



ENGLAND  
GOLF



**#TheSustainabilityDrive**

2022 – 2025

**OUR VISION** IS TO LEAD GOLF TO BECOME MORE SUSTAINABLE, TO CREATE POSITIVE CHANGE, AND TO SECURE LONGEVITY FOR GOLF IN ENGLAND.

THE ENGLAND GOLF COURSE PLANNER 2021 – 2025 IDENTIFIED SUSTAINABILITY AS ONE OF THE **"TEE SHOTS TO SUCCESS"** AND THE SUSTAINABILITY PLAN HAS BEEN DEVELOPED TO DRIVE THIS MESSAGE AND TO ALIGN WITH OUR CORE PRINCIPLES.

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# Purpose

**The evidence for protecting and preserving the environment has never been clearer or more robust. Every sector of society will feel the effects of a changing climate, resource scarcity and increasing regulations, golf being no different.**

England Golf has a meaningful role to play in helping to protect the environment upon which we depend. Engaging and educating golfers, clubs, counties and other stakeholders on the benefits of being more sustainable will empower change and allow golf to continue to thrive for generations to come.

England Golf will embed sustainability into all operations, will lead by example and will protect the game that we all love.

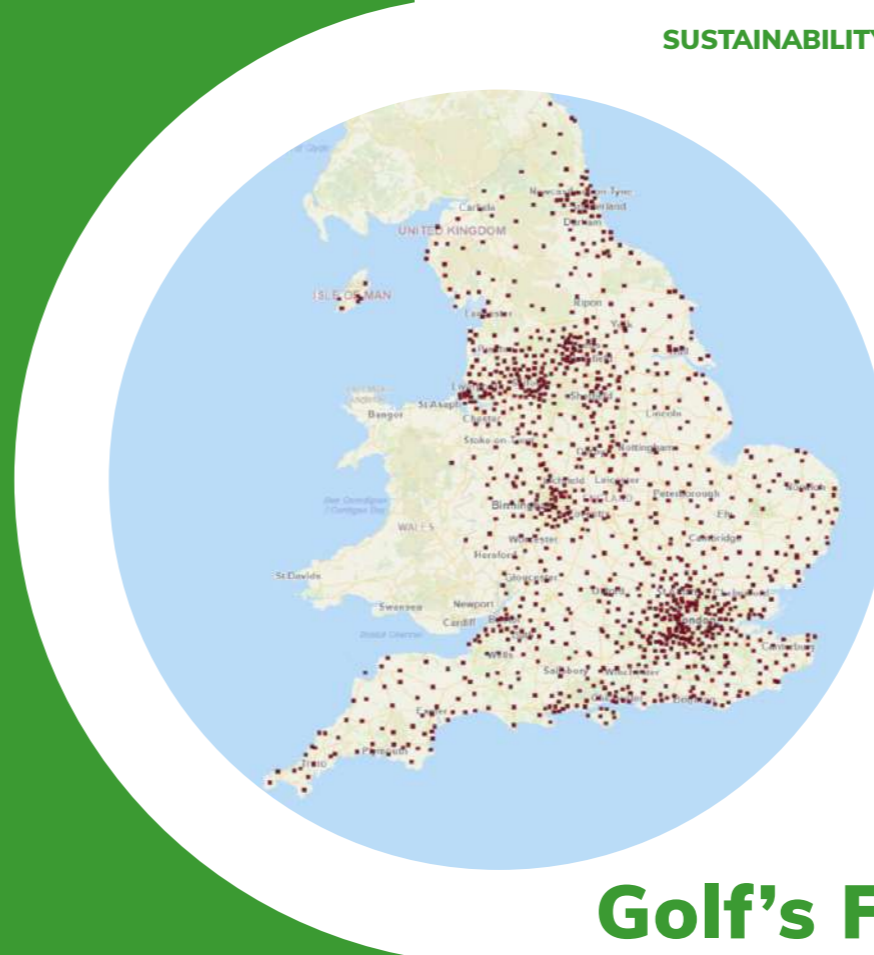
# Engage. Educate. Empower.

# Our mission



# Golf's Footprint, Challenges & Opportunities

## Sustainable Golf is...



### What?

Meeting the needs of the present without compromising the ability of future generations to meet their own needs.

### Where?

Golf courses, events, golfers and organisations across the country can all play their part. Conditions and facilities will vary, but sustainability can be adaptive.

### When?

Golf is already being impacted by environmental, societal and economic factors. The time to act is now, so no action large or small can wait.

### Why?

Golf has a wide reach and has the power to be a leader of sustainability in sport. Golf is already being affected by environmental, economic and social impacts – everyone involved in golf has a role to play in sustaining the game.

### How?

Take responsibility, make forward thinking decisions, communicate effectively, commit to better, promote and exemplify change.

## Golf's Footprint

**Golf is a game played by millions, with wide reaching impacts. It is critical to acknowledge the scope of it in order to emphasise the impact sustainability initiatives can have.**

