

COURSE HEALTH CHECK AND COURSE HEALTH TRACKER

Hopefully, you will be familiar with our new course management section to The R&A website, which can be found at www.randa.org/thegolfcourse. This site promotes sustainability in golf course development and management, highlighting what the game can get out of such an approach, and what it can contribute to the environment and communities.

The R&A want to introduce you to two new services for the website, the Course Health Check and the Course Health Tracker, which are currently under development. The url for the demonstration site is <http://thegolfcoursedemo.endavdigital.org/>. Please note that this is a demonstration site that does not have the full functionality that will be available should we decide to progress on to a live service.

We would like your feedback to let us know if you would support and promote the use of these services to your member clubs and if not, why not?

Course Health Check (CHC)

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

“The CHC will remind the superintendent of places where they can improve, which usually could have been overlooked”

“Good spot check as to how the club was performing and a good argument for underpinning future policies”

Course Health Tracker (CHT)

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

With the necessary information to hand, much of which will be readily available on your annual balance sheet, it should only take a few hours each year to complete the CHT. Comments from market research suggest that we are on the right track with the Tracker!

“It was easy to fill in. Difficult to see how it could be made more clear”

“Once you get started on it and become familiar with the whole setup, there is a continuous easy-access to all questions”

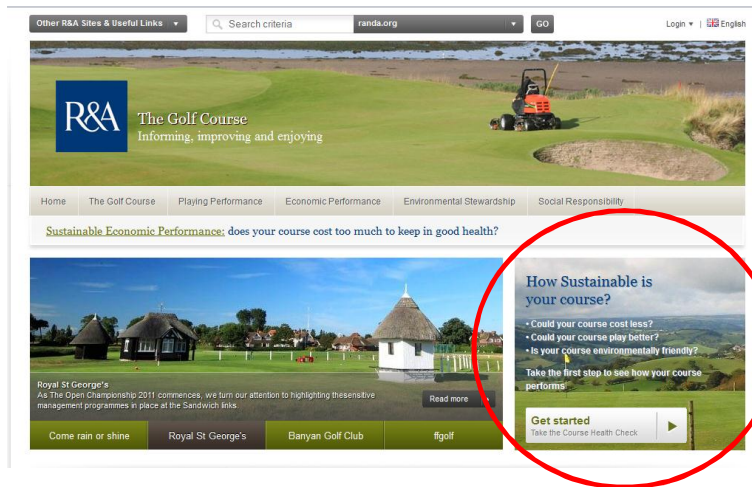
Use the following guidance notes to work your way through the CHC and CHT.

We look forward to receiving your feedback.

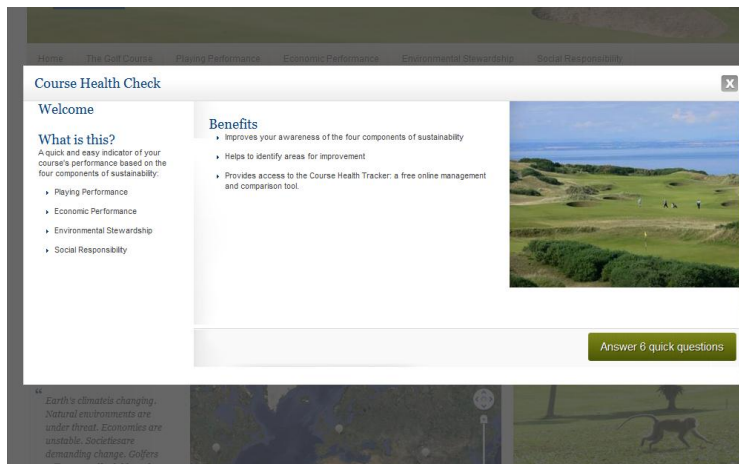
5 EASY STEPS TO CHECK AND TRACK THE HEALTH OF YOUR COURSE

STEP 1

To access the Course Health Check (CHC), go to the url <http://thegolfcoursedemo.endavdigital.org/> and you will see this home page, with the entry point to the CHC is circled in red to the screen shot below:



Click on the 'Get started' tab. This takes you to the following screen:



STEP 2

Click on the 'Answer 6 quick questions' tab. This will bring up:

The screenshot shows the 'Course Health Check' interface. At the top, there are navigation tabs: Home, The Golf Course, Playing Performance, Economic Performance, Environmental Stewardship, and Social Responsibility. The 'Course Health Check' tab is active. Below the tabs, the title 'Course Health Check' is displayed. The main content area is titled 'Playing performance' and contains 'Question 1/6: Our golf course operation standards:'. There are five radio button options: 'Always provides a high level of customer satisfaction', 'Often provides a high level of customer satisfaction', 'Receives neither regular praise nor regular criticism', 'Often performs poorly', and 'Always performs poorly and is regularly criticised'. To the right of the text is a photograph of a golfer's legs and feet on a green. At the bottom, there are two buttons: '< Back' and 'Next Question'.

