



Data driven turf management: The benefits for leagues

 turfcoach



Pitches as the Foundation of Football Leagues

A Football league thrives on consistency, performance, and growth. The foundation of these elements lies beneath the players' feet: the pitch. Pitch quality influences every layer of the sport, from player performance and injury prevention to revenue generation and global league reputation.

This white paper highlights why pitch management is critical to modern football and outlines how Turfcoach provides the solution leagues need to lead in quality, safety, and innovation.



Why Pitch Quality Matters



Player Performance

Football requires precision. Uneven fields disrupt ball movement and player control, diminishing match quality. A well-maintained pitch provides consistency, ensuring players perform to their full potential. By minimizing surface variability, leagues foster competitive play, which directly improves fan satisfaction and overall league standards.

Player Safety

Poor pitch quality increases injury risks.

Traction issues and inconsistent surface hardness contribute to muscle fatigue, strains, and ligament injuries. These injuries carry significant financial implications for leagues and clubs. By prioritizing pitch maintenance, leagues reduce injury occurrences, enhancing both player welfare and financial stability.



Injury-related costs in the Bundesliga 2022/23 season

Why Pitch Quality Matters



Revenue Growth

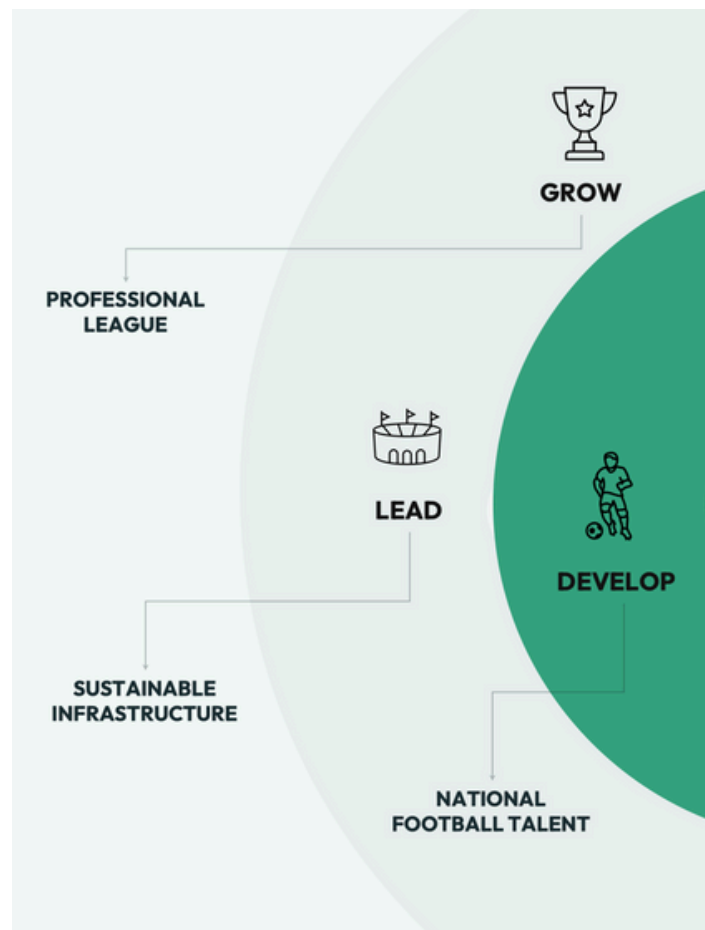
High quality pitches increase stadium utilization. Well maintained surfaces can host more matches and non football events without compromising quality. Each additional game represents substantial earnings through ticket sales, broadcasting rights, and sponsorship.

Consistency Across the League

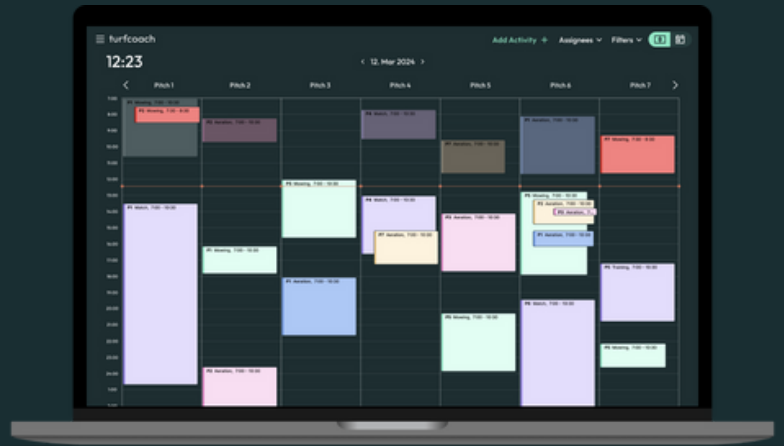
Standardising pitch quality ensures fairness. Uniform agronomic and playability standards create balanced conditions for every team, regardless of venue. This consistency strengthens the league's reputation and enhances its appeal to sponsors, broadcasters, and global audiences.