**8.4 million total golfers in England, 2.4 million play regularly (twice/month)**

**2213 courses in England, 1760 clubs affiliated to England Golf**

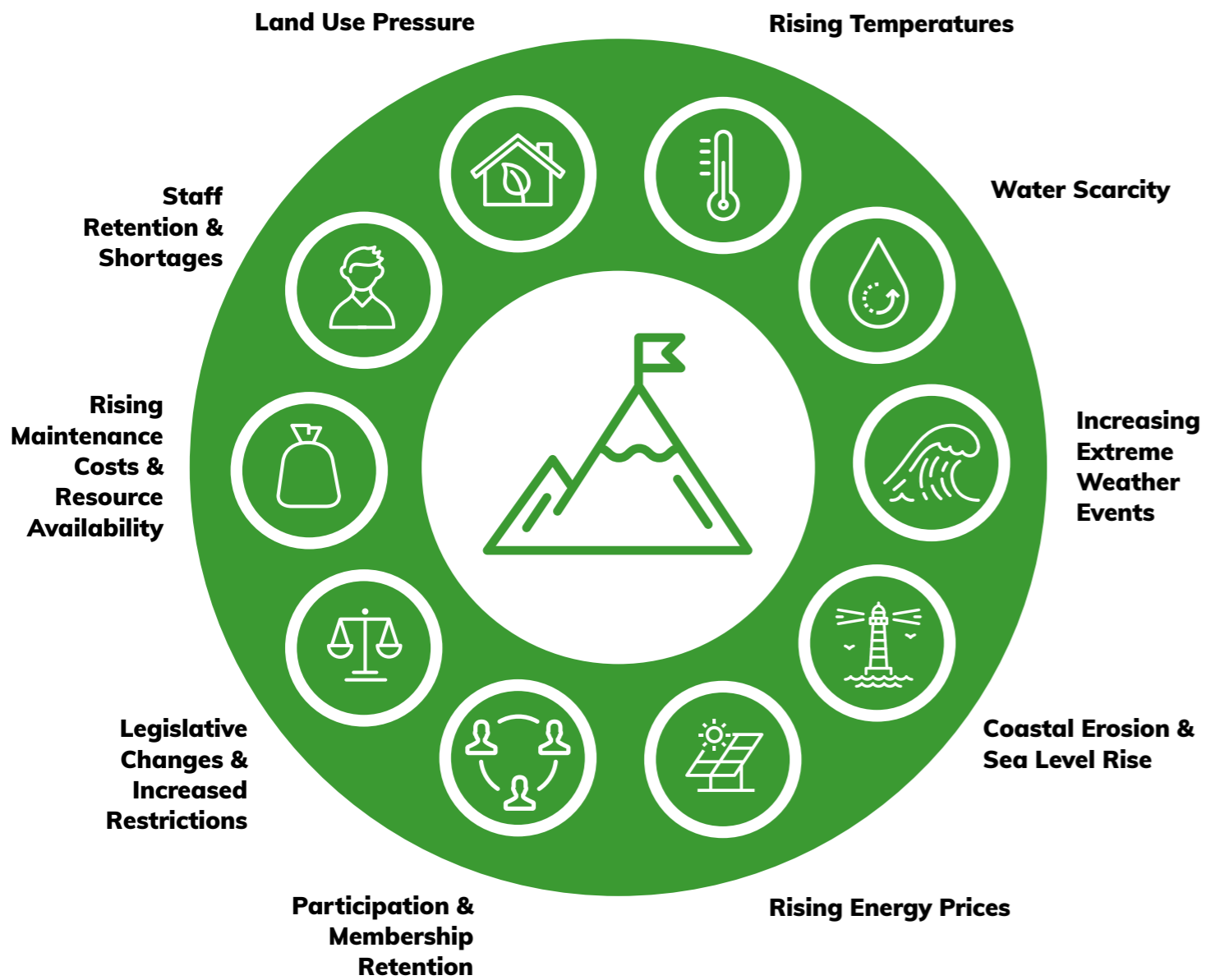
**Golf courses take up approximately 1200km<sup>2</sup> of land in England**



**Each golf club, county and golfer has an impact and can work to reduce resource consumption and carbon footprint.**

# Challenges

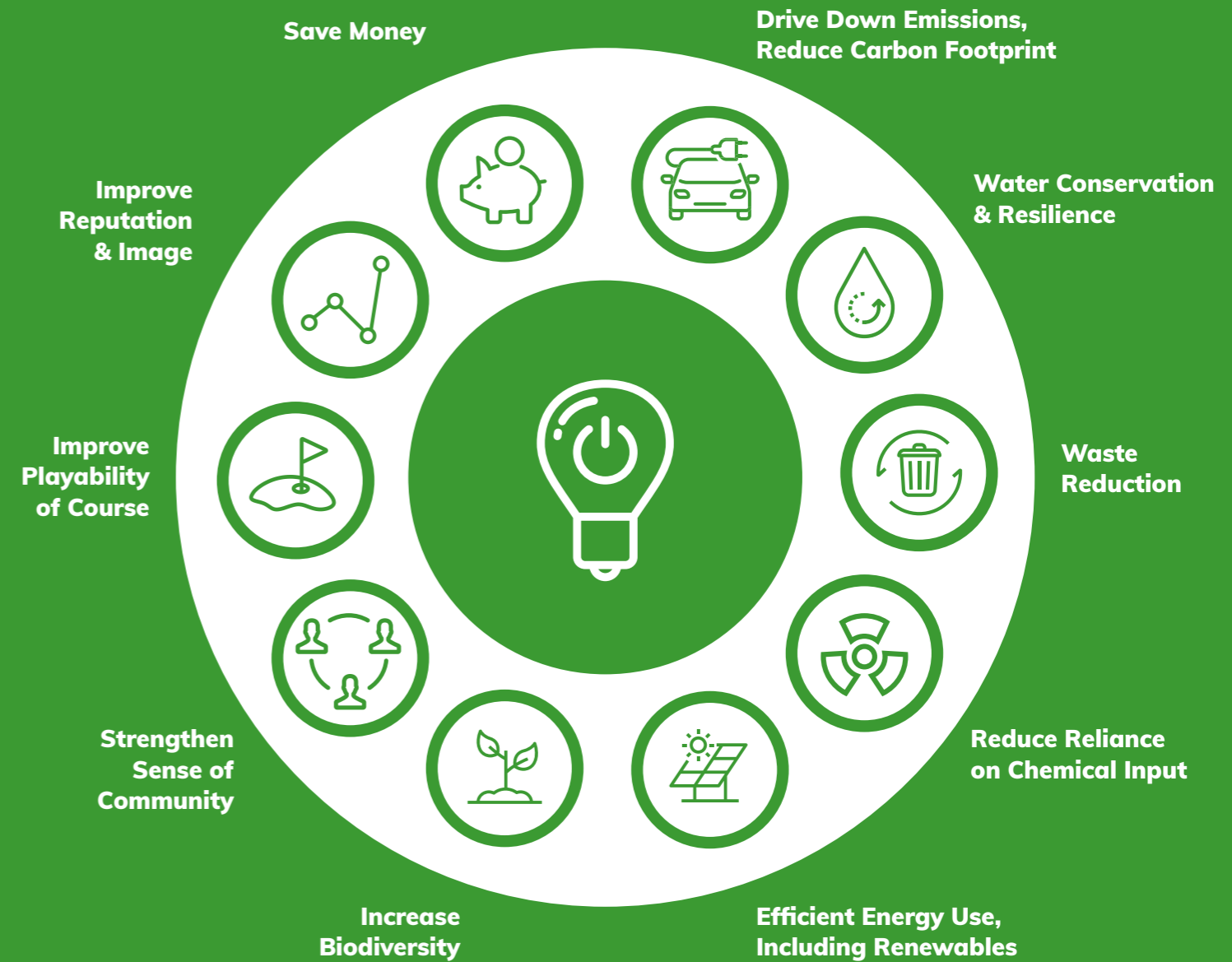
**Awareness of the challenges that golf in England faces will help to shape plans, policies and actions to reduce the threat of the challenges, adapt, and save in the long term.**



