

Understanding golf event volunteers

Reid, Fiona; Skillen, Fiona; Martinolli, Marina; Sheridan, Hugh

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Understanding Golf Event Volunteers : Case study of the Scottish Open and Ladies Scottish Open 2018

Fiona Reid, Fiona Skillen, Glasgow Caledonian University and
Marina Martinolli, Hugh Sheridan, Moffat Centre for Travel and
Tourism Business Development, Glasgow Caledonian
University

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Outline of presentation

Context

- Volunteering, Golf and golf event volunteering in Scotland
- Scottish Open and Scottish Ladies Open Events 2018
- East Lothian and Gullane

New Research Study

- Findings
- Discussion
- Implications

QUIZ and PRIZES



Glasgow Caledonian University

Volunteering in Scotland

Rates of volunteering

- 28% of Scots had volunteered formally at least once in 2017 (SHS 2018)
- 16% of that volunteering was in sport (2017)
- 150,000 volunteers in Scottish Sport
- (Scottish Government, 2012)
- “lifeblood of Scottish sport” (sportscotland 2008, p1)

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Golf Event Volunteering

Annually several major events, on rotation for Open approx every 2 years in Scotland.

East Lothian

Open venue – Muirfield

Open Qualifying – Renaissance Club

British Seniors Open

Hickory Open

Scottish Open and Ladies Scottish Open

Economic impact £5.5million of two events to East Lothian in 2018

65,000 visitors to mens (13% from EL)

10,000 visitors to womens (10% from EL)

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East Lothian's Golf Courses

MAP	GOLF COURSE	COST	PRICE	MAP	GOLF COURSE	COST	PRICE
1	Archerfield Links	£££	11	13	Luffness Golf Club	£££	22
2	Castle Park Golf Club	£	12	14	Muirfield	£££	23
3	Craigielaw Golf Club	££	13	15	The Musselburgh Golf Club	££	24
4	Dunbar Golf Club	£££	14	16	Musselburgh Links	£	25
5	Gifford Golf Club	£	15	17	The North Berwick Golf Club	£££	26
6	Glen Golf Club	££	16	18	Royal Musselburgh Golf Club	££	27
7/8/9	Gullane Golf Club No. 1 / 2 / 3	£££ / ££ / £	17	19	The Renaissance Club	£££	28
10	Haddington Golf Club	£	19	20	Winterfield Golf Club	£	29
11	Kilspindie Golf Club	££	20				
12	Longniddry Golf Club	££	21				



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Volunteer Programme at SO and LSO 2018

- Volunteers required – profits NOT high and subsidised
 - Specific roles and skill sets required
- Tasks for volunteers are exciting and involve being close to the action – marshals and scorers – in fact seen as an honour and privilege especially for Gullane members
- Only certain clubs and golfers given the opportunity – about efficiency



- Volunteers are knowledgeable about golf – specialised volunteers (Pauline 2011)
- Volunteers sourced through existing clubs
- Volunteers not directly recruited by event organisers, but instead through network of other volunteers in clubs
- Detailed instructions and training given

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This method of volunteer recruitment is efficient in economic terms:

- host club has a volunteer overall organiser of marshals and a deputy
- they contact the selected clubs to ask them to provide volunteer marshals for each hole (dictated by geography and tradition)
- Each club appoints a hole controller and deputy and they recruit the 20-40 volunteers required to marshal at their hole and set up the rota of tasks and times

- There are two training sessions volunteers are required to attend (one is to fit uniform)
- Host club provide passes to the event, car park passes etc to each hole controller (who distributes)
- All other administration is done by each hole controller, including management of volunteers during the event
- Selected clubs view it as an honour to provide marshals, and to be exemplary ... very motivated

This method of volunteer recruitment is not inclusive:

- Not an open process
- All controlled by in this case host club
- Either member of Gullane Golf Clubs or resident in home of a member or a member of hole allocated club
- Tradition and club membership are keys to access to the event
- The host club kept best roles for its members – for example walking marshals, walking scorers, scoreboards and their volunteers changed roles

Methods

- Online survey distributed through golf clubs to their volunteers
- 191 responses from a volunteer workforce of approx. 900. (Not all complete)
- Follow up survey asking about their experiences and management
- Interviews with volunteer organisers



Preliminary Findings

Gender

Club

Age

Playing standard and commitment - Handicap

Occupation

Education

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Gender

For all volunteering, more women volunteer.

SHS 2018 30% of women and 26% of men volunteer.

Survey Results

191 responses

39 women or 20%

This is high in comparison to golf participation in Scotland where just 13% of golf club members are women.

