



THE GOLF CLUB

ISSUE 76 | JULY 2024

MANAGER

THE OFFICIAL JOURNAL OF THE GOLF CLUB MANAGERS' ASSOCIATION



PRACTICAL SUSTAINABILITY

GUIDANCE, ADVICE AND IDEAS ON THE CRUCIAL
ROLE THAT YOU AND YOUR CLUB CAN PLAY

ALSO INSIDE: INTRODUCING
OUR EXCITING NEW ADVANCED
MANAGEMENT PROGRAMME

GCMA 

GCMA



gcma.org.uk/partners

Partner Network

The GCMA's Partner Network supports the association's work to professionalise the industry and promote a culture of excellence in golf club management. Thank you to all our partners who continue to support the association.



CONTENTS

ISSUE 76 | JULY 2024

Your Association

10 The GCMA Advanced Management Programme

12 Meet the Team: Membership Services Manager Natalie McColl

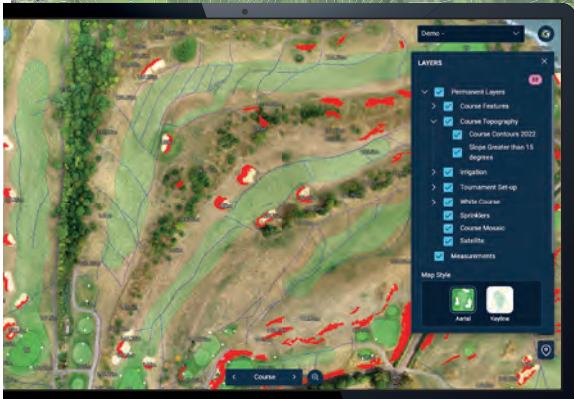
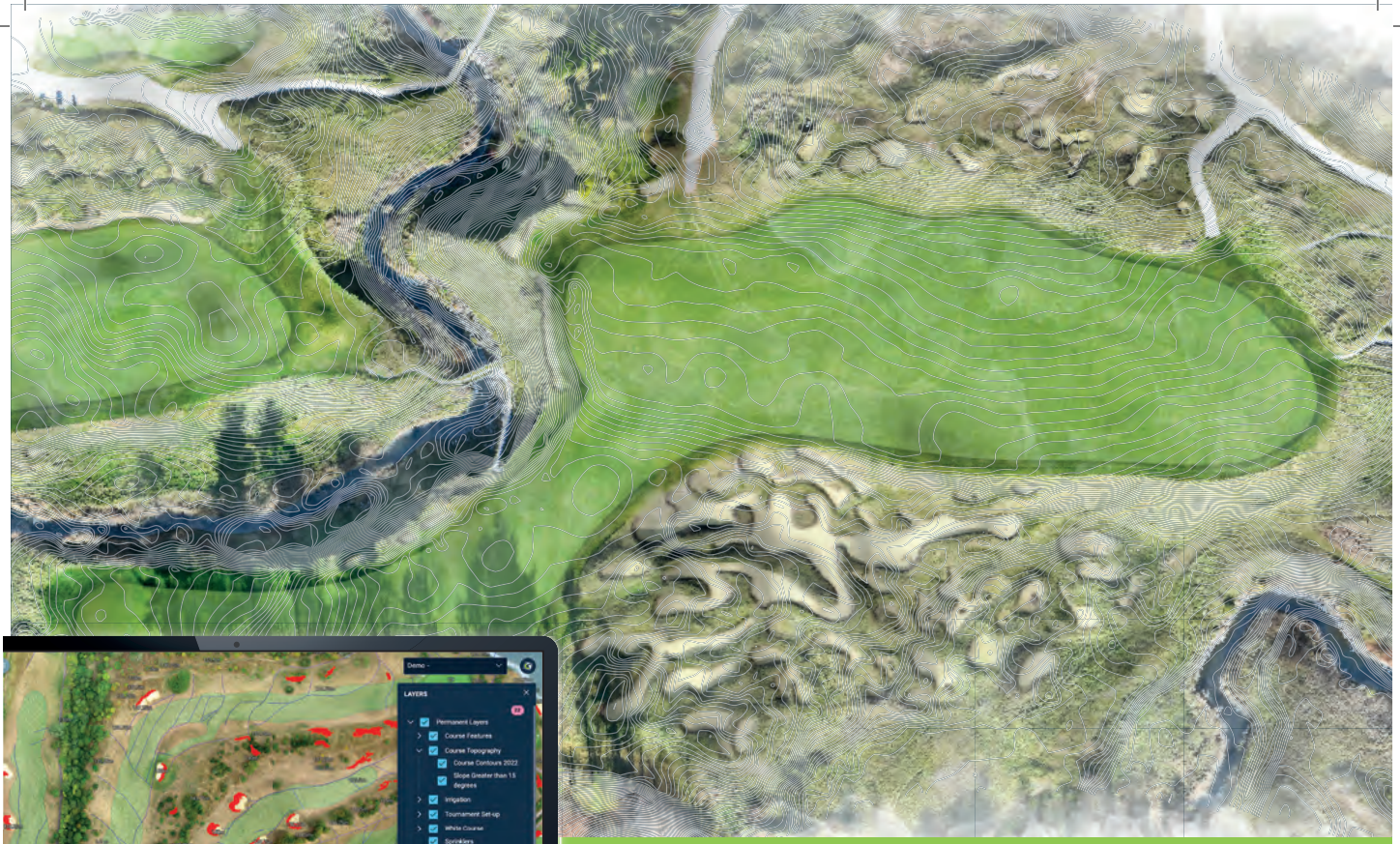
Your Development

17 Sustainability special: guidance, advice, ideas and case-studies on what the golf industry can do help tackle the climate crisis

Your Community

58 The prestigious Forest of Arden will host the 2024 Fairway Credit Open





Considering **changes** to your **course** design? Need a **topographical survey**?

Our wealth of experience in golf course surveying combined with our course management software delivers a fully interactive topographic survey to your desktop.

- Sub 10cm accurate present day aerial imagery
- Topographic survey at 25cm intervals
- Irrigation as-builts overlaid
- On course self-mapping capabilities

DISCOVER MORE




cleregolf
GCMA BUSINESS PARTNER

+44 (0)1635 430266
info@cleregolf.com
www.cleregolfhub.com
www.cleregolf.com

GCMA

Long Ashton Golf Club, Clevedon Road,
Long Ashton, Bristol, BS41 9DW
Tel: 01275 391153 | hq@gcma.org.uk

CHIEF EXECUTIVE

Tom Brooke - tombrooke@gcma.org.uk

FINANCE ADMINISTRATOR

Lianne Wheeler - lianne@gcma.org.uk

BUSINESS PARTNERSHIPS MANAGER

Darren Wood - darrenwood@gcma.org.uk

MEMBERSHIP SERVICES MANAGER

Natalie McColl - natalie@gcma.org.uk

MEMBERSHIP SERVICES

Kerry Spring-Rice - kerry@gcma.org.uk
General email - memberservices@gcma.org.uk

PRESIDENT

JR (John) Jones

NATIONAL CAPTAIN (2024-2025)

John Barnard

BOARD OF DIRECTORS

Judy Barker, Gareth Morgan, Ed Richardson,
Kerry Alligan-Smith, Reece Miller, Richard Weeks,
Scott Clark

**THE GOLF CLUB MANAGER IS PUBLISHED BY:
18PLAYERS**

2 Arena Park, Tarn Lane, Scarcroft, West Yorkshire,
LS17 9BF, UK Tel: 0113 289 3979 | 18players.com

EMAIL 18PLAYERS

gcma@18players.com

Every effort has been made to ensure accuracy, but the publishers cannot accept responsibility for omissions and errors. All material in this publication is strictly copyright and all rights are reserved. The views expressed in The Golf Club Manager do not necessarily represent the views of the company or the editor. Every care is taken in compiling the contents but the publishers assume no responsibility for any damage, loss or injury arising from participation in any offer, competition or advertising contained within The Golf Club Manager.



ON THE COVER:
Sustainability special

WELCOME

ISSUE 76 | JULY 2024



We are extremely proud and excited to announce the forthcoming launch of our new Advanced Management Programme. Professional Development is a core component of our offering and this programme adds to our already substantial suite of learning and development initiatives as we continue to demonstrate our commitment to modernising and professionalising the role of golf club management.

Launching in September, the Programme focusses on deep-dive, practical learning experiences, providing you with the in-depth skills and knowledge across all aspects of golf club management and leadership. It will complement and add to your existing qualifications, skills and experiences.

The programme has been developed and created in collaboration with specialist training providers and industry experts, and will be delivered exclusively to the golf industry for the GCMA.

We'll be releasing further details over the coming months and look forward to seeing many of you take part in this excellent new initiative.