Note: this list is not exhaustive and all inclusive; other challenges do and will exist.

# Opportunities

**Sustainability provides the opportunity to turn challenges across England into advantages, including financially, environmentally and socially.**



Note: this list is not exhaustive and all inclusive; other challenges do and will exist.

# The Sustainability Journey



## 1. RECOGNISE AND LEARN

- What is sustainability all about?
- How will it help us?
- Will there be support for it?



## 2. ASSESS AND PRIORITISE

- What are the key areas to focus on?
- Find areas of improvement
- Discuss with stakeholders



## 3. FIND OPPORTUNITIES

- Focus on impact, effort, cost and feasibility
- Consider the scale of opportunities
- Increase stakeholder buy-in



## 4. DOCUMENT AND MEASURE

- Create a plan, policy or vision
- Commit resources – financial and physical
- Communicate progress, challenges and future opportunities



## 5. CONTINUED REFINEMENT

- Continued implementation of plan, policy or vision
- Sustainability considered in all decision making
- Full support from stakeholders

# We all have a role...



## Clubs and Counties

To analyse current operations and create plans, policies and action items to become more sustainable throughout all operations.



## Golfers

To consider footprint and resource use, to support sustainability policies and plans, to be proud of golf's opportunity for sustainability.



## Collaborations

To innovate products and services with sustainability in mind, to grow awareness of sustainability in and through golf.

ENGLAND GOLF COURSE PLANNER:  
OUR COMMITMENTS

# Our Guiding Principles

Advocating and informing on all elements of sustainability aligns with the four guiding principles from the England Golf Course Planner 2021 – 2025.



**LEAD**

through strong governance & integrity



**ENERGISE & SUPPORT**

the golf community



**DELIVER**

a more inclusive and accessible sport



**INSPIRE**

current and future generations



PRINCIPLE 1

# Lead through strong governance and integrity



- Understand sustainability opportunities that golf clubs and golfers have through **improved data and insight**
- **Provide resources** and innovative ideas to counties, clubs and golfers to encourage creative thought around sustainability initiatives
- Inform on **legislative updates** and their potential impacts on golf clubs
- Ensure all clubs have **equal access** to resources and scientific information that is applicable to their situation



PRINCIPLE 2

# Energise & Support the golf community



- Advocate **golf's role in the bigger picture** of global sustainability
- **Train the wide volunteer network** on the range of sustainability opportunities, and how to successfully execute and promote them
- **Provide opportunities** for those that want to engage in this critical area of the sport
- Increase the number of **engaging conversations** by utilising the network of advocates and effective messaging
- Provide **communications and signposting advice** to ensure that successes are effectively shared with the local community
- Research and **strategically target** potential new club members whose interests include sustainability awareness



PRINCIPLE 3

# Deliver a more inclusive and accessible sport



- Promote the benefits associated with **being in nature**
- Inspire a wider range of people by **showcasing the positive contribution** golf can have to society
- Work alongside **junior golf** and **equality, diversity and inclusion** initiatives to increase participation
- Align with the **women and girls'** strategy to ensure that key national campaigns are delivered with sustainability in mind
- **Understand the barriers** golf clubs face in their quest to be more sustainable and devise strategies to overcome





PRINCIPLE 4

# Inspire current and future generations



- Communicate internally within golf and outside to **become a benchmark sport** for engagement in sustainability
- Encourage golf courses to **look forward** and embrace their identity as an important, valuable greenspace
- **Educate the national squads** on the importance of environmental stewardship, to ensure alignment with England Golf's principles and be even better national representatives
- Provide **championships that inspire** competitors and have sustainability as an increasing focus



# Sustainability Priorities 2022 - 2023



### Engage

Creatively embed sustainability in England Golf, its affiliated clubs, stakeholders and interested parties through conversations, communications and events.



### Educate

Work with stakeholders within and outside of golf to provide resources, gather evidence, data and best practice.



### Empower

Listen to challenges and opportunities and encourage golf to overcome them. Conduct the 2023 English Amateur as a Net Zero Carbon event, showing golf that it is possible.

# Sustainability Principles, Goals and Recommendations

In alignment with BASIS (British Association for Sustainable Sport) 12 Principles of Sustainability.



