far bunker closes down the landing area too much and it needs to be moved back to encourage bolder play from the tee. It needs to be slipped left by about 10m away from the tee to create a landing area that is just wide enough to make driver a viable option. If it becomes too wide, then everyone will take driver. Top par fives should involve decisions from the tee to the green and they should not be played the same way every time.

The green position was considered at length during the visit. It could be taken back adding a few metres, but the ground is higher there and the coast angles away. It is important that the green feels like it is on the coast for the hole to work best. Moving the green right, perhaps even out onto the rocks was considered, but there would be significant technical and permitting issues to do with this. On reflection, it is better to leave the green where it is

but to re-align the old coastline so that it hugs the right edge of the green. By doing this, the approach to the green becomes much more dangerous as balls slipping off the edge of the putting surface will end up on the rocks. Players will have to think hard about whether they want to take on the green from far out.

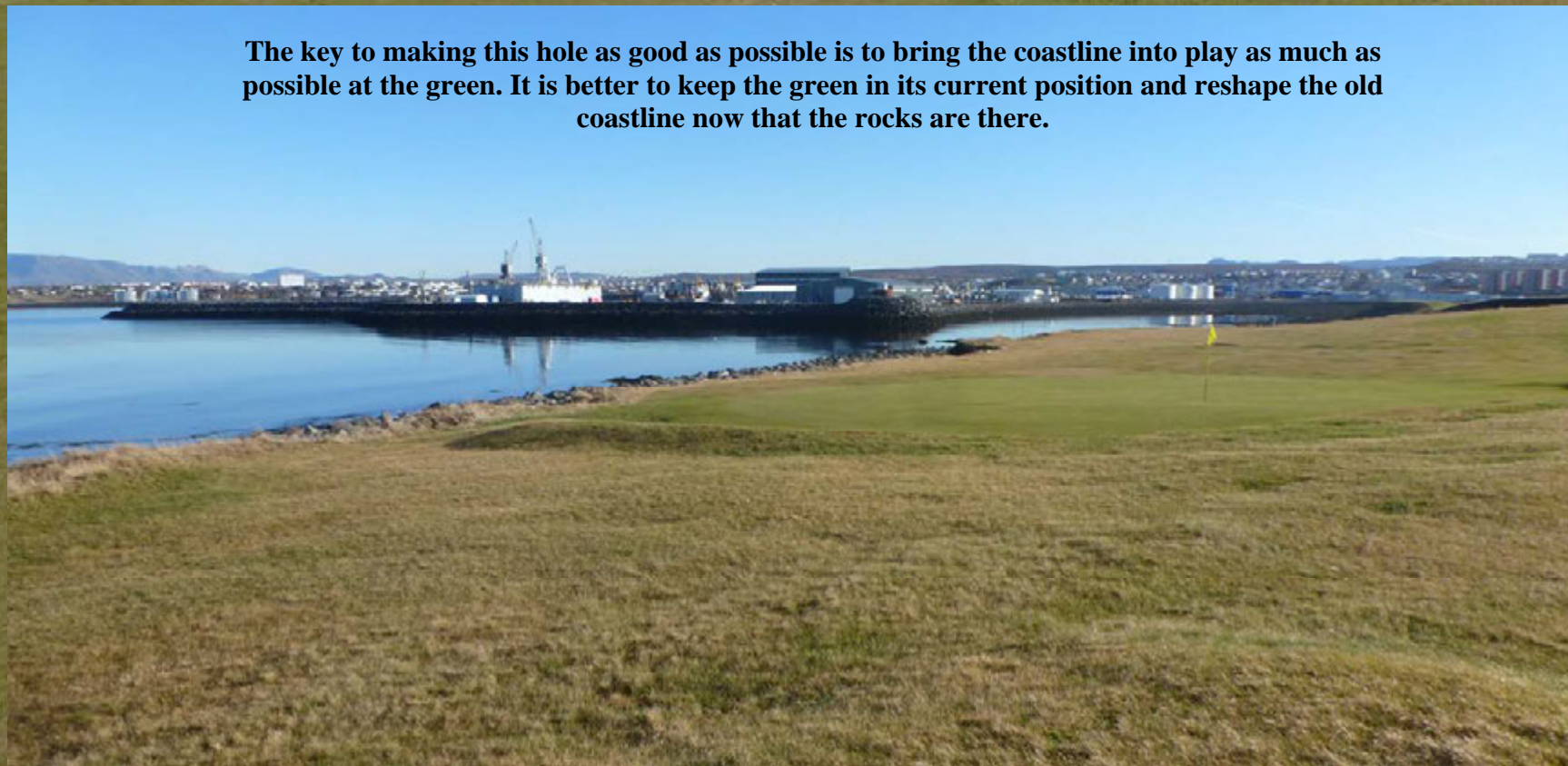
The green can remain in play for the time-being, although it will need to be replaced at some point because of the insulating material beneath it. That work is not urgent and the hole plays well using the present green. When the green is redeveloped, it should be given more of a slope from high left to low right to reward the players who stay right with their approach shots. It still needs to be receptive to long shots though.