€140,000 - €8,000,000

Estimated revenues per match according to Deloitte Football Finance. Enhanced pitch conditions enable leagues to capitalize on these.



Supporting the League wide Transformation



Turfcoach delivers tailored solutions that transform pitch management across entire leagues. By integrating technology, data insights, and sustainable practices, Turfcoach empowers leagues to achieve higher standards.

Centralised Pitch Management

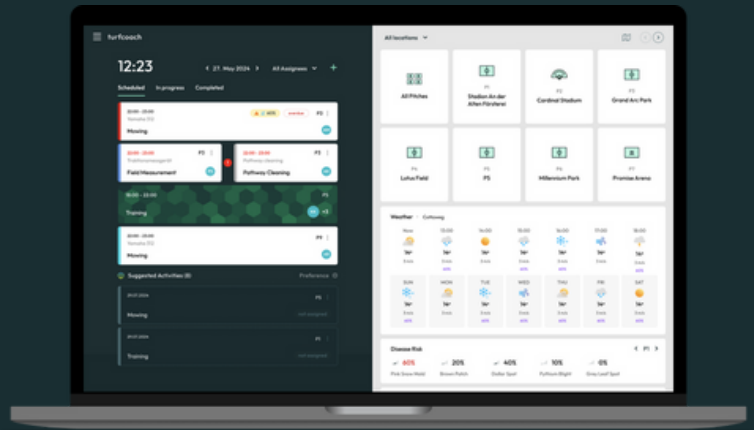
Turfcoach's platform consolidates pitch data across all stadiums in a league. Clubs gain access to a unified system for monitoring maintenance schedules, assessing conditions, and making informed decisions.

Real-Time Insights

Predictive analytics provide real-time updates on pitch health. By tracking injury risks, pitch usage, and environmental impacts, leagues can address issues before they escalate.



Supporting the League wide Transformation



Smart Fixture Integration

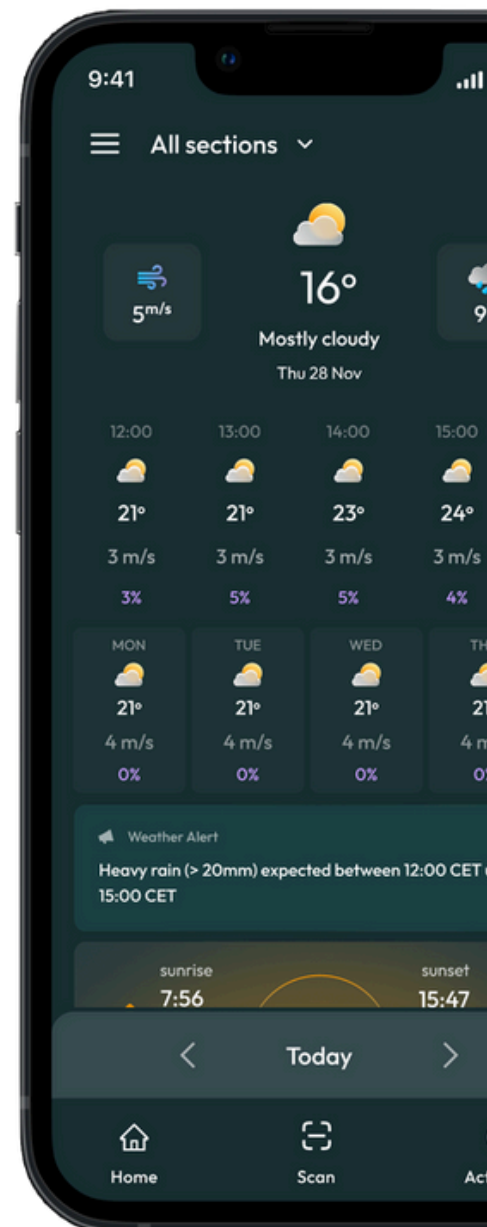
Turfcoach synchronises fixture calendars with pitch maintenance plans. This ensures optimal surface quality for every game, and balances wear and recovery periods.

League Standards and Quality Control

Turfcoach helps leagues establish agronomic standards, ensuring uniform quality across venues. Stakeholders can objectively evaluate pitch conditions, fostering transparency and accountability.

Pitch Rankings and Recognition

Incentivising quality through a “Pitch of the Year” award system motivates clubs to maintain the highest standards. Recognised pitches set benchmarks for others to follow, raising league wide quality.



