



**WORKFORCE &
FACILITIES
RESEARCH
PROJECT OVERVIEW
APRIL 2024**



CONTENTS

INTRODUCTION

- THE WORKFORCE & FACILITIES SURVEY
- KEY FINDINGS
- SNAPSHOT

MY ROLE...

- TAKING A NEW ROLE
- CAREER EXPECTATIONS
- QUALIFICATIONS
- WORKING IN INDUSTRY
- JOB SATISFACTION
- REASONS FOR SATISFACTION
- CONTRIBUTORS TO SATISFACTION
- RECOMMEND YOUR JOB
- RECOMMEND JOB IN GOLF

INDUSTRY CHALLENGES...

- BIGGEST CHALLENGES
- TOP 3 CHALLENGES
- IMPACT OVER LAST YEAR
- IMPACT OF FLOODING

STAFF AND RECRUITMENT

- STAFFING LEVELS
- RETENTION & RECRUITMENT
- RECRUITMENT METHODS
- PROBLEMS GETTING STAFF

LOOKING AT THE FUTURE

- CHANGE IN DEMAND
- MEETING FUTURE DEMAND
- NOT ABLE TO MEET DEMAND
- PREDICTIONS FOR 2024
- DIRECTION & ASSISTANCE
- OTHER COMMENTS...

SAMPLE PROFILE

- EQUALITY, DIVERSITY & INCLUSION
- BEST DESCRIBES ROLE
- TYPE OF FACILITY AND COURSE

CONTACT DETAILS

Not all topics or content from the full survey is covered in this shortened summary report made available in the public domain

INTRODUCTION



Workforce & Facilities Research 2024

2024 is the second year of the Workforce & Facilities research.

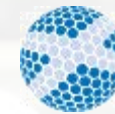
The programme is designed to provide a read of the current situation amongst those working in the golf industry in Great Britain & Ireland, and the survey was distributed as widely as possible by the stakeholder group.

The research is designed in a way that all people working in the golf industry would be able to feed back from their own point of view, and the findings represent a measure of industry health based on the feelings of those who are employed within it day-to-day.

Many thanks to the following funding stakeholders for enabling this important research to take place for the second year:



ENGLAND
GOLF



Scottish
Golf

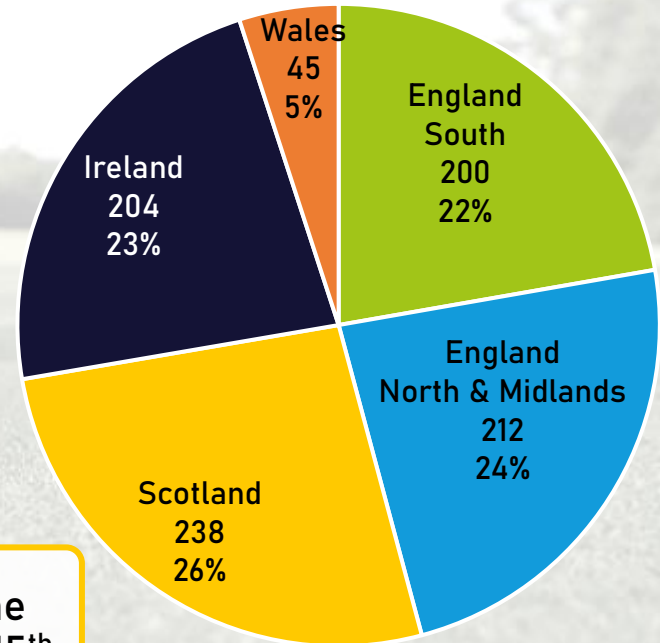
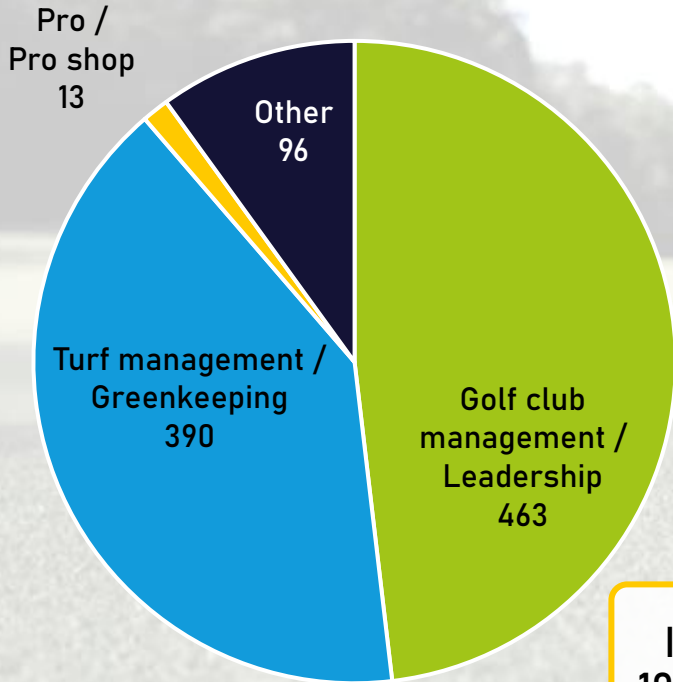


BIGGA
British and International
Golf Greenkeepers Association



This summary report details some of the key findings in the main report. More granular analysis by respondent type or business area is available to stakeholders through the online reporting dashboard

Workforce & Facilities Research 2024



In field from the
19th February – 15th
April 2024

Workforce & Facilities Research 2024

930

Responses

A snapshot of results...