The extent of the bunkering in the approach is something to consider more. There is the potential to create two or three routes by adding central approach bunkers. The precise siting of them needs to be looked at along with the re-positioning of the drive bunker and the coastal work. They are all inter-connected.

13TH HOLE



The key to making this hole as good as possible is to bring the coastline into play as much as possible at the green. It is better to keep the green in its current position and reshape the old coastline now that the rocks are there.



The bunker closest to the green narrows the gap too much and needs to be moved back to tempt more people to play their drivers from the tee.

13TH HOLE



VIEW BEFORE

13TH HOLE



VISUALISATION

The green remains in the same position but the old coastline is excavated back to the edge of the green to bring the hazard really into play. Further approach bunkering may also work well to add strategic options on the approach to the green, making lay up shots more testing.

12TH HOLE



VIEW BEFORE

12TH HOLE

The proposed 12th is the new par three that was going to be the 15th in the previous design. It is a really good addition wherever it comes in the round.

The location of the 11th green needs to be far enough away from the shore in the area of the tee so that there is room to add a back tee. It is important that there is as much variety in length of short holes as possible on a course and there is room to extend the hole beyond 200m. This tee may not be used much and, even in elite play, it may not be used on windy days, but there needs to be room to ensure that players are using very different clubs on the par threes. Furthermore, par threes are one of the few times that the longest players have to hit long irons or utility clubs to reach greens in regulation. The main tee will be used for general play.

The green design is good and it is a fair target on what is a challenging hole.

The flatness of the tee behind the green was discussed. It should be easy to do enough to break up this straight line quite easily with a combination of low hills and groups of large stones.

This is a top class golf hole.

12TH HOLE



VISUALISATION

Low hills and groups of stones can break up the harsh background line of the tee.

11TH HOLE



The view from the crossover tee is excellent giving a better angle for elite play.



11TH HOLE

This has the potential to be a dramatic hole, although the coastal path is a concern because it is in play for the full length of the hole. The teeshot is perhaps less of a worry because the tee is high and walkers will be highly visible. At the green, however, it is better to move the green away from the coast (and the path) as the water would always be a long way from the green with the path in between.

It is proposed instead to move the green away from the water and the path and to design the green to reward the players who take on the water from the tee. This will be done by building a hill short and left of the green that will block the view to the green from the left side of the fairway. Those players who take on the water and stay right will have much the easiest shot to the green.

It is also recommended that green is kept short of the water behind so that the 12th hole can be extended for

tournament play, creating as much variety as possible in the par threes.

The length of the hole was discussed during the visit. The key here is to make sure that most players want to hit driver rather than the hole being an easy lay up with a shorter club. For most Club golfers playing the hole at 330 to 360m should be fine but for elite play it needs to be possible to extend the hole to 415m or perhaps even more. There is enough room for a number of small back tees between the 10th green.

There is room for an excellent tee between the 10th green and the road as the teeshot is at a better angle and the ground is higher. The problem is that it crosses over the previous green and that slows play a little. It should not be ruled out completely.

This will be a hole that everyone remembers.