Tick the answer that is most relevant to you and then click 'Next Question'. Do the same for the next four questions. This will bring you on to the final question. Again, tick the most appropriate answer (such as that shown in the screenshot below) and then click on 'To Result page'. This brings up your score and the invitation to sign up for the Course Health Tracker (CHT):

The screenshot shows the 'Course Health Check' results page. At the top, the same navigation tabs are present. The 'Course Health Check' tab is active. The main content area displays 'Your total score is 53%' in a large green box. To the right, a 'Score breakdown:' table shows: 'Playing performance: 25%', 'Economic performance: 100%', 'Environmental stewardship: 50%', and 'Social responsibility: 38%'. Below the table, it says 'Your Total: 53%'. To the right of the score breakdown, there is a section titled 'Sign up for access to the Course Health Tracker' with a 'What is this?' sub-header. Below this, there is a 'Benefits' section with a list of four bullet points: 'Track your own course's progress from year to year', 'Establish any trends/changes that occur', 'Help to produce a better golf course for your customers, at less expense', and 'Show that golf can leave a light environmental footprint'. At the bottom right, there is a 'Sign up now' button. The background of the page features a map of Europe and a photograph of a golfer.

STEP 3

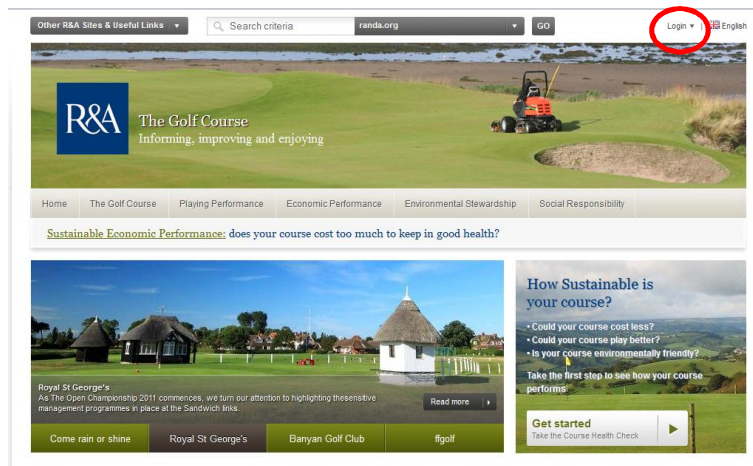
Click on 'Sign up now' and you will bring up the first page of registration:

The screenshot shows the R&A Course Health Tracker registration page. At the top, there is a navigation bar with 'Other R&A Sites & Useful Links', a search bar, 'randa.org', and a 'GO' button. On the right, there are links for 'Login' and 'English'. Below the navigation bar, there is a 'Return to previous page' link and a brief description of the Course Health Tracker. The main content area is divided into two sections: 'Benefits' and 'Club details'. The 'Benefits' section lists several points about the tracker. The 'Club details' section contains a form with fields for 'Golf club name*', 'Address 1*', 'Address 2', 'Address 3', 'Postcode/Zip', 'Country*', 'Phone number*', 'Club email*', and 'Confirm email*'. A note indicates that fields marked with an asterisk are mandatory. A 'Push website' button is at the bottom of the form.

Complete this, and 'Step 2- Personal details' and then click 'Sign up'. An email will automatically be sent to you confirming your login details. Use these login details to sign in to the Course Health Tracker (login circled red to the screenshot below):

The screenshot shows the R&A Course Health Tracker registration page, Step 2: Personal details. The navigation bar is the same as in the previous screenshot. The 'Login' link in the top right corner is circled in red. The main content area is divided into two sections: 'Why do we need your personal details?' and 'Personal details'. The 'Personal details' section contains a form with fields for 'Your title' (a dropdown menu with 'Mr' selected), 'First name*', 'Last name*', 'Choose password*', 'Confirm password*', 'Position at club*' (a dropdown menu with 'Owner' selected), 'Private email', and 'Confirm private email'. A note indicates that fields marked with an asterisk are mandatory. At the bottom of the form, there is a checkbox for 'I confirm that I have the authority to act on behalf of this club *'.

