

REA / Sustainable
Agronomy.
Northern & Central Europe

The R&A Sustainable Agronomy Service provides agronomy expertise to private, semi-private, resort, championship 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, Spain, Central Europe and Asia, 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.



SUSTAINABLE AGRONOMY SERVICE.

Our Service Agreement is designed to support your golf course in achieving sustainable operational excellence through expert analysis and tailored recommendations.

Key Features:

- **Professional Guidance:** Receive a minimum of two agronomic assessment visits per year. These visits are conducted by our expert agronomists and focus on analysing key metrics, offering actionable recommendations for improving the course's condition and operational management.
- **Detailed Reporting:** Each visit includes a detailed report outlining findings, progress updates and recommended actions for continuous improvement. Reports are designed to be clear and concise, ensuring accessibility for club management, boards and members.
- **Follow Up debriefing:** Each visit will be followed by a remote meeting to answer any questions from the Board, Owner or Management team.
- **Internal Communication Support:** One annual internal communication to existing members or team using The R&A Sustainable Agronomy Service branding, reinforcing sustainability goals and progress.

This service level is ideal for clubs seeking professional agronomic expertise without the extended branding benefits provided under the Premium Service.

For further details about the Service or to learn more about how we can support your venue, please reach out to: sustainableagronomy@randa.org

PREMIUM SERVICE AGREEMENT.

Benefits of becoming an
R&A Sustainable Agronomy Venue:



- **Websites:** Placement of the venue logo on a home page or a dedicated sustainability section, subject to prior approval.
- **Email Communications:** Inclusion of the venue logo in official email signatures, using a pre-approved template.
- **Customer-Facing Materials:** Approved usage of the venue logo in brochures, membership files and other printed materials.
- **Internal Communications:** Support for sustainability messaging shared with members and stakeholders.
- **PR and Media Engagement:** Communications that highlight visits from The R&A agronomists, including launch announcements and follow-up updates.
- **Social Media:** Approved posts promoting the service launch and branded updates following each agronomic visit.
- **Plaque Display:** A plaque featuring the venue logo, signifying the partnership and displayed prominently at the venue during the agreement period.

This partnership emphasises sustainability while offering opportunities to engage members, visitors and stakeholders through enhanced communication and branding tools.

For more information on brand alignment opportunities with The R&A Sustainable Agronomy Service, contact sustainableagronomy@randa.org

OUR TEAM.



Héctor Forcén
Senior Agronomist

Héctor Forcén

Héctor Forcén has over 25 years of experience in golf course management. His passion for golf began in his youth as a player, which later developed into a professional career in golf course construction and maintenance. Over the years, he has contributed to the preparation of numerous tournaments across various professional Tours worldwide. In recent years, as a consultant, Héctor has focused on helping golf clubs enhance their sustainability standards, promoting long-term environmental and operational excellence.

Academically, he studied Engineering in Spain before specialising in Turfgrass Management at a prestigious American university. A Class A member of the GCSAA for over 19 years, he has also earned a Diploma in Club Management (CMDip) from the European Club Managers Association.



Paul Woodham
Head of Agronomy Europe

Paul Woodham

Paul has over 30 years' experience in golf course management. His career began in greenkeeping and progressed with 14 years as a professionally qualified and experienced agronomist. He has worked across all types of course ranging from public and private operations and across members' courses to Tour and resort venues with experience in tournament monitoring.

Paul has a degree in Turfgrass Science and is a member of the BASIS Professional Register. Paul is also a regular contributor to industry publications and presents education seminars and workshops on the national and international stage.



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.



Phone: +44 (0) 1334 460000

Email: sustainableagronomy@randa.org





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 R&A 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 62 million golfers in 147 countries and with the consent of 166 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.

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. For more information, visit www.randa.org.

THE
OPEN



WORLD
GOLF
MUSEUM

randa.org