11TH HOLE



*The green on the 11th is best kept away from the coast because of the coastal path and the fact that it is hard to make the water visible from fairway.
The green should also be kept short of the shore behind so that room is left to lengthen the next hole if required.*

10TH HOLE



10TH HOLE

The 10th is the new short par 4 that is under construction. It will be an unusual hole and the strategic feature to use is visibility. Players should be encouraged to drive far enough to have a view of the green. Those who do not will be left with a downhill blind pitch shot which will be extremely hard to judge. The fairway, therefore, needs to be designed so that the long left route is wide and attractive enough that players want to take that route on. The fairway also needs to be shaped in a way that balls do not all end up in the same area which is then full of divot holes and poor turf.

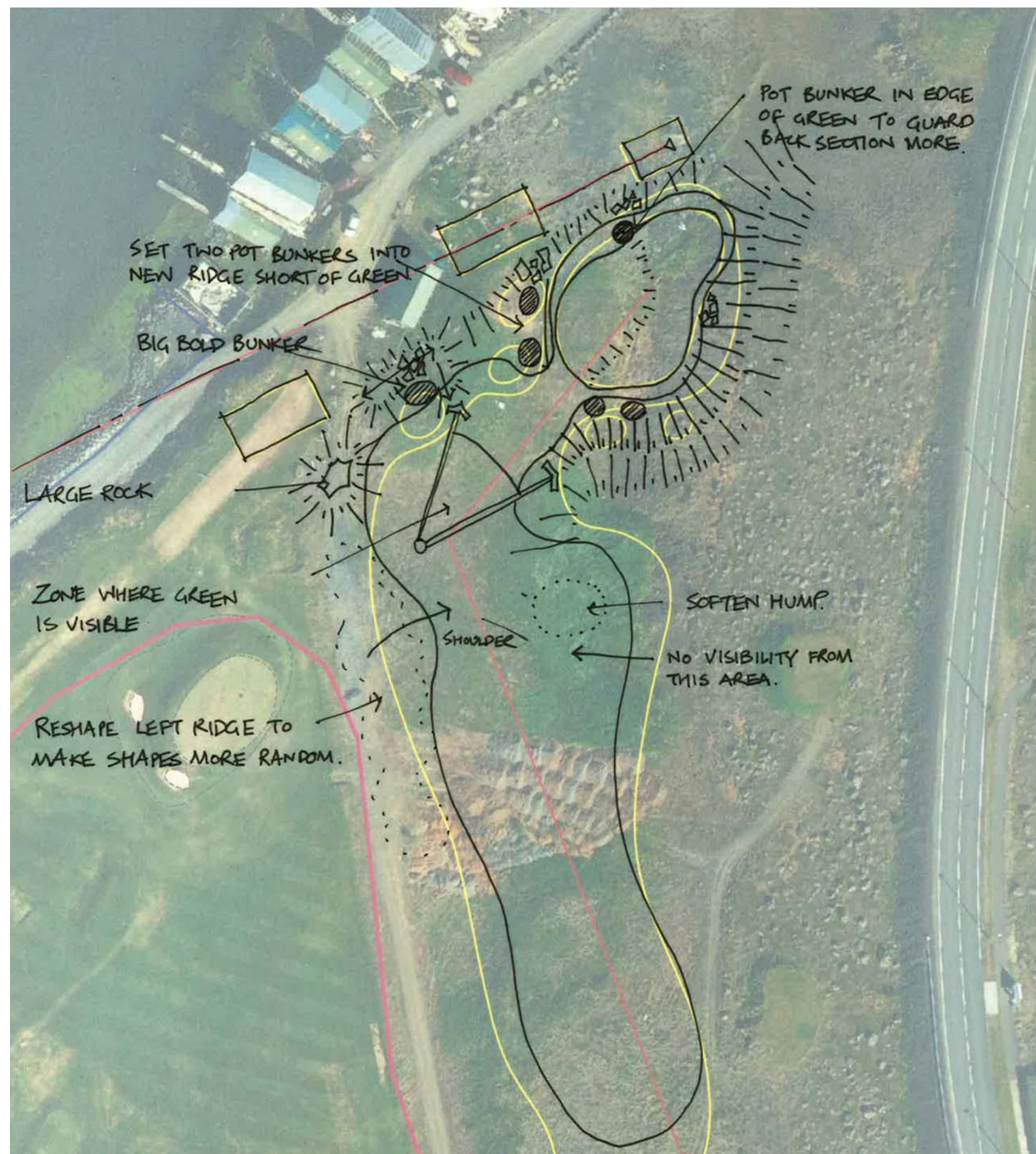
The basics of the green surface look okay, but it is really important to create many different pin positions and to make putts between them difficult but not impossible. Players should be able to hit the correct section of a large green like this, if they are to make an easy par. If they are a long way from the flag then a two putt should be a real challenge. This can be achieved by incorporating more shoulders and valleys into the green while keeping the