You can also login from the home page (login circled in red to screenshot below):

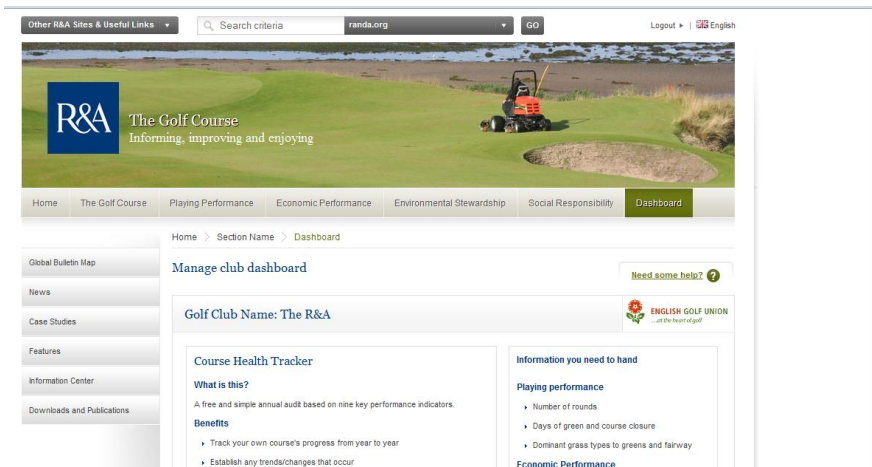


The login drop down looks like this:

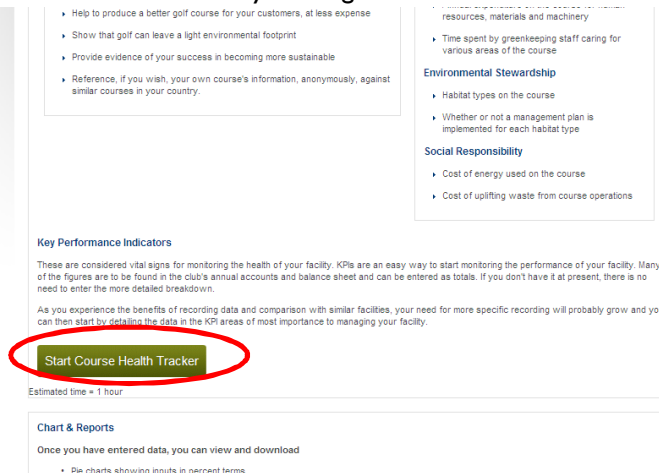
Fill in the email address and password that you registered with and then click 'LOGIN'. If you simply press the 'return' (↵) key on your keyboard, you will not login, you must click the 'LOGIN' button. The demonstration site has been developed with memory to store your login details and data that you input to the Course Health Tracker.

STEP 4

When you login, you are taken to the dashboard, which will provide a management portal for users of the Tracker when it goes live. The welcome dashboard page looks like this:



You will find the information on this page helpful in preparing you to use the Tracker, and the data recording service can be accessed by clicking on the 'Start Course Health Tracker' button.



Now you are in the CHT, you can fill in the data fields to the four forms; Playing performance, Economic performance, Environmental stewardship and Social responsibility.

Other R&A Sites & Useful Links | Search criteria | randa.org | GO | Logout | English

R&A The Golf Course
Informing, improving and enjoying

Home | The Golf Course | **Playing Performance** | Economic Performance | Environmental Stewardship | Social Responsibility | Dashboard

Home > Dashboard > Playing Performance

Course Health Tracker

Playing performance | Economic performance | Environmental stewardship | Social responsibility

Playing performance
Enter information that has a bearing on how your course plays.

Q1: Number of rounds
Member: 345

Playing Performance Indicators Summary
These are considered vital signs for monitoring the

Data entry is 100% confidential.

You can work through the forms in any order by clicking on the tabs towards the top of the page, under 'Course Health Tracker'. As you enter data, remember to update the calculations and to save your data by clicking the 'Save' tab that appears at the foot of each page before moving on to the next form, or on to the outcomes page. If you forget to save, you will be prompted to do so, thus:

Please select one option: <£30,000

Q6: Annual members' fee:
Please select one option: £1,001-1,500

Q7: Green fee:
Please select one option: ...

