

# THE CLUB MANAGERS ASSOCIATION OF EUROPE



## Environmental Policy Statement

As approved by the CMAE Board of Directors  
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[www.cmaeurope.org](http://www.cmaeurope.org)

## **Acknowledgements:**

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## **1.0 INTRODUCTION**

The Club Managers Association of Europe (CMAE) is a non-profit making professional association with members involved in the management of sports clubs (golf, tennis, sailing, rowing, rugby, football and cricket), health & fitness clubs, leisure, city and dining clubs located throughout Europe. The CMAE is also the pan-European ‘unifying’ organisation for a variety of national professional associations for club managers and secretaries. National associations can affiliate to the CMAE, thereby giving their membership access to the CMAE education programme and other CMAE international activities and events.

The mission of the CMAE is to:

- advance the profession of club management throughout Europe,
- promote best practice in the club industry, and
- provide a certification programme which recognises and rewards those club managers that can demonstrate the highest standards of knowledge and competence in club management.

For club managers throughout Europe, environmental issues will be increasingly important factors to be aware of – whether related to the use of energy at the club, waste management, irrigation and water usage, pesticides and fertilizers on sports surfaces or the protection of environmentally-sensitive flora and fauna within their property.

### **Purpose of this policy:**

The purpose of this policy is to:

- Set out the CMAE’s commitment towards the continual improvement of environmental performance across club management;
- Define a unifying and cohesive approach for the way our organisation will address environmental issues;
- Present the means by which CMAE will work to help ensure the maximum uptake of environmental best practices by club managers across Europe.

The policy will also help to articulate the connection between the delivery of environmental best practice and professionalism in club management, and raise broad understanding of the relationship between club management and the environment.

## 2.0 OUR COMMITMENT

The Club Managers Association of Europe is committed to:

**Raising standards of education and understanding across the profession:** by ensuring all club manager education programmes are underpinned by environmental best practice

**Improving environmental performance across club management operations:** minimising the consumption of resources, carbon emissions and waste; maximising opportunities for the conservation and enhancement of biodiversity

**Establishing club managers as environmental leaders in their businesses and communities;** utilising the prominence and influence of club management to raise people's awareness of the issues and the actions they can take;

**Exceeding government and public expectations:** going beyond legal compliance to realise the potential for club managers to reduce the footprint of their own operations, and that those actions can have a wider multiplier effect on others

**Collaborating with others in golf, within government agencies and community bodies:** recognising the state of the environment as a common denominator issue which affects all aspects of the golf and club management industry, whilst accepting that individual organisations have their own particular roles and responsibilities

**Investing in the subject:** through the drive to improve our own educational programmes and also to resource wider industry activities that provide the mechanisms and guidance that enable club managers to more effectively improve performance and reputation

## 3.0 ACTIONS

- Remain an active participant of the Golf Environment Organisation's Assembly, supporting the drive of an environmental movement in golf, through our membership in the GEO European Industry Forum;
- Play an active and constructive role on the European Golf Association's Golf Course Committee, collaborating with other European golf organisations to interface with the EU on matters of forthcoming policy that may affect club management operations;
- Fully endorse and promote GEO Certification;
- Promote The R&A's Benchmarking service and encourage club managers to register and enter data;
- Encourage and support National Club Managers Associations in the formulation of national environmental policies;
- Work with others to produce innovative environmental planning guidelines for club managers;
- Inform our members and partner organisations of resources that will raise their understanding of the issues, such as the GEO Knowledge Centre ([www.golfenvironment.org/knowledge](http://www.golfenvironment.org/knowledge)) and The R&A Best Practice Website ([www.bestcourseforgolf.org](http://www.bestcourseforgolf.org));
- Provide GEO with regular feature space in the Club Networker newsletter;
- Provide GEO with presentation opportunities at CMAE Conferences and workshops;
- Work with GEO in refining the environmental component of the CCM programme;

- Collate case studies of best practice from across European club management - prioritising examples of cost savings and other business benefits derived from environmental action;
- Continually refine the environment section on the CMAE website, where case studies can be posted and with links to GEO Knowledge, Guidance and Certification, and The R&A best practice and benchmarking websites.