basic shape that is there already. This sort of work cannot easily be described in writing. The best next step is to survey the area and for us to draw up a detailed plan that the shaper can then follow. Our involvement must also include the approval of the green base and of the finished surface before the green is seeded. Small adjustments make a huge difference to the finished product and some greens in Iceland have already been less than successful because this checking was not done.

The bunkering of the green needs to be strengthened by adding two front left greenside bunkers to guard the wide front section of the green. The front right ones also need to be made bolder. A further centre left pot bunker could also be considered to break up the left side. It could be sited just past the low point of the green and would protect the narrower back section, creating some really tough pin positions.

There remains quite a lot of work to do to get this hole right. It needs some further thought before it is finished off.

10TH HOLE



IMPLEMENTATION



The existing 16th green can be used while the proposed 13th green is rebuilt in Phase 1.



The proposed 13th green and fairway is rebuilt in Phase 1.



Phase 2 involves widening out the narrow corner near the existing 11th tee.

IMPLEMENTATION

This proposal is a little more ambitious than the previous plan but it can be implemented over a few more years while keeping 18 good holes in play at all times, which is essential on a course as busy as Keilir.

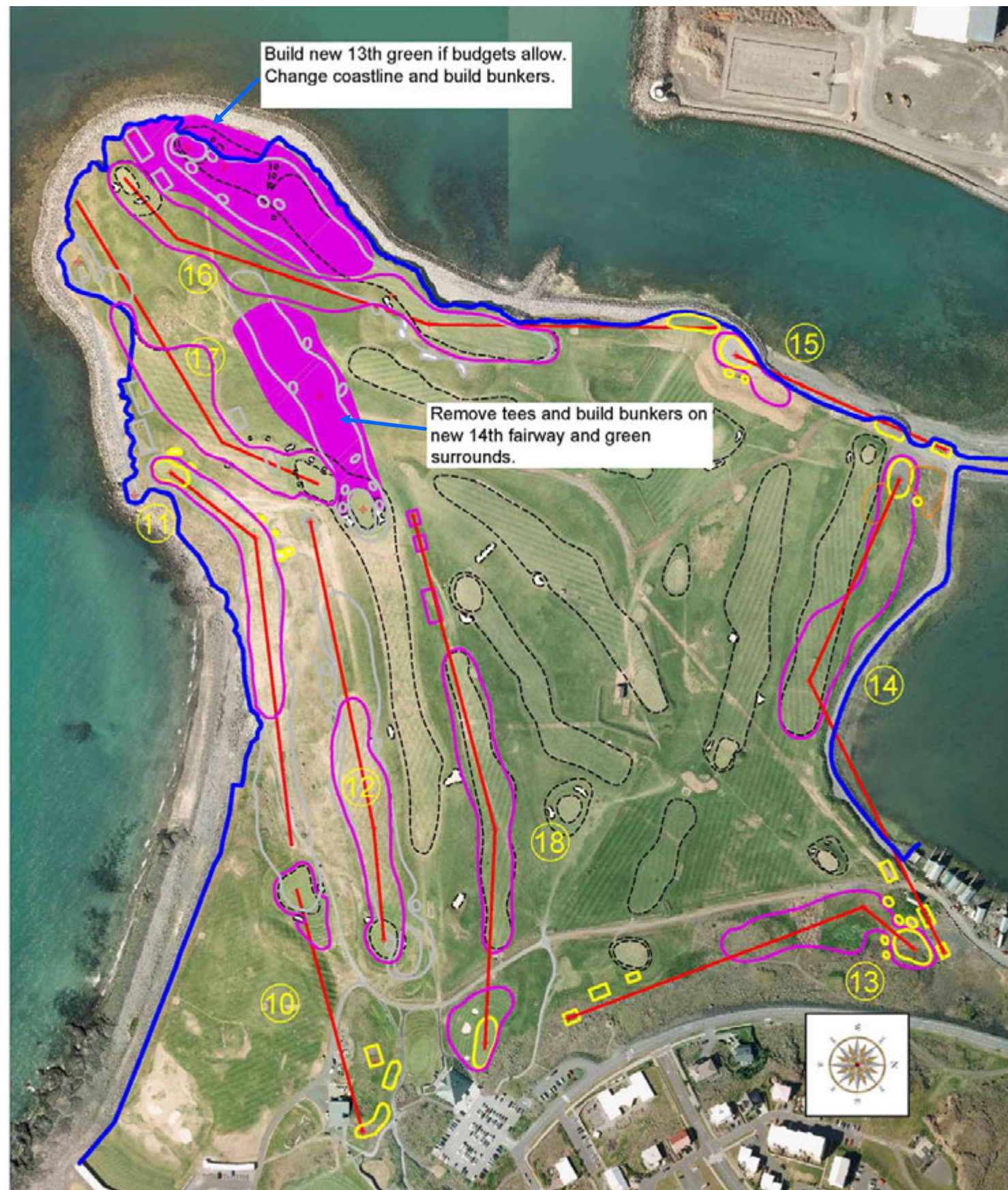
The neat thing is that the phasing is similar to the approved plan in early years, with the proposed 10th and 11th opening first. This then frees up the existing 14th hole and the area of the proposed 14th fairway and approach, as well as the proposed 13th approach and green. The existing 16th green is used as the par five green while this work is built and established.

