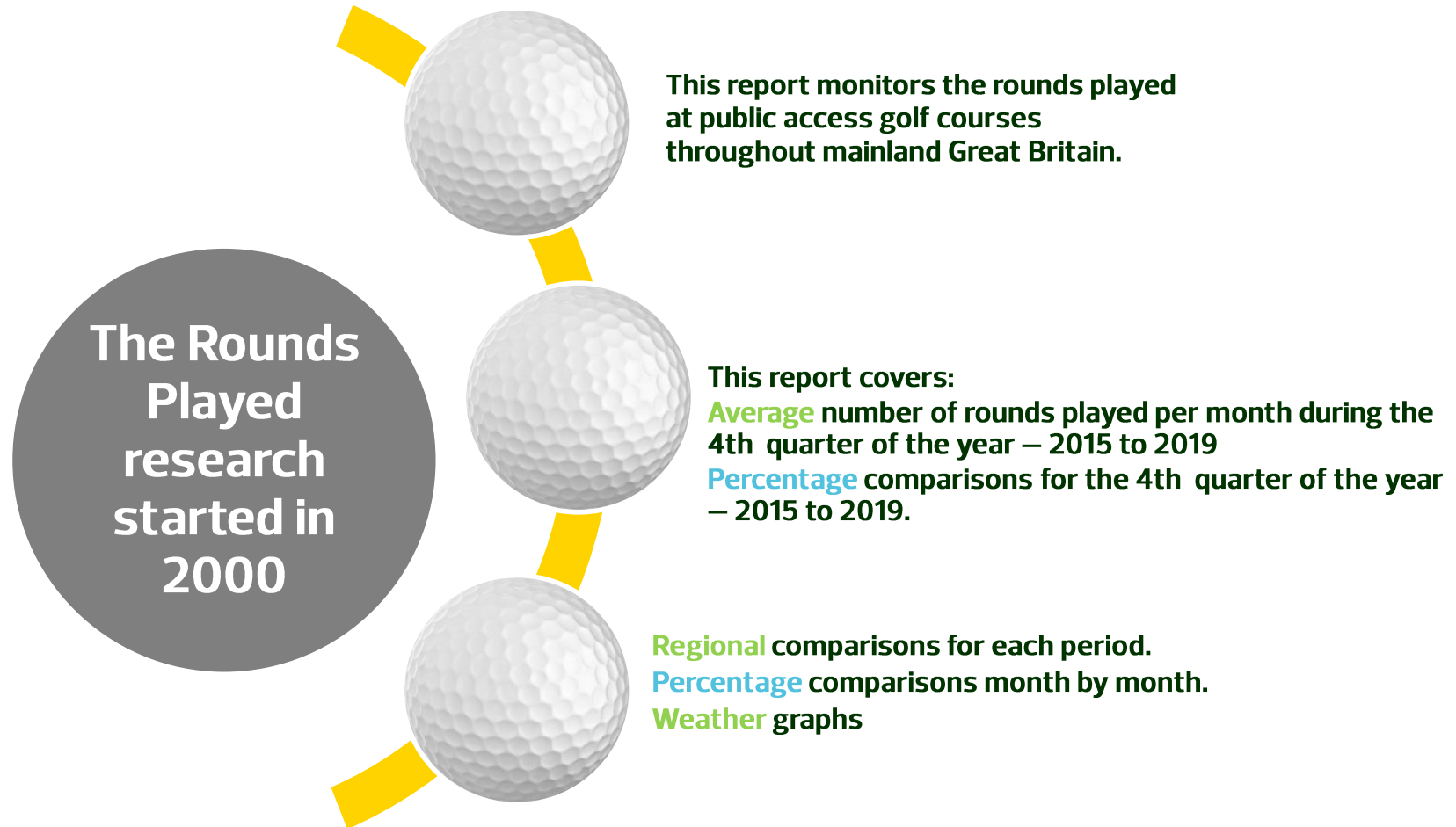


Golf Rounds Played Report

4th Quarter 2019



BACKGROUND and SCOPE OF THE REPORT



N.B: Although only 2015 to 2019 data is shown in this report, historic data is available. Please contact us for details.

