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WELCOME FROM BIGGA

Mastering the UK climate

Firstly I’d like to thank all those BIGGA members who took the time to respond to the Greenskeeper International reader survey recently. This magazine is an important activity for the Association on many levels but its primary purpose is to be a true benefit of BIGGA membership. It was heartening to read a great deal of positive feedback in the survey but of more importance were the many excellent suggestions for ways to improve the quality and relevance of the magazine’s content. All these suggestions are being taken on board and some changes will start to filter into the publication from next month onwards.

April signifies the traditional start to the golfing season as the familiar verdant hues of Augusta National are beamed into our living rooms. This brings increased golfer interest alongside sometimes wildly ambitious course presentation expectations (see The Back Nine article on page 66). With winter still hanging over large parts of the UK as I write, these expectations will need to be managed even more carefully than normal. It is encouraging to see just how many greenskeepers are now being proactive on this front through the use of blogs, Facebook and Twitter as well as old fashioned methods such as newsletters and member gatherings. The industry needs events like The Masters at this time of year; they get golfers excited about playing the game after such a long winter. The challenge is to ensure they appreciate that Augusta-like perfection is largely unachievable in the UK climate with regular budgets.

To illustrate this point in this month’s magazine we hear how Jim Brown and Paul McClearn (see page 20) have set ambitious course presentation expectations for the golfing season as the familiar verdant hues of Augusta National are beamed into our living rooms. With winter still hanging over large parts of the UK as I write, these expectations will need to be managed even more carefully than normal. It is encouraging to see just how many greenskeepers are now being proactive on this front through the use of blogs, Facebook and Twitter as well as old fashioned methods such as newsletters and member gatherings. The industry needs events like The Masters at this time of year; they get golfers excited about playing the game after such a long winter. The challenge is to ensure they appreciate that Augusta-like perfection is largely unachievable in the UK climate with regular budgets.

ENJOY THE READ.
JIM CROXTON, CHIEF EXECUTIVE