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# A Satellite Account for Golf in the UK

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## **About The R&A**

Based in St Andrews, The R&A runs The Open, elite amateur events, international matches and rankings. Together The R&A and the USGA govern the sport of golf worldwide, operating in separate jurisdictions but sharing a commitment to a single code for the Rules of Golf, Rules of Amateur Status and Equipment Standards. The R&A governs worldwide, outside of the United States and Mexico, with the consent of 152 organisations from amateur and professional golf and on behalf of over 30 million golfers in 138 countries.

The R&A is committed to working for golf and supports the growth of the sport internationally and the development and management of sustainable golf facilities.

For more information about The R&A visit [www.RandA.org](http://www.RandA.org).

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## EXECUTIVE SUMMARY

### INTRODUCTION

The R&A grant aided the Sport Industry Research Centre (SIRC) at Sheffield Hallam University to produce a 'Satellite Account' for golf in order to derive an authoritative assessment of the sport's economic value to the UK economy for the year 2014.

Developed nations such as the United Kingdom use an internationally standardised framework known as the System of National Accounts (SNA) for reporting the economic scale of industries. Golf is not recognised as an industry within this framework. Consequently, the economic activity of golf is diluted within National Accounts in broadly classified industries such as recreation, arts and sport; manufacturing; construction; and hospitality.

### METHODS

The method used to identify golf's contribution to the economy is the production of a 'Satellite Account' for golf. The Satellite Account technique was developed by the United Nations to measure the size of economic sectors that are not defined as industries in National Accounts. The UK already has a tourism Satellite Account and a Satellite Account for sport. The current research into golf is the first time that the methodology has been applied to a specific sport. Satellite Accounts analyse industries from four perspectives:

- Consumer expenditure;
- Gross Value Added (GVA);
- Employment; and,
- Turnover.

The Satellite Account methodology measures the income and expenditure flows between different industries to identify the golf-specific components of these flows. Three main sources are used to acquire the relevant data:

- National data sets (for example the International Passenger Survey to quantify golf tourism; and national level sports participation surveys to measure demand);
- Analysis of company accounts (over 2,500 golf-related businesses); and
- Bespoke surveys and interviews with key golf organisations.

### KEY FINDINGS

#### *Participation*

The economic value of the golf industry is determined by the level of participation in the sport. A review of national sport participation surveys across the UK reveals that there are 3.883 million adult golfers who take part in the sport at least once per year; of these, 1.554 million are regular golfers who play at least once every four weeks. Golf is identified as the UK's most popular 'partner' sport with significantly higher levels of participation than tennis, badminton, table tennis and squash.

## Consumer Spending

Consumer spending on golf in the UK was found to be £4.303 billion which is equivalent to £67 per head of population, or more realistically £1,108 per adult golfer in the UK. The greatest single source of this consumer expenditure (£2.253 billion, or 52%) is consumption associated with the UK's near 3,000 golf clubs which have an average annual turnover of £751,000. Golf equipment and clothing account for £939m of consumer expenditure and golf-related tourism, events and accommodation a further £775m.

## Gross Value Added (GVA)<sup>1</sup>

The Gross Value Added of the golf industry in the UK was £2.045 billion in 2014 with the largest single area being golf clubs, including their food and beverage operations at £623m (30%). The GVA analysis also highlights golf's important relationships with the golf equipment manufacturing and retail industries (£293m) and the construction and real estate industries (£286m). In the sport industry as a whole, betting has shown considerable growth and this is reflected in golf too with golf-related betting responsible for £109m in GVA.

## Employment

The golf industry provides employment for 54,190 full-time equivalent employees and these roles are carried out by 74,480 different people when adjusted for part-time workers. Golf clubs are the most significant employers in the sector (17,780 FTE, 33%) which equates to an average of just over six full-time employees per club. Other notable levels of golf-related employment can be found in tourism (4,590 FTE); construction (4,540 FTE) and food and services (4,510 FTE). To put these figures into context, golf employment is 0.21% of the UK's total employment, or the equivalent of 1 in 500 jobs.

## Turnover

Turnover, or the total economic activity associated with golf is comprised of: direct effects such as the operation of golf clubs; indirect effects such as supply chain activity; and induced effects which are the increased sales within the economy from household spending of the income earned in the golf industry. The turnover associated with these three effects on the golf industry is £10.291 billion as indicated below.

• Direct effects	£4.420 billion
• Indirect effects	£3.165 billion
• Induced effects	£2.706 billion
Total	£10.291 billion

These figures should be reported with caution and are of lower relevance than consumer spending, GVA, and employment, because they rely on the use of multipliers which are somewhat arbitrary. Indirect and induced totals are of somewhat lower reliability than the direct effects.

## The UK Context

The golf industry is noticeably larger in Scotland than in the rest of the UK (as shown on the next page) with Scotland accounting for 20% of the sport's GVA (c.f. 8% of the population). This can be explained in part by Scotland's higher participation rate for playing golf and for its highly developed golf tourism and the number of major events hosted.

<sup>1</sup> Gross Value Added measures the contribution to the economy of each individual producer, industry or sector in the UK, in this case the golf industry.

Nation	% of Golf GVA
England	71%
Scotland	20%
Wales	6%
Northern Ireland	3%

### *The Sporting Context*

The value of sport as a whole in the UK has been reported by the Department for Culture, Media and Sport using the Satellite Account methodology. Comparing this report's golf-specific data with the overall sport data reveals that golf is a highly significant component of the sport industry, accounting for: 14% of the sector's consumer spending; 7% of its GVA; and 8% of its employment.

Measure	Golf (2014)	Sport (2014)	Golf as a % of Sport
Consumer spending	£4.303 billion	£31.000 billion	14%
GVA	£2.045 billion	£29.800 billion	7%
Employment	54,190 FTEs	700,000 FTEs	8%

### *Golf's Contribution to Taxation*

As a consequence of the economic activity associated with golf, both Central Government and local government benefit from taxation revenues in the form of income tax, corporation tax, business rates and Value Added Tax. The tax raised from the golf industry in 2014 was £990m. This equates to £255 per adult player in the UK.

### *Policy Relevance*

The publication of this Satellite Account for golf is timely in the context of the Government's new strategy for sport, *Sporting Future*, which cites economic development through sport as one of five high level outcomes. What is meant by economic development in this context is 'a more productive, sustainable and responsible sport sector'. The key performance indicator to be used to measure the economic importance of sport will be the Department for Culture, Media and Sport's Satellite Account for sport. The R&A is therefore taking a leading role being the first sporting body to produce a sport-specific Satellite Account.

