

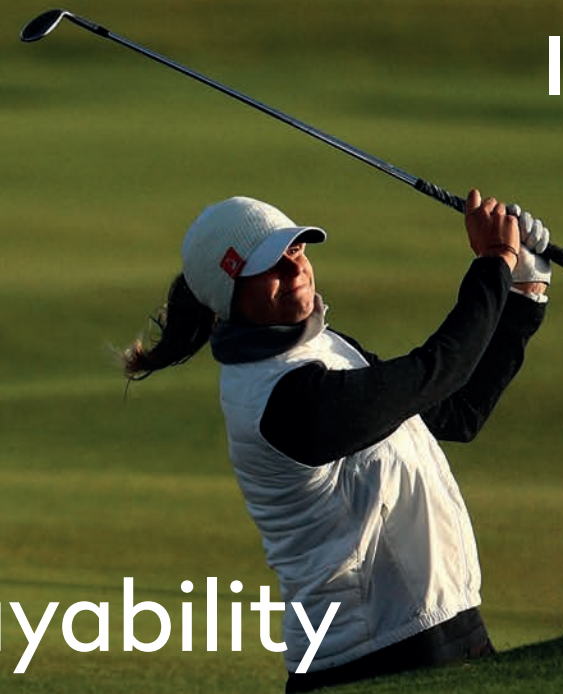
GC2030



Golf Course 2030

Golf Course Condition and Playability

Action Plan for Clubs



Golf Course Condition and Playability

1. Establish course condition and playability quality standards
2. Develop an action plan to manage course condition against quality standards

This resource is a template for use in conjunction with the Golf Course 2030 Golf Course Condition and Playability resource document.

Golf Club Self Assessment – Identifying core market and establishing ‘quality’ levels

Quality can mean different things for different golf clubs. Clubs should reflect on internal resources and external target market to help determine course quality levels, and the needs and skillset of those required to manage it.

	High End Venues	Private Members Clubs			Entry Level Clubs
Characteristics and Target Market	Price point ≈ £100+ Tourism / affluent members	Price point ≈ £70 Tourism / affluent members	Price point ≈ £40 Members clubs	Price point ≈ £25 Corporate clubs	Price point ≈ £15 Casual golfers
	Traditional golf clubs / Formal competition structure / Strict dress code / Strict membership criteria / Priority area: members		Mixed	'Family' oriented golf clubs / Relaxed, informal play / No dress code / Open membership criteria / Priority area: pay and play	

Course Area	Priority Level			QUALITY ISSUE: What needs to be done?	ACTION PLAN: What can be done?	Resources and Timeframe
	LOW	MED	HIGH			
4. Teeing areas						
4.1 Tee size						
4.2 Number of tees						
4.3 Tee elevation						
4.4 Tee surface						
4.5 Furnishing tees						
5. Fairways						
5.1 Cutting pattern and frequency						
5.2 Fairway width						
5.3 Fairway surface						
5.4 Drainage						
5.5 Divoting						
6. First cut rough						
6.1 The role of first cut rough						
6.2 Mowing height and width						
6.3 Mowing frequency						
7. Bunkers						
7.1 Size and number						
7.2 Bunker aesthetics						
7.3 Drainage						
7.4 Sand type and quality						
7.5 Raking						
8. Green aprons						
8.1 Apron surfaces						
8.2 Role of green aprons						



The R&A group of companies was formed in 2004 to take on The Royal and Ancient Golf Club of St Andrews' responsibilities for governing the Rules of Golf, staging The Open, golf's original championship, and developing the sport. The World Golf Museum in St Andrews is part of The R&A group.

Together The R&A and the USGA govern the sport of golf worldwide, operating in separate jurisdictions with a commitment to a single code for the Rules of Golf, Rules of Amateur Status and Equipment Standards. The R&A, through R&A Rules Ltd, governs the sport worldwide, outside of the United States and Mexico, on behalf of over 41 million golfers in 144 countries and with the consent of 159 organisations from amateur and professional golf.

The R&A has responsibility for running a series of world class amateur events and international matches in women's and girls' as well as men's and boys' golf. The R&A stages the AIG Women's Open and works with the DP World Tour to stage the Senior Open presented by Rolex.

The R&A is committed to investing £200 million over ten years in developing golf and supports the growth of the sport internationally, including the development and management of sustainable golf facilities. For more information, visit www.randa.org.



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