## Sustainability Principles

While sustainability covers a wide range of topics, the following principles are used to provide a structure against which sustainability can be managed or assessed. They are categorised into three pillars: environmental responsibility, social progress and economic activity, but are not to be considered all-encompassing or exhaustive.

### Environmental Responsibility



Energy & Emissions



Waste Management



Water Resources



Materials & Chemicals



Transport & Travel



Food & Drink



Biodiversity & Habitats

### Social Progress



Accessibility & Equality



Healthy Options



Engagement & Education



Procurement & Employment



Economy & Community

### Economic Activity

Note: The following goals and steps are not exhaustive or all-encompassing. They are recommendations, are strongly inter-related and are to provide structure for sustainability initiatives to be adopted.

# Energy & Emissions



| Focus             | Medium Term Goal   | Short Term Initial Steps  |
|-------------------|--|---|
| <b>On Course</b>  | Reduce energy usage and emissions from greenkeeping machinery and operations     | <ul style="list-style-type: none"> <li>Monitor fuel usage from greenkeeping machinery and try to reduce the use of high fuel consumption machinery</li> <li>Regularly service all machinery to ensure efficiency is optimized</li> <li>Analyse mowing schedule and patterns to improve mowing efficiency</li> <li>Plan and document the most efficient travel routes around the course in order to reduce emissions and travel time</li> <li>Consider switching to hybrid, electric or biodiesel machinery</li> <li>Increase the area of natural landscape which requires less frequent maintenance</li> </ul>  |
| <b>Off Course</b> | Reduce energy usage and emissions from clubhouse and built facilities operations | <ul style="list-style-type: none"> <li>Monitor energy usage in clubhouse by conducting an energy survey</li> <li>Use a smart meter or energy-saving app to identify areas of inefficiency</li> <li>Review energy efficiency of all machines, and replace/upgrade the inefficient ones</li> <li>Consider voltage optimisation</li> <li>Improve lighting efficiency by installing motion sensor lighting, LED lighting, and ensuring that the lighting plan is designed for efficiency</li> <li>Review building insulation and update leaking windows and doors</li> <li>Increase use of natural ventilation and lighting</li> <li>Investigate the options for appropriate renewable energy sources on site and consider transitioning towards more reliance on renewable energy</li> <li>Migrate to cloud storage instead of onsite servers</li> </ul> |
| <b>Events</b>     | Reduce energy usage and emissions during events                                  | <ul style="list-style-type: none"> <li>Encourage participants to travel together to events, to use public transport, or cycle if storage is available at the club</li> <li>Provide details of how participants can offset their journey to the event</li> </ul>   |
| <b>Financial</b>  | Decrease money spent on energy   | <ul style="list-style-type: none"> <li>Seek professional reports from a range of energy companies to analyse best possible options</li> <li>Carefully consider projected costs and realistic saving opportunities – spending money now may save you in the long term</li> <li>Regularly seek out price comparisons from energy suppliers</li> </ul>   |
| <b>Community</b>  | Cleaner environment for community and employees                                  | <ul style="list-style-type: none"> <li>Communicate the steps being taken to reduce energy consumption and emissions which will benefit the community and promote action by others</li> </ul>  |

# Waste Management



| Focus             | Medium Term Goal  | Short Term Initial Steps  |
|-------------------|---|---|
| <b>On Course</b>  | Responsible waste management on the golf course, with a focus of reducing waste and reusing when possible | <ul style="list-style-type: none"> <li>Provide recycling bins throughout the course with appropriate signage</li> <li>Ensure that a recycling procedure to manage the bins is in place</li> <li>Recycle grass cuttings back into the golf course operation to defend against weeds</li> <li>If chemicals are being used on the golf course, dispose of them in a responsible manner</li> <li>Install a water bottle refill station to reduce single use plastic bottle usage</li> <li>Use wood chippings from tree maintenance for mulch or on course walkways</li> </ul>   |
| <b>Off Course</b> | Reduce waste from clubhouse and built facilities operations, and reuse when possible                      | <ul style="list-style-type: none"> <li>Compost kitchen waste</li> <li>Analyse the products bought across the business and reduce the number of single use materials being purchased</li> <li>Assess suppliers and their packaging policies, and try to purchase in bulk to avoid excess packing and product miles through multiple orders</li> <li>Recycle what cannot be reused</li> <li>Choose recycled products whenever possible – this includes cleaning supplies, office paper, bags and single-serve cutlery</li> <li>Print menus on recycled paper or use QR codes</li> <li>If printing is a must, ensure that it is done double-sided and on recycled paper</li> <li>Encourage the use of e-receipts</li> <li>Avoid products that go to landfill or incineration</li> <li>Recycle office and IT equipment</li> </ul> |
| <b>Events</b>     | Reduce waste usage during events and reuse when possible  | <ul style="list-style-type: none"> <li>Ensure that onsite displays can be reused and are free from single use plastics</li> <li>Use digital advertising as much as possible to avoid unnecessary printing</li> <li>Consider alternatives to physical gifts, such as electronic vouchers</li> <li>Analyse the number of participants and use this information to avoid over purchasing supplies for the event</li> </ul>   |
| <b>Financial</b>  | Decrease money spent by minimising waste and maximising reusable and recycled materials                   | <ul style="list-style-type: none"> <li>Treat all materials as a valuable resource that can be reused multiple times, saving money and waste</li> <li>Use materials more efficiently and reduce waste removal costs</li> <li>Regularly contact waste management companies to ensure that the best price and service is being provided</li> </ul>   |
| <b>Community</b>  | Cleaner environment for community and employees   | <ul style="list-style-type: none"> <li>Donate any unused non-perishable foods to local non profits and food banks</li> <li>Host a litter pickup for members throughout the local community</li> </ul>   |