## **CONCLUSION**

The Satellite Account demonstrates that golf is of considerable importance to the economic contribution of sport within the UK economy. At the heart of the industry is a thriving club sector. However, the sport's presence in tourism, hospitality, construction, equipment, clothing, betting and events are all notable areas of golf's economic impact, as is its contribution to taxation. The report provides a replicable economic baseline for the golf industry, against which the future development of the sport can be measured. With golf making its return to the Olympic Games at Rio 2016 and the economy on an upward growth path, the economic and sporting conditions are favourable for the UK golf industry to develop further.

## 1. INTRODUCTION

### 1.1. The Project

The R&A grant aided the Sport Industry Research Centre (SIRC) at Sheffield Hallam University to produce a 'Satellite Account' for golf in order to derive an authoritative assessment of the sport's economic value to the UK economy for the year 2014. This was the year in which Scotland hosted the Ryder Cup attracting global media attention and a significant economic boost from golf tourism.

Developed nations such as the United Kingdom use an internationally standardised framework known as the System of National Accounts (SNA) for reporting the economic scale of industries. Golf however, is not recognised as an industry within this framework. Consequently, the economic activity of golf is diluted within the UK's National Accounts, in broadly classified industries such as: recreation; arts and sport; manufacturing; construction; and hospitality.

The method used to identify golf's contribution to the economy is the production of a 'Satellite Account' for golf. The Satellite Account technique was developed by the United Nations to measure the size of economic sectors that are not defined as industries in National Accounts. In the UK there is already a tourism Satellite Account and a Satellite Account for sport. The current research into golf is the first time that the methodology has been applied to a specific sport. Satellite Accounts analyse industries from four perspectives.

- Consumer spending, which is defined as the spending of individuals and households on golf-related goods and services.
- Gross Value Added (GVA), the building blocks of the National Accounts, is defined as the profits plus wages within an industry, less an adjustment for taxation and subsidies. GVA is usually more than 90% of Gross Domestic Product (GDP), the key measure of the scale of an economy.
- Employment, which is reported as (a) Full-Time Equivalents (FTE) whereby for example two people working half-time equals one FTE, and (b) actual employees.

The fourth, less commonly used measure is turnover, which captures the revenue flows associated with a given level of GVA. In order to generate £1,000 in wages and profits it might be necessary for a business to have a turnover of £1,800. Turnover is estimated by applying a multiplier to GVA, as explained in Section 8.

The publication of this Satellite Account for golf is timely in the context of the Government's new strategy for sport, *Sporting Future*<sup>2</sup>, which cites economic development through sport as one of five high level outcomes. In its strategy, the Government states:

*We will ask organisations to consider not just how they contribute to the nation's health or wellbeing, but to the economy as well, both nationally and locally. [Sporting Future, p.76]*

What is meant by economic development in this context is 'a more productive, sustainable and responsible sport sector'. The key performance indicator to be used to measure the economic importance of sport will be the Department for Culture, Media and Sport's Satellite Account for Sport. Therefore The R&A is a prime mover by being the first sporting body in the UK to produce a sport-specific Satellite Account.

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<sup>2</sup> HM Government (2015) *Sporting Future: A New Strategy for an Active Nation*, (HM Government), London.



## 1.2. Positioning the Research

There have been various earlier studies at home and abroad that have attempted to measure the scale and nature of the golf industry. The original of these reports was published in the USA in 2002 entitled *The Golf Economy Report*. Subsequent studies have attempted to be consistent with this original report by using similar methods, notably *The Australian Golf Industry Economic Report (2008)*. A disclaimer within the Australian report explicitly states that measures outside its scope of the assessment include:

- An aggregate industry output – the market value of goods and services produced by an industry, often measured by industry turnover;
- Value added – the market value of goods and services produced by an industry, after deducting the cost of goods and services used; and
- Industry employment – the number of workers directly employed by the industry, expressed in terms of full-time equivalent employees.

The only way in which these measures can be quantified with any degree of accuracy is by producing a Satellite Account, which has never been done before in the UK for a specific sport.

In the UK and Europe three studies similar to the American and Australian reports were found:

- KPMG: *The Value of Golf to Scotland's Economy (2013)*;
- SMS: *The Economic Value of Sport on the Economy of England (2014)*; and
- SMS: *The Economic Impact of Golf on the Economy of Europe (2013)*.

None of these studies used the Satellite Account methodology, although the KPMG report on the value of golf in Scotland does deal with some of the indicators utilised in this report. Without using the Satellite Account approach there is a tendency to aggregate revenues in different industry sectors which leads to double counting. For example, the money that golf clubs spend on construction will appear as income for the golf clubs from members' subscriptions and then also as income for the construction industry in the form of payments for building works. The only satisfactory way to solve the double counting problem is to consider the 'value added' associated with the production process, which is essentially an analysis of profits and salaries.

In the UK the Satellite Account for the entire sport industry, which was produced by the Sport Industry Research Centre for the Department for Culture, Media and Sport in 2015<sup>3</sup>, conforms to the standards set out in the Code of Practice for Official Statistics. The current study provides a valuation of the UK's golf industry in terms of consumer spending, GVA and employment using an approach that meets the quality thresholds of government statistics. This approach is transparent, replicable and can be reconciled to the UK's National Accounts. It also avoids double counting. In short, what is presented in this report is an 'at least' position that can be defended by a clear audit trail of evidence and which meets the highest standards of quality. As a *caveat*, although the Satellite Account methodology used for the sport industry as a whole has been used in this study on the golf industry, the contents of this report are not UK Official Statistics.

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<sup>3</sup> Department for Culture, Media & Sport (2015) *UK Sport Satellite Account, 2011 and 2012, Statistical Release, July 2015*, DCMS, London.

### 1.3. Participation in Golf

Golf is consistently among the UK's top five most popular sports. Participation rates are 3.3% for adults playing golf at least once in the last four weeks and 7.4% playing at least once in the last year. When these rates are applied to the population as a whole, there are 3.883 million adults who play golf at least once per year of whom 1.553 million play at least once every four weeks, as shown in Table 1.1. There is only limited evidence on the participation of children in golf, however even a conservative estimate would yield another 937,000 occasional golfers and 469,000 regular golfers. Adding these to the adult data gives a total of 4.820 million people who play once a year of whom 2.023 million play at least once every four weeks.

**Table 1.1: Golf Participation in the UK, 2014**

Nation	Adult Population	4-weekly participation rates	Regular adult golfers	12-monthly participation rates	Occasional adult golfers
England	44,136,000	2.5%	1,099,000	6.2%	2,747,000
Scotland	4,298,000	7.0%	301,000	17.5%	752,000
Wales	2,516,000	4.0%	101,000	10.0%	252,000
Northern Ireland	1,468,000	4.0%	53,000	9.0%	132,000
<b>Total Adults</b>	<b>52,418,000</b>	<b>3.0%</b>	<b>1,554,000</b>	<b>7.4%</b>	<b>3,883,000</b>

Sources: Active People Survey; Welsh Participation Survey; SAPAS; and Scottish Household Survey.