Tom Brooke, CEO

This month we deal with an issue right at the top of the agenda for many members: Environmental Sustainability.

Golf clubs across the land are facing up to the challenges presented by the changing climate, with more extreme weather patterns placing ever greater pressure on our courses.

Whether it's finding more efficient methods to manage water usage, providing more climate-friendly ways of dealing with turf, or establishing biodiverse areas to promote pollinators, each golf club has a responsibility to act as a custodian for the natural environment in which it operates.

While all Golf Club Managers appreciate the importance of this, not everyone is aware of how best to deliver on it.

This issue is packed full of content that provides best-practice examples from your peers, with deliverable solutions that can be implemented by you.

With top tips and advice from an array of other industry experts, there are invaluable insights for the benefit of you, your golf club and the environment.

By working together towards a unified goal, we truly believe golf can lead the charge for a sustainable future. As Daniel Lightfoot, The R&A's Director of Sustainable Golf, so eloquently put it: "There is no better sport in the entire world than golf to be able to deliver a positive example for sustainability".



FAIRWAY
CREDIT
GOLF MEMBERSHIP FUNDING

The GCMA's trusted payment solution for membership fee collection

Join the hundreds of golf clubs around the UK who already use Fairway Credit.

How we can help your club:

- Full annual fee paid to your club, up-front, normally within an average of 30 days
- We take responsibility of the financial regulatory requirements
- Fully integrated with How Do I Pay from Club Systems, making collecting membership fees even easier

How we can help your members:

- Simple online application process
- Repayment terms over a period up to 12 months
- They can be automatically renewed each year with no requirement for a new application

Here at Fairway Credit, we're very happy to talk to any new golf clubs who would like to learn more about using our financing facilities. We have a great team ready to discuss how we could offer our financing solution to your club.



For further information about how Fairway Credit can benefit you and your members, simply; call, email or visit our website.

0344 736 9818 | leisure@pcl.co.uk | www.premiumcredit.com/products/fairway-credit

Fairway Credit is a trading name of Premium Credit Limited. Registered office: Ermyn House, Ermyn Way, Leatherhead, Surrey, KT22 8UX. Registered in England and Wales under company number 02015200. Authorised and regulated by the Financial Conduct Authority.

*Facility is subject to approval, terms and conditions apply. †Credit is subject to status, terms and conditions apply, 18+

PCL-SL-CB004 03.10.2022



Right place.
Right time.
Every time.

RAIN  **BIRD**®

Redefine control with the Rain Bird® IC System™.

- Save time, money and water by making your investment work smarter.
- Advanced design requires less wire and fewer components, reducing interruption of play.
- Precise management and troubleshooting on or off the course.

See why golf courses in more than 50 countries around the world trust the proven performance of the IC System.

rainbird.com/ICAdvantage





Your Association

The home of GCMA
Membership news, partner
benefits and upcoming events

NEW

GCM ADVANCE Management Program



MA VICED

amme



[LEARN MORE](#) 



Meet the Team:

NATALIE MCCOLL

Describe your current role

I oversee the recruitment and onboarding of new members

and contribute to developing new benefits and initiatives for our members. My team serves as the first point of contact for our members, providing support by connecting them with educational and professional development opportunities, answering golf club management helpdesk queries, and directing them to our business partners and GCMA events.

Over the past few years, my role has expanded to include a more hands-on approach to marketing and communications, ensuring members receive all the information they need to support them in their current roles and inspire their future career plans.

The aspect of my job I'm most proud of is actively participating in wellbeing initiatives that support our members. While golf club management can be a highly rewarding career path, we occasionally hear of negative experiences. I'm deeply passionate about providing our members with various tools and benefits to support them in challenging circumstances — everything from regional Mental Health First Aiders to wellbeing awareness workshops to legal expenses insurance!



We introduce you to a member of the GCMA team and find out a little more about them. This month it's the turn of **Membership Services Manager, converted football fan and Taekwondo champion Natalie McColl.**

"When I think of the GCMA, I think of community and support"

Tell us about your career to date

My background was in health club sales and car sales. Ultimately, a good salesperson is a great communicator who knows how to connect with people from all walks of life. This foundation provided me with strong customer service and relationship-building skills - key aspects of my current role.

I worked for England Golf for three years. This experience gave me a fantastic insight into the industry and the challenges and opportunities it faces.

What are your key priorities for 2024 in your job?

At the start of the year, the team set out seven key priorities for the association. We have already ticked off the first priority by relaunching the information library. For the remainder of the year, my priorities are reviewing the association's marketing and communications strategy, upgrading our internal membership and customer management systems, and delivering our bi-annual members survey.

What does the GCMA mean to you?

When I think of the GCMA, I think of community and support. The association has a huge amount of heart, and everyone cares passionately about supporting those within the profession.

What is your message to GCMA members?

Get involved! As with everything, you get out of your membership what you put into it. Whether it's attending business meetings, engaging with professional development opportunities or utilising the personal benefits membership brings, there is something for everyone. Our association is at its best when peers learn from peers and I would love to see more managers contributing or presenting at GCMA events.

Tell us one thing your colleagues don't know about you

I competed internationally for England in Taekwondo. I competed at two ITF World Championships and was Junior World Champion in 2007.

Your favourite sports team

I am not from a football-loving family, but my eight-year-old son has become a massive football fan — and now so am I! We are season ticket holders for Bristol City, and at home this makes up about 80% of our conversations!

Your favourite thing to do at the weekend

It's taken many years to be confident enough to try and play golf properly, but in 2024, I'm hoping to finally have an official handicap. Eighteen more holes to play! 🏌️



Remarkably good value.

GolfCar.™

itsagolfcar.com



Rent this new buggy from less than

£25

Per week.

*Subject to availability and T&C's



100%
ELECTRIC

5 YEAR
LITHIUM BATTERY WARRANTY

4 YEAR
LIMITED VEHICLE WARRANTY

Outstanding customer service.



A dedicated service team.



UK wide mobile engineers.



Fix first visit capabilities.

Extraordinary claims require extraordinary proof.

See for yourself. Arrange your demo today.

GOLF CAR UK
.com

Click or call to arrange your demonstration: 0345 8055 494 www.golfcaruk.com



Your Development

The latest on education,
wellbeing, careers and peer-
to-peer learning



Invest to Improve

What is your club doing to **improve** it's offering to members and visitors?

What **investment** is your club undertaking to advance your product?

What are the key areas that will take your Golf Club to the **next level**?

Are you **investing** in new course machinery?

Are you **building** an indoor swing studio or driving range?

Are you considering **modernising** the irrigation system?

Are you **planning** to carry out work on the clubhouse?

Are you **looking** to invest in a new buggy fleet?

Golf Finance work with hundreds of Golf Clubs through the UK to make these types of projects **affordable and sustainable**.

Contact us today:



01620 890200



golffinance.co.uk



sales@golffinance.co.uk



SGCMA
OFFICIAL
PARTNER



*All finance subject to credit approval. Business users only. Terms and conditions apply. Golf Finance LTD is an Appointed Representative of Rural Finance Limited. Rural Finance Limited is authorised and regulated by the Financial Conduct Authority, FRN 630701. Rural Finance Limited is an authorised Credit Broker and not a lender. Rural Finance LTD can introduce you to several carefully selected credit providers who may be able to offer finance for your requirements. We are only able to offer finance products from these providers and a commission will be received for this instruction. The lenders we work with could pay commission at different rates. Registered address: Golf Finance LTD, 4 Church Road, North Berwick, East Lothian, EH39 4AD

SUSTAINABILITY

and golf clubs

We have collated **advice from around the industry** with the aim of equipping you with the help you need to shape **the future of your club**



• Meet the former greenkeeper leading The R&A's sustainability department

• Case study: How the London Golf Club are tackling their environmental responsibilities

• Meet the environmental consultant who helps golf clubs produce deliverable action plans

• Following the herd: Learn about the cows who graze on Berkhamsted Common

Daniel Lightfoot on The R&A's vision to deliver a sustainable **FUTURE FOR GOLF**

The R&A wants to ensure golf is **thriving 50 years from now** and Director of Sustainable Golf **Daniel Lightfoot is leading the charge**

Daniel Lightfoot knows the golf industry from top to bottom. Having started out as an assistant greenkeeper and worked his way up to Director - Sustainable Golf at The R&A, via roles as a course manager, lecturer and commercial head, he has acquired the first-hand knowledge and experience required to embrace his new remit with a real clarity of purpose. Leading a world-class team, he is helping to forge a path towards a brighter, more sustainable future for the game of golf.

It has been quite the journey from his days as an assistant at The Hertfordshire, where he had initially been on placement during his HND in golf course management, and even amid his busy schedule, Daniel sometimes affords himself a moment to let it sink in.

