

PGA Golf Academy specifications

SPECIFICATIONS, GUIDANCE AND RECOMMENDATIONS FOR A PGA GOLF ACADEMY





OVERVIEW

What is a PGA Golf
Academy



BRAND USE

Maximising the value of
The PGA Brand



SERVICE

Outstanding service,
benchmarked and
constantly improving



PGA PROFESSIONALS

Best in class
golf programs,
coaching and education



TECHNOLOGY

Best in class coaching,
purposeful practice and
gamification



THE BUILDING

Form and Function



RANGE QUALITIES

Vital Touchpoints



OUTFIELD

Functional and Engaging



PUTTING

Indoor and Outdoor



SHORT GAME

Best in class non-bay
practice facilities



CLUB REPAIR & FITTING

Optional service



OTHER CONSIDERATIONS

Classrooms, Floodlights,
Parking

Overview

PGA GOLF ACADEMY – THE DESIGNATIONS

- PGA National Golf Academy.
- PGA Golf Academy.

CORE PRINCIPLES

- Accessible and welcoming to all.
- PGA Professionals provide expert coaching.
- Class leading technology, facilities and services.

SPECIFICATIONS AND GUIDANCE

- Buildings architecture may vary.
- Recommendations for bay dimensions.
- Functionality balanced with customer safety.
- Creating a best in class aspirational and high-quality facility.



Brand use

LEVERAGING THE BRAND

The PGA Golf Academy brand is the gold standard – recognised and valued by golfers internationally.

SIGNAGE

Clear entry point, attracting golfers and visitors.

Internal signage to emphasise excellence.

CONSISTENCY

Consistency of use, both internally and with any associated PGA Golf Course or other PGA Branded Properties worldwide.

TRUST AND RECOGNITION

Golfers associate the PGA brand with PGA coaching excellence and professionalism.



Service

USE OF 59 CLUB

PGA Partner 59 Club provides mystery shopper, surveys and education and training to benchmark each PGA Golf Academy.

The Golf Academy must be at, or working towards, 59 Club's '*Gold Flag*' status., further details for which are available on request.

BRANDED STAFF UNIFORM

Uniforms reinforce the connection between staff and the PGA brand, supporting operational professionalism, outstanding service and brand standards.



PGA Professionals

ESSENTIAL

PGA Members* must be employed for all coaching roles at a PGA Golf Academy.

EDUCATION STANDARDS

PGA Professionals are educated experts in all aspects of golf coaching.

All PGA Professionals have access to PGA Learn to maintain and grow their knowledge.

GOLF LESSONS

PGA Professionals can create and deliver a complete range of lesson packages to Customers of any age, ability and gender.

*Where GB&I PGA Members are not available, coaching can be carried by recognized PGA Professionals from alternative territories by agreement with The PGA.



Technology

ESSENTIAL

Toptracer's Range technology or an alternative range technology solution which enhances the customer coaching, practice and entertainment experience and enhances revenue generation.

Coaching and Custom Fit bays must include Foresight launch monitors or an alternative recognised launch monitor solution, video analysis and indoor putting greens.

ASPIRATIONAL

Higher levels of coaching related technology are encouraged including the use of Toptracer Coach and other "purposeful practice" coaching technology



The building

FLEXIBILITY

- The architectural design and size can vary to suit budget and usage requirements.
- Interior Bays should comply with PGA size and design specifications to ensure quality and safety.
- Grass tee boxes may be more appropriate for warm weather climates.
- Additional areas like classrooms and gym areas may be incorporated as options.



Facility performance standards

BALLS

High quality clean balls are essential.

Balls must be two-piece or better, with regular compression unless otherwise agreed.

Clean, regularly monitored for wear and identifiably linked to the Golf Academy.

MATS

In-bay mats must be of high quality and regularly re-positioned to avoid excessive wear.

PowerTee is approved but optional, whilst other automated tee systems are subject to PGA written approval.



Outfield

SIZE

300m+ long unless otherwise approved.

400m+ if double ended.

Width relates to number of Bay.

ORIENTATION

Ideally not East<>West to avoid glare.

TOPOGRAPHY

Ideally flat or with a slight incline away from the Bays.

Realistic Greens, simplified for ease of maintenance.

Distance markers and short range targets.



Putting

INDOOR

Access to an indoor putting green either in a coaching room or a communal area.

Specialist analysis technology facilitates specialist putting coaching.

OUTDOOR

At least one large high quality putting area to be available for practice and tuition purposes.



Short game

THE SCORING ZONE

A separate short game area helps golfers practice this key aspect of scoring.

Outfield targets in the first 100m allow for a range of approach shots.

OPTIONAL DEDICATED SEPARATE SHORT COURSE

A short course is ideal and suitable for PGA Academy Course branding.



Club repair & fitting

DEDICATED FACILITY

PGA Professionals are expert Club fitters and repairers, PGA Academy facilities should include dedicated space and equipment to perform fitting, repairs and regripping of equipment.

ADDITIONAL REVENUE

Club fitting drives retail opportunities.

Club repair maintains Customer relationships.



Other considerations

CLASSROOM

Potential to use the PGA Golf Academy as a centre for golf professional education in the Country.

FLOODLIGHTING

Conditional on local conditions, demand and planning.

TRAFFIC MANAGEMENT

Particularly relevant where the PGA Golf Academy is a stand-alone revenue centre with high occupancy.



Thank you