There are noticeable variations in golf participation rates across the four nations which comprise the UK. Scotland has the highest participation rates by some considerable margin reflecting the wider cultural importance of golf in that country. By contrast, although England has the greatest number of golfers, it has the lowest participation rates. The significance of these findings is that it is realistic to expect the economic importance of golf to Scotland's economy to be higher than in the other home nations.

To position the participation rates for golf into a wider sporting context, Table 1.2 compares the headline data from Table 1.1 above with four other 'partner' sports, namely: tennis, badminton, table tennis and squash. This analysis reveals that golf's participant base in both regular and occasional players, is the largest of the partner sports in the UK. In the case of regular participation, golf has nearly twice as many participants as the next largest partner sport, badminton (825,962).

**Table 1.2: Participation in Partner Sports in the UK**

Sport	4-weekly participation rates	Regular participants	12-monthly participation rates	Occasional participants
<b>Golf</b>	<b>3.0%</b>	<b>1,554,000</b>	<b>7.4%</b>	<b>3,883,000</b>
Tennis	1.6%	825,343	6.6%	3,458,522
Badminton	1.6%	825,962	6.1%	3,184,430
Table Tennis	0.5%	262,541	5.6%	2,930,688
Squash	0.8%	422,908	3.8%	2,008,813

Sources: Active People Survey; Welsh Participation Survey; SAPAS; Scottish Household Survey; & GHS 2002

## 1.4. Research Aims

The aim of this research is to evaluate the economic impact of golf in the UK by following the standard methodology of Satellite Accounts (as developed in the EU) and to map the golf industry against standard economic categories (National Accounts) in order to:

- Outline the economic groupings in the National Accounts which have a golf presence;
- Estimate consumer spending on golf (using the Vilnius definition categories in sport);
- Estimate the GVA per golf sector;
- Estimate employment per golf sector;
- Estimate turnover for the golf industry;
- Disaggregate the data to home nation level; and
- Contextualise the research relative to the Satellite Account for Sport.

## 1.5. Report Structure

The rest of the report is structured as follows:

- Section 2 outlines the methods;
- Section 3 identifies the Standard Economic Categories associated with golf in the UK;
- Sections 4 to 6 provide estimates for consumer spending, GVA and employment;
- Section 7 presents an estimate of the golf industry's turnover together with the indirect and induced effects;
- Section 8 examines the economic value of golf amongst the four home nations;
- Section 9 summarises the economic impact of golf and positions it within the context of the sport industry and the UK economy as a whole;
- Volunteering in golf is the focus of section 10;
- Concluding comments are presented in section 11; and,
- The Appendices include: detailed tables on the SIC mapping of the golf industry; consumer spending; GVA; the two definitions of employment; and an estimation of the indirect and induced effects on GVA and turnover.

## 2. METHODS

### 2.1. The Model

In the UK, the SIRC model for assessing the economic importance of sport has been used extensively by the Department for Culture, Media and Sport and is also the model that has been adopted by the European Commission Directorate-General for Sport and Tourism. It uses as its basic input, where possible, economic variables from official statistics. The model divides the sports economy into six sectors which are analysed separately to ensure that there is no double counting. A brief overview of the six sectors is presented below.

1. **Consumer spending** by individuals or households. This is golf-related expenditure on goods and services such as: clothing; footwear; equipment; and golf tourism activities.
2. **Commercial golf** which relates to equipment manufacturers and retailers, golf management companies, real estate and construction. Also included in this sector are media services such as television, publications and events.
3. **Commercial non-golf** consists of the suppliers involved in the production of golf-related goods and services. This sector includes commercial companies that do not provide a direct golf product, but they assist production via the supply of inputs or revenue. For example, energy companies provide inputs that enable the operation of golf facilities; and sponsors enable major golf events to take place. Sport betting also falls within this category.
4. **Clubs and the voluntary sector** include all affiliated clubs and non-profit making organisations such as associations and charities. Identifying the income and expenditure flows of clubs was a particularly important component of this research. Clubs are also important in the provision of food and beverage services either integrated within the operation or as a separate entity.
5. **Public sector** identifies the monetary flows to central and local government in the form of taxes and rates. Central Government contributes towards golf via the grants distributed through the home nation Sports Councils and it receives funds associated with VAT and company taxation. Local government is a significant provider of golfing opportunities such as municipal courses and it also receives revenues in the form of rates paid by clubs.
6. **Imports and exports** adjust the data in order to take account of all transactions with economies outside the UK.

The model is deliberately structured to avoid double counting. The only aggregation which takes place is for profits, wages and jobs per sector, which in turn generate the Gross Value Added and employment estimates.

Beyond the traditional economic impact which can be measured in monetary terms, it is also possible to put a value on the voluntary non-paid work associated with golf. This is done by assuming that voluntary workers are paid a hypothetical average (or minimum) salary according to the number of hours worked. This gives an indication of the total 'value' produced outside the monetised market. To do this requires an estimate of the total number of volunteers in golf and the average number of hours worked per volunteer. The report has conducted this analysis for the UK and the findings are shown separately in Section 10 and are not included in the monetary flows that are measured through National Accounts.

Our analysis is consistent with the Vilnius definition of sport, which articulates the consensus reached at European Union level and which included the active participation of the UK. The research presented in this report uses the eight key sources listed below as its basic inputs.

1. Examination of the commercial sector through the annual financial statements of golf-related businesses filed with Companies House.
2. Analysis of clubs' finances through annual financial statements and other data in the public domain such as the Sport and Recreation Alliance surveys of sports clubs.
3. The trade of goods as reported by Her Majesty's Revenue and Customs (HMRC).
4. Annual financial statements for governing bodies, associations and charities.
5. Audit Bureau of Circulations (ABC) data for the readership of magazines.
6. Annual financial statements and existing surveys and reports to quantify consumer spending on equipment and sportswear.
7. The Input-Output Tables for the national economy, together with average earnings data provided by the Annual Survey of Hours and Earnings. The latter is used to estimate the number of full-time equivalent jobs.
8. Previous research on golf and the golf industry such as national participation surveys and golf industry reports.

The major difference between this study and previous evaluations is that it uses the direct derivation of GVA as the basis of its calculations. GVA is specific to the individual industry sectors and calculating it on this basis is more accurate than trying to derive it on the basis of turnover using generic conversion factors.

This research also differ from previous studies by using the 2014 values of attributable spending on tourism that take into account the full range of a tourist's motivations for a particular trip. For example, if golf was the unique reason for a trip, then the entire tourism spending on that trip is used. By contrast, if golf is an important, but not the most important motivation, a proportion of the expenditure made is attributable to golf. This methodology was not made publicly available until 2015, and thus this report is the first time that a Satellite Account in the UK can take full advantage of an important aspect of the Vilnius sport definition (i.e. the relative importance of tourists' motivations).