Satisfied with job:
62%

52% say demand for golf and their facility was higher in 2023 than 2022

54% expect participation at their facility to be higher in 2024 than 2023

Operational / staff costs and maintaining the right number of staff are the biggest challenges

Lack of qualified applicants, demands for higher pay and applicants getting roles outside the golf industry with better pay are the biggest recruitment sticking points

Flooding and waterlogging has had a negative effect for
84%

MY ROLE

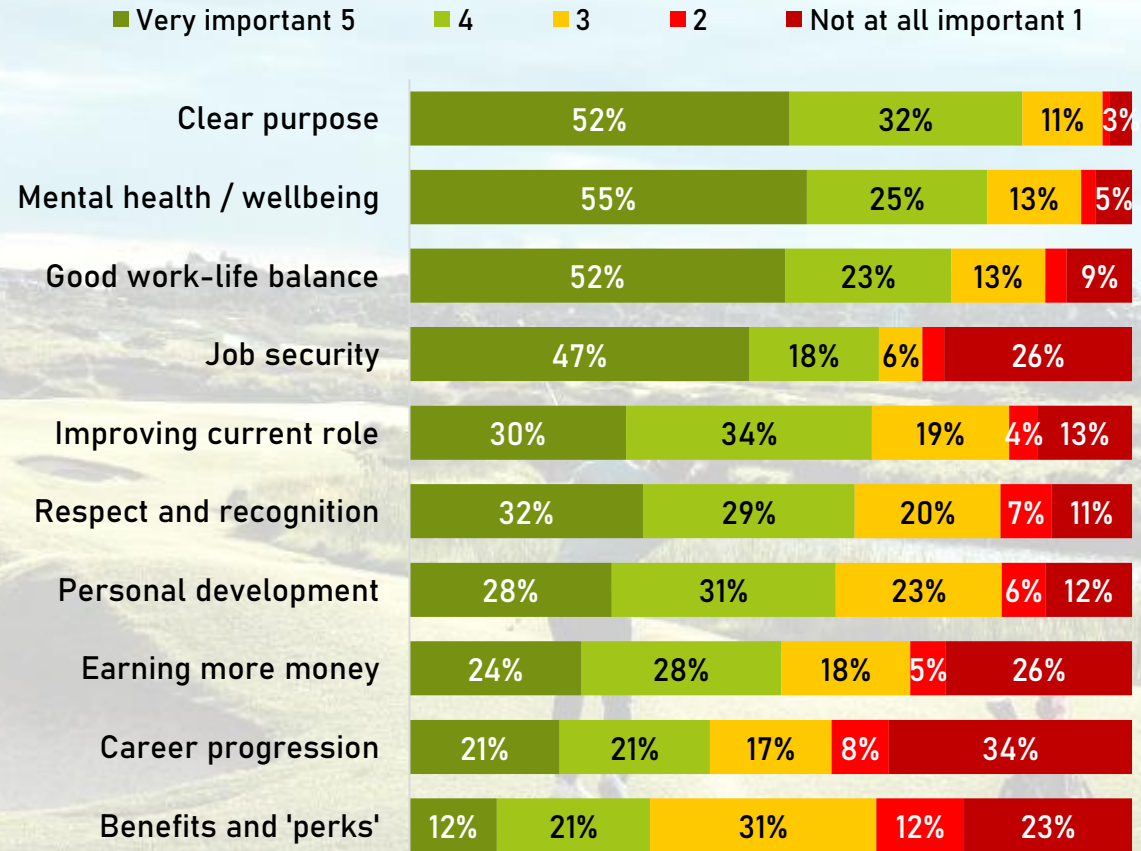


When it comes to career expectations within the golf industry, feeling they are contributing to something they care about and working with a clear purpose is important.

Good mental health and wellbeing is seen as very important, as well as having a good work-life balance.