"If somebody said to me as a young greenkeeper that you're going to be a director at The R&A, I wouldn't have believed it," he

said, with his career path proving to any ambitious greenkeepers that the sky is the limit. "It's just a great job. I've got an office at St Andrews and some days I just wander out and look at where I am and just reflect on what an amazing journey it's been."

But it's not the personal 'pinch me' moments that drive Daniel on, not when there is so much more at stake. Although the impact of climate change is being felt far beyond the world of

"There is no better sport in the entire world than golf to be able to deliver a positive example for sustainability"

golf, Daniel believes the sport is ideally placed to set an example for others to follow.

"There is no better sport in the entire world than golf to be able to deliver a positive example for sustainability," said the former course manager at Bearwood Lakes.

"We are in the best position to show how amazing golf can be for land use, biodiversity and embracing the beauty of

the natural environment. It's also great for people, for their health, for getting out in the wider world and exercising and for connecting with the wider community.

"The opportunities are so powerful and I'm really optimistic about the future of this sport we love."

Daniel, who spent two years as a lecturer in turfgrass science at Merrist Wood College, speaks with great passion on the subject

of the work being undertaken by Sustainable Golf, a department which is supported by five strategic pillars, all of which provide the foundation on which The R&A can – with the help of stakeholders across the game – build a more sustainable future for golf, with the aim of ensuring it is thriving 50 years from now.

In his position as Director - Sustainable Golf, Daniel is at the forefront of that and it's a

gical,
y,
a
gement,
is here
believes
current
o to
et.

al
d
our
er.
golf



R&A



responsibility he is relishing, particularly given the exceptional qualities of the team he now leads.

“My role is to be a facilitator and provide leadership,” he said. “I aim to facilitate my teams and give them the resources they need to be able to do their job. It’s my role to find out how we can do a better job at championships, how we can do a better job in sustainable agronomy, how we can grow our agronomy teams, how we can grow our education, and how we do better research so that I can support that and work hard to give my team the resources to deliver it.

“On the leadership side, my job is to stand up at the front and really deliver that message about what we’re doing. I’ve been in the industry a long time now so I know a lot of people, but you can always know more.

“I’ve got an amazing team of great people. Some of them I’ve

known a long time and some I’ve known for six months, but it’s just an absolutely outstanding team with some world-class agronomists and world-class employees, and that was my main reason for joining.”

A key part of The R&A’s vision is the Sustainable Agronomy Service, with its expert team of agronomists on hand to deliver

“I’m really optimistic about the future of this sport we love”

advice to any golf clubs seeking to fulfil their potential while maintaining a strong focus on environmental stewardship.

With his years of experience as a greenkeeper, Daniel understands the importance of providing support and advice that is practical and relevant to the specific challenges faced by an individual golf club, rather

than trying to enforce blanket solutions.

“The Sustainable Agronomy Service is for any golf club that wants to engage our world-class agronomists to help them achieve their potential,” he said. “That service is growing very well in the UK and Ireland, we have a team in the Asia-Pacific, and we’re just launching into Europe.

“We don’t necessarily look for one-size-fits-all solutions because you’ll find the market challenges and the agronomic challenges will vary hugely across different countries.

“The R&A’s job is to pull everybody together and share best practice, but it’s also to understand the cultural differences and the agronomic differences within all the countries and try to find sustainable strategies that are best for the specific circumstances.”

Sustainable Championship



Agronomy brings that same approach to facilities that host R&A championships, where some of the finest golf courses in the world are produced under sustainable practices.

“The key is to deliver solutions where sustainability, or environmental performance, meets agronomy and playability performance,” Daniel explained.

“Everything we do within Sustainable Golf is about providing a showcase for sustainable strategies in golf to drive better sustainability behaviour for clubs around the world and deliver outstanding playing conditions.

“Something that has to really underpin our message around agronomic and environmental sustainability is that it’s a positive thing. We’ve got an opportunity to bring people together — our affiliates, greenkeepers, other key stakeholders — and to share best practice with the aim of continuously raising the bar.

“That’s our remit, that’s our responsibility, and that’s what we’re aiming to do.” 🌱

The five pillars of The R&A's Sustainable Golf

Sustainable Agronomy Service

Providing bespoke advice and guidance to golf facilities worldwide to increase awareness and adoption of best practices in sustainable agronomy

Sustainable Championship Agronomy

Delivering sustainable, world-class playing conditions for championship venues – a platform for showing what is possible

Golf Course 2030 Research

Providing research funding to establish practical solutions in sustainable agronomy, resources, biodiversity and climate change

Sustainable Greenkeeping & Scholarships

Providing support, funding and opportunities for practical experience to new and developing greenkeeping talent

Sustainable Championships (Greenlinks)

Demonstrating leadership in hosting sustainable golf championships and addressing The R&A's operational impacts in staging major sporting events



Golf's key Sustainable **DEVELOPMENT** **GOALS**

The 2030 Agenda for Sustainable Development, adopted by all 193 UN Member States in 2015, provides a shared blueprint for **peace and prosperity for people and the planet**, now and into the future



What the experts say

“Sport is a fantastic way for people becoming more ready through a shared language which is easier to talk about than some of the big, global issues we are all facing. We talk about the Sustainable Development Goals and each of them, in their own right, is important, but SDG 17 is about the mechanism for change, about how we go about achieving the SDGs and talks about partnership. There is nothing more powerful than sport for creating partnerships – both local and global. Sport is right at the heart of our capability for behaviour change.”

– **Professor Corinne Reid: Team Psychologist and Research Fellow at University of Victoria**

“The UN SDG goals themselves are important for all of our understanding of sustainability. They provide meaningful and direct goals for member nations to achieve in a topic that can be hard to define. Golf has its part to play in this. Working in the industry, I see how directly every new golf development can contribute to its country’s declared contributions.”

– **Tyler Annan, Project Manager, Golf Developments, GEO Sustainable Golf Foundation**

As we approach the turn in the United Nations Decade of Action, it is a good time to think big picture and consider how our sport contributes to the most challenging issues of our time. Last month’s World Environment Day presented such an opportunity; to celebrate action, raise awareness and reflect on golf’s role in society and the protection of our planet.

At the heart of the 2030 Agenda for Sustainable Development are the 17 Sustainable Development Goals (SDGs) that seek to guide businesses, sectors and society towards a fairer, more equitable and sustainable world.

The principles that underpin the SDGs and the goals themselves are integrated into the concept and vision for sustainable golf as a sport that becomes truly a force for good; as a sport that takes responsibility, respects people and the environment, energetically avoids and reduces negative impacts and seeks to maximize its role in replenishing the environments and communities it touches, using this credible action to underpin inspiring communications and wider reach.

For greenkeepers, course managers and superintendents around the world, even small actions undertaken to promote nature, conserve resources, take climate action and strengthen communities all stack up to be important local to global contributions for greater sustainability.

Golf intersects with numerous UN Sustainable Development Goals, showcasing its potential for positive impact across diverse areas and the actions of course managers can contribute in many ways. 🌱

The key SDGs for golf



No other sport occupies and manages such large areas of land. Courses can be ecologically rich environments that meaningfully connect with other habitats to become part of a wider green infrastructure. By increasing native plant areas and creating wildlife habitats, you are supporting biodiversity and ecosystem health.



Golf fosters lifelong recreation, benefiting physical and mental health. And it is important to ensure safe and healthy working conditions for all staff through regular training and proper protective equipment.



Courses provide green spaces, improving urban air and water quality while fostering community engagement through volunteering and community-based social and environmental enterprises and initiatives. Engaging with local communities is a great way to promote environmental education and sustainable recreation opportunities.




Creating jobs, careers, and professional development, particularly in rural economies, or driving economic growth through tourism. Fostering a positive work environment supports not only your club but also economic growth in your community,



Collaboration, stakeholder engagement and partnerships across the sector are essential for maximising golf's impact on sustainability initiatives. Look for opportunities to collaborate with local environmental organisations and wildlife trusts, NGOs, local governments or education partners in the community,





Three success stories

La Réserve Golf Links, Mauritius

The development of La Réserve Golf Links on the island of Mauritius directly contributed to SDG 15 and specifically target 15.5 - 'Take urgent and significant action to reduce the degradation of natural habitats, halt the loss of biodiversity'. For years, the quality of the site had been degraded and all biodiversity was stripped from it when it was planted as a sugarcane monocrop. The golf development gave the project team the chance to stop this degradation and return the site to its former glory, reintroducing over 60 hectares of native habitats and almost 4,000m² of wetlands. Without this project, there is no doubt the land would further degrade.

Other SDGs related to golf

Here are some significant priorities and potential areas of expansion across other goals



Support the transition of the sport to empowering women as well as a range of other under-represented and disadvantaged groups. Promote gender equality by ensuring equal opportunities and pay for all employees regardless of gender.