As an extension to the initial direct economic impact, the indirect and induced effects on GVA and turnover are also calculated. All multipliers used, through the derivation of Leontief Type I and II matrices, are based on the latest analytical 2012 Product-by-Product Tables provided by the Office for National Statistics.

## **2.2. Output Impacts**

The main part of the Satellite Account deals with the direct demand for golf in terms of consumer spending, GVA, and turnover. As a further extension, the overall economic impact of golf combines three different types of effect, which reflect the way in which expenditure filters through an economy.

- Direct impact - the immediate net change in economic activity in the sectors of the economy that service golf, such as tourism related services.
- Indirect impact - industries that create direct impacts depend on the supply of goods and services by other industries, which have to change their outputs to meet demand. These inter-industry transactions of intermediate goods and services represent the indirect impact, and originate mainly from the non-golf commercial sector, for example food and drink supplies for clubhouses.
- Induced impact - employees within industries positively affected by the direct and indirect impacts of golf may see their disposable incomes increase and as a result spend more on domestically produced goods. This creates greater local expenditure and final demand.

Overall, the current methodology provides an evaluation of the golf industry in terms of consumer spending, GVA and employment using an approach that meets the quality thresholds of government statistics. Perhaps most importantly the approach is transparent and can be reconciled to the UK's National Accounts.

### 3. MAPPING THE GOLF INDUSTRY

Part of the research process for constructing a Satellite Account involves a direct search through the Standard Industrial Classification (SIC) codes to identify companies that are in any way associated with golf. This was conducted by using the annual reports, financial statements, and associated five-digit SIC codes filed with Companies House. A full list of the entire five-digit SIC codes that were found to be directly related to the golf industry can be found in the Appendices (see Table A.1).

The first observation about this analysis is that the golf industry spans a surprisingly large number of industrial sectors and SIC codes as shown in Table 3.1. Golf has a particularly strong integration with Section I: Accommodation and Food Service Activities with golf-related businesses found in 62% of the SIC codes in this sector. Section I includes companies such as hotels, food service activities, restaurants, clubs, bars and public houses. Similarly, in Section R: Arts, Entertainment and Recreation, golf activity is found in nine out of 17 SIC codes (53%).

*Table 3.1: Economic Sectors with strong associations with Golf*

Group	Percentage of SIC codes associated with Golf
Section I: Accommodation and Food Service Activities	62
Section R: Arts Entertainment and Recreation	53
Section S: Other Service Activities	32
Section L: Real Estate Activities	27
Section P: Education	25
Section T: Activities of Households as Employers	25
Section J: Information and Communication	22
Section M: Professional Scientific and Technical Activities	21
Section N: Administrative and Support Service Activities	20
Section G: Wholesale & Retail Trade; Repair of Motor Vehicles & Motorcycles	13
Section F: Construction	12
Section C: Manufacturing	3
Section K: Financial and Insurance Activities	3

Golf's extensive interaction with the economy as a whole implies relatively high values for the multipliers used to compute indirect and induced effects. This initial analysis provides the basis for the headline indicators of: consumer spending; Gross Value Added; and employment, which are presented in turn in the next three sections.

## 4. CONSUMER SPENDING

Consumer spending on golf in the UK was found to be £4.303 billion as shown in Table 4.1 which is equivalent to £67 per head of population, or more realistically £1,108 per adult golfer in the UK.

*Table 4.1: Summary of Consumption*

Expenditure Type	Spending (£ million)	Percentage
Members' Fees	1,184	27.5
Golf Equipment Retail / Hire	551	12.8
Green Fees	433	10.0
Accommodation	399	9.3
Golf Clothing & Footwear	386	9.0
Food and Beverages in Clubs	287	6.7
Tourism (Agents)	257	6.0
Golf Betting	202	4.7
Driving Ranges and Lessons	193	4.5
Live Events	120	2.8
Other	291	6.7
<b>Total</b>	<b>4,303</b>	<b>100.0</b>

Members' fees, which also include joining fees, is by some margin the category with the highest consumer spend at £1.184 billion or 27.5% of total consumer spending on golf. Golf participation can be seen to be a catalyst for economic activity in other sectors because of the additional expenditure golfers make on equipment, clothing, footwear, food and drink, tourism, betting, lessons and events. It is evident that the golf economy is powered by participation in the form of some 3.883 million adult golfers (see Table 1.1). Downstream impacts in sectors that benefit from golf participation such as equipment, clothing and footwear are therefore highly dependent on the sport's participation levels. In addition to increasing participation in golf for individual physical and mental health benefits, there are also strong arguments for the wider economic benefits of the sport.

Golf is prominent in the consumer spending figures for sport overall. As shown in Table 4.2, golf is responsible for 14% of the £31 billion spent by consumers on sport. This is a disproportionately high level of consumption bearing in mind that the annual adult participation rate in golf is 7.4%. A unique source of competitive advantage is that the UK golf equipment market has a favourable reputation based on its heritage and quality, further enhanced by Scotland being the home of golf. The combination of golf heritage and the development of golf resorts provide the UK market a substantial competitive advantage in attracting overseas tourism. Currently, the golf-tourism market is dominated by domestic tourism (81% compared with 19% overseas), therefore inbound tourism has the strongest potential for growth. The development of international golf resorts in Scotland, and budget airlines connecting regional airports to European destinations should be key factors in enabling this growth.

*Table 4.2: Golf Consumption - In Context*

Golf Consumption	£ 4.303 billion
Sport Consumption	£ 31.000 billion
Golf as a percentage of Sport Consumption	14%
Golf as a percentage of Total Consumption	0.38%



## 5. GROSS VALUE ADDED

The Gross Value Added of the golf industry in the UK was £2.045 billion in 2014 with the largest single area being the activities of golf clubs, including food and beverage operations at £623m (30%) as shown in Table 5.1. The GVA analysis also highlights golf's important relationships with the golf equipment manufacturing and retail industries (£293m) and the construction and real estate industries (£286m). In the sport industry as a whole, betting has shown considerable growth and this is also reflected in the golf industry, with golf-related betting responsible for £109m in GVA.

