On a daily basis it can seem that we are bombarded with adverts in golf magazines for golf products that will improve a golfer's game - clubs that strike better, balls that fly further and putters that are more accurate.

Over the years this has inevitably made golf courses less challenging than the original architects intended them to be, yet all players still want to play on challenging and entertaining courses. This means that all clubs are under pressure to constantly, or at least regularly, improve courses while retaining their original character.

“As a Top 100 golf club in England, it is essential for us to ensure that our course remains an exciting and interesting challenge for all that play it. This is why we have adopted a programme of continuous improvements,” said Steve.

When these types of projects are undertaken in-house, weather and ground conditions can play a big part in whether the project comes in on budget as it only takes a small amount of adverse conditions for the job to drag on, costing more every day.

An advantage of outsourcing these projects is that you can manage the project budget more effectively as you have a clear project price that a contractor has agreed to meaning that there will be little opportunity for the project cost to increase, and you get better value for money.

When planning your annual improvement programme and the associated budget it is wise to involve your preferred construction partner in the preliminary pricing. This way, when you go to the Green Committee you can be confident in giving them a clear picture of what can be achieved and at what price. Steve feels that having a professional contractor involved in your improvement projects is invaluable, as their experience, knowledge and ability to share in your project vision is key to making projects a success.”

Beau Desert chose Senior Golf Construction, for whom Stephen Senior, added: “We understand the pressures that golf clubs face, and are happy to work with them to help maximise their budgets and develop a project that will be of great benefit to both the club and everyone that plays the course.

“Having the assistance of a construction company that you can trust to act in your best interests ensures that the club and the members get great value from the work. Year after year, the club, committee and members are happy to approve projects because they know that the budgets won’t overrun and they’ll get great results,” added Steve.

Senior Golf Construction started at Beau Desert Golf Club in 2008 undertaking Laser Grading projects and has completed several successful projects since.

This year the Club’s continuing improvement programme will involve lengthening some of the holes to maintain the challenge for all players. To do this seven new tees are being constructed on key holes.

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“We are delighted to be working with Beau Desert Golf Club,” said David Figgins-Barrett, Senior Golf Construction manager. “Our expertise, experience and knowledge will help Beau Desert achieve their objectives and provide their members with an enjoyable and challenging course.

David Figgins-Barrett is Business Manager of the SGC Group. www.sgcgroup.co.uk

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