Demonstrating sustainable production and consumption of water, aggregates and other increasingly scarce resources, integrated turf management and golf's extensive supply chain. Look for eco-friendly products and other means to reduce environmental impact.



By reducing emissions, tackling climate adaptation and supporting ecosystem services, golf courses make a strong contribution to climate action. Implement strategies to reduce your carbon footprint, such as reducing maintained turf areas and using electric maintenance vehicles.



Clubs, facilities, events and many parts of the industry serve as hubs for education and skill development, offering apprenticeships and opportunities for lifelong learning. By providing ongoing education and training opportunities for staff, managers are supporting career development.



Support the transition to clean energy, showcase renewable energy sources and the value of electrification for maintenance facilities and equipment.



Implement water-efficient irrigation systems and practices prioritising water conservation, efficiencies and enhancing watersheds, ensuring run-offs to natural water courses are free of polluting chemicals and other harmful substances.



New Craigend Course, Royal Troon

New Craigend Golf Course, Scotland

GEO Certified Development New Craigend Golf Course was a contributor to SDG 12 and target 12.2 'By 2030, achieve the sustainable management and efficient use of natural resources'. This project exemplified perfectly how to implement this as, by utilising materials already on the site, the project team were able to create the golf course. Turf from the existing course (Royal Troon) and sand harvested from the site minimised the amount of imported materials required and ensured no natural resources were wasted.

Rumanza Golf & Country Club, Pakistan

Rumanza Golf & Country Club achieved GEO Development status in 2022. Like all other projects, it played its part in contributing to the country's SDG commitments. Target 8.5 within SDG 8 states 'By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value'. This was a key thought throughout the project, with over 400 jobs created for local people throughout construction and operation as well as the upskilling of locals to help them gain work elsewhere. Equal opportunities were made available to all and training programmes, such as The Caddy Program, were created as a way of getting people (young and old) into long-term employment.



About the GEO Foundation

Sustainable.golf is brought to you by GEO Foundation, the international non-profit entirely dedicated to helping accelerate sustainability in and through golf. Learn more by clicking [here](#).



CATTLE

do nicely

Berkhamsted Golf Club has **reintroduced cattle grazing** on its estate in a “great example of a golf club acting responsibly”



If you're a habitual visitor to Berkhamsted Common – and why wouldn't you be? It's so beautiful up there – then you may see something new this summer.

Up until World War II, cattle grazing on the common were a regular sight, but they didn't return after the war. Berkhamsted Golf Club has now restored this most rural and English of sights by grazing a small herd of Devon red cows on its estate.

The first six animals arrived in mid-May, and each is wearing a special GPS collar which enables the club to control where they graze.

"We have been looking forward to the cows' arrival for quite some time now!" said Club Manager Howard Craft. "As custodians of the common we have obligations which cover the entire ecosystem and not just the golf course – which covers less than a third of the whole area.

"We have received fantastic advice from the experts, and the cattle will help Berkhamsted residents and visitors to continue to enjoy using the common for generations to come."

The initiative is part of a regenerative farming project which the golf club, as custodians of the 520-acre Berkhamsted Common estate, has developed with the assistance of Chilterns National Landscape, and the Herts & Middlesex Wildlife Trust.

"The golf club's approach to managing the conservation aspects of the area has been brilliant," said Gareth Clay, Farming in Protected Landscapes

Officer for Chilterns National Landscape. "The common has many important ecological and archaeological features – it is a wonderful piece of land rich in biodiversity."

Tim Hill, Conservation Manager at Herts & Middlesex Wildlife Trust, said: "Cattle or other grazing animals can help prevent the succession to woodland or scrubland, and this is important when you have an area so rich in natural grasslands and heathlands as you find on Berkhamsted Common.

"Grazing helps to promote biodiversity, and in doing so Berkhamsted Golf Club will be helping to restore one of Hertfordshire's rarest habitats, and there are numerous other benefits – flowers can seed, invertebrates thrive, and nesting birds arrive.

"Every little helps in our ecological vision for Hertfordshire, and we have a strong, trusted relationship with the golf club team. This is not just locally important – it is a nationally significant initiative which is a great example of a golf club acting responsibly."

Howard added: "This is a great example of how modern technology can be married with traditional farming commonsense, to produce a wonderful situation for the whole Berkhamsted community to enjoy.

"Berkhamsted Common is one of the finest pieces of land in England, and our new herd of Devon Reds are already adding their own special beauty to the area." 🐄

"As custodians of the common we have obligations which cover the entire ecosystem"

Golf clubs urged to **ACT NOW**





Owen James, Sustainability Manager at England Golf, fears for the future of mid-range golf clubs as **growing costs threaten their viability**



The future of golf hangs in the balance as clubs face growing cost pressures that could force many to make significant changes to stave off closure.

That is the warning from England Golf's Sustainability Manager Owen James, who believes the sport is facing a crunch point and the need for a focus on sustainable measures is more vital than ever.

He suggested facilities will need to consider fundamentally changing their offering if they are to remain viable, with a real threat that £1,000 rounds will become the norm and push golf back into the realms of being an "ultra-exclusive" sport.

"Golf will always exist in England," he told Booth Golf & Leisure.

"I do not like to be negative, but my long-term worry is that [if no action is taken] the mid-range golf club will disappear and your municipal golf clubs will not be able to exist anymore either because they won't be financially viable.

"I think the cost of seed, fertiliser – the cost of everything – has gone up to the point where, when land developers come to golf clubs with offers, they will be much more positively received than in the past.

"I think what might happen is your top-level golf clubs could all

of a sudden be forced to charge £1,000 or more per round and golf becomes ultra-exclusive again.

“Maintenance costs alone could cause that.

“It might be doom and gloom, but it is my ultimate fear – regardless of whether or not mains water gets restricted within the next five years. Though that potential restriction poses a massive problem to a lot of golf clubs.


“A lot of chemicals will be removed from the market and some clubs won’t be able to react quickly enough to those changes and will ultimately find themselves at the wrong end of the balance sheet.”

“The market is only going one way at the moment”

James stressed that he was forecasting a worst-case scenario, but he sees warning signs in the current climate that indicate a tough future for golf clubs, particularly those who fail to heed those warnings now.

“It is awful to say, but the market is only going one way at the moment,” he added.

“I think a lot of courses would end up going back down to nine holes and selling off some land or diversifying into a nine-hole course with a booming driving range.

“Golf will always exist in some capacity and golf should always exist in some capacity, but if I had my really negative hat on, I’d say it’s going to become based purely on cost.” 



England Golf’s five reasons for golf facilities to embrace sustainability

- 1) **Long-term protection:** taking action now in the face of changing weather patterns and changing legislation will save you time and money in the future, meaning that the club will be resilient and thrive.
- 2) **Ecological benefits:** golf courses are often the only greenspace in largely concrete landscapes. Encouraging good environmental stewardship can help a golf course to increase biodiversity, promote cleaner air and act as a watershed for urban areas.
- 3) **Pride and reputation:** naturalising the golf course and boosting biodiversity can help transform image and generate pride and positivity among golf club members and members of the local community.
- 4) **Greenkeepers can prioritise:** efficiently managing the course means that greenkeepers can focus more on the areas that matter the most – tee beds, fairways, greens and bunkers.
- 5) **Monitor and celebrate success:** reducing resource consumption, buying more locally produced goods, reducing the club’s carbon footprint and engaging more with community are all positive effects that golf clubs can point to as success stories and potential participation drivers.



intelligentgolf®

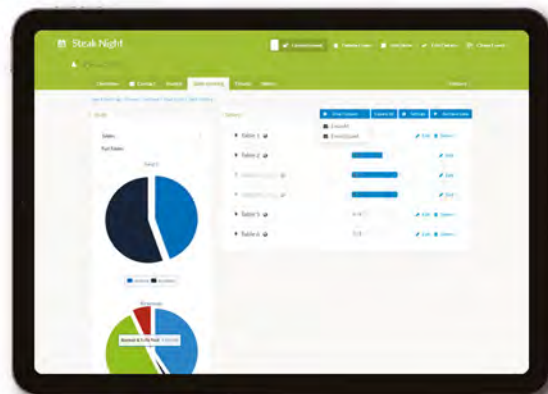
Manage your club's social events with intelligentgolf

Having the ability to easily manage social events has always been a challenge for clubs due to the amount of administration time involved.

intelligentgolf has made the process simple and easy to manage, and your members with love it too.

- Members can book and pay for tickets or reserve a seat at a table through the member website portal or via our native app, igMember
- Non-members can book and pay for tickets using intelligentgolfPay through the club's website
- Members and visitors can add menu choices in advance of the event
- Dynamic revenue reporting
- Automated follow up emails 14 days etc
- Refund members and visitors at the click of a button
- Facility to clone a recurring event

www.intelligentgolf.co.uk



Email: tammy@intelligentgolf.co.uk
Tel: 01926 350350

Sustainability and energy insights **FROM AN EXPERT**

Stephen Cirell, who runs an independent consultancy focusing on areas surrounding renewable energy, energy efficiency and low-carbon projects, looks at the **practical steps that golf clubs can take** to tackle the challenges of being more sustainable in such a resource-heavy industry



What does the word 'sustainability' mean to you in the context of golf?