Back

Are you sure you want to continue without saving your data?
Yes No

Annual income from course-related activities
Total: £ 758,300.00

Annual expenditure on the course
Total: £ 156,332.00

Net income from course-related activities
Total: £ 601,968.00

Save Next step

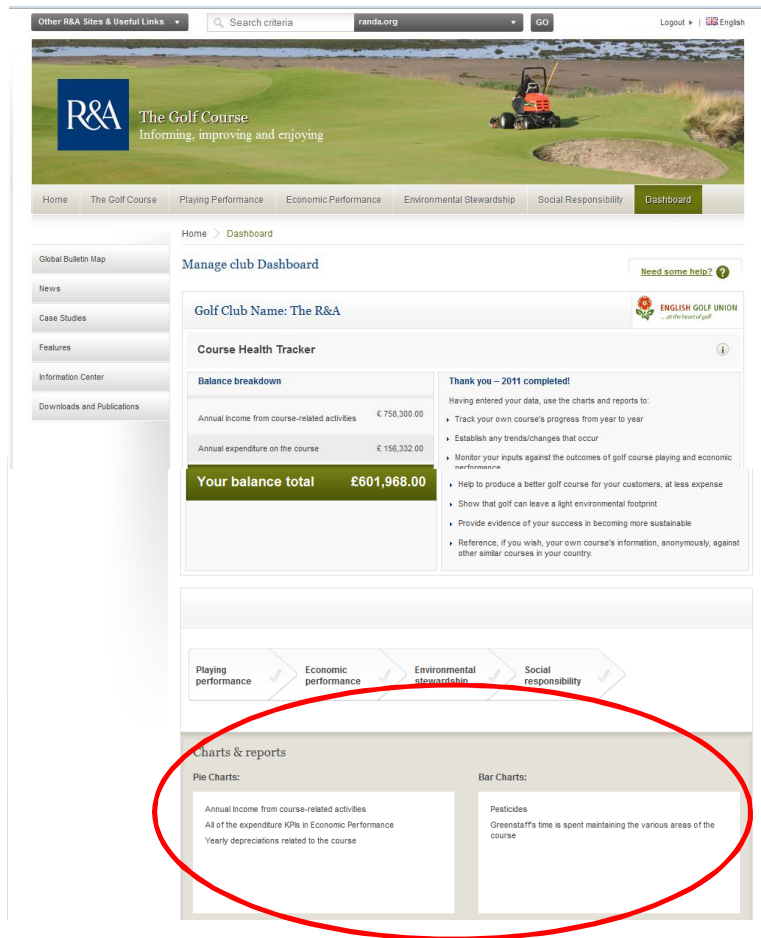
Share www.randa.org/thegolcourse

Move on to another form by clicking the 'Next step' tab to the foot of each page.

STEP 5

Once you have completed data entry by clicking 'save' to the 'Social responsibility' form you will be taken to the outcomes dashboard. Here you can view a limited amount of your data in the form of pie and bar charts, and in a report. This is all only accessible once you have saved data to the 'Social responsibility' form. A lot more charts and reports will be available at the next stage of development of the site.

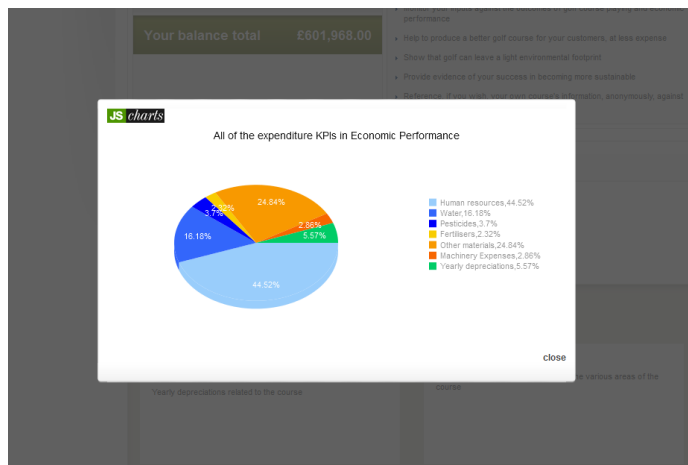
The outcomes dashboard looks like this, with the chart and report selector to the foot of the page (circled in red to the screenshot below):



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

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

Charts and the report appear in a pop-up that looks like this:



Click on 'Close' to shut down the chart or report and to return to the outcomes dashboard.

Logout at the top of the page (circled in red below) to leave the service. You can return at any time by logging in.

Other R&A Sites & Useful Links

Search criteria

randa.org

GO

Logout

English

R&A The Golf Course

Informing, improving and enjoying

Home The Golf Course Playing Performance Economic Performance Environmental Stewardship Social Responsibility Dashboard

Home > Dashboard

Manage club Dashboard

Need some help?

Golf Club Name: The R&A

ENGLISH GOLF UNION

Course Health Tracker

Balance breakdown	
Annual income from course-related activities	£ 758,300.00
Annual expenditure on the course	£ 156,332.00

Thank you - 2011 completed!

Having entered your data, use the charts and reports to:

- Track your own course's progress from year to year
- Establish any trends/changes that occur
- Monitor your inputs against the outcomes of golf course playing and economic

Please have a good look through the Course Health Check and Course Health Tracker. If you have any problems navigating your way through these services, please contact Wendy Cole at The R&A at wendycole@randa.org

We look forward to your feedback on the Course Health Check and Course Health Tracker that are on the development site, <http://thegolfcoursedemo.endavadigital.org/>

STEVE ISAAC
Director – Golf Course Management
The R&A