



# Your R&A services

**Hopefully, by now, you will all have visited the new course management section of The R&A website at [www.randa.org/thegolcourse](http://www.randa.org/thegolcourse)**

The look, feel and content of the site have been designed to appeal to the decision makers in golf facilities with the executive power to initiate and drive change – and that probably includes you! The site is all about how golf can make a positive contribution to the economy, the environment and communities; and how golf can benefit from being proactive. Today's world of financial troubles, environmental regulation and public scrutiny poses real challenges for golf. Many think that it takes significant additional costs to address these challenges. The reality can be very different and the website is intended to provide ideas, guidance and evidence as to how this can be achieved and how golf facilities can thrive by confronting these issues head on.

Over time, a library of news items, features and case studies will be built up on the site with the intention of providing you with a resource of real value as you work your way down the path towards greater sustainability. You and your course could be featured on the site, getting you on its 'Global Bulletin Map'. Get in touch with us at The R&A if you think your course should be featured.

**Course Health Check and Course Health Tracker**

The R&A will be demonstrating the website during Harrogate Week, at the Showfloor Theatre from 12 noon to 12.30 pm. In addition to the features mentioned above, we

will also be previewing two new services which are under development; the Course Health Check and the Course Health Tracker. These services are the subject of ongoing refinement, informed by market research. An Edinburgh-based company has been working with us to find out what web-based tools will interest, excite, inspire and be of real value to those involved in "managing the business of sustainability" at golf facilities.

The Course Health Check is a simple, six question, two minute tick box teaser to raise awareness of sustainability. Our market research suggests that users get much more out of it:

*"The CHC will remind the superintendent of places where they can improve, which usually could have been overlooked."*

*"Good spot check as to how the club was performing and a good argument for underpinning future policies."*

The Course Health Tracker provides an annual audit by which the net balance of revenue brought into the club by its primary asset, the golf course, is offset by what is spent on the course. It also offers the possibility to show where the greenkeeping teams' time is spent on the course over the year and what efforts are being made to enhance biodiversity. The service will enable sensible in-country comparisons, with pooled data that shows average percentage income, spend and time so that you are able to see where your programme sits in relation to others.

Comments from market research suggest that we are on the right track with the Tracker!

*"The tracker is simple to use and will be of great benefit to Course Managers at any type of club."*

*"It gives me a tool that will help me make green committee members understand what it takes to run a golf course."*

Data entry will be 100% confidential and totally anonymous when pooled. To ensure anonymity, pooling will only be available in a given country once an adequate number of facilities are using the service.

Downloadable charts and reports will provide the course manager with a great tool to help you:

- track performance year on year
- establish trends and changes
- produce a better course for customers, at less expense
- achieve a lighter environmental footprint
- keep a record for future continuity
- provide evidence of your success in becoming more sustainable.

**Recommended evidence fields**

The Course Health Tracker will be the means by which you can monitor and manage The R&A recommended evidence fields for the assessment of ongoing sustainability. These are outlined on our website and can be sourced through the 'Downloads and publications' area.

The R&A is working with the professionals who make the important, strategic decisions at golf facilities to provide tools that will make their life easier! Come and see your R&A services at Harrogate Week. We look forward to seeing you and, more importantly, to hearing your ideas as to how we might be of help to you.