# Water Resources



| Focus             | Medium Term Goal   | Short Term Initial Steps  |
|-------------------|--|---|
| <b>On Course</b>  | Reduce water consumption on golf course by strategically and efficiently using water on an as needed basis                     | <ul style="list-style-type: none"> <li>• Conduct a water audit – where and how can reductions be made?</li> <li>• Prioritise areas where water is needed, which should go in the order of greens, then tees and fairways</li> <li>• Embrace firmer drier conditions</li> <li>• Install automatic, time respondent sprinkler systems, working in conjunction with digital moisture gauges, to ensure watering is only carried out when necessary</li> <li>• Upgrade irrigation system to ensure optimum precision</li> <li>• Collect and recycle rainwater where possible for cleaning or irrigation</li> <li>• Increase the area of natural vegetation which requires little water to survive</li> <li>• Use recycled water to clean greenkeeping machinery</li> <li>• Analyse wetting agents and aeration techniques to ensure that the water applied is being done so efficiently and with the desired outcomes</li> <li>• Encourage flexibility in the course maintenance schedule to allow for changing climatic conditions</li> <li>• Transition towards a self-sufficient water sourcing operation</li> </ul> |
| <b>Off Course</b> | Reduce water consumption in club house and built facilities by strategically and efficiently using water on an as needed basis | <ul style="list-style-type: none"> <li>• Conduct a water audit – where and how can reductions be made?</li> <li>• Research and improve water storage options</li> <li>• Retrofit taps with aerators to reduce water consumption</li> <li>• Ensure that low flow toilets and urinals are installed</li> <li>• Install motion sensor taps</li> <li>• Collect and recycle rainwater that flows off the building roof for watering plants</li> </ul>  |
| <b>Events</b>     | Provide responsible playing surfaces that are reflective of the local climate and consequent turf conditions                   | <ul style="list-style-type: none"> <li>• Embrace firm, fast and dry conditions as the standard for challenging and environmentally conscious competitions</li> <li>• Promote a more natural course as the standard for challenging and environmentally conscious competitions</li> </ul>  |
| <b>Financial</b>  | Decrease money spent on water resources by accurately monitoring water needs and usage   | <ul style="list-style-type: none"> <li>• Scrutinize the water audit and water meter readings on an annual, monthly, weekly, daily basis in order to identify areas of improvement and cost saving potential</li> <li>• Write or update a water resources management plan with rigorous water reduction targets</li> </ul>   |
| <b>Community</b>  | Gain community support for water resource management   | <ul style="list-style-type: none"> <li>• Work with local authorities and water companies to ensure that water usage is reduced during periods of high demand for public supplies</li> <li>• Provide information to golfers and the local community highlighting the need to conserve water resources and protect public supplies</li> <li>• Provide accurate information on water usage to show the concerted effort to reduce water consumption and encourage best practice in the community</li> </ul>  |

# Materials & Chemicals



| Focus             | Medium Term Goal   | Short Term Initial Steps   |
|-------------------|--|--|
| <b>On Course</b>  | Reduce the reliance on and need for chemicals applied on the golf course and seek out the most responsible materials | <ul style="list-style-type: none"> <li>• Examine the course layout and identify areas where chemicals can be eliminated or reduced</li> <li>• Explore options for transitioning to more natural based chemicals</li> <li>• Seek specialist advice on how to transition away from chemical reliance, and how to identify, mitigate and manage problems.</li> <li>• Consult with an agronomist or soil scientist on options for changing grass type to one which requires less water, chemicals and maintenance</li> <li>• Engage in weed management best practice to reduce chemical need</li> <li>• Review monitoring protocols and tolerance levels regularly in order to adapt to changing patterns, spot changes early and adapt.</li> <li>• Avoid applying fertilizers when surface runoff and therefore leaching is possible</li> </ul> |
| <b>Off Course</b> | Reduce the reliance on and need for chemicals used in the built facility and seek out the most responsible materials | <ul style="list-style-type: none"> <li>• Analyse materials used across the whole golf club, including kitchen and cleaning supplies and responsibly remove those which are not used</li> <li>• Use multi-purpose cleaning products whenever possible</li> <li>• Transition into using more natural, chemical-free products</li> </ul>  |
| <b>Events</b>     | Reduce the amount of physical material used during events.   | <ul style="list-style-type: none"> <li>• Ensure any giveaways are reusable or recyclable</li> <li>• Encourage plastic free events by providing water bottle filling stations and providing alternative, reusable, products like bamboo cutlery</li> </ul>  |
| <b>Financial</b>  | Limit the money spent on materials and chemicals by being more resourceful   | <ul style="list-style-type: none"> <li>• Treat all products and materials as valuable resources that can be re-used multiple times</li> <li>• Encourage use of long-lasting environmentally and socially responsible materials</li> </ul>  |
| <b>Community</b>  | Support and be transparent with the local community regarding material and chemical usage                            | <ul style="list-style-type: none"> <li>• Source all products and services in ways that have as minimal negative environmental or social impacts as possible and apply ethical supply chain policies</li> <li>• Provide updates to the local community on the efforts to reduce the chemical usage and the changes in water quality, air quality, etc.</li> </ul>   |