## 4.0 POLICY AREAS

### Climate change

The CMAE accepts the rationale that the world's climate is changing and that a major reason for that change is the influence of human beings, in particular through the unsustainable use of non-renewable resources and the 'greenhouse' gas emissions caused by their combustion.

We recognise that golf facilities, and in particular the decisions made by club managers, have a part to play in reducing pressure on natural resources, and in minimising carbon emissions.

We also recognise the detrimental impact climate change is already having, and increasingly will have, on golf course management. These impacts include:

- Sea level rise causing coastal erosion and coastal flooding;
- Increased storm occurrences and heavy rainfall events leading to water channel erosion, soil erosion, siltation and potential water contamination;
- More frequent and longer drought periods leading to restricted availability of potable water and rising costs;
- Warmer weather resulting in increased incidence of turfgrass pests and diseases; increased year long growth rates; and increased thatch accumulation;
- Higher prices for fuel, electricity and other non renewable energies;
- Tighter legislation.

We will promote the more efficient use of natural resources, and encourage club managers to switch to renewable energies and resources wherever possible. We will make club managers aware of the latest technologies, innovations and products to help them reduce their consumption of non-renewable resources.

We will promote the minimisation of waste, through reductions in resources consumed, through re-use and re-cycling measures and through safe end of life disposal.

### Pollution prevention

Golf courses have to prove that they do not contaminate soils, air and in particular, water. Over 20 years of independent, international scientific research shows that fertiliser and pesticide use on golf courses should not be a problem to the wider environment. The factors for this include:

- total amounts of pesticide used on golf courses are low,
- concentrations of active ingredients are more dilute than other land uses,
- standards of education and training of greenkeepers in pesticide use is high,
- the size or areas to which pesticides are applied is small (often less than 4ha out of 70ha of golf course),
- turfgrass has high physical and biological filtration properties,
- modern equipment is used to apply products (shrouded booms, low pressure nozzles, knapsacks),
- there is detailed understanding of the turfgrass plant and its susceptibility to different pests and diseases,
- strict adherence to codes of environmental best practice,

- the increasing use of drainage systems which channel, treat and detain water for re-use.

CMAE will continue to promote sustainable turfgrass management. CMAE will encourage club managers to partner with course managers to demonstrate that their facilities do not pollute.

### **Conservation of biodiversity**

CMAE recognises the often vital role golf courses play in the preservation and conservation of species and habitats, supported by a number of research studies which demonstrate the ecological potential of well designed and managed courses.

CMAE promotes the concept that all golf courses should maximise their value for wildlife, within the parameters of functioning as a golf course. This means golf courses should be good for wildlife by design, rather than accident.

We believe club managers have an influence in defining the appropriate conservation management of the built and natural elements of the club, and particularly in golf clubs.

Club managers should develop an understanding of the ecology of their site and / or golf course, and undertake measures (as resources allow) to conserve and enhance that value.

Club managers should also strive to understand the landscape ecology of their course and its position within the surrounding landscape. This involves them to look at the size of habitat patches, the connection between habitats and the potential to create meaningful habitat corridors.

### **Conservation of landscapes and cultural heritage**

CMAE recognises the value in protecting and enhancing landscape quality, and that golf courses can have a positive effect on the character of landscapes, particularly those of high natural interest, or of cultural and historical significance. CMAE promotes the ideal that golf courses should achieve the most appropriate landscape fit, and that whilst much of this is to do with golf course architecture, there are many things club and course managers can consider to enhance the aesthetics of the course – in a way appropriate to the landscape's wider scenic and historic value.

We believe that golf facilities should undertake an appropriate level of landscape character assessment, which will highlight the positive and negative landscape features on the course and provide recommendations for enhancement measures. We are confident such a process can result in more attractive, atmospheric and stimulating golf courses.

### **Environmental awareness raising and outreach – club managers as environmental advocates**

CMAE believes professional club managers, are ideally placed to drive environmental performance, and to stimulate wider interest and partnerships. Club managers are central decision makers, governing supply chains, handling marketing and promotion and liaising directly with thousands of people - locally, regionally and often internationally.

For these reasons, club managers can have a positive catalytic effect on those around them, becoming ambassadors and advocates for protection and enhancement of the environment.

We believe club managers that do this will benefit personally from their improved reputation, and also learn new business development skills that further their professional ability and employability. CMAE will encourage the continual demonstration of environmental stewardship by club managers.