Some golf clubs men only and women only

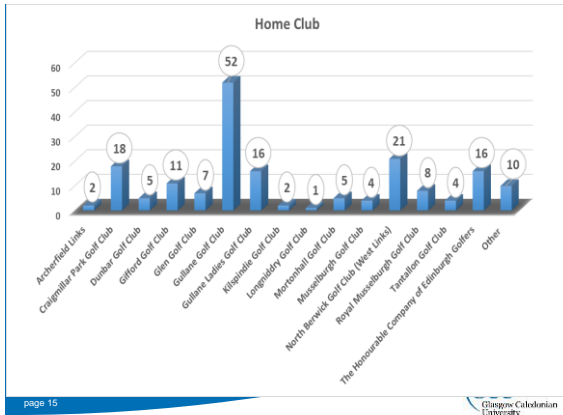
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Gender Balance in Scottish Golf Clubs

- 173000 golf club members
- 87% are male
- 13% female
-
- (Scottish Golf, 2018)

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80 volunteers were member of second golf club, 13 of those had a third golf club also Mostly in the East Lothian area (20 were Gullane or Gullane Ladies)

For volunteering purposes Gullane and Gullane Ladies were as one – so 92 of 191 were Gullane. Roughly half ...

Of the roughly 900 volunteers, approximately half were from East Lothian clubs other than Gullane and half were members of Gullane (or Gullane Ladies).

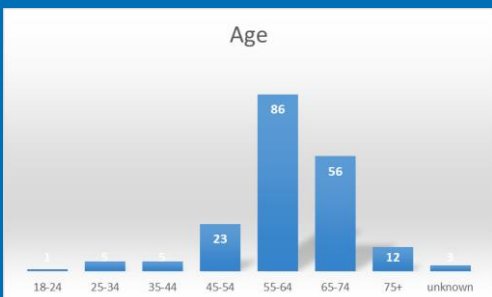
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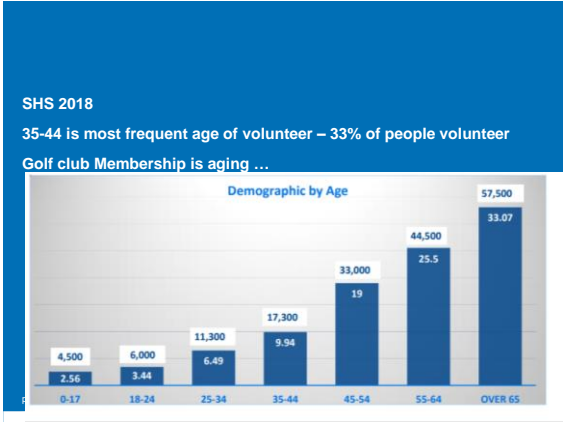


Age of Volunteers



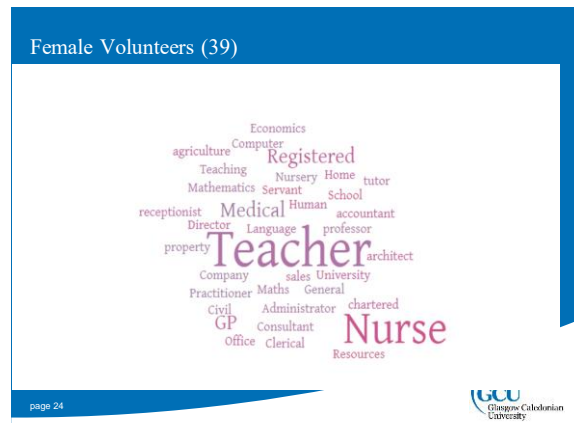
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Until 2018, max handicap was 28 for men and 36 for women.
 Now 54 for both.
 Our data not materially different shape for women and men
 Usually low handicapper is 18 or less, high handicapper 19 or more ... only 45 (24%) were high handicappers – 3 unknown and 143 (76%) low handicappers ...

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Male Volunteers (136)



Occupation and level of education is used as a proxy for income or socio economic class

SHS 2018

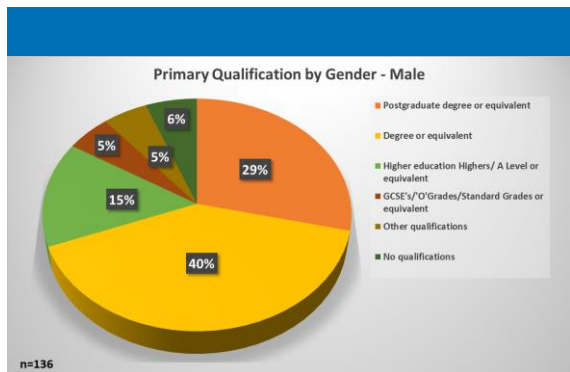
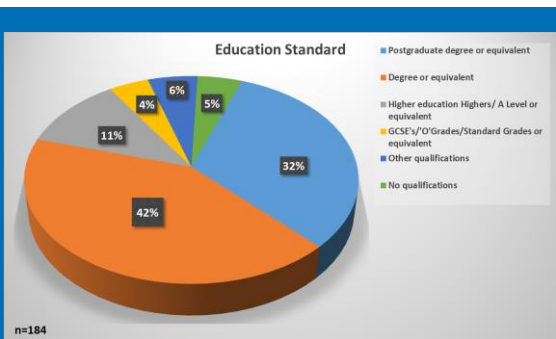
19% of those living in most deprived areas volunteer

