



## Scarcroft Golf Club

### Application for the installation and use of a golf simulator pod.

The golf pod is designed to provide an all weather practice and training facility for use by the clubs resident golf professional to train both current and new golfers. The pod allows training in all aspects of golf- from chipping and driving, as well as putting on the purpose built internal putting green.

A 2019 survey of golf professionals confirmed that, on average, 29% of all prebooked golf lessons are cancelled due to inclement weather, costing individual golf clubs up to £45,000 per annum in lost revenue. Therefore the proposed golf pod would assist in increasing the revenue of the golf club, allowing for an expansion in the training options available or investment into the course and member facilities, which in turn could assist in raising the membership level and pay-to-play revenue and ultimately allow golf access to a wider audience, thereby increasing the benefit to the UK economy.

Having an indoor golf training facility can bring several significant benefits to a UK golf course. Here are some advantages:

1. **Year-round training:** The UK weather is often unpredictable, with frequent rain and colder temperatures, which can limit outdoor training opportunities. With an indoor facility, golfers can continue their practice and training throughout the year, regardless of weather conditions.
2. **Extended operating hours:** An indoor facility allows the golf course to extend its operating hours beyond daylight, accommodating golfers who have busy schedules or prefer to practice in the evenings. This can attract more players and increase revenue for the course.
3. **All-weather lessons and coaching:** Golf instructors can conduct lessons and coaching sessions indoors without worrying about weather disruptions. This provides consistent training and enhances the learning experience for golfers.
4. **Technological integration:** Indoor facilities often incorporate advanced golf simulators, launch monitors, and video analysis systems. These technologies can provide valuable data and feedback on a golfer's performance, helping them identify areas for improvement and track their progress over time.
5. **Beginner-friendly environment:** Indoor facilities offer a controlled and less intimidating environment for beginners and less experienced golfers. It can be less overwhelming than the actual golf course and can help newcomers build confidence before venturing onto the full course.
6. **Group events and social activities:** The indoor facility can be used for hosting various golf-related events, such as corporate outings, birthday parties, or social gatherings. This versatility allows the golf course to attract different demographics and increase its customer base.

7. Off-season revenue generation: During the off-peak golf season, when the number of players on the course decreases, the indoor facility can generate additional revenue streams, helping the golf course remain financially stable throughout the year.
8. Facility maintenance cost savings: When golfers can practice indoors during inclement weather, the wear and tear on the outdoor golf course can be reduced, leading to potential savings in maintenance and upkeep costs.
9. Memberships and loyalty programs: The inclusion of an indoor training facility can make the golf course more attractive to potential members. By offering access to the indoor facility as part of membership packages or loyalty programs, the golf course can increase its appeal and retain existing members.

Overall, an indoor golf training facility can enhance the overall golfing experience for players, attract new customers, and provide valuable additional revenue streams for a UK golf course. It helps the course adapt to varying weather conditions and offers a well-rounded golfing experience to its patrons.

## The Economic Impact of Golf

An independent report funded by The R&A and published by Sheffield Hallam University's Sport Industry Research Centre, was based on data gathered in the UK in 2019 and showed how golf can provide huge social and economic benefits.

The study found that in the UK alone golf was estimated to have prevented 49,000 cases of physical and mental conditions, including over 5,000 cases of clinical depression, 1,100 cases of dementia and 2,500 cases of coronary heart disease and stroke.

When these 49,000 cases are taken into account alongside the impact golf has on general mental wellbeing and other social outcomes, the social value of golf in the UK is estimated at £1.04billion.

As well as social benefits, the study shows golf is also contributing hugely to the economy in the UK, with golfers spending £5.1billion annually, the equivalent of £964 per adult golfer and 10% of the UK's total sport expenditure. The UK golf industry also employs 63,826 full-time equivalent employees in the UK.

<https://www.sportsthinktank.com/uploads/economic-impact-of-golf.pdf>

The golf industry's Gross Value Added (GVA) – measuring its contribution to the UK economy – increased to £2.6 billion – a real terms increase of 18% between 2014 and 2019. Golf's benefit to the accommodation and tourism industries (£412m) and construction and real estate industries (£374m) was also highlighted in the GVA analysis.

The growth of the sport since 2014 is reflected by a 20% increase in consumer spending on golf in current prices, which is real terms growth of 8% after accounting for inflation. The highest areas of consumer spend were members' fees (£1.4 billion), golf equipment and clothing (£1 billion), green fees (£526 million) and accommodation (£484m). Overall, golf was responsible for 10% of £51 billion spent by consumers on sport in the UK.

The study reports that the UK golf industry employs 63,826 full-time equivalent (FTE) employees in the UK, which represents an 18% growth in real terms since 2014. Golf clubs employed nearly 20,000 employees (19,914 FTE), with notable golf-related employment found in tourism and accommodation (8,274 FTE), golf equipment retailing and manufacturing (7,591 FTE) and construction (4,994 FTE).

The direct effects of inbound golf tourism to the UK also resulted in £338 million for the economy, which is equivalent to a GVA of £139 million and supporting 3,328 FTE jobs. In 2019, The 148th Open at Royal Portrush was the largest sporting event ever held in Northern Ireland and generated over £100 million in economic benefit for the host region.

The tax raised from the UK golf industry in 2019 was £1.3 billion.

Golf is also the first sport in the UK to conduct a study on the social value of participation and to measure and value its wider contribution to the economy based on an updated literature review and using Sport England's Social Return on Investment model.

The Social Value of Golf in the UK report, also produced by SIRC, states that the social value generated by golf in the UK in 2019 was estimated at £1.04 billion.

This value is driven by participating and volunteering in golf and consists of outcomes relating to mental wellbeing (£584 million), individual and social community development (£204 million), and physical and mental health (£169 million). Participation in golf is also estimated to have prevented some 49,000 cases of physical and mental conditions in the UK.