Career expectations

Q. How important are the following to you in terms of your career expectations within the golf industry?



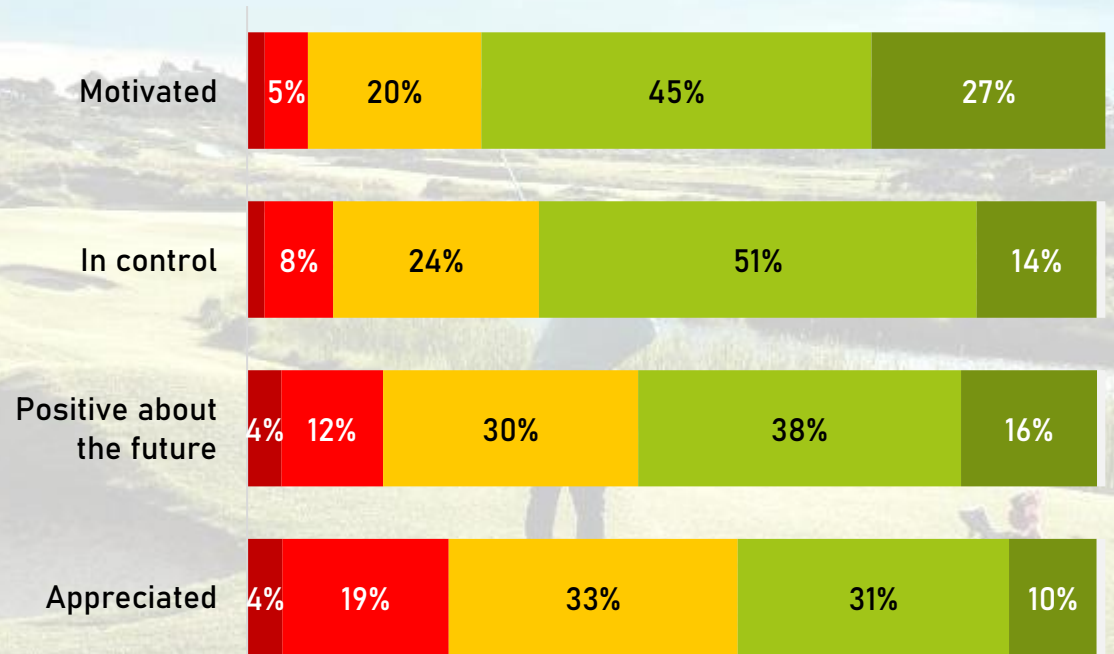
Base: 911-917

Working in the golf industry

Q. Thinking specifically about your role in golf, over the last 12 months, how often have you felt...

Positive sentiments

■ Not at all ■ Rarely ■ Sometimes ■ Most of the time ■ Always ■ Don't know



Base: 916-924

Positive sentiments remain at the same level as last year overall, with around three quarters feeling motivated at least most of the time.

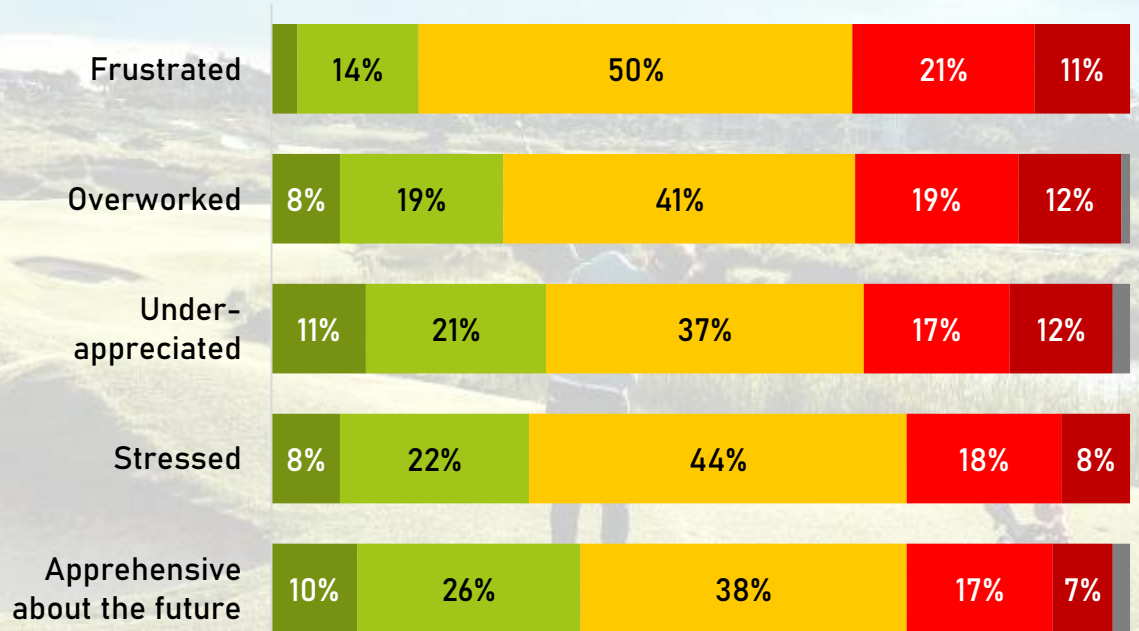
Over half (54%) feel positive about the future at least most of the time. However, nearly a quarter feel appreciated rarely or not at all.