Once these areas are ready, then the next phase can be built which involves the 18th hole - the tees, the fairway and the green, as well as widening out the narrow throat on the proposed 17th fairway beside the existing 11th tees. This work will also include the removal of the existing 10th green, although this work could be done even later.

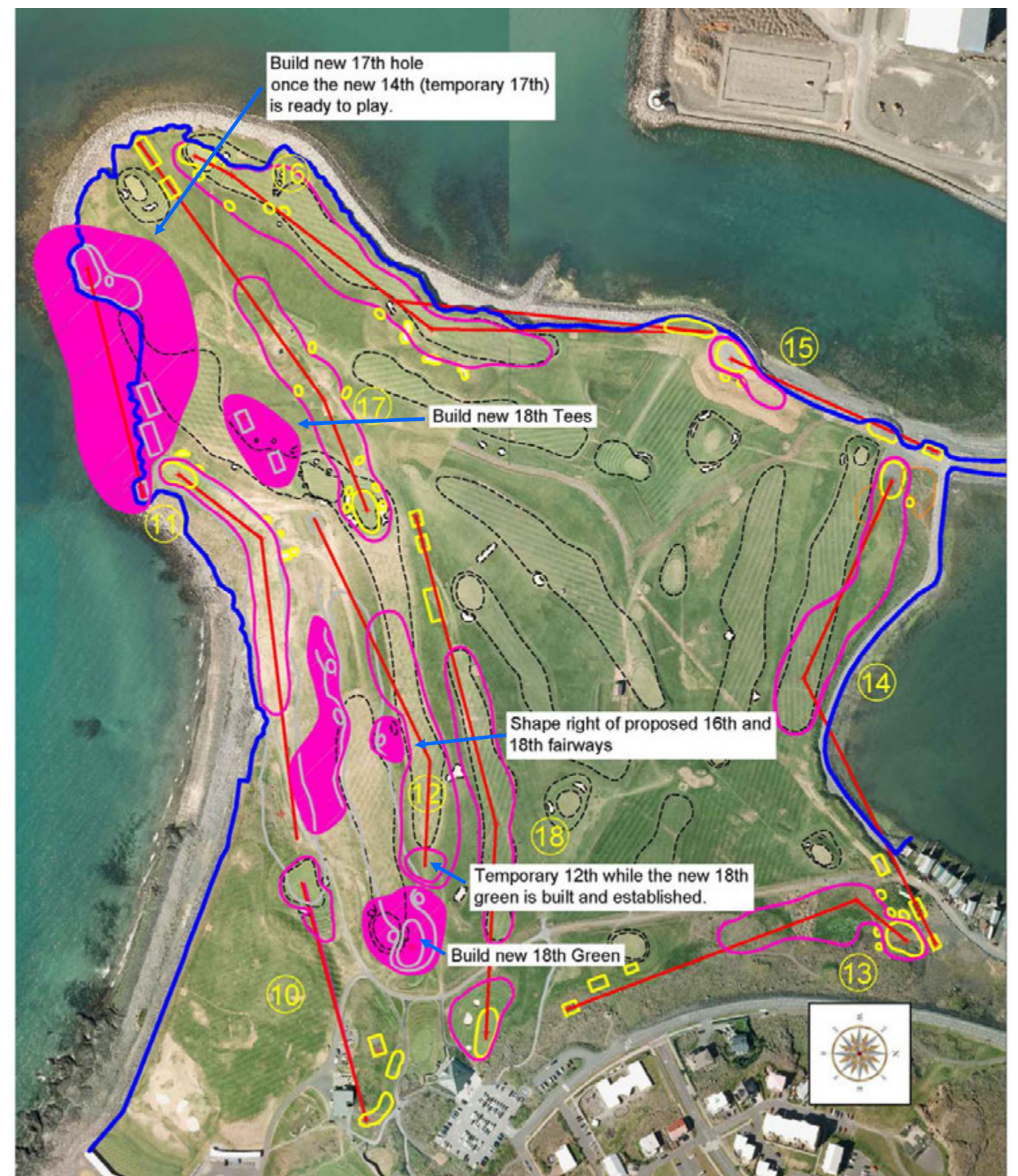
The one awkward area is the proposed 18th green and existing 12th green. It may not be possible to keep 12th green in play while the proposed 18th green and surrounds are built. This means that there needs to be a temporary 12th green while the new green is built and established. The new green could be turfed using turf recycled from the old green to speed this up, but this is not consistent with the other greens in this work which are being seeded. It may just be possible to work around the existing 12th green to allow it to stay in play, but a detailed study would be required to establish if this is possible.

