Welcome

A WARM GLOW BUT NO MORE

Well, did you follow the Ryder Cup? After two days of listening to the excellent coverage on Radio 5 Live I succumbed and tracked down the Sky television coverage in my local health club for the final evening - for us poor terrestrial TV beings it does lose a little impact not seeing it live - and I thought it was wonderful.

A huge winning margin in the end but still just enough of doubt to keep us on the edges of our seats until Monty did what Monty does when he is representing Europe.

Almost as soon as Bernhard Langer raised the Cup aloft we got the same old question from the pundits and commentators. What will this mean for European golf? It was the same when we won curling gold in the Winter Olympics and when our mixed doubles did well at badminton in the Athens games.

What will this mean for curling and badminton? Would everyone be heading to the nearest ice rink, not with skates but with one smooth soled shoe and a broom, or badgering the local village hall to mark out a court and invest in a net?

It was the same when England won the Rugby World Cup. We were going to be getting more youngsters wearing rugby shirts bearing the number 10 practicing goal kicking than football shirts carrying the number seven honing their free kicks.

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We all know that in the short term we get a nice warm glow from such wins but in the long term they mean very little indeed. In many ways rightly so.

If golf was going to receive a huge boost because Europe won the Ryder Cup at Oakland Hills, in Detroit, the reverse would have to be true as well. If we'd been hammered 18.5-9.5 would golf have gone into the doldrums for a while? Would people have stopped turning up at clubs? Would people be selling their Pings and Calloways and looking to take up curling, badminton or rugby union instead? Would jobs go? To begin with those of greenkeepers but then the Order of the Day? Would jobs go?

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