Supporting the League wide Transformation



Innovation and Research

Turfcoach partners with leagues to advance pitch related research, including injury prevention studies and climate modelling. These insights drive continuous improvement and prepare pitches for future challenges.

Maximising Revenue Potential

By optimising pitch durability, leagues can increase stadium utilisation. More events per season mean higher revenues while maintaining pitch quality protects long term infrastructure investments.

Training - Player Feedback

15. May 2024 7:00 - 10:30
Team: U-18 Pitch: P1

Choose your jersey

1

2

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4

☒

6

7

8

9

10

11

12

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14

15

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18

19

20

Player: 8

Rate pitch condition

Hardness

☒

Soft Medium Hard

Ball Rolling

☒

Slow Fast

Slippage Risk

☒

Low High

Case Study: Deutsche Fußball Liga (DFL)



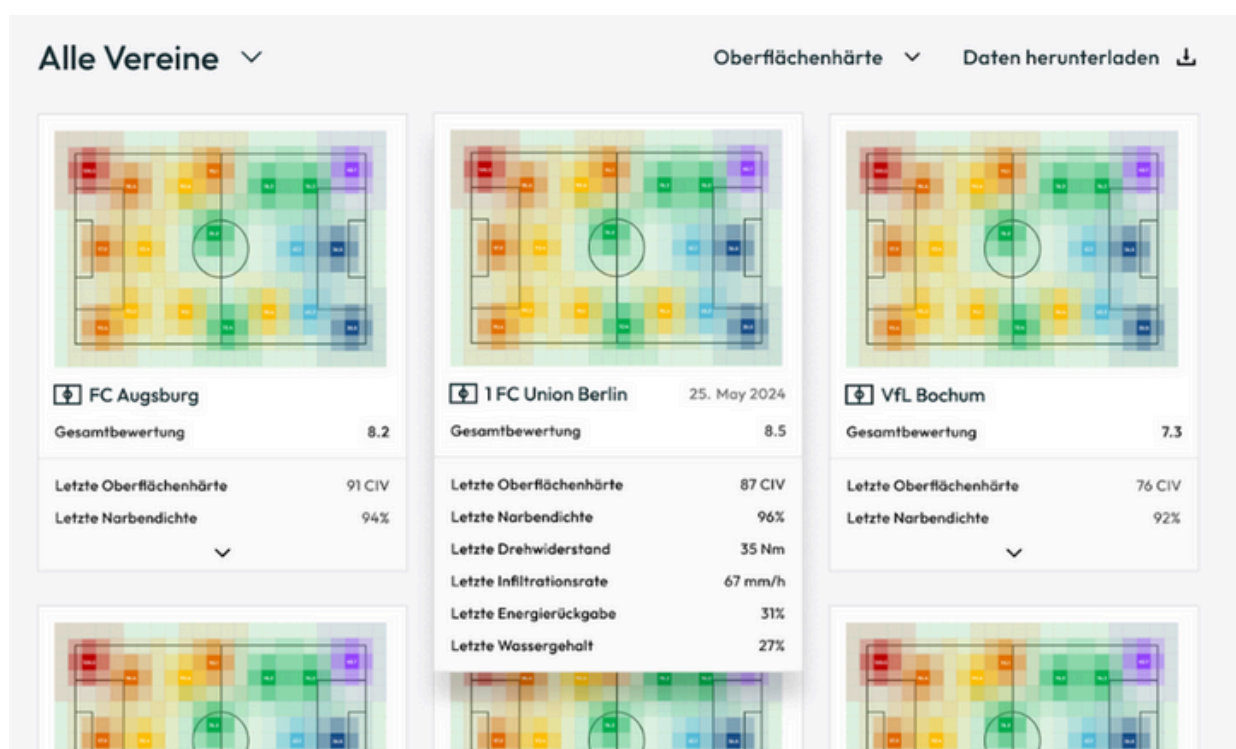
Turfcoach's collaboration with the DFL showcases the impact of centralized pitch management. Key achievements included:

- A unified digital platform for managing Bundesliga pitch conditions.
- Real time maintenance insights to prevent injuries.
- A league wide ranking system to recognize top performing pitches.
- Climate and injury data analysis to inform pitch improvements.

**Improved
consistency**

**Improved
consistency**

**Higher matchday
performance**



Conclusion

Turfcoach empowers leagues to transform pitch management processes, resulting in enhanced performance, improved player safety, increased revenues, and global recognition. By adopting a league wide approach, football organizations can set new benchmarks for excellence and sustainability in the sport.

For more information, visit www.turf.coach.

References

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Howden Insurance, 2024
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Sterzing et al., 2009





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