Phase Two could easily be divided into two parts with the proposed 17th green being built first and the 18th hole being done later, but that is something to discuss and consider.

IMPLEMENTATION



PHASE ONE - PROPOSED 13TH AND 14TH HOLES



PHASE ONE - PROPOSED 17TH AND 18TH HOLES

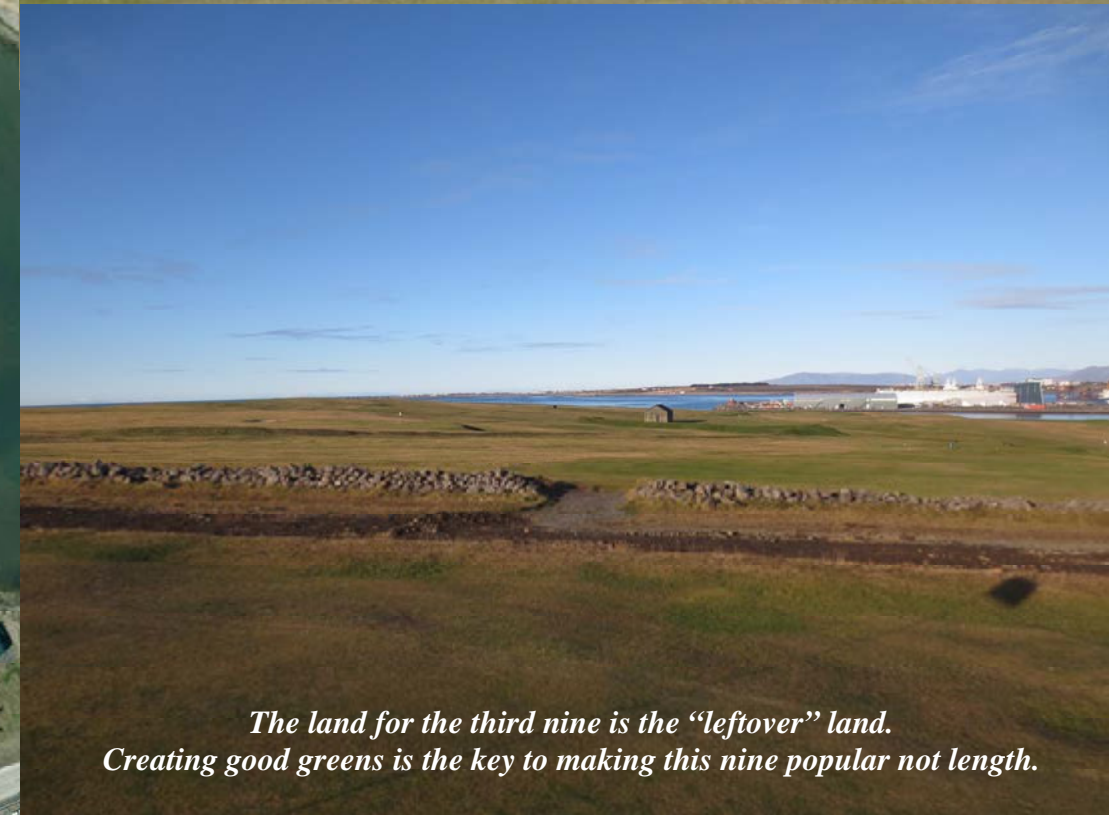
THE THIRD NINE



The Third Nine land is not as large with this proposal but for good reasons.



The existing 14th green is a good addition to the third nine.



*The land for the third nine is the “leftover” land.
Creating good greens is the key to making this nine popular not length.*

THE THIRD NINE