There are different definitions of sustainability, but in general terms – and in the context of golf clubs – it means the ability of a golf club to exist, operate and thrive without depleting the natural resources of its land, harming biodiversity and maintaining an ecological balance with nature.

What are the biggest challenges facing golf clubs when it comes to sustainability?

Sustainability and energy need to be differentiated. The sustainability angle is the club's impact on the environment. Energy is what the club uses to heat and power its operation. The challenges from both are different, but closely linked.

Many clubs will be focussing much more on energy as energy prices spiral. By using less energy,



“A true sustainability-driven approach will enable a club to stand out from its peers”

improving energy efficiency and introducing renewables, the energy bill can be radically reduced, but it will also help the environment at the same time.

But a sustainability approach will be much wider, taking into account factors such as air quality, biodiversity and the use of chemicals on the course. It will also cover energy as one part of the wider whole. The sustainability side is much more challenging, but essential in the longer term. Most golf clubs have not yet recognised this.

As a consultant working in the field of clean energy, what are the key things that golf businesses should be making a key priority when it comes to their energy usage and their sources of energy?

On the energy side, the hierarchy is 1) use less energy; 2) improve energy efficiency; and 3) introduce new renewable sources of energy.

This is a linear progression and so looking at energy use must be first – can we reduce our usage by simple measures such

as turning off lights and turning the heating down? Then can we improve the value we get from each unit of energy we do buy by improving insulation and better equipment? Finally, can we generate our own power, probably from solar panels or a wind turbine? If all of these can be focussed on, a club’s energy bills can be slashed at a time when costs are at a premium.

But there is a price to pay for this, not just in up front capital for solar panels, for example. Many clubs refuse to put solar on the



roof as it would 'ruin' the visual amenity of the clubhouse. Such outdated views have to be put to one side in a time of need.

You've been working with a couple of golf clubs in Yorkshire, including Alwoodley. What were their specific concerns around sustainability and what practical steps are you advising them to take to reduce energy consumption and become a more sustainable business?

I was pleasantly surprised how informed Alwoodley GC were when I met members of their committee. In my view, they 'get it' that action needs to be taken and had a good idea of where they wanted to get to. The club is ambitious and wants to join the leading golf clubs on sustainability and I am working with them to calculate their carbon footprint, develop some targets and – most importantly – develop a costed action plan for the next ten years. This should result in new renewable energy,

reducing energy use, transferring greenkeepers equipment to electric, a focus on improving course biodiversity and a water management strategy. This is radical action compared to most other clubs.

In what ways can sustainability practices add value to a golf business?

A true sustainability-driven approach will enable a club to stand out from its peers. The major businesses across the world have realised that such an

approach is highly attractive and puts them in a good position for the future. For golf clubs, failure to grasp this agenda will make them look old-fashioned, out of step with public opinion and in denial.

On the negative front, areas such as water management – a key part of the sustainability approach – could be difficult if public opinion swings against heavy water use by golf clubs in times of drought or excessive temperatures. A sustainability approach is planning for the future.

Many businesses, and some in the golf industry, have pledged to become ‘net zero’ operations, but what does this actually mean and is it achievable?

Being ‘net zero’ means voluntarily going through a process whereby the club’s carbon footprint is calculated and a plan drawn up to reduce the greenhouse gas emissions identified. There will always be a rump of emissions that cannot be removed and for these ‘offsetting’ arrangements need to be made (that’s the ‘net’ bit of the net zero carbon definition). Taking into account both the emissions reductions and the offsetting, the club’s carbon footprint should then be zero.

Why does this matter?

It shows everyone that the club is serious about its contribution to climate change and doing something positive about it. This is becoming more important both in business and our personal lives. So it gives the club more credibility in terms of its business affairs and makes it more attractive for new –

particularly younger – members to join.


How do you see climate change impacting on the golf industry in the years ahead and what measures do you think course designers, course operators and golfers should do to mitigate against it?

The whole of society is facing up to the need to change behaviour over the coming years and decades. Whether it is adding solar panels to your roof, changing to an electric vehicle or flying less, we cannot continue to avoid the consequences of global warming.

Golf clubs could, in my view, play a leading role in this transition. This is because collectively they control and manage a huge amount of land across the UK. A good sustainability approach will mean that they are reducing the energy used, improving energy efficiency and introducing renewable energy.

They would be slashing emissions by moving equipment over to electric, by focussing on the biodiversity of their land (trees, hedgerows, animals, nature) and seeking to manage water use effectively.

Alwoodley Golf Club in Leeds has a progressive view on the need for these changes and is investing in an action plan to start bringing them about.

All of this is within the grasp of every golf club, if the penny drops that this needs to be done and their long-term future largely depends on it. Golf clubs are part of local communities and have a moral responsibility to do what they can to combat climate change. Business as usual is not an option. 

“The whole of society is facing up to the need to change behaviour over the coming years and decades”



Upgrade your business with Clover!

**Switch to Clover
for £1 per month
for 6 months***

Up to £1000
towards cancellation
fees when you switch

**No minimum
monthly charge**

Free faster funding

No PCI fees

Friendly UK-based support



With Clover, you're not just upgrading your POS system – you're giving your business a competitive edge. Experience smoother transactions, insightful business reporting, and unparalleled convenience.

Apply Today

Call 0126 882 0513 and quote 'GCMA'
Open **Monday - Friday 9 a.m - 5 p.m.**

T&Cs: [*uk.clover.com/switch-to-save](https://uk.clover.com/switch-to-save)



CASE STUDY

London Golf Club is making sustainability **A PRIORITY**



Stephen Follett, the Chief Executive at London Golf Club in Kent, reveals **the active steps** that the club is taking to reduce its impact on the environment and be more efficient in its use of energy and natural resources

What does the word 'sustainability' mean to you when talking about golf

club operations?

A few things come to mind. I suppose the obvious one is

fostering nature. It's particularly about conserving resources – and for me predominantly that's water.

You must be conscious about the climate because the last five summers in Kent have been extremely dry and that has impacted on the golf courses.

Something we've found also that is key to running a sustainable golf club is community outreach. This is something we have certainly increased and been more aware of.

What are the main challenges facing the club when it comes



“The challenge is having the courage to make the investment that will help three, five or ten years down the line”

to sustainability?

The main thing for us is understanding that a lot of the sustainable changes we make as a golf club will not lead to instant rewards. The challenge is having the courage to make the investment that will help three, five or ten years down the line.

Water is an area where we have faced challenges. We used a large amount of water from our reservoirs and lakes last summer and are reliant on nature filling them. Although we could have bought the water, given the prices it forced us to look at what else we could do. Therefore,

we drilled a borehole, which although expensive, is more sustainable and will be beneficial in the long run.

Does your golf club have a sustainability programme in place and what practical measures have been taken



“Golf perhaps has an image issue when it comes to sustainability”

to be more sustainable as a business?

We’re always looking at alternative ways for how we can heat the clubhouse and how efficient everything inside is. We had an environmental study undertaken of the courses, looking at the flora and fauna and all the wildlife we have here. It also looked at areas of the courses and whether it’s a necessity to cut certain areas or can we let them grow more naturally.

In terms of food and drink in the clubhouse, we try to keep our suppliers in Kent and mainly from Sevenoaks, as we are very conscious of our carbon footprint. Our pros are heading out into local schools as part of their physical education curriculum, and that has provided a great opportunity to talk to the kids about the environment.

From a greenkeeping point of view, we are looking at

overseeding the golf course with a more drought-resistant grass.

How are you able to measure progress in reaching your sustainability goals?

We’re going through the Geo Certification process. Their on-course programme is one of the only fully measurable things in operation that will give us a clear understanding of just how sustainable we are as a business from an environmental point of view.


Has implementing sustainability practices added value to your business and if so in what way?

I think it has, particularly from a Geo Certification point of view, due to it being an internationally recognised and approved accreditation. Something I touched on earlier was how our community outreach and our presence can help the business be much more sustainable. We

have donated to the Community Cupboard, a local food bank charity, and the amount of positive vibes we got from the staff here was incredible.

What would you like to see the wider golf industry do to make golf more sustainable?

Golf perhaps has an image issue when it comes to sustainability, especially from those outside of the sport looking in. But is the golf community working to solve a problem for the golf community?

A venue can’t do it in isolation, so the only way to change that is to team up with the rest of the golfing community. That has to come from major suppliers and governing bodies. I think it would be great if we can get clubs working toward sustainable goals under the same umbrella. The golf community must come together and develop relationships with the type of supplier that will help us. 