*Table 5.1: Summary of GVA*

Sector	GVA £ million	Percentage
Clubs / Food Services	623	30
Golf Equipment / Sportswear / Manufacturing	293	14
Construction / Real Estate	286	14
Accommodation / Tourism (Agents)	228	11
Golf Betting	109	5
Management and Administration	102	5
Services (Advertising, Agencies, Insurance, Other)	89	4
Magazines / Books / DVDs / TV	67	3
Live Events	59	3
Associations / Charities	20	1
Other	169	8
<b>Total</b>	<b>2,045</b>	<b>100</b>

The economic value of golf clubs is central to the golf economy with considerable benefits in terms of the development of manufacturing, retail and tourism. Around 70% of the GVA generated by golf relates to the activities of golf clubs directly or indirectly, through income generated via participation and construction. In Table 5.2, it can be seen that golf's GVA corresponds to 7% of overall GVA for sport and 0.13% of the GVA for the UK economy as a whole. A significant part of golf's GVA (14%) is associated with construction and maintenance. The routine nature of ongoing maintenance work (80% of total construction), coupled with high indirect demand multipliers for golf services and construction, indicates that growth in golf results in growth for the economy as a whole.

When the nature of golf's GVA is examined, it is found that 66% is associated with wages and salaries, which in turn compares favourably with the economy as a whole (56%). The significance of this finding is that it illustrates the underlying capacity of golf to generate employment and to stimulate economic growth. If golf participation can be increased, which is an entirely reasonable proposition, the economic benefits could be substantial within the context of golf and UK sport.

*Table 5.2: Golf GVA - In Context*

Golf GVA	£ 2.045 billion
Sport GVA	£ 29.800 billion
Golf GVA as a percentage of Sport GVA	7%
Golf GVA as a percentage of Total GVA	0.13%

## 6. EMPLOYMENT

The expenditure on wages and salaries in golf-related businesses has been used to derive the amount of employment in each sector. The headline figures for full-time equivalents in the key employment sectors are shown in Table 6.1. The golf industry provides employment for 54,190 full-time equivalent employees and these roles are carried out by 74,480 different people when adjusted for part-time workers. Golf clubs are the most significant employers in the sector (17,780 FTE, 33%) which equates to an average of just over six full-time employees per club. Other notable levels of golf-related employment can be found in tourism (4,590 FTE); construction (4,540 FTE) and food services (4,510 FTE). To put these figures into context, golf employment is 0.21% of the UK's total employment, or the equivalent of 1 in 500 jobs.

*Table 6.1: Summary of Golf Employment*

Employment Type	FTEs	%	Employees	%
Clubs	17,780	32.8	29,420	39.5
Golf Equipment / Sportswear / Manufacturing	7,050	13.0	8,650	11.6
Tourism Accommodation	4,590	8.5	6,880	9.2
Construction	4,540	8.4	4,540	6.1
Food Services	4,510	8.3	5,490	7.4
Management and Administration	2,620	4.8	2,620	3.5
Travelling - Agents	1,970	3.6	2,330	3.1
Golf Betting	1,560	2.9	2,100	2.8
Live Events	1,390	2.6	3,170	4.3
Services	1,310	2.4	1,360	1.8
Magazines / Books / DVDs / TV	970	1.8	1,010	1.4
Associations / Charities	720	1.3	730	1.0
Other	5,180	9.6	6,180	8.3
<b>Total</b>	<b>54,190</b>	<b>100.0</b>	<b>74,480</b>	<b>100.0</b>

Some sectors rely heavily on part-time employment, including: clubs; tourism; accommodation; food services; retail; and live events. In events, for example, employment of 1,390 FTEs translates into 3,170 different people working for the sector. By contrast, in construction no evidence was found of part-time working with 4,540 FTE jobs carried out by 4,540 different people. Golf therefore shows considerable flexibility in the types of employment used to meet business needs.

To put golf employment into a wider perspective is useful to examine the relationship between GVA and employment as shown in Table 6.2.

*Table 6.2: Golf Employment - In Context*

Golf Employment - FTEs	54,190
Golf Employment - Actual	74,480
Golf Employment (FTE) as a percentage of Total Employment	0.21%
Golf Employment (Actual) as a percentage of Total Employment	0.24%
Golf GVA as a percentage of Total GVA	0.13%

Overall golf accounts for 0.13% of GVA and all things being equal the industry would be expected to account for 0.13% of jobs. The fact that the actual figure is higher at between 0.21% and 0.24% of national employment, depending on whether the measure used is FTEs or employees, indicates that golf is an effective industry for job creation. The data for 2014 indicates that for every 72 adults who play golf at least once per year, there is one FTE job in the UK. Although it is unlikely that there is a linear relationship between golf participation and jobs, golf's relatively high consumer spending and rich relationships with other sectors of the economy points to strong job creation prospects if golf participation grows.

## 7. TURNOVER

Turnover, or the total economic activity associated with golf is comprised of: direct effects such as the operation of golf clubs; indirect effects such as supply chain activity; and induced effects which are the increased sales within the economy from household spending of the income earned in the golf industry.

The indirect effect is of economic importance because it measures the production of inputs required in order to satisfy the direct demand for golf. These inputs will be sourced from the commercial non-golf sector. For example, a golf club may commission a construction company for works, which will require it in turn to place orders down the supply chain for the required inputs. When the first direct and indirect cycles of demand are completed, some households may have higher incomes as a result of the increased economic activity. If these households continue to spend on golf, a further induced effect will be created. The sum total of direct, indirect and induced effects can be said to be a measure of the economic activity associated with golf.

To measure economic activity, GVA is first translated into turnover by using the latest Input-Output Tables from the Office for National Statistics. The second stage of the process is to apply multipliers on the basis of the Product-by-Product Matrix of the Analytical Tables in the National Accounts. The strongest effects are apparent for golf clubs and construction which have relatively high multiplier values at around 1.8. These effects have been estimated and are shown in Table 7.1.

*Table 7.1: Direct, Indirect and Induced Effects on GVA and Turnover*

	GVA (£ billion)	Turnover (£ billion)
Direct	2.045 <sup>1</sup>	4.420 <sup>a</sup>
Indirect Effects	1.357	3.165
Induced Effects	1.240	2.706
<b>Total</b>	<b>4.642</b>	<b>10.291</b>

Table 7.1 shows the detailed derivation of the three effects. The direct GVA and turnover are presented at £2.045 billion and £4.420 billion respectively. These provide a subsequent stimulus in the supply chain (indirect effects) and in household incomes (induced effects). As the direct economic activity circulates through the economy it is possible to make an estimate of the total economic activity associated with an industry. For golf our estimate for total direct, indirect and induced GVA is £4.642 billion and for turnover the corresponding figure is £10.291 billion. A full breakdown of how these values have been derived is shown in the Appendices (see Table A.5).

These figures should be treated with a degree of caution as they are in effect measuring a continual recirculation of the same money. It is legitimate to say that golf provides a stimulus for some £10.291 billion worth of economic activity. However, the more robust figures are consumer spending, direct GVA and employment as these measures isolate golf's specific contribution to the economy without consideration of notional recirculation effects, which are largely theoretical.