METHODOLOGY

Emails were sent, and telephone calls made, to public access golf courses and local councils to gather their rounds played recorded performance.

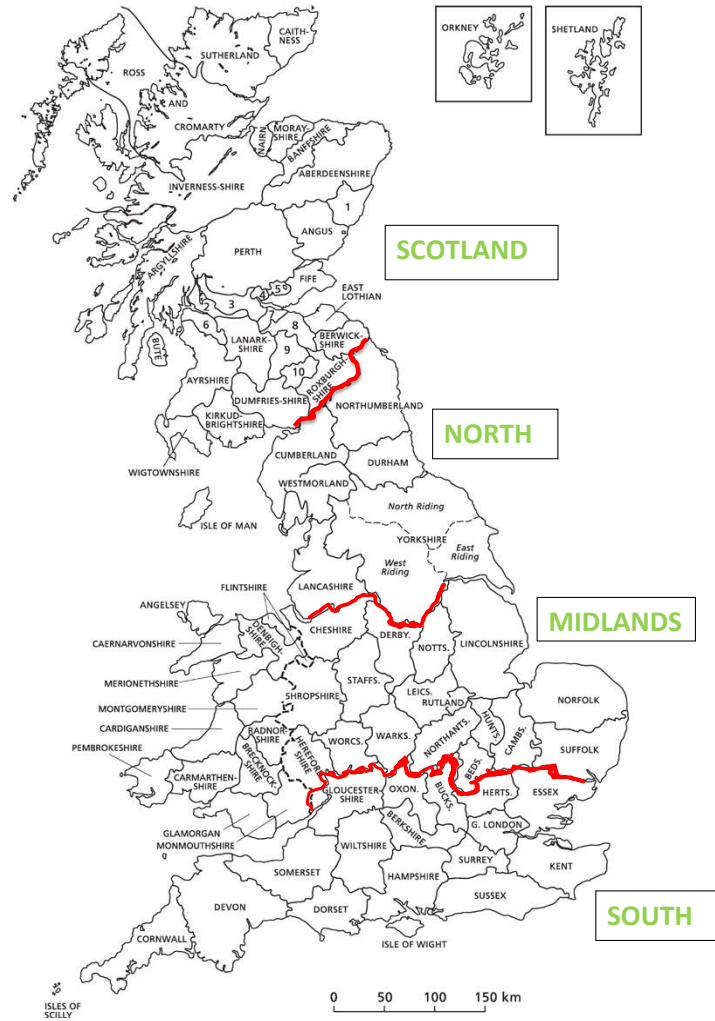
The information contained in this report is collected from a sample of circa 200 courses throughout Great Britain.

Follow up calls and emails were made to those clubs and/or councils that had not responded, in order to collect all the data.

When calculating the overall national figures, the regional figures have been weighted to reflect the total number of courses in each region in order to more accurately reflect the pattern in the whole of Great Britain.

Comparisons can be made between the percentage change and the average number of rounds per month. The actual number of rounds played cannot be directly compared between the different quarters due to the different sample number of golf courses used in each quarter.

MAP OF REGIONS



The above map provides a definition of the regions used in this report

INTRODUCTION

CONTRIBUTING FACTORS

- Until the 20th of October the weather was unsettled with frequent low pressure systems and rain belts crossing the country. Also, the jet stream was further south than normal, resulting in frontal systems especially affecting the south and east of England. There was a quieter interlude from the 21st to 23rd, and then a very wet spell on the 24th to 26th. The weather turned cold, dry and sunny for most of the country from the 27th to 30th, although the far south-west remained very wet at times.
 - Yorkshire, & the far south-west had over twice the average rainfall amount.
 - In Scotland, and Cumbria it was generally drier than average.
- November began with low pressure close to the west of Britain, giving mild and wet weather. It continued unsettled until the 14th, and turned colder after the first few days, with sleet and snow falling quite widely on high ground. There was a quieter interlude from the 15th to 20th in most areas with temperatures remaining below average, followed by a milder, wet spell from the 21st to 27th. The month ended with a northerly outbreak which brought colder brighter weather. The jet stream was frequently further south than usual which meant that north-west Scotland tended to be relatively dry and sunny.
 - It was exceptionally wet in parts of the Midlands, north-east England, and eastern Scotland, with more than twice the normal rainfall in places.
 - In contrast, it was exceptionally dry in parts of north-west Scotland.
- December began with transient high pressure close to the UK, but by the 4th low pressure and the regular passage of frontal systems resumed, with some very large daily rainfall totals during the next three weeks. The final week brought drier weather to most areas, and it became particularly mild at times. The month overall was rather mild, with only limited colder interludes and fewer frosts than average.
 - Rainfall was 116% of average, and it was a very wet month for East Anglia and southern England
 - Sunshine was 113% of average.
- Other sporting events that may have affected rounds played include:
 - The rugby World Cup from 20th September – 2nd November
 - England reached the final

