

# Clere Golf Case Study

2025 Technology, Innovation and Partnerships Awards,  
Europe – WINNER

## Overview

Major golf events are operationally complex, with organisers, contractors and stakeholders needing to plan accurately across large sites, often under tight time pressure. Clere golfHUB was developed to make that process more controlled, more efficient and more sustainable. By giving teams a shared digital environment built on precise course data, it helps reduce unnecessary travel, avoid duplicated planning activity and improve decision-making before people, surveys and infrastructure are deployed on site. What began as a practical response to tournament complexity has become an important part of how elite events can be planned more responsibly.

## Objectives

- Reduce unnecessary travel through better remote collaboration
- Improve planning accuracy before teams and contractors arrive on site
- Help specify survey activity through shared digital data
- Reduce repeat survey activity through shared digital data
- Support more sustainable tournament operations at scale

## Implementation

- Clere golfHUB was introduced in close collaboration with DP World Tour operations teams and contractors.
- Adoption was phased, with training and support to help users move from traditional on-site planning to a more efficient remote model.
- The platform allowed stakeholders to review layouts, test measurements, coordinate infrastructure and work within immersive digital course environments built on championship-grade geospatial data.
- It supported more precise planning for infrastructure such as fencing, fibre and trackway, so helped teams determine what was required before materials were sent to site.
- Integrated agronomic and mapping data adds further value, enabling more informed decisions across planning, course preparation and resource use.
- It is now used across DP World Tour staged events, the Ryder Cup and R&A events.



## Results and Activation

-  Used across DP World Tour staged events and the Ryder
-  Utilised at R&A events underpinned by data
-  Supports remote collaboration across dispersed event teams
-  Reduces the need for repeated site visits and duplicated survey activity
-  Improves planning accuracy before build teams arrive
-  By reducing the need for travel to and from site, golfHUB has removed significant operational and mobilisation costs
-  Helps minimise unnecessary movement of infrastructure and materials

"Clere golfHUB is helping change how major golf events are planned, giving teams the confidence to make better decisions remotely while supporting a more efficient and sustainable way of working."

Steve Richardson,  
Managing Director, Clere Golf