Working in the golf industry

Q. Thinking specifically about your role in golf, over the last 12 months, how often have you felt...

Negative sentiments

■ Not at all ■ Rarely ■ Sometimes ■ Most of the time ■ Always ■ Don't know



Base: 911-917

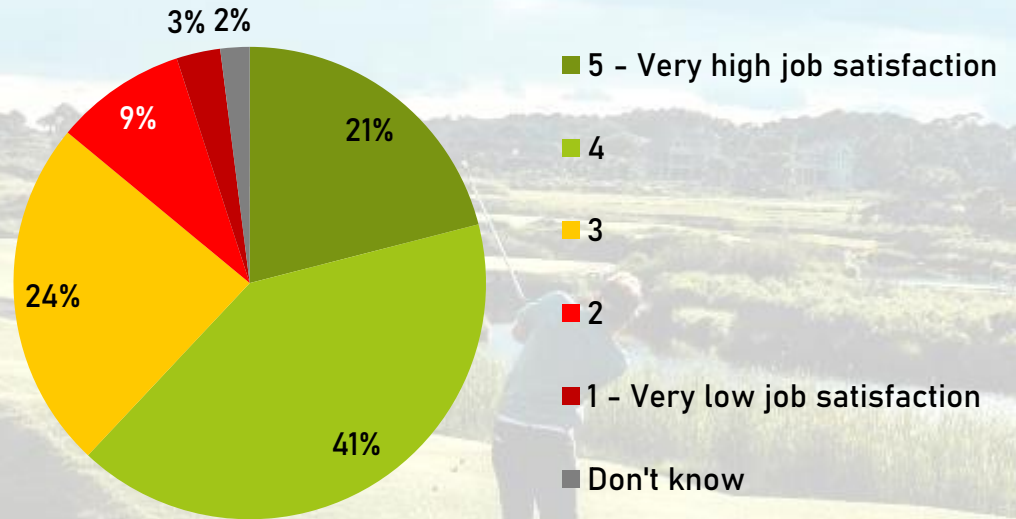
With little change from a year ago, negative sentiments focus around feeling, frustrated, overworked or under-appreciated.

Around a third say they feel apprehensive about the future always or most of the time.

Job satisfaction

Q. How would you rate your overall level of satisfaction with your current role?

Score out of 5



Base: 847

One in five say that they rate their overall level of satisfaction with their current role as very high.

Two thirds (62%) are satisfied overall and a quarter neither have high or low job satisfaction in their current role.