These proposals free up less room for the third nine than the previous plan. The reason for this is simple and it is because the third nine will never be of equal standing to the other nines and making it a par 34 or 35 will not make any difference in how it is used. It is the quality of the design, construction and maintenance of the greens that will encourage members to use it when the main nines are full.

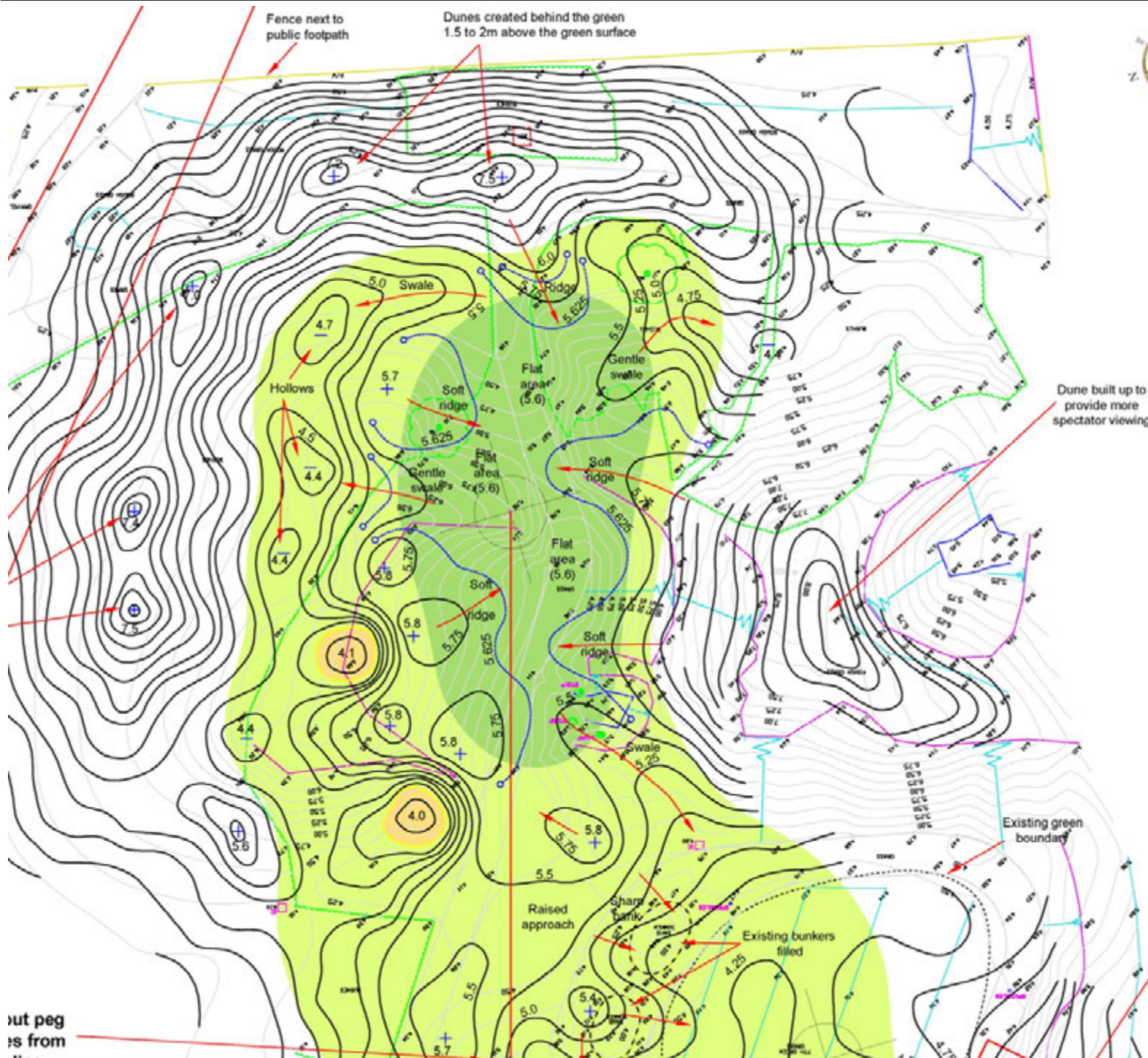
The land for the third nine, however you look at it, is the left over land and golfers are not stupid. They can see that this is not exciting land and the only way to build good holes without massive earth movement is to build good greens that are really fun and challenging to play however long the holes are.