# Transport & Travel



| Focus             | Medium Term Goal   | Short Term Initial Steps  |
|-------------------|--|---|
| <b>On Course</b>  | Reduce the number of miles travelled and the footprint of all greenkeeping machinery and operations  | <ul style="list-style-type: none"> <li>Transition to fuel-efficient, low or zero-emission green keeping machinery</li> <li>Phase in hybrid and electric powered machinery</li> <li>Efficiently plan mowing and general greenkeeping strategy to avoid unnecessary journeys</li> </ul>   |
| <b>Off Course</b> | Limit the amount of miles traveled and footprint of staff and committees                             | <ul style="list-style-type: none"> <li>Consider installing electric vehicle charging stations</li> <li>Provide incentives for staff/volunteers to travel to work by public transport, bike or on foot, carpooling and ride-share schemes</li> <li>Seek opportunities for virtual staff meetings or committee meetings, rather than always meeting physically</li> </ul> |
| <b>Events</b>     | Consciously plan events with a reduction of miles traveled and the footprint of participants in mind | <ul style="list-style-type: none"> <li>When selecting venues for a competition or league, optimise travel times of teams and players</li> <li>If renting vehicles for team travel, use hybrid or electric</li> <li>Encourage competitors to travel together, ideally using public transportation</li> </ul>   |
| <b>Financial</b>  | Reduce the amount of money spent on fuel   | <ul style="list-style-type: none"> <li>Incentivize employees to use public transportation or cycle to work</li> <li>Monitor and aim to reduce the number of product miles travelled</li> </ul>  |
| <b>Community</b>  | Focus on a greater connection to the community by supporting local businesses and residents          | <ul style="list-style-type: none"> <li>Source local products in order to reduce product miles travelled</li> <li>Offer discount to members who live within a certain radius of the club</li> </ul>  |

# Food & Drink



| Focus             | Medium Term Goal   | Short Term Initial Steps  |
|-------------------|--|---|
| <b>On Course</b>  | Provide resources for food and drink to have a low impact and to be managed correctly  | <ul style="list-style-type: none"> <li>Ensure that there is a water source for refilling bottles on the course</li> <li>Provide recycling bins throughout the course with appropriate signage</li> <li>Provide composting facilities to allow waste food to be composted</li> </ul>   |
| <b>Off Course</b> | Reduce the amount of food and drink waste by incorporating responsible, efficient policies into the food and beverage operations | <ul style="list-style-type: none"> <li>Build a vegetable patch and plant herbs to be used in the restaurant</li> <li>Increase the number of vegetarian and vegan options on the menu</li> <li>Ensure that tea, coffee, sugar, chocolate are fair trade or similar</li> <li>Use cups, plates, cutlery that are recyclable, reusable, or free from single use plastics</li> <li>Incorporate menu planning to use seasonal produce</li> <li>Reduce wasted ingredients by analyzing the most popular menu items and phasing out the least consumed options over time</li> <li>Work with a firm who can show the carbon emissions associated with your menu</li> </ul> |
| <b>Events</b>     | Manage event catering with efficiency and waste minimization top of mind   | <ul style="list-style-type: none"> <li>If using caterers, consider using those with an environmental/sustainability policy</li> <li>Use cups, plates, cutlery that are recyclable, reusable, or free from single use plastics</li> <li>Monitor the number of attendees and plan catering strategically to avoid waste</li> </ul>  |
| <b>Financial</b>  | Strategically monitor suppliers and their policies to ensure sustainability is considered when purchasing                        | <ul style="list-style-type: none"> <li>Monitor and aim to reduce the number of product miles travelled</li> <li>Source all products and services in ways that have minimal environmental or social impacts and apply ethical supply chain policies</li> </ul>   |
| <b>Community</b>  | Support the local community by including them in the decision-making processes across the food and beverage operation            | <ul style="list-style-type: none"> <li>Source locally produced ingredients and promote the use of local businesses</li> <li>Donate unused food to local organizations that redistribute food to those in need</li> </ul>  |

# Biodiversity & Habitat



| Focus             | Medium Term Goal  | Short Term Initial Steps   |
|-------------------|---|--|
| <b>On Course</b>  | Respect and contribute to ecosystem health and biodiversity; have a positive impact on biodiversity | <ul style="list-style-type: none"> <li>Review tree management to ensure that they are pruned correctly and in good health to maximize ecological and physical benefits</li> <li>Conduct an ecology study to identify wildlife and plant species local to the course and to identify best management practices for their protection</li> <li>Install animal boxes, beehives or insect hotels</li> <li>Reduce the area that is mown in order to increase the natural habitat of a range of species local to the course</li> <li>Implement a wildlife management plan focussed on preserving and protecting local wildlife</li> <li>Dedicate an area as a wildlife meadow or naturalise an area to increase the biodiversity and help preserve the soil</li> <li>Conduct a carbon sequestration survey</li> </ul> |
| <b>Off Course</b> | Provide a more green, biodiverse built facility   | <ul style="list-style-type: none"> <li>Build a vegetable patch and plant herbs to be used by catering staff</li> <li>Identify areas where an increase in plants or shrubs can be planted</li> <li>Increase the number of live plants in the club house building</li> </ul>   |
| <b>Events</b>     | Increase awareness of the biodiversity and habitat present at the golf course                       | <ul style="list-style-type: none"> <li>Consider updating the scorecards to have information on there about plants and animals that are local to the course</li> <li>Dedicate event(s) as "eco-events". For example, providing all participants with wildflower seeds, or dedicating a portion of entry fees towards tree planting</li> </ul>   |
| <b>Financial</b>  | Lower the labour intensity required to maintain the golf course                                     | <ul style="list-style-type: none"> <li>Reduce the mowed area and increase the natural area to limit the labour and energy required to maintain those areas</li> </ul>  |
| <b>Community</b>  | Provide a thriving area that can be enjoyed by the local community                                  | <ul style="list-style-type: none"> <li>Ensure that signage is created to educate golfers and the local community on the course's nature</li> <li>Invite local schools to tour the course</li> <li>Provide tours with local experts, highlighting the benefits of nature that the golf course has and its role as a leading greenspace in the community</li> </ul>  |