Member Survey

SHAPE THE FUTURE OF GOLF CLUB SOFTWARE

What software options are available to golf club managers and how can they make a decision that is clear, informed and effective?

Survey



What does the word 'sustainability' mean to you when talking about golf club operations?

For us, financial sustainability and environmental sustainability are intrinsically linked – no business means no golf course. By quantifying the resources we use, we're able to benchmark our total emissions. If we are efficient with those resources, and we continue the transition towards renewable energy, we'll actually be able to reduce our operational costs too. Identifying and understanding our CO2 usage allows us to create a carbon balance sheet in similar fashion to a typical financial balance sheet.

A huge part of 'sustainability' is respecting and enhancing the natural environment. There are numerous ways that we try

to aid our water supply to the course when it's required.

What are the main challenges facing BGL when it comes to sustainability?

The main challenge is adapting to climate changes and the impacts those have on our golf courses. Longer, hotter, drier periods in addition to heavier, more intense rainfall cause a raft of issues for our greenkeeping teams.

Does BGL have a sustainability programme in place and what practical measures have been taken to be more sustainable as a business?

We're proud to say that all 10 of our golf sites have received full GEO Certification, and we were the first multi-course operator in the world to achieve this status. We're also currently rolling out a programme focusing on energy



“We're proud to say that all 10 of our golf sites have received full GEO Certification”

to do this across our golf sites, including optimising 'in-play' areas to reduce unnecessary maintenance tasks. There are also exercises such as woodland planting projects which attract grants and help increase carbon sequestration. Our greenkeepers are all using less chemicals on the golf courses due to new regulations which promotes the use of more environmentally friendly, fundamental greenkeeping techniques. Another big one is trying to capture and store surface water

efficiency and renewable energy opportunities across our entire site portfolio.

Emissions and sequestration balance sheets now form a key part of each site's annual facility report, helping us to create a flightpath to net zero.

Then there's also land management – we're constantly looking for ways to plant trees and hedgerows where appropriate, and we're communicating and highlighting these efforts with both our customers and stakeholders.

CASE STUDY

BGL Golf: Marrying financial and **ENVIRONMENTAL SUSTAINABILITY**



Guy Riggott, Chief Operating Officer at BGL Golf, which owns and operates **a portfolio of 10 golf clubs** in the UK, outlines the measures the company is taking to be more sustainable



Burhill Golf Club

How are you able to measure progress in reaching your sustainability goals?

We've started to measure our performance by creating a range of metrics which highlight our heating and electrical consumption for each site and across the group, in absolute and intensity terms. We can monitor these metrics as regularly as every half-hour with the smart meters that we've installed at each site.

Has implementing sustainability practices added value to your business?

I would say so, yes. Of course, as a business that is a leader in its field, we want to be seen as paving the way for sustainability within this industry. But there are other measures of 'value' too, and


we've definitely noticed that in terms of our energy efficiency and also our adaption to the climate, which is important for protecting our business' future sustainability.

What would you like to see the wider golf industry do to make golf more sustainable?

I think it's important that we take the pressure off general managers and course managers here. We have a 12-month season, fungicides and insecticides are not available in the UK and player expectation is for perfection. As we go along this journey towards greater sustainability, we have to inform and educate golfers that their courses will look more natural rather than manufactured. It's just the way it has to be.

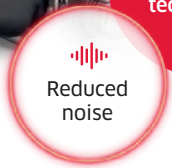
Golf courses also offer huge natural capital value. They benefit the community, the air, water and wildlife if managed correctly. Each of these categories represents a unique opportunity to implement a strategy to support the environment and become more sustainable.

Finally, a lot of sustainability focus is actually on ecology, and how animals and plants react to the environment around them. It's important that we also look at the built environment when discussing sustainable practices.

Overall, we believe all golf club owners/operators should be engaging the services of environmental specialists to assist them and the industry in achieving net zero status ahead of the government's current timeline. 



BETTER CUT LESS NOISE



**The all-electric Toro eTriFlex greensmower.
Cuts the grass, as well as the noise.**

Being the quietest ride-on greensmower available puts it in a class of its own. Packed with new pioneering technology and powered by an innovative 48v lithium-ion Samsung battery set, the new eTriFlex 3370 also carries no hydraulic fluid and has all-electric components for traction steering, lift and cutting for a truly clean and superior cut.

reesinkturfcare.co.uk

Get MORE from your turfcare partner this year:
More products . More advice . More training . More finance



Reesink UK LTD is authorised and regulated by the Financial Conduct Authority. Images shown for illustration only.



Sustainable golf COURSE DESIGN



Golf course architect **Tom Mackenzie**, co-founder of golf course design business Mackenzie & Ebert, discusses what steps his firm is taking to be more sustainable and **outlines the measures** that are being introduced across the wider golf design community to reduce its carbon footprint

What does the word 'sustainability' mean to you when talking about golf

course design?

It means producing course designs which offer responsible use of the land and resources in a way that also benefits society as a whole.

What are the main challenges facing your company, and golf course designers in general, when it comes to sustainability?

The move towards carbon neutrality is obviously one, so efficiency of design to minimise volumes of material moved is vital.

Another is the use of mineral and organic resources. It is great that peat has been eliminated from new constructions across most of Europe and beyond, but another challenge is the

dwindling local supplies of sand and aggregates in many areas and countries. Bringing them from further and further afield makes their use more impactful in carbon terms, so their use has to be very carefully considered and justified.

Water is the other focus of attention. Too little is available when we need it and there is often much too much when we do not. Water management is a huge challenge everywhere.

These are all real issues facing us on a day-to-day basis.

Does your company have a sustainability programme in place and what practical measures have you taken to be more sustainable?

We have a basic one, but we do need to structure it much better and update it. We offset carbon on most flights and are working on a more comprehensive approach.

The Golf Environment

Organisation (GEO) has an excellent carbon calculation programme which they have launched, and we are looking closely at that. We are also increasingly using electric and hybrid vehicles.

What formal steps are being taken to educate golf course architects about the importance of placing sustainability at the forefront of course design?

The European Institute of Golf Course Architects (EIGCA) has a Sustainability Programme, which is the only education programme in sustainable golf course design in the world. I led the team which created the programme – in close cooperation with the Golf Environment Organisation – as we identified a need to elevate the standards of sustainable golf course development and showcase those members whose work leaves a positive legacy. Graduates of the programme are



added to the EIGCA Sustainable Design Register, which demonstrates their industry-leading expertise and experience in sustainable golf course design.

I was one of the first to complete the programme and become a Sustainable Design Leader. It is an arduous process, but I feel well equipped to address sustainability issues as a result.

In what ways has technology aided your company's path to reducing its carbon footprint as well as making building golf courses more sustainable?

During COVID, we developed the remote use of drones to approve work under construction. We programme a drone, in Canada for instance, from our office. On site, someone takes the drone off and it then does the work as programmed. Once landed, the operator transmits the findings to us and we then process it which allows us to compare what is

“We have to make courses that are designed to sit on the land as we find it, rather than reshaping it all”

built with what was designed. It works really well, reduces the need to travel significantly, and improves efficiency. Site visits still have real value, but their frequency is greatly reduced.

The amount of printing and posting of plans and reports that we do has also decreased dramatically through digital communication of plans.

What would you like to see the golf course design industry do to make golf more sustainable?

We have to make courses that are designed to sit on the land as we find it rather than reshaping it all.

They should then be specified so that they can be maintained less intensively with less water and other inputs. We also need to start to think a lot about the 2050 goal of carbon neutrality. It is only 26 years away and will demand a different skill set.

How do you see climate change impacting on golf course design in the years ahead and what measures do you think should take place to mitigate against it?

We are already working on courses which are suffering the effects of climate change and on others which are planning for sea level rise.

A common request is to work out ways to store more water when it does rain. This will be a huge part of our business in the future.

It is not something that clubs and developers can ignore because the impact for some will be seismic. 🌊

BRS Golf offers technology to help clubs **grow membership and revenue,** while safely enabling members to **book their rounds any time, anywhere, from any device.**

Last year our tee time platform generated **£10.5 million in green fee revenue** for course partners.

1,140 courses sold rounds through GolfNow in 2022, and the average tee time booking value was £54.93. Plus you can **boost incremental revenue through** **buggies and food & beverage.**

Our **dedicated account management** team will help you dynamically price your tee times while **protecting member play.**

Golf clubs looking to boost revenue can **find the help they need with GolfNow.**

Empowering golf clubs on their journey to **CARBON NET ZERO**



Meet new
GCMA
partner

Energy Direct Group
as Co-Founder **Barry
Ersoz** discusses his
business and **how it
can help your golf
club**

Tell us about Energy Direct Group

We are an independent utility management consultancy servicing

SMEs and I&C clients across the UK and Ireland, in all industry sectors and in all aspects of utilities. We provide a range of products and services from energy procurement to renewables. Other services that we provide include waste management, payment solutions, metering & site works, automated bill validation, power purchase agreements (PPAs) and carbon reporting.