## 8. NATIONAL ECONOMIES

The golf Satellite Account model is based on the National Accounts for the UK economy as a whole and does not take into account home country national boundaries. It is therefore not possible to calculate from this source an individual separate value for the golf industry in England, Scotland, Wales or Northern Ireland.

To overcome this problem, a common sense approach to estimating the relative share of the golf industry for the four home nations has been used. As has been demonstrated throughout this report, the operation of nearly 3,000 golf clubs is the economic backbone of golf and this forms the basis of our distribution of the industry across the home nations. Other factors include population, share of tourism, and participant numbers. After allowing for these factors, our best estimate is that the distribution of the golf industry in the UK is shown in the last column of Table 8.1.

*Table 8.1: Share of Key Indicators*

Nation	% of population	% of clubs	% of golf related domestic holidays & day visits	% distribution of sport participants	Estimated % share of the golf industry
England	84	70	67	70	71
Scotland	8	21	23	19	20
Wales	5	6	6	6	6
Northern Ireland	3	3	4	5	3
Total	100	100	100	100	100

The golf industry is noticeably larger in Scotland than in the rest of the UK with Scotland accounting for 20% of the sport's GVA (c.f. 8% of the population). This can be explained in part by Scotland's higher participation rate for playing golf and for its highly developed golf tourism and events' offer. For Wales and Northern Ireland, the share of the golf industry is closely in line with their share of the population and clubs. Based on our derivation of each nation's share of the golf industry, Table 8.2 presents the golf-related consumption, GVA and employment attributable to the four UK nations.

*Table 8.2: Golf Consumption, GVA and Employment Across UK Nations*

Nation	Consumer Spending (£m)	GVA (£m)	Employment	
			FTEs	Employees
England	3,055	1,452	38,475	52,881
Scotland	861	409	10,838	14,896
Wales	258	123	3,251	4,469
Northern Ireland	129	61	1,626	2,234
<b>Total</b>	<b>4,303</b>	<b>2,045</b>	<b>54,190</b>	<b>74,480</b>

As a test of reasonableness, our figures are highly consistent with the KPMG data for Scotland which found consumer spending of £636m, GVA of £264m, and 12,000 jobs for the year 2011. It would appear that in the three years to 2014, on which our figures are based, the golf industry in Scotland has grown. During this period the UK economy has returned to growth, Scotland has hosted the Ryder Cup (2014) and The Open (2013) and there has also been investment in golf resorts.

## 9. SPORTING CONTEXT

The value of the entire sport economy in the UK has been calculated previously by SIRC for the Department for Culture, Media and Sport using the Satellite Account methodology. This enables us to place the golf industry data into a wider context by comparing it with the overall sport industry data as shown in Table 9.1.

*Table 9.1: The Golf Economy in Context*

Measure	Golf (2014)	Sport (2014)	Golf as a % of the sport economy	Golf as % of the UK economy
Consumer spending	£4.303 billion	£31.000 billion	14%	0.38%
GVA	£2.045 billion	£29.800 billion	7%	0.13%
Employment	54,190 FTEs	700,000 FTEs	8%	0.24%

The analysis in Table 9.1 reveals that golf is a highly significant component of the sport industry accounting for 14% of the sector's consumer spending; 7% of its GVA; and 8% of its employment. The consumer spending figure of 14% is particularly noteworthy because it helps to illustrate how golf participation is linked to high value economic activity such as club membership, equipment, clothing, and tourism activities.

The economic activity associated with golf leads to positive outcomes for both Central Government and local government in the form of taxation receipts. The golf Satellite Account model indicates that taxation in the form of income tax; corporation tax, business rates, and Value Added Tax collectively contribute £990m per year to Central Government and local government as shown in Table 9.2.

*Table 9.2: Public Sector Earnings from the Golf Industry*

Source	Public Sector Income (£m)
Clubs	230
Retail of Golf Equipment and Accessories	131
Accommodation	110
Food and Beverages	75
Golf Sportswear	64
Golf Betting	59
Other Domestic and Overseas Holidays	45
Construction	45
Live Events	38
Driving Ranges and Lessons	32
Magazines, TV, Media	28
Management & Administration of Golf	24
Services: Advertising, Design, Agencies	13
Other	96
<b>Total</b>	<b>990</b>

The public sector does invest in golf in various ways. Local government provides rate relief for clubs that achieve Community Amateur Sports Club (CASC) status, Gift Aid can be secured on donations and there are various corporation tax concessions. In addition, eligible golf organisations can access grants from the home nation Sports Councils via Exchequer funding and National Lottery distributions.

Around one in six golf clubs has CASC status and Sport England is investing c. £13m in the English Golf Partnership. These small insights into the flows between sectors suggest that at £990m, the golf industry pays considerably more to government than it receives in return.

## 10. VOLUNTEERS

Notwithstanding the considerable level of paid employment golf is also underpinned by volunteers both within clubs and at grassroots level. Previous studies in Australia and the USA have acknowledged the role of volunteers in golf but have not quantified their number or placed a value on the time that they contribute. Volunteering should be regarded as an economic resource, for without it a large number of sport and business activities would not take place.

The best contemporary information on sport volunteering comes from England via the Active People Survey. This reveals that 0.34% of the adult population volunteer for golf. If this value is extrapolated to the whole of the UK, then there are some 178,000 golf volunteers. If it is assumed that volunteering is linked to regular participation, then one in nine of the UK's 1,553,000 regular golfers contribute some volunteering effort to the sport.

Furthermore, from the Active People Survey it can be derived that each golf volunteer contributes 12 working days per year. This enables an estimate to be made of the number of volunteer days contributed, 2.14 million, which at the minimum wage of around £64 per day, gives an additional resource to golf of £137m, or nearly 7% of the sport's Gross Value Added.



## 11. CONCLUSIONS

The publication of this Satellite Account for golf is timely in the context of the Government's new sport strategy *Sporting Future*, which cites economic development through sport as one of five high level outcomes. What is meant by economic development in this context is 'a more productive, sustainable and responsible sport sector'. The key performance indicator to be used to measure the economic importance of sport will be the Department for Culture, Media and Sport's Satellite Account for sport. Of particular note in *Sporting Future* (p.80) is Key Performance Indicator 16 "Employment in the sport sector (from Sport Satellite Account)".

This research is the first time that a Satellite Account has been produced for a specific sport. In this regard The R&A can be seen to be prime movers by being the first sporting body to produce a sport-specific Satellite Account. This report presents the findings from the application of the Satellite Account methodology to estimate the economic value of golf in the UK for the year 2014 using three principal measures:

- Consumer spending;
- Gross Value Added (GVA), and
- Employment.