INDUSTRY CHALLENGES



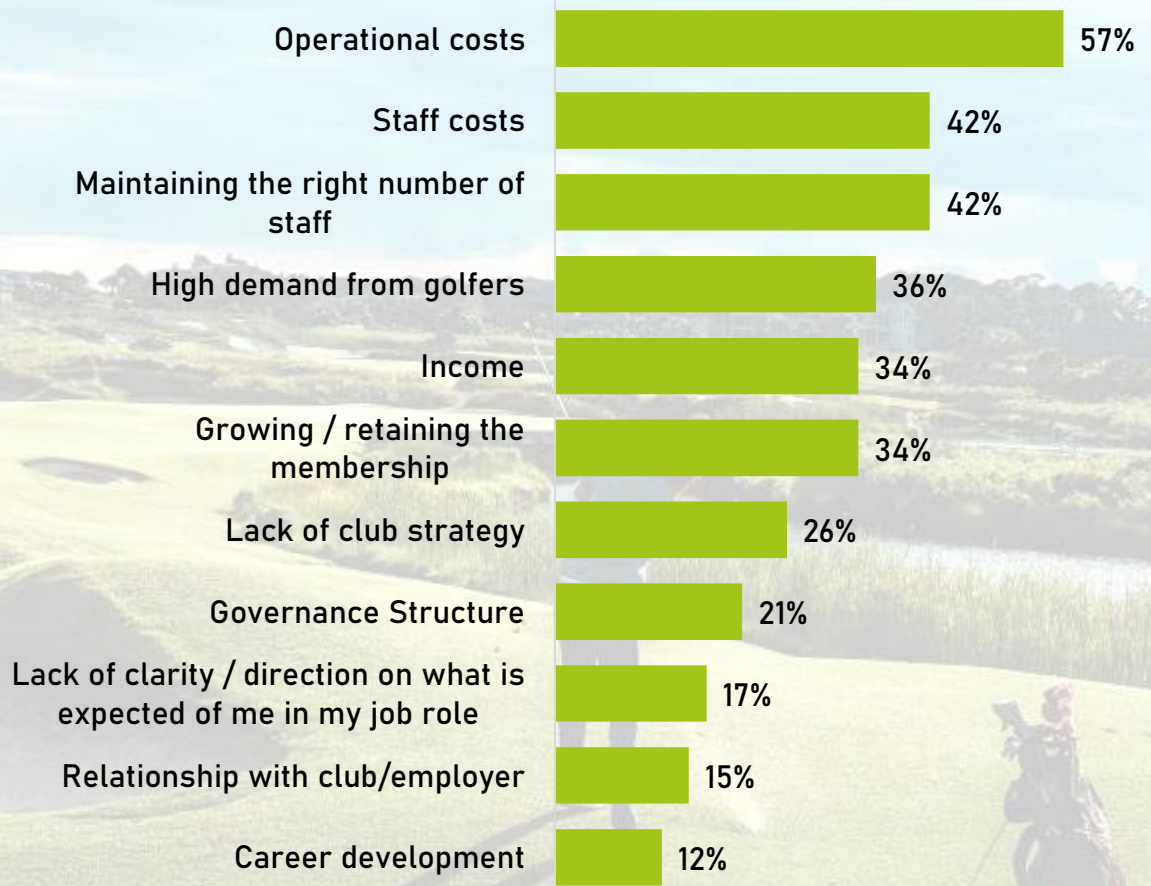
Biggest challenges

Q. What are the biggest challenges you face within your work environment at the moment?

More than half identified the operational costs of running a golf facility as one of the biggest challenges they face in their work environment.

Staff costs and maintaining the right number of staff are also seen as big challenges.

The following page shows the top 3 challenges, and which groups are more and less likely than the average to have identified them.

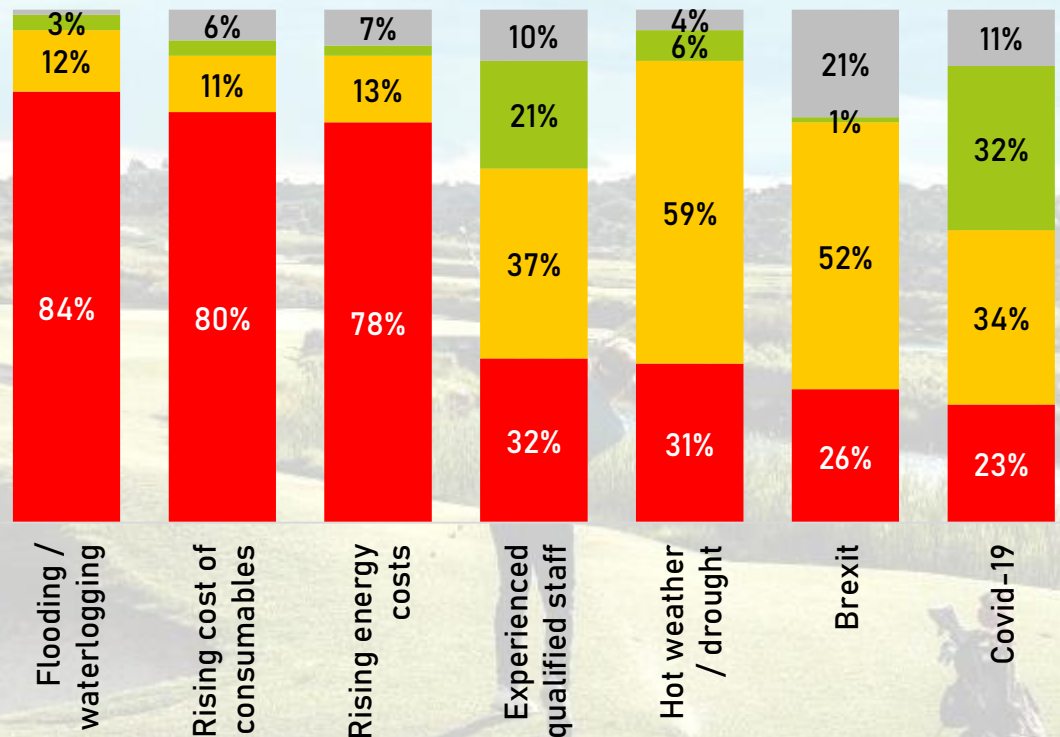


Base: 798

Impact over the last year...

Q. Do you believe that any of the following have had an impact on your organisation over the past 12 months?

■ A negative impact ■ No impact ■ A positive impact ■ Don't know / N/A



Base: 735-788

Since last year the negative impact of flooding has doubled; rising costs of consumables and energy are also impacting organisations negatively.

