



The R&A  
International Golf  
Conference 2023

# GOLF'S **GOLDEN** OPPORTUNITY

John Kerr – Chief Executive Officer  
Royal Norwich at The Weston Estate  
Norfolk, UK

R&A



**Enhancing the Club Experience**

**Transitioning Royal Norwich  
From Classic to Contemporary**

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**Our vision to create a truly unique golf experience is anchored with an exceptional and inspiring venue while looking forward to the engagement of current and future golfers.**

John Kerr – CEO  
Royal Norwich

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- How Did Royal Norwich Get Here?
  - The Past
  - The Build & Into The Future
- Golf
  - The Course
  - Facilities
  - Experience
  - Tournaments
  - Women in Golf & Family Engagement
  - Junior Engagement
  - Sustainability
  - Agronomy R&D | TurfCare Academy
- Culture
  - Inclusive
  - Member & Guest Orientated
  - Diversity
  - Most Importantly Fun & Enjoyment



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# Royal Norwich & The Journey to 2023

- Sale of Previous Site In 2014/2015 to Persimmon Homes
- Club Members agreed to the acquisition of Weston Park Estate & Golf Club
- Company Incorporated and moved from Committee Model to a Limited Company Model
- Course Opened Late 2019
- Course Built with Engagement in Mind with Championship Tees Through To Beginner Tees (CONFIRM YARDAGES FROM DIFFERENT TEES)
- 6 Hole Academy Course Provides Beginner, Junior & Practice Facilities built to same specification as the Championship Course – Purpose built for a short 1 Hour round to allow for time pressure to be avoided and engage new audiences to golf with the thought of T20 Cricket for golf



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# Why the Move | Why the Change | The Future

- Aging demographic of membership average plus 65 years old (now reduced to average 51 years old)
- Built with a vision to ensure that we engage new and existing golfers, enhance our commitment to the Ladies in Golf Charter and we are at the forefront of golf engagement in the UK.
  - Genderless Tees
  - Junior Academy (100 Juniors every weekend for academy lessons)
  - New Players Groups (drive engagement for new golfers)
  - Culture Change - No enforced dress code, family friendly contemporary clubhouse space with a range of hospitality
- R&D to support the future of golf from TurfCare management through to the golf and hospitality experience to create a sustainable golf club. Including Agronomy Center of Excellence launching September 2023 as the Royal Norwich TurfCare Academy.
- Ensure a space that is accessible for members and guests alike with meeting room space to augment revenue and allow corporate business to be facilitated on a wider scale.
- The Stables Clubhouse contemporary in feel and design to enhance experience and provide a space that appealed to both current and new audience while being sympathetic to the existing building.
- Create a Championship Course to Host significant events both amateur and professional (Men's County Team Finals 2022 | Clutch Pro Tour Finals 2023 (Race to Royal Norwich) | England Girls Event 2024)



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# Big Picture Learning | Past, Present & Future

- Balancing existing member expectations & the next generation
- The move, the implementation of the vision and the reality
- The transition from Committee to Limited Company
- Engagement of new and beginner golfers and technology assistance
- Expanding interest for Junior Golf
- Family orientation cultural change to support the future of Golf
- Gamification of golf | Non physical interaction with Golf
- Importance of engaging younger members in the voting and decisions



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# Our Home







# How is Royal Norwich relevant to the Future of Golf

- First Royal Club to be given permission to relocate in the modern era
- Creating a diverse and engaging experience purpose built as a members golf club of the future that provides a contemporary space that transcends golf and provides an environment that supports wider demographic engagement
- Create experiences for existing golf formats and also look at the future where new formats such as our 6 Hole course can be implemented to drive a new group of players into the sport where for instance time is a factor
- Create & Support Golf Internationally with a Blueprint for the Future providing experience of a transition that can be replicated and bettered by others as we move into the next generation of golf
  - Commercial & Engagement opportunities that are created to improve and expand golf with a lower age demographic of players and further work toward even further engagement with Women in Golf & Junior Golf
  - Building on the experience in lowering the age demographic has been strategic in the design and implementation of the facilities that are packaged around the golfing experience, culture and clubhouse



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