



Education & Awareness: Environmental Brochure for Mortonhall Golf Club.

THE CHALLENGE

Mortonhall Golf Club were keen to produce an environmental leaflet, aware that there was not only a lot to tell but also a large membership who needed to be kept informed in an interesting yet not too onerous way.

THE SOLUTION

Firstly, the club produced an Integrated Environmental Management Plan so habitat, landscape and golfing assessments were completed and the main features and management recommendations could be identified and highlighted in the leaflet.

The Edinburgh Green Belt Trust (now, Edinburgh & Lothian Greenspace Trust: www.elgt.org.uk) identified funding to support the production of such a leaflet. A working group was established to develop the leaflet and its contents.

SGEG sourced samples of leaflets, posters, brochures and booklets that had been produced by other UK golf clubs.

It was agreed that the primary target audience was to be Mortonhall's own membership and visitors but that the product could also be very useful for promoting good practice and Mortonhall to other clubs and organisations. It was also distributed to local schools, libraries and hotels to inform the local community, authorities and tourists of the contribution both the course and club are making to the local environment.

Given the range of these aspirations, it was decided that the most appropriate format would be that of a slim, pocket sized, spiral bound booklet. The focus of the booklet would centre on the natural environment at Mortonhall, presented on a hole by hole basis, this would be preceded by a series of introductory pages summarising the course history, the geological origins of the landscape, broader environmental issues and the course management ethos.

As well as hopefully encouraging members to appreciate the natural features and seasonal variations around the course, it was decided to incorporate into the booklet a means by which golfers could record their wildlife sightings. The booklet therefore includes a number of record sheets with perforated sections so easily removed and handed to the Course Manager as a way of turning anecdotal sightings into usefully logged feedback.

The different sections of text were compiled by individuals in the group depending on their personal or professional skills and perspective, using, where relevant, excerpts from environmental reports compiled by SGEG and various contractors, as well as from "The History of Mortonhall, 1892-1992", produced to celebrate the club's centenary.

The final draft was approved by the Club Council and funding partners prior to its production. The draft, once approved, was used to obtain quotes for professional design work and reformatting at three print companies.

A price of £2670 was agreed – with no VAT to pay as it is a free environmental educational document. SNH covered 50% of the total cost as the subject matter was the natural environment. The remainder was provided by sponsorship, grants and club funds.

It was important to provide high quality resolution images for the clarity of printing in the brochure so some images were provided by Laurie Campbell, local Wildlife Photographer (www.lauriecampbell.com).

Summary of process:

1. Development of initial concept – purpose, subject matter.
2. Target audience – club members, other clubs, tourists, local community.
3. Style and format – poster, leaflet, booklet, map
4. Development of leaflet structure and contents – research, writing, illustrations, logos in-house or professional (cost implications).
5. Mock-up/draft – approval (club, sponsors, copyright), outline production costs (design, printing, lamination).
6. Production and Printing – liaison with graphic designer regards draft, detailed specification, brief, confirmed price, commission printer, final proof checked before print run.
7. Other issues – acknowledgements, funding conditions, deadlines, copyright.

THE OUTCOMES (download the whole brochure from www.sgeg.org.uk/publications.html)