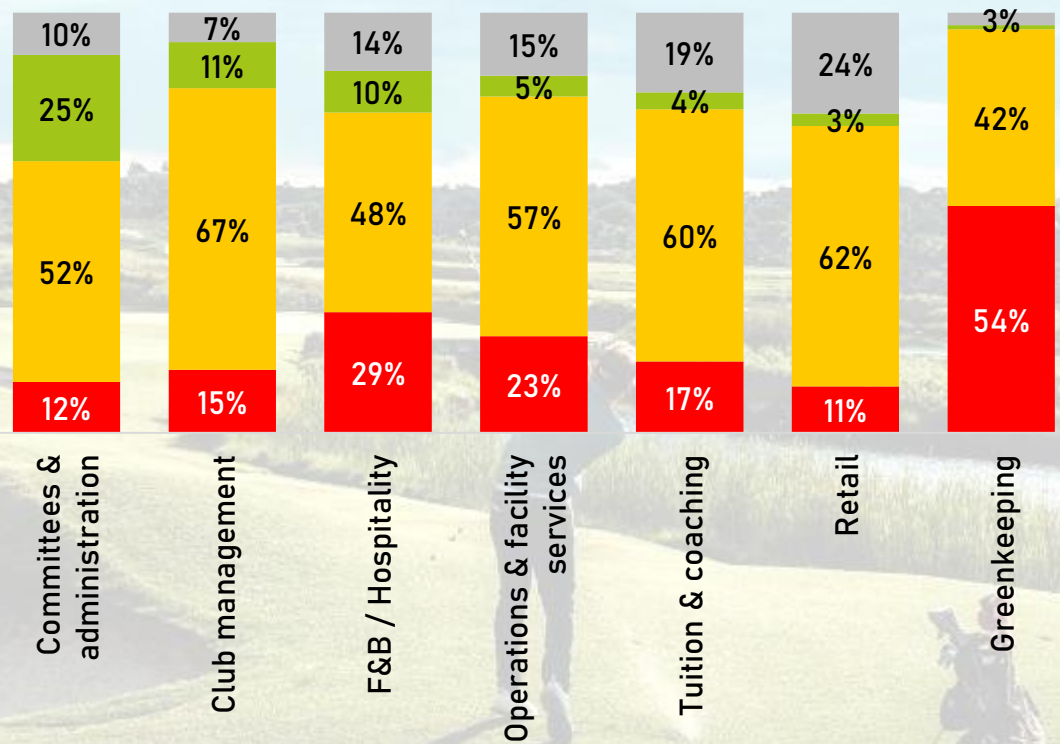
Some golf facilities identify the pandemic, and having appropriately experienced and qualified staff as having a positive impact.

STAFF AND RECRUITMENT

Staffing levels

Q. What is your view of the staffing levels in each of these departments / sections at your facility?

■ Not enough ■ The right number ■ Too many ■ DK



Base: 770-789

Committees & administration are more likely to be overstaffed in comparison to other departments.

More than half of Greenkeeping departments don't have enough staff.

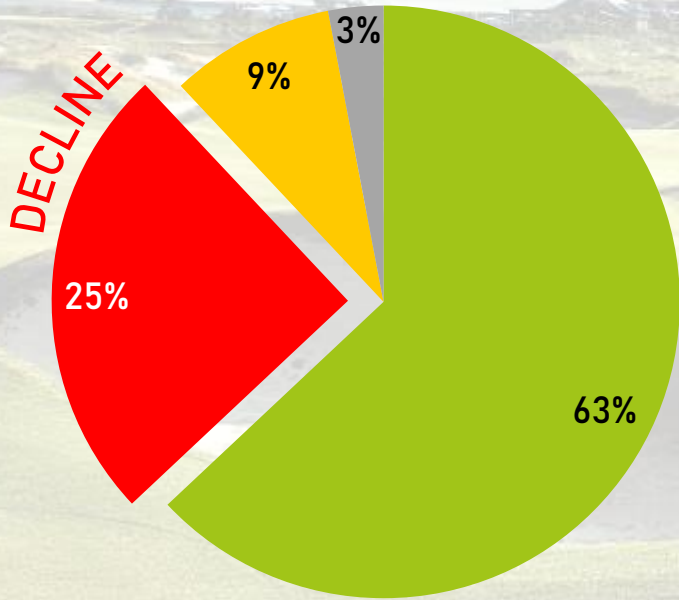
Retention & Recruitment

Q. Over the last 12 months, has your facility / section lost members of staff?
 Q. Has your facility / section tried to recruit during the last 12 months?

72%

Staff have been lost

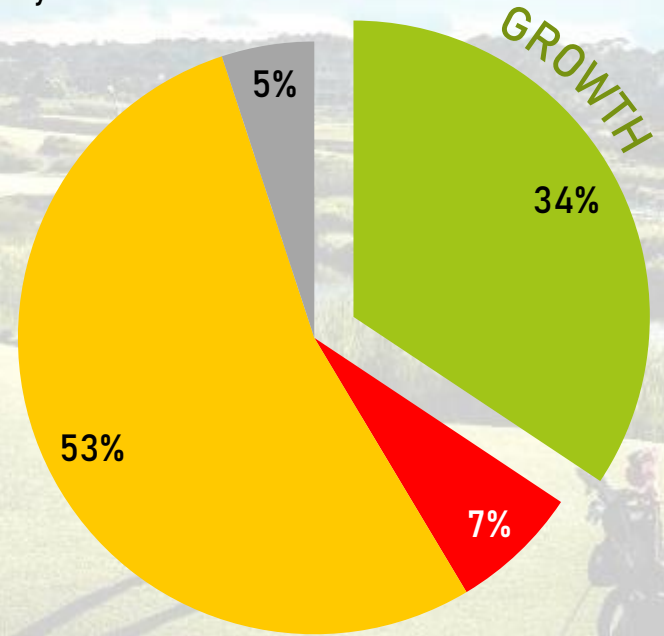
- Recruited successfully
- Recruited unsuccessfully
- Have not recruited
- Don't know



While growth remains similar to last year there has been less decline.