# Accessibility & Equality



| Focus             | Medium Term Goal  | Short Term Initial Steps  |
|-------------------|---|---|
| <b>On Course</b>  | Ensure that the course set up is non-discriminatory and accessible to all                                 | <ul style="list-style-type: none"> <li>Provide tees that are welcoming to all ages, genders and abilities</li> <li>Ensure that the course is physically accessible to all – this may include updating buggy policies or building different tees</li> <li>Create a safe and inclusive working environment in which all people (staff, contractors, volunteers) can flourish</li> </ul>   |
| <b>Off Course</b> | Provide a facility that is welcoming to all staff and visitors  | <ul style="list-style-type: none"> <li>Create a safe and inclusive working environment in which all people(staff, contractors, volunteers) can flourish</li> <li>Establish a working culture that is non-discriminatory, provides equal opportunities for women and men, and reflects the diversity of the community where you are based</li> <li>Create internal environments that foster health and wellbeing</li> <li>Ensure clubhouse facilities are accessible to all, by making sure all areas are accessible to those with specific needs</li> </ul> |
| <b>Events</b>     | Increase the target market that events can have by incorporating equality and accessibility               | <ul style="list-style-type: none"> <li>Promote diversity and accessibility across the event by having gender equity at events</li> <li>Host events for groups beyond just golfers, such as a local school initiative to showcase the nature at the club</li> </ul>  |
| <b>Financial</b>  | Attract new members and visitors by showcasing accessibility and equality                                 | <ul style="list-style-type: none"> <li>Enact an equality, diversity and inclusion policy to allow growth and development of the club</li> </ul>   |
| <b>Community</b>  | Expand the range of people and events that take place at the club to include more local community members | <ul style="list-style-type: none"> <li>Work with local education and community groups on collaborative projects</li> <li>Encourage a wider range of activities at the club to attract people who may not have ever visited</li> </ul>   |

# Healthy Options



| Focus             | Medium Term Goal   | Short Term Initial Steps  |
|-------------------|--|---|
| <b>On Course</b>  | Provide resources and policies that help the staff, members and visitors improve their physical and mental wellbeing | <ul style="list-style-type: none"> <li>Monitor the carbon footprint of the club by using tools like On Course</li> <li>Display signage to educate golfers around the health benefits of the game</li> <li>Update working policies for greenkeeping staff to accommodate the irregular schedule that they follow</li> </ul>  |
| <b>Off Course</b> | Provide resources and policies that help the staff, members and visitors improve their physical and mental wellbeing | <ul style="list-style-type: none"> <li>Adopt policies to enhance the well-being and health of staff members across the whole club</li> <li>Display signage to educate golfers around the health benefits of the game</li> <li>Offer plenty of low-calorie meals</li> <li>When providing food, ensure there are healthy menu options, and increase the proportion of non-meat dishes</li> <li>Encourage staff and volunteers to exercise regularly and participate in sport or other forms of active living</li> <li>Collaborate with local charity organisations to demonstrate the health benefits of golf, for example the British Heart Foundation regularly run first aid training at golf clubs</li> </ul> |
| <b>Events</b>     | Increase awareness of healthy options and alternatives for participants  | <ul style="list-style-type: none"> <li>Dedicate event(s) as "eco-events" for example, have all the catering plant based</li> <li>Host a miles walked initiative for members to encourage more play and less use of buggies</li> </ul>   |
| <b>Financial</b>  | Increase staff retention and membership growth by providing well-being initiatives                                   | <ul style="list-style-type: none"> <li>Showcase the benefits of the club from a health perspective and a driver for membership growth</li> <li>Offer staff discounts or complimentary golf, improving their access to healthy activity and showing appreciation for their work</li> </ul>   |
| <b>Community</b>  | Increase awareness of the multitude of health benefits that golfers and community members can experience             | <ul style="list-style-type: none"> <li>Advocate the mental health and wellbeing of time spent in an open and natural environment</li> <li>Provide health benefits to the community by having a defibrillator available at the club</li> <li>Invite other sports to use the clubhouse, and collaborate with them to involve your members in other sports too</li> </ul>  |

# Engagement & Education



| Focus             | Medium Term Goal   | Short Term Initial Steps   |
|-------------------|--|--|
| <b>On Course</b>  | Increase the knowledge level of staff, players and community members around sustainability | <ul style="list-style-type: none"> <li>Provide training and upskilling opportunities for the staff to ensure that they are knowledgeable and comfortable with their responsibilities and the impact their work has</li> <li>Consider having a greenkeeping specific social media channel so that members can follow, understand, and learn about the procedures taking place</li> <li>Host a seasonal course walk for members with greenkeeping staff</li> </ul>   |
| <b>Off Course</b> | Increase the knowledge level of staff, players and community members around sustainability | <ul style="list-style-type: none"> <li>Provide training and upskilling opportunities for the staff to ensure that they are knowledgeable and comfortable with their responsibilities and the impact their work has</li> <li>Ensure that the staff are involved in all sustainability activities so they can share the information and continue learning</li> <li>Provide updates around the club, informing and educating on initiatives the club is doing to be more sustainable and save the club money</li> </ul> |
| <b>Events</b>     | Increase the range of events where players and community members can learn                 | <ul style="list-style-type: none"> <li>Host a seasonal course walk for members with greenkeeping staff</li> <li>Consider updating the scorecards to have information on there about plants and animals that are local to the course</li> <li>Host school tours and community tours</li> </ul>  |
| <b>Financial</b>  | Improve the reputation of the club by engaging and educating players and community members | <ul style="list-style-type: none"> <li>Integrate sustainability into the performance objectives of directors and senior managers to encourage leadership and commitment to sustainability</li> <li>Engage with and empower partners to act in the best interests of people and the environment</li> </ul>  |
| <b>Community</b>  | Engage and inform the community with creative communication and initiatives                | <ul style="list-style-type: none"> <li>Provide opportunities for volunteering and learning.</li> <li>Incorporate messages about the club's sustainability initiatives in the newsletter, on the website and in the wider community.</li> </ul>   |