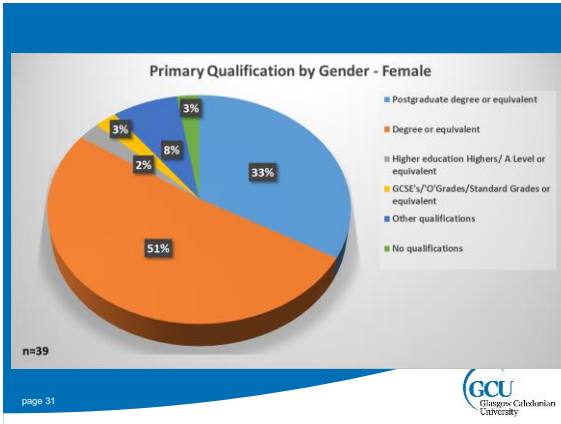
37% of those living in least deprived areas volunteer

39% of those in households with income of more than £40000 volunteer

20% of those in households with income of less than £20000 volunteer

EDUCATION		
	Male	
Postgraduate degree or equivalent	39	28.7%
Degree or equivalent	55	40.4%
Higher education Highers/ A Level or equivalent	20	14.7%
GCSE's/O'Grades/Standard Grades or equivalent	7	5.1%
Other qualifications	7	5.1%
No qualifications	8	5.9%
	Female	
Postgraduate degree or equivalent	13	33.3%
Degree or equivalent	20	51.3%
Higher education Highers/ A Level or equivalent	1	2.6%
GCSE's/O'Grades/Standard Grades or equivalent	1	2.6%
Other qualifications	3	7.7%
No qualifications	1	2.6%





Seeing, watching
 Being
 Golf, Golfers, players
 Course
 Gullane
 Top
 World

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GCU Glasgow Caledonian University

- ### Motivations of the Volunteers – do they apply?
- Direct value – cost of tickets versus free pass –
 - Opportunity to see professional golfers up close and get “inside the ropes”
 - Seeing their heroes-
 - For the love of the sport (golf)
 - Additionally to support club
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Experiences of Volunteers

These were the most important thing for volunteers – memories that they could share and pass on to their friends and family and cherish for years Who they saw, whose ball they found / avoided, how they saw a particularly good shot being played, seeing players navigate difficulties Uniforms and sizing issues, weather

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...being inside the ropes made the experience much more worthwhile...

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...Much better experience being a volunteer than being a member of the paying public...



"It's better than just watching"



Is it an amazing opportunity for anyone local with specialised skills to participate in a major event that is close to their hearts? Or exclusive privilege?



Implications

- Efficient way of making a sport event happen
- Volunteers manage themselves and a volunteer manager manages them
- Competent (expert) volunteers
- Sustainable – future volunteers trained
- East Lothian hosts 3 events per year
- Legacy is not considered – except by host club as value to their golf course and possibly hosting in future

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Ryder Cup, European Championships, Solheim Cup

Different model
Open applications
Pay to volunteer (Ryder Cup)
Non-golf volunteers/fans (European Champs)
Strategy of social inclusion (Solheim Cup) (5% excluded, balance men and women, non golfers)
Background of Scottish Golf promoting golf for women and families
Legacy (!) attempts in all 3

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Future Directions

- Working with Solheim Cup chief volunteer
- Much more data analysis
- Interview / qualitative analysis
- Future golf events e.g. Scottish Open/ Scottish Ladies Open 2019 (Renaissance)
- Working with partners in golf to identify future projects



Quiz

Where will Scottish Ladies Open be held in 2019?

Are men and women members of Gullane Golf Club?

What major women's golf event is being held in Scotland in 2019?

How many golf courses are there in Gullane?

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Answers

Where will Scottish Ladies Open be held in 2019?

Renaissance Club, Gullane

Are men and women members of Gullane Golf Club?

No – Gullane Golf Club and Gullane Ladies Golf Club

What major women's golf event is being held in Scotland in 2019?

Solheim Cup

How many golf courses are there in Gullane?

9 - Luffness, Gullane 1-3, Luffness childrens course, Gullane childrens course, Muirfield, Archerfield, Renaissance

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Any Questions ?

