

R&A / Sustainable
Agronomy.

The R&A Sustainable Agronomy Service provides agronomy expertise to private, semi-private, resort and public golf facilities for the effective management of courses and use of best practice in sustainability.

Our team of specialists has acquired extensive knowledge and experience of providing agronomic support to 28 world-class golf championships run by The R&A each year, including The Open and AIG Women's Open.

Our consultancy service offers tailored advice and guidance to clients for assisting with the requirements of golf course management and providing greenkeeping staff with on-going support and advice.









OUR SERVICES.

Based in St Andrews, Scotland and with regional offices throughout the UK, The R&A Sustainable Agronomy Service is well placed to advise and work with clients whatever their location.

We offer a wide range of services to provide golf facilities with the tools and guidance to maintain and enhance course playability by using the most efficient and sustainable agronomic methods.

We provide services that will improve golf course conditioning and operational efficiencies, as well as technical knowledge and best practice to greenkeepers and other facility staff.



GOLF COURSE AGRONOMIC CONSULTING.

- Best practice advice for the delivery of sustainable on-course agronomy operations
- Golf course auditing and benchmarking
- Tournament agronomic consulting advice
- Standards implementation
- Operational sustainability review and assessment
- Annual maintenance programme planning advice
- Maintenance budget analysis
- Staffing analysis and technical management of recruitment
- Golf course drainage appraisal and design
- Golf course renovation advice
- Project management
- Staff development and training
- Hosting information gatherings for members/interested parties
- Committee support





OUR PHILOSOPHY.

The R&A Sustainable Agronomy Service applies fact-based evidence to actively contribute to and promote environmental excellence throughout the golf industry worldwide.

We aim to demonstrate world-class leadership in resource efficiency, conservation and social value to ensure golf is thriving in 50 years' time.





OUR APPROACH.

Working collaboratively with the golf course management team at the club, we will review the course's existing agronomy operations in order to identify objectives for the course and establish how these will be achieved.

The Service will become an extension of your own greenkeeping team and be a resource to advise your staff on best practice and the management of the course, tailored to your facility's own individual requirements.

With an ongoing relationship established, we will also provide regular advice on the development of the course maintenance programme through regular two-way communications and on-site consulting visits.

The advice offered via the Service will focus on best practice and sustainable greenkeeping principles, with facilities encouraged to be proactive in sustainability by fostering nature, conserving resources, supporting communities and demonstrating a commitment to evidencing progress and results.





OUR COMMITMENT.

The R&A Sustainable Agronomy Service is driven by our commitment to sustainability, embodied in the organisation's Golf Course 2030 initiative.

Our best practice advice will allow facilities to reach their optimal course conditioning year-round while adhering to prevailing environmental regulations and taking account of factors like climate change and resource constraints. We are committed to providing future-proofed course maintenance plans that are sustainable.

As an independent Service, the programmes we develop are tailored to each course's individual requirements and do not require the use of specific products, services or equipment. This will help facilities achieve their goals and realise financial efficiencies by adopting state-of-the-art agronomy practices.

OUR TEAM.