As a company, we have invested heavily in technology in

order to deliver top-tier energy solutions to reduce energy costs and remove carbon.

We also have in place a nationwide network of trusted partners to assist us in delivering tailored solutions to our clients to meet their business goals and objectives.

What do you hope to achieve from this relationship with the GCMA?

We are dedicated to a sustainable future and are here to help GCMA members achieve carbon neutrality. By working closely with the GCMA, our aim is to assist its members on their journey to self-sustainability. We will first look to understand the

club's individual business needs before we formulate a strategy to meet their specific goals.

We are passionate about sustainability and we seek to guide GCMA members every step of the way, from initial assessments to the implementation of renewable solutions as well as on-going support.

By members implementing energy storage solutions such as solar panels, alongside on-site energy systems such as battery storage, clubs will have a form of backup power during grid outages. Additionally, this stored energy can be utilised for out of hours events that may be taking place, reducing reliance

on the traditional power grid and reducing energy costs. It will also contribute to reducing their carbon footprint.

We will also look at other renewable solutions for members, such as voltage optimisation which adjusts incoming voltage to a more efficient level, helping to reduce energy consumption and extend the lifespan of electrical equipment and ultimately, contributing to reducing energy costs and carbon reduction.

EV charging is in the offering to members, as well any other renewable solutions and services that meet their requirements.

For clubs seeking the procurement of green energy, we work alongside suppliers with Renewable Energy Guarantees of Origin (REGO 100% certified) so that they have peace of mind knowing that the energy they use is not produced by fossil fuels. We also have an exclusive green deal in place for GCMA members for when their energy is due for renewal.

Funding renewable solutions for GCMA members

Power Purchase Agreements (PPAs) are available to GCMA members which feature a fixed pricing structure, shielding members from energy market volatility and enabling accurate budgeting.

Securing a PPA often allows businesses (as a whole) competitive or even lower electricity rates than prevailing market prices, leading to substantial long-term cost savings.

Individual PPAs can be agreed for clubs however, by working closely with its members we aim to aggregate the clubs overall annual consumptions to achieve greater PPA terms and lower electricity rates. This way, each club benefits while still retaining their own PPA.

Roof repairs can be included within a PPA along with the installation costs prior to solar panels and battery storage, for example, being fitted. During the term of a PPA, clubs will have peace of mind knowing that insurance and maintenance of the renewable hardware is covered and at the end of the PPA term, clubs would be gifted the renewable hardware and will still benefit from reduced energy costs, as well as a reduction in carbon.

Revenue share schemes are available for voltage optimisation and EV charging and we aim to share all of these renewable offerings to members in the coming weeks.

With no initial financial outlay, members and clubs can start on their journey towards self sustainability today.

How Important is that environmental aspect and the drive for net carbon neutral?

When I entered the utility industry over two decades ago, my client base was predominately within the hospitality sector - pubs, bars and restaurants - and there wasn't much emphasis on renewables. Everything was price driven as everyone was price conscious and the onus was not on whether their energy they bought for their business was produced from fossil fuels or by wind, solar or hydro. There wasn't a push to go green back then.

Businesses are more price conscious than ever now as a lot has changed over the last two decades. Every size of business from every industry sector now has to consider implementing renewable solutions in order to reduce their carbon footprint.

Businesses now see the benefit of renewables and understand that they can potentially achieve zero cost for their energy by harnessing solutions such as solar.

It is important for businesses to understand their commitment to carbon net zero but even more important ensuring they receive the right advice. This is where we play our part in the process.



CLICK [HERE](#)
TO LEARN
MORE

"We are delighted to welcome Energy Direct Group as the newest business to join the GCMA Partner Network. Barry and his son Alex, who run the family business from their HQ in North Yorkshire, have a passion and drive to help golf clubs understand how to take their first steps towards a sustainable future and begin the journey to Carbon Net Zero. Sustainability is the number one topic our members told us they require the most help with through an extensive survey conducted at the end of 2022 by our business partner Players 1st. From energy procurement to achieving carbon neutrality, I'm confident Barry, Alex, and the team at Energy Direct Group can help our membership in a variety of ways."

Darren Wood, GCMA Partnerships Manager

Have you thought about diversifying your Club?

If so, you may well need some planning permission. Most forms of development on golf courses need planning permission so it is best to check. **Diversification could look like:**

- Replacement clubhouse
- Extension to a clubhouse
- Swing Studio
- Driving Range
- Short game area
- Irrigation ponds
- Or anything else...

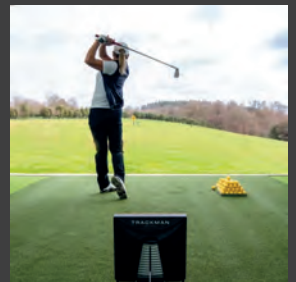
Quantum Golf is here to support you through the planning application process. We offer advice and will check whether planning permission is required.

Mike Lake

Mike Lake, Managing Director

"Mike and his team came in and helped secure the major planning permissions required to support a club of this calibre. The facilities at Centurion are world-class and have resulted in the Club hosting two European Tour Super Six and the first ever LIV event."

Centurion Golf Club



Watch our interview with GCMA
Chief Executive, Tom Brooke



QuantumGolf

mike@quantumgolf.net

www.quantumgolf.net

Let's talk it through **01908 991415**

G C M A



An association formed by golf club managers, for golf club managers

PRINCIPLES OF GOLF CLUB MANAGEMENT

2024 COURSES

RESIDENTIAL

Monday October 7th to Friday October 11th

ONLINE

Monday December 2nd to Thursday December 5th

For more information contact member services on
01275 391153 or email
membershipservices@gcma.org.uk

MAXIMISE

YOUR CLUB'S POTENTIAL

Revolutionise your golf club
and enhance your customer
experience with CourseMate.

Take your club to the next level.

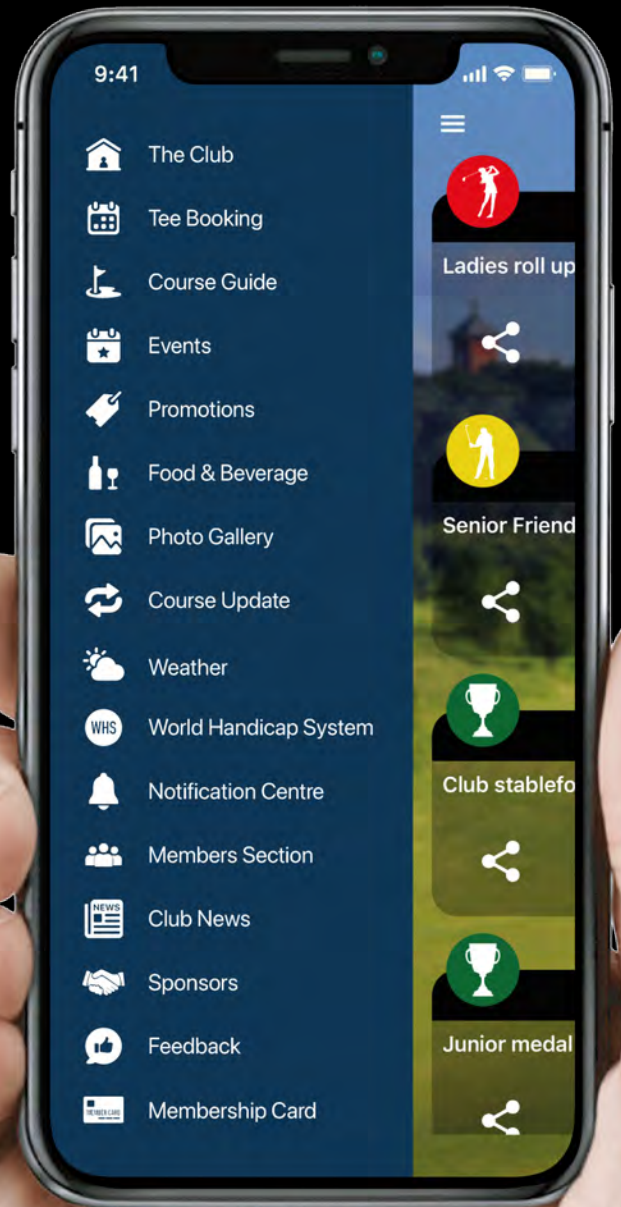
- Native iOS and Android apps
- Links to your preferred booking systems
- Real-time course updates with push notifications
- Events calendar with multiple contact options
- Promotions with detailed sub-sections
- Course guide with flyover videos, tips & GPS
- Scorecard with handicap calculator
- Bespoke additional sections
- Branded to your club
- Simple and quick back-end management
- Free unlimited push notifications
- Regularly updated



Your club. Your app.