28%

No staff have been lost

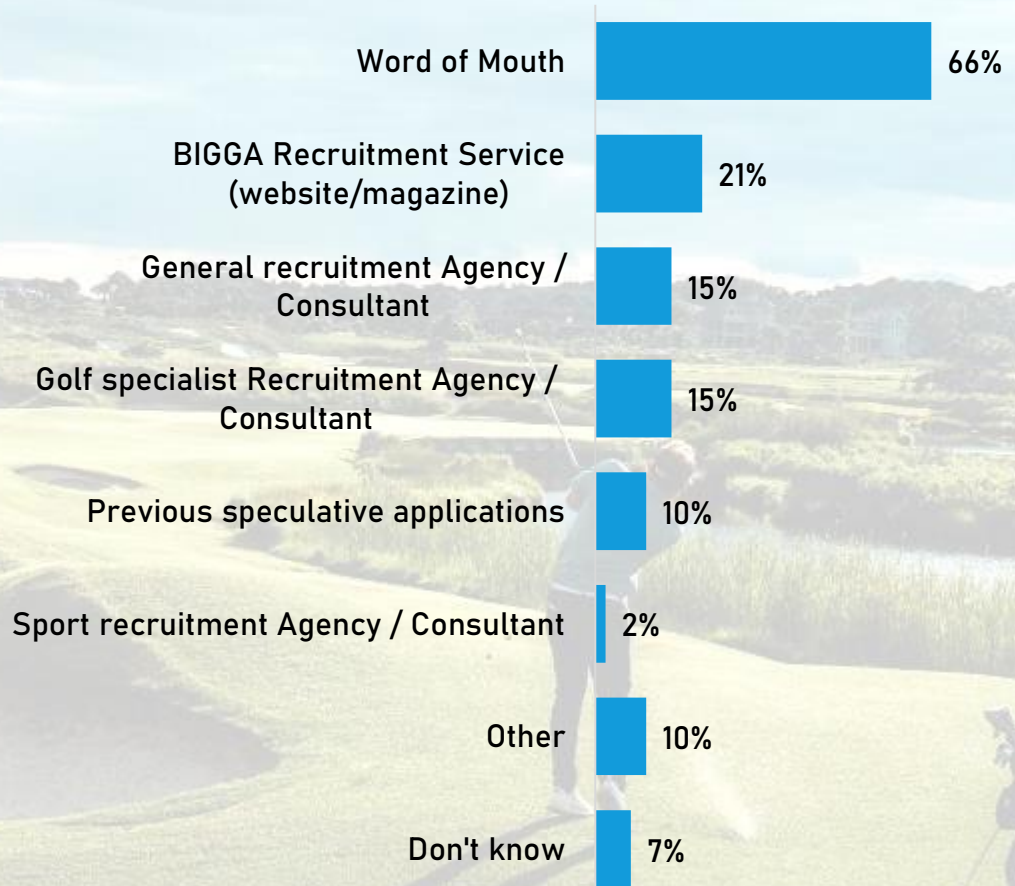


Base: 749

Two thirds used word of mouth as a method to try to recruit new staff in 2023. After that the BIGGA Recruitment Service was used by one in five.