NATIONAL SUMMARY



AVERAGE PERCENTAGE CHANGE PER REGION

4th Quarter 2019 vs. 2018

■ Scotland:	Down 6.9%
■ North:	Down 37.8%
■ Midlands:	Down 20.4%
■ South:	Down 16.3%
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■ National:	Down 18.3%

AVERAGE PERCENTAGE CHANGE PER REGION

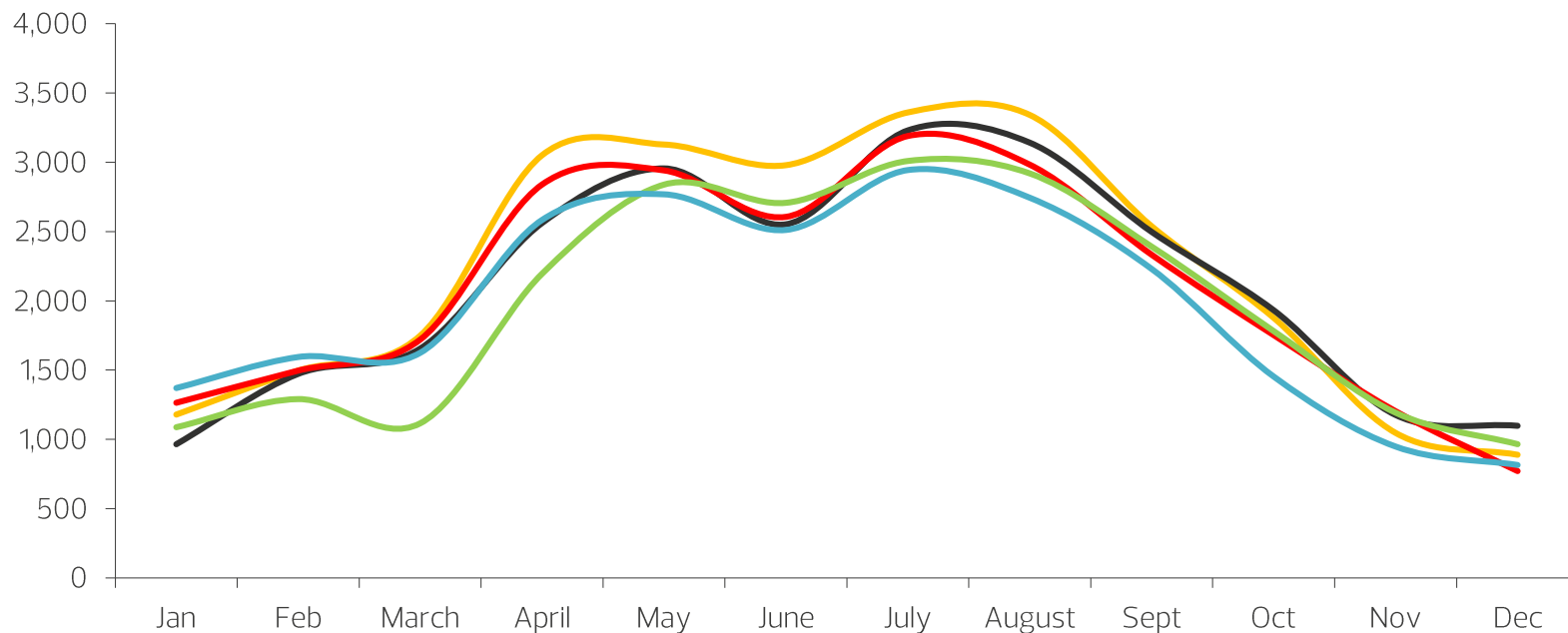
Year End 2019 vs. 2018

■ Scotland:	Up	5.0%
■ North:	Down	7.3%
■ Midlands:	Down	1.4%
■ South:	Up	2.6%
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■ National:	Up	0.4%