For illustrative purposes the report produces a fourth measure, turnover, and estimates the golf industry's turnover at direct, indirect and induced levels. The report shows that the golf industry is associated with an extensive range of economic activity in a wide range of sectors. Golf-related businesses operated in 75 different SIC codes of the National Accounts. The key findings are listed as bullet points below.

- Golf is consistently identified as one of the UK's top participation sports. Some 3.883 million adults play golf at least once a year, of whom 1.553 million play at least once every four weeks. Golf participation is underpinned by 178,000 volunteers contributing 2.16 million volunteer days per year.
- Consumer spending on golf related goods and services is estimated at £4.3 billion, equivalent to 14% of the total sport economy. The most significant sources of this spending are £1.184 billion (27.5%) spent on members' fees and £551m (12.8%) spent on retail and the hire of golf equipment.
- The value of GVA was found to be £2.045 billion, equivalent to 7% of the sport economy and 0.13% of the entire UK economy.
- Employment associated with the direct demand for golf products and services is estimated at 54,200 FTEs, or equivalently at 74,500 full-time and part-time jobs. This corresponds to 8% of sport related employment in the UK.
- The turnover associated with the golf industry is £10.291 billion comprised of direct effects of £4.420 billion, indirect effects of £3.165 billion, and induced effects of £2.706 billion.
- Golf contributes £990 million to the public sector via direct and indirect taxation on individuals and businesses.

Evidence from the Sport Satellite Account indicates that the sport industry as a whole is resilient. When the economy contracted as it did during the last recession the sport industry also contracted, but at a slower rate than the economy as a whole. Furthermore, as the economy grows, the sport industry grows at a faster rate. Given that golf has been identified as an important component of the sport industry, it is reasonable to expect it to follow a similar pattern. As consumer confidence increases it would also be reasonable to expect spending on golf equipment and clothing to increase, as these are easily deferred purchases during uncertain times. In addition, it is similarly reasonable to expect growth in luxuries such as golf-related tourism and holidays as the general UK economy expands.

Overall, the Satellite Account for golf demonstrates that the sport is of considerable economic importance to the UK economy. This report provides a replicable baseline of the golf industry which can be reassessed in years to come and can be used as a benchmark against which the future development of golf can be measured. With golf making its return to the Olympic Games at Rio 2016 and as the economy develops, the economic and sporting conditions are favourable for the UK golf industry to develop further.

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Table A.1: Mapping of the Golf Industry through examination of the SIC 2007 codes

<b>SIC 07 codes</b>	<b>Description</b>
<b>SECTION C: MANUFACTURING</b>	
18129	Printing
22290	Manufacture of plastic products
28990	Manufacture of special-purpose machinery
32300	Manufacture of sports goods
32990	Other manufacturing not elsewhere classified (n.e.c.)
33170	Repair and maintenance of other transport equipment n.e.c.
<b>SECTION F: CONSTRUCTION</b>	
41100	Development of building projects
43290	Other construction installation
43999	Other specialised construction activities n.e.c.
<b>SECTION G: WHOLESALE AND RETAIL TRADE; REPAIR OF MOTOR VEHICLES &amp; MOTORCYCLES</b>	
45111	Sale of new cars and light motor vehicles
45190	Sale of other motor vehicles
46180	Agents specialised in the sale of other particular products
46420	Wholesale of clothing and footwear
46690	Wholesale of other machinery and equipment
46900	Non-specialised wholesale trade
47190	Other retail sale in non-specialised stores
47640	Retail sale of sports goods, fishing gear, camping goods, boats and bicycles
47710	Retail sale of clothing in specialised stores
47781	Retail sale in commercial art galleries
47789	Other retail sale of new goods in specialised stores (not commercial art galleries & opticians)
47799	Retail sale of other second-hand goods in stores (not incl. antiques)
47910	Retail sale via mail order houses or via Internet
47990	Other retail sale not in stores, stalls or markets
<b>SECTION I: ACCOMMODATION AND FOOD SERVICE ACTIVITIES</b>	
55100	Hotels and similar accommodation
55209	Other holiday and other collective accommodation
56101	Licensed restaurants
56102	Unlicensed restaurants and cafes
56210	Event catering activities
56290	Other food services
56301	Licensed clubs
56302	Public houses and bars
<b>SECTION J: INFORMATION AND COMMUNICATION</b>	
58142	Publishing of consumer and business journals and periodicals
58190	Other publishing activities
62011	Ready-made interactive leisure and entertainment software development
62012	Business and domestic software development
62020	Information technology consultancy activities
62090	Other information technology service activities
63990	Other information service activities n.e.c.
<b>SECTION K: FINANCIAL AND INSURANCE ACTIVITIES</b>	
65120	Non-life insurance
<b>SECTION L: REAL ESTATE ACTIVITIES</b>	
68100	Buying and selling of own real estate
68209	Other letting and operating of own or leased real estate
68320	Management of real estate on a fee or contract basis

Table A.1: continued

<b>SECTION M: PROFESSIONAL SCIENTIFIC AND TECHNICAL ACTIVITIES</b>	
70100	Activities of head offices
70229	Management consultancy activities other than financial management
71111	Architectural activities
73110	Advertising agencies
73120	Media representation services
74100	Specialised design activities
74909	Other professional, scientific and technical activities n.e.c.
<b>SECTION N: ADMINISTRATIVE AND SUPPORT SERVICE ACTIVITIES</b>	
77210	Renting and leasing of recreational and sports goods
79110	Travel agency activities
79120	Tour operator activities
79901	Activities of tourist guides
79909	Other reservation service activities n.e.c.
81100	Combined facilities support activities
81300	Landscape service activities
82301	Activities of exhibition and fair organisers
82990	Other business support service activities n.e.c.
<b>SECTION P: EDUCATION</b>	
85421	First-degree level higher education
85510	Sports and recreation education
85590	Other education n.e.c.
<b>SECTION R: ARTS ENTERTAINMENT AND RECREATION</b>	
90030	Artistic creation
91020	Museums activities
92000	Gambling and betting activities
93110	Operation of sports facilities
93120	Activities of sport clubs
93130	Fitness facilities
93199	Other sports activities
93210	Activities of amusement parks and theme parks
93290	Other amusement and recreation activities n.e.c.
<b>SECTION S: OTHER SERVICE ACTIVITIES</b>	
94110	Activities of business and employers membership organisations
94120	Activities of professional membership organisations
94990	Activities of other membership organisations n.e.c.
95290	Repair of personal and household goods n.e.c.
96040	Physical well-being activities
96090	Other service activities n.e.c.
<b>SECTION T: ACTIVITIES OF HOUSEHOLDS AS EMPLOYERS</b>	
98000	Residents property management