It is understood that the previous plan retained the existing 16th hole which would have been good to do again, but it is our strong recommendation that the priority is to maximise the quality of the Links Nine and to then make the

best of the third nine land after that. It is better to have an extra seaside hole on the Links Nine and to lose the existing 16th hole for the third nine. The reduced area, therefore, does not mean that the third nine will be less popular.

Experience also shows that short courses are more commercially successful if they are not too long and difficult for beginners. The challenge is to pass the “good golfing parent test”. If you are a reasonable golfer and your kids are beginners, will you want to take your clubs with you because the short course is good for your game? The third nine must pass that test if the members are to play it because they want to. Being short actually makes it easier to play quickly, so it seems entirely correct to make the most of the Links Nine.

NEXT STAGES - INVOLVEMENT OF MACKENZIE & EBERT



The plan for the new 7th green at Royal Lytham and St Annes being turned into reality opposite. The green was built closely to the design and then the finishing details were added on the ground with the skilled shaper.



Shaping work is underway.



Growing in.

NEXT STAGES - INVOLVEMENT OF MACKENZIE & EBERT

The Club is justifiably ambitious and it is important to implement the work on the Links Nine to the highest possible standard. Mackenzie & Ebert Ltd only want to be involved with green construction if they can draw up the detailed plans and are appointed to check the green once it is shaped in the soil and again before it is seeded. Past mistakes in Iceland and many other places have to be avoided where plans are incorrectly interpreted. Some results are really very poor and have eroded confidence that existing greens can be rebuilt well. Our involvement is therefore conditional on doing these three phases to ensure that the best results are achieved first time. This may mean a little extra expense but it is a better to get things right the first time.

The involvement of Mackenzie & Ebert involves drawing up detailed construction plans that can be set out using GPS and built accurately. This requires having an accurate survey prepared for all of the construction areas. Modern surveying techniques have changed enormously in recent years and Keilir would be a perfect place to use

drone surveying. These are small pilotless planes with GPS and cameras that produce high resolution images and very detailed levels information. There may well be a company in Iceland already doing it and it is a cost effective way to have really reliable base information. This allows detailed construction plans to be drawn which then can be marked out using GPS. Traditional surveying techniques could be used if the drones are not available.

The shapes of the greens and bunkers still require human interpretation, of course, as they are works of art and it is very hard to draw links shapes exactly. The plans allow the construction crew to get the work 95% correct and the final details are added on site.

Great courses have great details and great details can only be achieved by spending time getting them right.

MACKENZIE & EBERT

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