✉ info@coursemateapp.co.uk

🌐 coursemateapp.co.uk



Golf club insurance from Howden

We offer a full range of cover and benefits to golf clubs and courses.

- ✓ We work in partnership with the Golf Club Managers Association, the Scottish Golf Club Managers Association, and Wales Golf
- ✓ Our facility includes cover for buildings, fairways, greens, irrigation systems, machinery and club liabilities
- ✓ Our team has extensive knowledge and experience in golf club insurance
- ✓ We have offices throughout the UK

Contact us

+44 (0)756 266 1150 | golf@howdengroup.com

HOWDEN

Huxley All-Weather Golf Course Tees

The Postage Stamp at Royal Troon

Huxley Golf

Premier All-Weather Surfaces for Golf
Proud to be an Employee Ownership Trust since 2020



Official supplier to:



UK and Overseas Enquiries:
Tel + 44 (0) 1730 829608
Email: sales@huxleygolf.co.uk
www.huxleygolf.com



Your Community

Everything you need to know
about GCMA Member news
and current industry issues



Prestigious Forest of Arden to host **2024 FAIRWAY CREDIT OPEN**

Having returned to the calendar in 2023, the **Fairway Credit Open** will now head to the **Forest of Arden** in September

The Forest of Arden Championship Course will host the 2024 Fairway Credit Open on Friday 6th September.

The top two qualifiers from nominated regional events will compete for honours at the prestigious Midlands venue, which has provided the stage for several European Tour tournaments.

Paul Shields, National Sales Manager for Sports, Professions and Leisure at Fairway Credit, is looking forward to the action after the event returned to the calendar last year following a

Covid-enforced hiatus.

“Fairway Credit are once again delighted to be holding the Fairway Credit Open this year,” he said.

“After a few years off due to Covid, we started this tournament again last year at Hill Valley Golf Club and the day was a great success.


“This year we have decided to hold this tournament at a highly prestigious venue, the Forest of Arden Championship Course.

“We once again look forward to welcoming a number of general managers from around the country to this event and are looking forward to a great day

of golf.”

GCMA Partnerships Manager Darren Wood underlined the huge value of the relationship with premium partner Fairway Credit.

He said: “Having the continued support of Paul and the team at Fairway Credit is very much appreciated by our association and our members.

“Our relationship is now in its seventh year and we are delighted to see the Fairway Credit Open back on the calendar once again as we look forward to welcoming the qualifiers and guests to European Tour venue, Forest of Arden, in September.” 

Empowering GCMA Members on their journey to Carbon Net Zero

From energy procurement to carbon neutrality, we specialise in all aspects of utilities to drive down golf club's energy costs and remove carbon.

Our Services

- Renewable Solutions
- Power Purchase Agreements
- Metering & Site Works
- Carbon Reporting
- Energy Procurement of Gas & Electricity
- Water Procurement
- Automated Bill Validation
- Waste Management
- Payment Solutions
- Bespoke Services

To see how we can assist you, get in touch

gcma@energydirectgroup.com
www.energydirectgroup.com
0330 1 746 746

Would your guests recommend your club? Let's ask them!

 Players 1st



ROYAL
CINQUE
PORTS
GOLF CLUB

“ The Players 1st visitor survey allows us to review our visitor experience and make changes based on **actual data** rather than hearsay. The survey results platform auto populates and is incredibly **easy to use**. ”

Charles Molony, Assistant Secretary
ROYAL CINQUE PORTS GOLF CLUB



FREE
3-month Guest Survey subscription for GCMA Members
Scan to book a live demo or visit players1st.sport

Meet us
GCMA conference
Nov '23



GCMA

PERSONAL USE

ARAG

// howden

SUPPORT SERVICES AND LEGAL COVER

UP TO £50,000

With £50,000 of indemnity per claim, GCMA members have peace of mind knowing they have robust protection

1

LEGAL HELPLINE

Access to an array of valuable legal services, including a 24/7 legal advice helpline

3

LEGAL DOCUMENTS

Full suite of online consumer legal documents available, including a free Will

5

TAX ADVICE

Dedicated helpline for those who require expert assistance navigating complex personal tax issues

2

COUNSELLING

Free confidential support and advice by phone to you or your family members with a qualified counsellor

4

LEARN MORE

www.gcma.org.uk

 **FREE GCMA
Membership
with TICKBOX**



**Purchase your Bag Tags with
TICKBOX and we will pay your
GCMA annual membership fee
for 1 year!**

Terms and conditions apply.



TICKBOX

info@tickboxpromo.com | +44 (0)208 154 6250
www.tickboxpromo.com | @TickboxP



**obbi
golf**

make your club safer

**Get a hole-in-one with your Clubs
Safety, Compliance & Training**

www.obbi.golf



An association formed by golf club managers, for golf club managers

ADVERTISE YOUR JOBS WITH US

Discover top talent in the golf industry with our new recruitment advertising for entry-level and line-management roles

Access our targeted audience

- 📧 1,400 GCMA members
- 📧 Over 10,000 LinkedIn followers

How we promote jobs

- 📧 GCMA Weekly newsletter, sent to over 1,400 members every Friday
 - 📧 Online at our website at gcma.org.uk
 - 📧 LinkedIn through GCMA social posts
- 📧 GCMA Insights monthly newsletter, reaching a diverse audience of golf industry professionals

Rates

Senior Management: £750 + VAT
Entry level and junior management: £150 + VAT



LEARN MORE



EMAIL US

Affinity Leasing
Employee Benefits
08000 60 70 70

NISSAN Juke 1.6 Hybrid
143 N-Connecta 5dr
Hatchback (auto) 2024



Affinity Leasing
Employee Benefits
08000 60 70 70

Renault Clio Esprit Alpine
1.0 TCe 90 5dr Hatchback
(manual)



- Great Value
- Limited Stock
- Self-Charging Hybrid

BUSINESS DEAL

£158.16

Per Month +VAT
Initial Rental £1423.42 +VAT

PERSONAL DEAL

£189.79

Per Month Inc.VAT
Initial Rental £1708.11 Inc.VAT

Our initial rental is based on 9 rentals in advance followed by 23 regular monthly rentals with 5,000 miles per annum. Customer maintained. the Affinity processing fee is £220 + VAT

- Exclusive Offer
- September Delivery

BUSINESS DEAL

£179.52

Per Month +VAT
Initial Rental £1815.65 +VAT

PERSONAL DEAL

£215.42

Per Month Inc.VAT
Initial Rental £1938.78 Inc.VAT

Our initial rental is based on 9 rentals in advance followed by 23 regular monthly rentals with 5,000 miles per annum. Customer maintained. the Affinity processing fee is £220 + VAT

Affinity Leasing
Employee Benefits
08000 60 70 70

NISSAN Qashqai 1.5 E-Power
N-Connecta 5dr Auto
with Glass Roof



Affinity Leasing
Employee Benefits
08000 60 70 70

AUDI A4 35 TFSI S Line
4dr Saloon S-Tronic
(auto)



- Exclusive Deal
- Limited Stock
- Hybrid
- New Model

BUSINESS DEAL

£199.54

Per Month +VAT
Initial Rental £1795.87 +VAT

PERSONAL DEAL

£239.45

Per Month Inc.VAT
Initial Rental £2155.05 Inc.VAT

Our initial rental is based on 9 rentals in advance followed by 23 regular monthly rentals with 5,000 miles per annum. Customer maintained. the Affinity processing fee is £220 + VAT

- Best Deal
- Lowest Price
- Limited Stock
- Metallic Paint

BUSINESS DEAL

£232.64

Per Month +VAT
Initial Rental £2791.70 +VAT

PERSONAL DEAL

£279.17

Per Month Inc.VAT
Initial Rental £3350.04 Inc.VAT

Our initial rental is based on 12 rentals in advance followed by 23 regular monthly rentals with 5,000 miles per annum. Customer maintained. the Affinity processing fee is £220 + VAT

Affinity Leasing offer exclusive new car leasing deals to GCMA members and golf club staff. This great member benefit can be obtained through business or personal contract hire. Delivery and collection of the vehicle is free of charge and the monthly rentals include manufacturers warranty and road fund license (RFL). Simply scan the QR code to the right or visit www.affinity4u.co.uk and login with code "gcma"

Affinity Leasing
Employee Benefits
08000 60 70 70

GCMA
Golf Club Managers' Association



GCMA



www.gcma.org.uk



email hq@gcma.org.uk | call 01275 391153



social [@gcmauk](https://www.instagram.com/gcmauk) [f](https://www.facebook.com/gcmauk) [i](https://www.instagram.com/gcmauk) [in](https://www.linkedin.com/company/gcmauk)