ROUNDS PLAYED YEAR TO DATE – NATIONAL

Average number of Rounds Played per course
in each month ~ 2015- 2019

— 2015 — 2016 — 2017 — 2018 — 2019

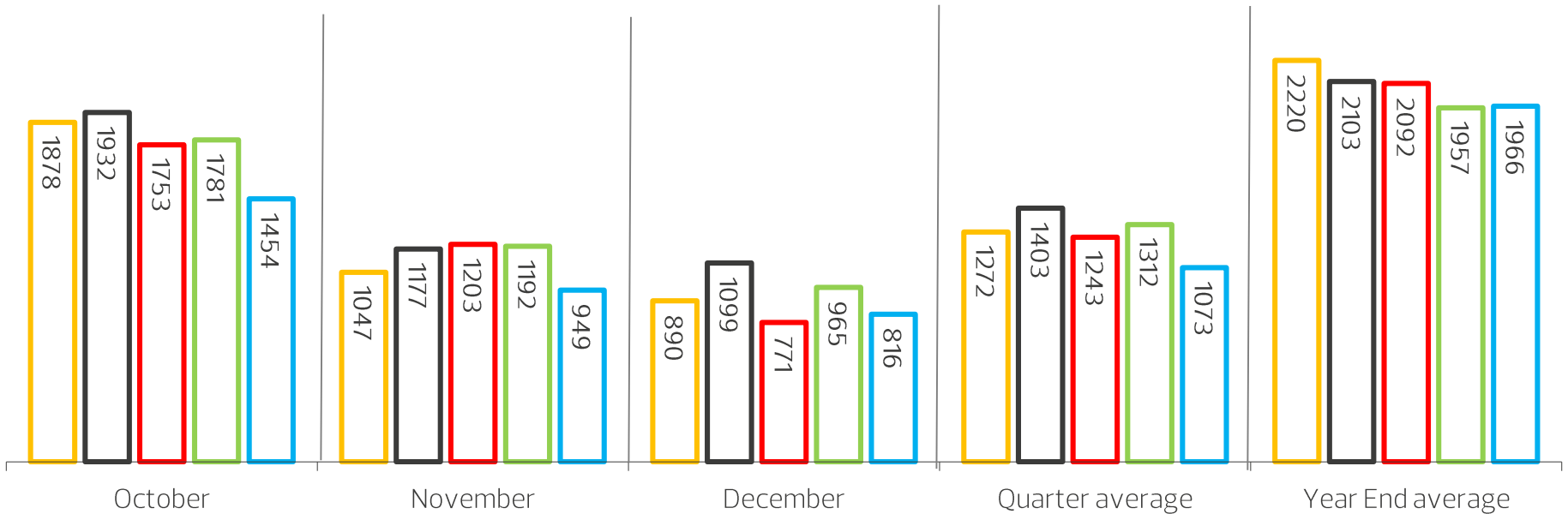


October saw a year on year decrease of 18%, November was 20% down and December 15%.
The quarter ended with a decrease of 18% when compared to 4th quarter 2018.
The year end average rounds of golf played finished 0.4% up on year end 2018.

ROUNDS PLAYED 2019 – National

Average number of Rounds Played per course
in 4th Quarter ~ 2015 – 2019

2015 2016 2017 2018 2019



Movement vs. 2018

October	Down 18.4%
November	Down 20.4%
December	Down 15.4%
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Quarter average	Down 18.2%
Year End average	Up 0.4%

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INVESTIGATION

INSIGHT

ACTION

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