*Table A.2: Golf Sector – Consumer Spending, UK, 2014*

<b>EXPENDITURE TYPE</b>	<b>£ million</b>
Member Fees and Joining Fee	1,184.4
Green Fees (Members and Tourists)	433.4
Accommodation - Tourists	398.5
Golf Clothing	338.9
Food and Beverages Clubs	287.0
Golf Equipment - Clubs	238.9
Golf Related Betting	201.8
Driving Ranges and Lessons	192.6
Domestic Golf Holidays (including some events)	143.1
Accessories - Other	125.5
Hire of Equipment	124.0
Live Events	120.1
Golf Equipment - Gloves and Bags	119.0
Overseas Golf Holidays	113.7
Golf Equipment - Balls	69.1
TV & Video Rental, Cable & Satellite Subscriptions, Licence	68.0
Golf Footwear	47.5
Golf Magazines	39.0
Recreational Golf	31.3
Charity	9.6
Coke, Petroleum	8.9
Education	5.7
Golf Books and DVDs	3.3
<b>TOTAL</b>	<b>4,303.3</b>

Table A.3: Golf Sector – Gross Value Added, UK, 2014

SECTOR	GVA £ million
Clubs	541
Golf Construction	278
Golf Equipment Retail	154
Accommodation	151
Golf Related Betting	109
Management and Administration	102
Food Services	81
Golf Equipment Manufacturing (Exports)	73
Services: Advertising, Design, Media, Agencies	64
Live Events	59
Golf Sportswear	57
Golf Trolleys & Wholesale Operators	55
Domestic Holidays (Mainly Via Agents / Travelling)	53
Independent Driving Ranges / Green Fees	53
Golf TV	37
Golf Magazines	29
Overseas Holidays	24
Other Services	21
Associations	11
Landscape Services	10
Recreational Golf	10
Manufacture of Plastic Goods and Machinery for Golf	10
Charities	9
Golf Real Estate	8
Education	6
IT Service / Insurance	4
Golf Books and DVDs	1
<b>TOTAL</b>	<b>2,045</b>

**Table A.4: Golf Sector – Employment, UK, 2014, Full-Time Equivalent**

<b>EMPLOYMENT TYPE</b>	<b>FTEs</b>
Clubs	17,780
Accommodation - Tourism	4,590
Construction	4,540
Food and Services	4,510
Golf Equipment Retail	3,670
Management and Administration	2,620
Independent Driving Ranges / Green Fees	2,590
Golf Equipment Manufacturing (Exports)	2,060
Golf Betting	1,560
Golf Trolleys & Wholesale Operators	1,560
Live Events	1,390
Golf Sportswear	1,320
Domestic Holidays (Agents, Travel)	1,280
Services: Advertising, Design, Media, Agencies, IT/Insurance	900
Associations / Charities	720
Overseas Golf Holidays (Agents, Travel)	690
Magazines / Books / DVDs	560
Golf TV	410
Other Services	410
Recreational Golf	290
Landscape Services	260
Education	190
Manufacturing of Plastic Goods and Machinery for Golf	190
Golf Real Estate	100
<b>TOTAL</b>	<b>54,190</b>



**Table A.5: Golf Sector – Employment, UK, 2014, Number of People**

<b>EMPLOYMENT TYPE</b>	<b>People</b>
Clubs	29,420
Accommodation - Tourism	6,880
Food and Services	5,490
Golf Equipment Retail	4,880
Construction	4,540
Independent Driving Ranges / Green Fees	3,320
Live Events (very little accommodation)	3,170
Management and Administration	2,620
Golf Betting	2,100
Golf Equipment Manufacturing (Exports)	2,060
Golf Sportswear	1,710
Golf Trolleys & Wholesale Operators	1,560
Domestic Holidays (Agents, Travel)	1,510
Services: Advertising Design, Media, Agencies, IT / Insurance	910
Overseas Golf Holidays (Agents, Travel)	820
Associations / Charities	730
Magazines, Books, DVDs	600
Other Services	450
Recreational Golf	430
Golf TV	410
Landscape Services	340
Manufacture of Plastic Goods and Machinery for Golf	190
Education	190
Golf Real Estate	150
<b>TOTAL</b>	<b>74,480</b>

**Table A.6: GVA and Turnover, Enhanced by Indirect (I) and Induced (II) Effects**

GOLF SECTOR	GVA					Turnover				
	GVA	Indirect GVA Effect	Direct + Indirect GVA	Induced GVA Effect	Total GVA	Turnover	Indirect Turnover Effect	Direct + Indirect Turnover	Induced Turnover Effect	Total Turnover
<i>All figures are presented in £ millions</i>										
Clubs	541	435	976	324	1,300	1,902	779	2,681	889	3,570
Golf Construction	278	230	508	140	648	696	577	1,273	349	1,622
Golf Equipment Retail	154	95	249	114	363	259	162	421	192	613
Accommodation	151	97	248	90	338	308	199	507	182	689
Golf Betting	109	42	151	32	183	151	57	208	44	252
Management and Administration	102	50	152	66	218	198	98	296	127	423
Golf Equipment Manufacturing (Exports)	73	57	130	49	179	132	101	233	87	320
Services: Advertising, Design, Agencies	64	36	100	50	150	126	71	197	99	296
Live Events	59	29	88	38	126	115	57	172	74	246
Golf Sportswear	57	35	92	42	134	95	60	155	70	225
Golf Trolleys / Wholesale Operators	55	42	97	37	134	118	91	209	80	289
Domestic Holidays (via Agents / Travelling)	53	41	94	44	138	94	73	167	80	247
Independent Driving Ranges / Green Fees	53	42	95	31	126	145	116	261	86	347
Golf TV	37	26	63	24	87	73	52	125	48	173
Golf Magazines	29	20	49	22	71	54	37	91	42	133
Overseas Holidays	24	19	43	20	63	43	33	76	37	113
Other Services	21	10	31	12	43	30	14	44	16	60
Associations	11	1	12	11	23	17	2	19	17	36
Landscape Services	10	8	18	6	24	21	15	36	12	48
Recreational Golf	10	9	19	6	25	28	23	51	17	68
Manufacture of Plastic Goods and Machinery	10	6	16	7	23	26	18	44	16	60
Charities	9	2	11	9	20	14	3	17	14	31
Golf Real Estate	8	5	13	3	16	13	9	22	5	27
Education	6	1	7	8	15	8	2	10	10	20
IT Service / Insurance	4	1	5	4	9	6	3	9	4	13
Golf Books & DVDs	1	1	2	1	3	3	1	4	3	7
Food and Services	81	50	131	52	183	160	98	258	103	361
<b>Total</b>	<b>2,045</b>	<b>1,357</b>	<b>3,402</b>	<b>1,240</b>	<b>4,642</b>	<b>4,420</b>	<b>3,165</b>	<b>7,585</b>	<b>2,706</b>	<b>10,291</b>