# Procurement & Employment



| Focus             | Medium Term Goal  | Short Term Initial Steps  |
|-------------------|---|---|
| <b>On Course</b>  | Include environmental, social and economic considerations into employment and procurement decisions | <ul style="list-style-type: none"> <li>Study suppliers and their priorities to ensure that they align with the club's mission and values</li> <li>Update working policies for greenkeeping staff to accommodate the irregular schedule that they follow</li> </ul>  |
| <b>Off Course</b> | Include environmental, social and economic considerations into employment and procurement decisions | <ul style="list-style-type: none"> <li>Study suppliers and their priorities to ensure that they align with the club's mission and values.</li> <li>Source all products and services in ways that have as minimal as possible environmental or social impacts and apply ethical supply chain policies</li> <li>Establish a working culture that is non-discriminatory, provides equal opportunities for women and men, and reflects the diversity of the community where you are based</li> <li>Provide access to guidance and training for staff on gender equality, disability awareness, healthy living, etc</li> <li>Create a safe and inclusive working environment in which all people can flourish</li> </ul> |
| <b>Events</b>     | Ensure that sustainability considerations are considered at all stages of planning events           | <ul style="list-style-type: none"> <li>Select suppliers that operate modern low-emission fleets and compensate their carbon emissions</li> <li>Host an event focused on sustainability where all products are sourced from fair trade or ethical focussed companies, ideally with ties to the local community</li> </ul>  |
| <b>Financial</b>  | Enhance local economies by utilising local services where possible                                  | <ul style="list-style-type: none"> <li>Emphasise the added value associated with sustainable procurement and employment practices in relation to growth of the club</li> <li>Document and communicate the savings or projected savings of actions taken to encourage sustainability</li> </ul>  |
| <b>Community</b>  | Prioritise locals when making employment decisions  | <ul style="list-style-type: none"> <li>Identify an employee to be the sustainability champion and lead the staff conversation to drive change in the club and in the community</li> <li>Consider how work experience in your organisation or event could help develop skills and education levels, especially for local young professionals</li> </ul>  |

# Economy & Community



| Focus             | Medium Term Goal  | Short Term Initial Steps   |
|-------------------|---|--|
| <b>On Course</b>  | Prioritise the effect on the local community in any on course decision making   | <ul style="list-style-type: none"> <li>Involve the local community in the planning and development process to get local buy in to all projects</li> <li>Update local newsletters, social media, etc., to inform locals about what is going on at the facility and why</li> <li>Report on the positive impact that the greenspace, natural habitat, biodiversity corridors and positive drainage impacts all have on the local community</li> </ul>   |
| <b>Off Course</b> | Solidify the golf course as an asset to the local community, by demonstrating behaviours that will improve the local area for all, not just golfers | <ul style="list-style-type: none"> <li>Involve the local community in the planning and development process to get local buy in to all projects</li> </ul>  |
| <b>Events</b>     | Run sustainable events at your facility, reducing both the impact of the event and the club in general  | <ul style="list-style-type: none"> <li>Incorporate checklists and cost benefit analyses into all events, and make them public to ensure best practices are followed</li> <li>Host events that have a local charity as the beneficiary</li> </ul>   |
| <b>Financial</b>  | Highlight the robust economic value that the golf course provides   | <ul style="list-style-type: none"> <li>Create opportunities to leave a positive legacy for local businesses and communities</li> <li>Conduct a study to review the impact that the golf course has on the property value in the community</li> <li>Report on the amount of money kept within the local community as a result of policies in place such as supporting local businesses, hiring locally and contributing to local charities</li> </ul> |
| <b>Community</b>  | Position the golf course as a place to be proud of for golfers and non-golfers in the local community   | <ul style="list-style-type: none"> <li>Help create and support thriving communities</li> <li>Invite local groups to visit the golf club for educational sessions or photography</li> <li>Participate in and promote local community initiatives through the club</li> </ul>  |



# Stakeholder Acknowledgements



"The R&As purpose is to make golf more accessible, appealing and inclusive and to ensure it is thriving 50 years from now. Our strategic priority is to build golf's reputation as a force for good in sustainable management and agronomy, and to lead and raise the standards of sustainability in golf. We act directly with federations and facilities to raise standards in sustainability, with a focus on the sustainable management of golf courses. We believe we will deliver more impact with this approach, enabling and motivating more facilities to take practical steps to protect the playability of golf courses against the threats of climate change, resource reductions and stricter legislation. Using our global governing body position, we work proactively with our affiliates to promote the positive role that golf plays in sustainability to golfers, potential golfers and public decision-making bodies. We take the opportunity to lead awareness and action in golf sustainability globally and with so much at stake, no sport is more active in working to meet the challenge of climate change. The R&A is delighted to support and endorse the England Golf sustainability plan."

**Arlette Anderson, Director, Sustainable Golf, The R&A**

"BASIS is the sustainability hub for the sports sector in the UK. A not-for-profit members organisation, BASIS works to harness the power of sport to build a sustainable future for all. BASIS welcomes this comprehensive sustainability plan from England Golf and looks forward to working with them to help confront the challenges and realise the opportunities included in this plan to make the golf sector more sustainable in the future."

**Dr. Russell Seymour, Chief Executive, BASIS**




"BIGGA is pleased to support England Golf in their sustainability agenda and continues to actively supports its members via sustainability and ecology services."

**Jim Croxton, Chief Executive Officer, BIGGA**

"We are delighted to support England Golf in the delivery of this important sustainability plan. In particular through: ongoing promotion and support of the FREE OnCourse® England programme that helps clubs to review, track and communicate their work; sharing of Sustainable Golf Highlights so that more and more clubs can find tried and tested examples; providing the GEO Certified® distinction for sustainable golf; and, helping represent and promote clubs through the Sustainable Golf Directory. Find out more about support and recognition for your club at sustainable.golf."

**Jonathan Smith, Executive Director, GEO Foundation for Sustainable Golf**



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