Recruitment methods

Q. Which of the following methods did you use to try to recruit new staff in 2023?

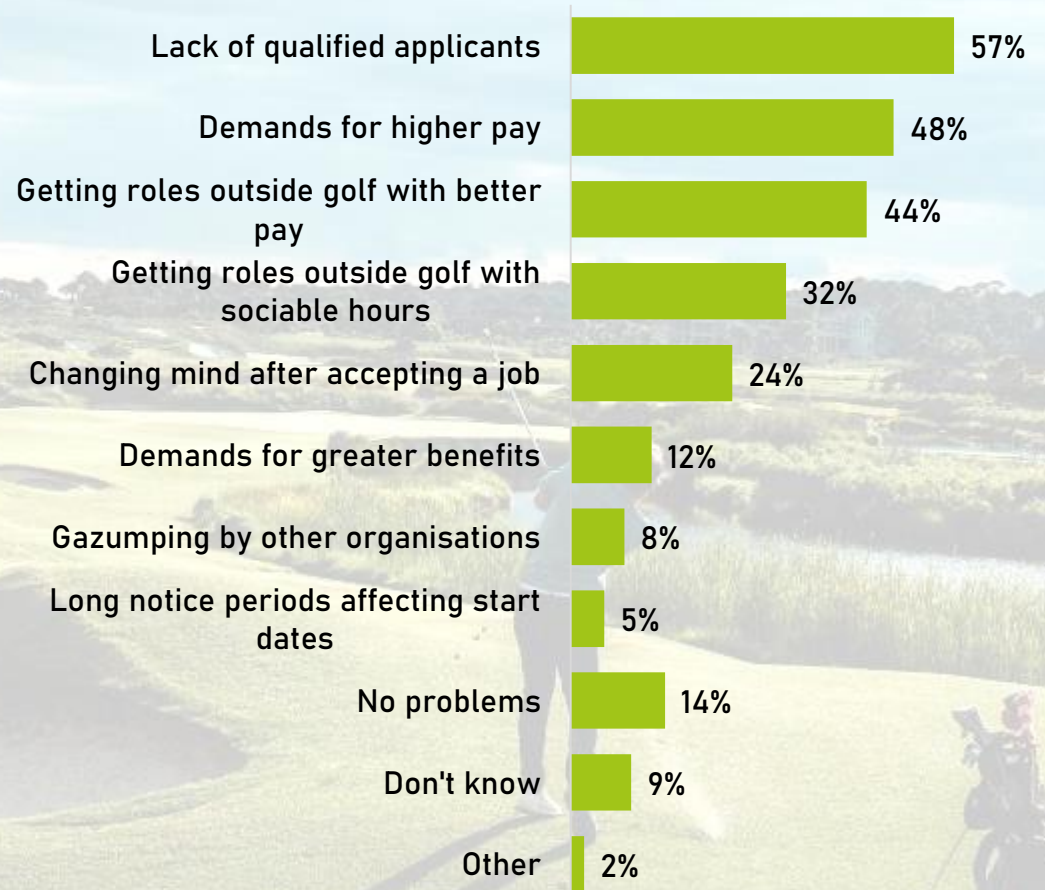


Base: 482

When asked about staffing issues most mentioned the lack of qualified applicants as the biggest recruitment sticking point. Pay is also an issue with demands for higher pay and applicants getting roles outside the golf industry with better pay.

Problems getting staff

Q. Have there been any specific sticking points / problems in getting new staff for your facility / section?



Base: 108

LOOKING AT THE FUTURE



Predictions for 2024

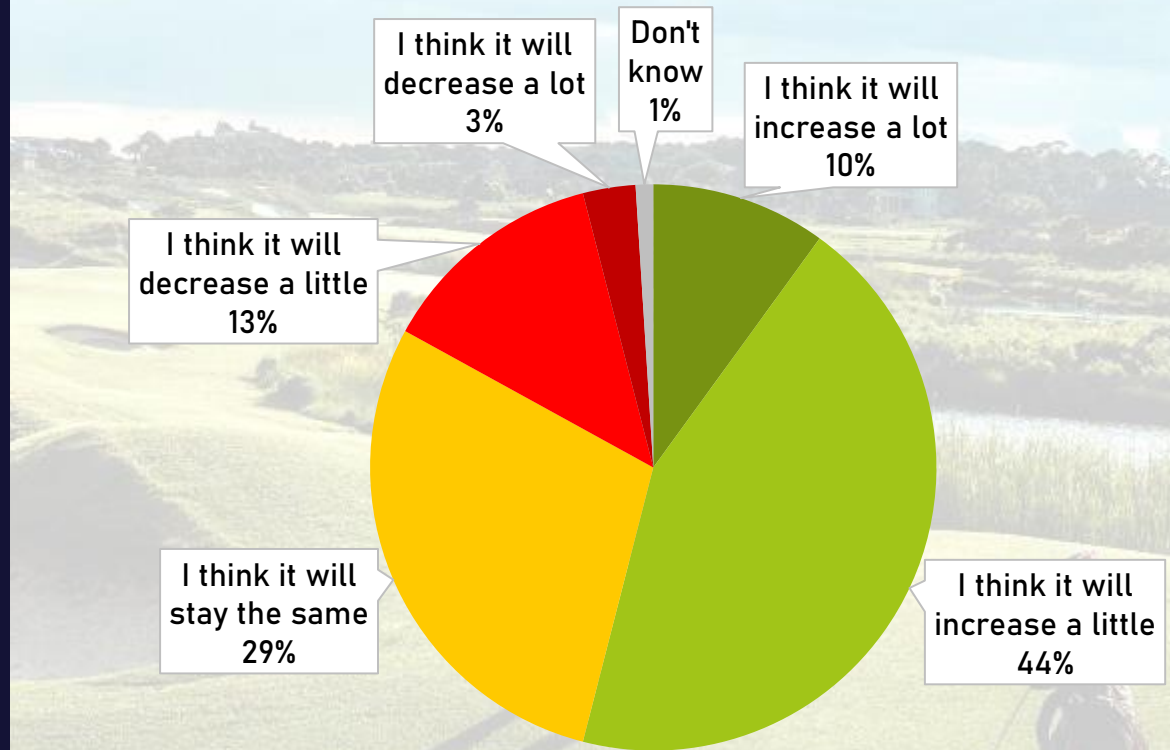
Q. Do you feel that the number of people using your golf club / facility in general in 2024 will increase, decrease or stay the same as 2023?

Personal prediction for the number of people using the club / facility in 2024...

Over half (54%) feel demand will be higher in 2024 than in 2023 in general.

Turf managers and Greenkeepers are more likely to predict an increase in demand.

Facilities in Ireland are more likely to predict a decrease.



Base: 766

CONTACT DETAILS





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