Alistair Beggs
Senior Agronomist



Gordon Howat
Golf Course Construction & Design
Lead



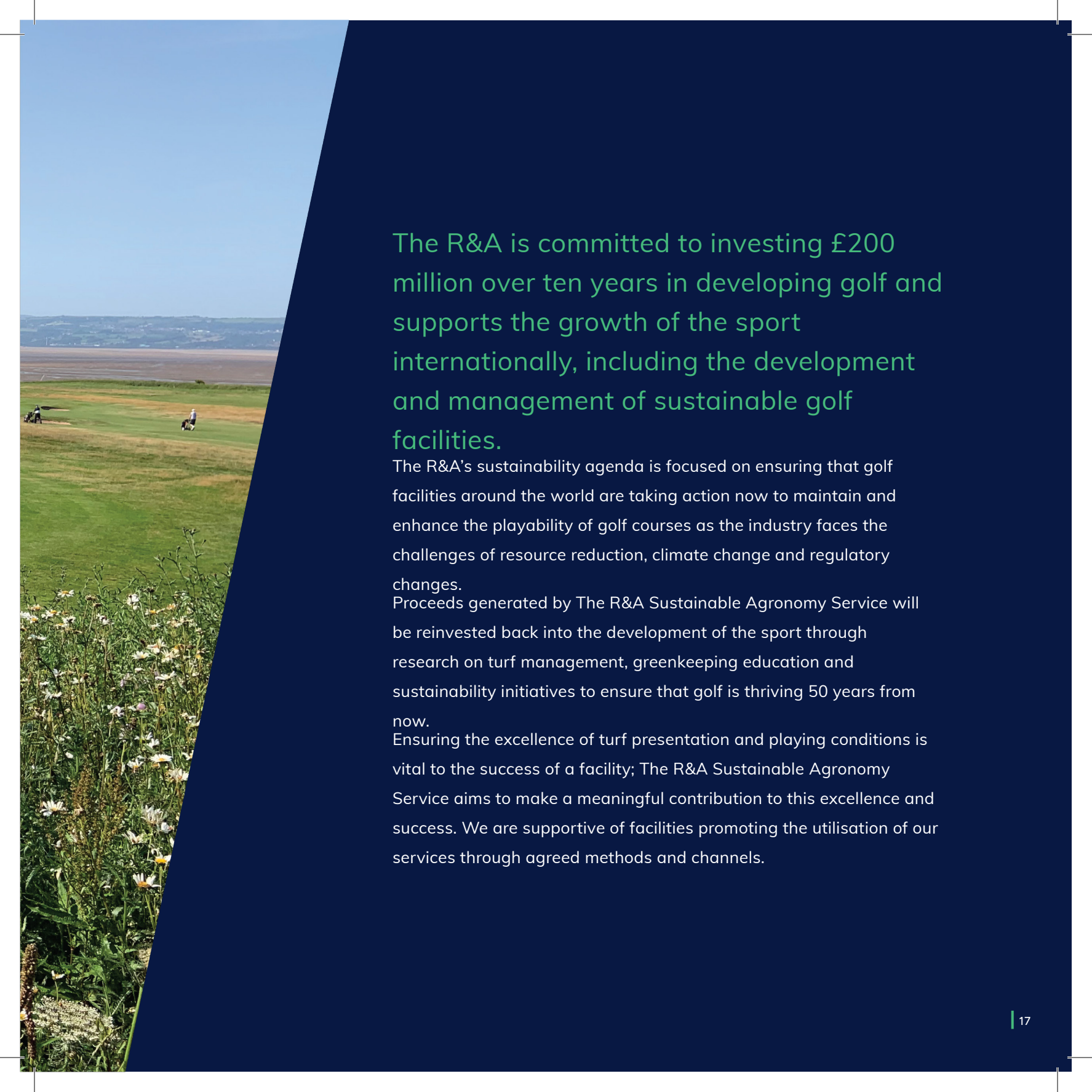
Paul Woodham
Sustainable Agronomy Lead,
Europe including UK



Jaey Goodchild
Agronomist GB&I







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.

The R&A's sustainability agenda is focused on ensuring that golf facilities around the world are taking action now to maintain and enhance the playability of golf courses as the industry faces the challenges of resource reduction, climate change and regulatory changes.

Proceeds generated by The R&A Sustainable Agronomy Service will be reinvested back into the development of the sport through research on turf management, greenkeeping education and sustainability initiatives to ensure that golf is thriving 50 years from now.

Ensuring the excellence of turf presentation and playing conditions is vital to the success of a facility; The R&A Sustainable Agronomy Service aims to make a meaningful contribution to this excellence and success. We are supportive of facilities promoting the utilisation of our services through agreed methods and channels.

GET IN TOUCH.

R&A / Sustainable
Agronomy.

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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 61 million golfers in 145 countries and with the consent of 164 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.

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randa.org
