GOLF'S BILLION POUND IMPACT REVEALED

A new report supported by BBGGA has revealed that golf is worth over £1.1 billion annually to the economy of Great Britain and Ireland – and a staggering €15.1 billion throughout Europe.

It also reveals the sport is responsible for nearly 80,000 jobs in Great Britain and Ireland and generates employee wages in excess of £1.5 billion.

The report, commissioned by The Professional Golfers Association and supported by leading British and European bodies including BBGGA and FEPGA was produced by Sports Marketing Surveys Ltd and highlights the importance of the golf industry across the continent.

Key economic findings across the 27 European Union nations plus Norway and Switzerland, which represent a combined population of 510 million, show the sport is responsible for a minimum of 180,000 full time jobs and employee wages of €4.4 billion.

And based on models employed by the Australian Golf Industry Council (2018) and Golf2020 in the USA (2011), the results show total expenditure per golfer throughout Europe of €1,911 which is in line with the 27 European Union nations.

Commenting on the report Richard Comely said, “Lee has an excellent technical background in a related industry and will bring further expertise to the Product Management team here in Ipswich. We have some exciting product developments in the pipeline and he will be a great asset to the business.”

PRODUCT MANAGEMENT ROLE AT RJ FOR LEE

Lee Kriestenssen has been promoted to the role of Product Manager at Ransomes Jacobsen, one of the leading manufacturers of commercial mowers, turf maintenance equipment and compact utility and industrial vehicles, based in Ipswich in Suffolk, UK.

Reporting to Richard Comely, Director of Marketing and Product Management, Lee will manage the design, development and enhancement of all products designed and built by Ransomes and Jacobsen branded products and liaise with colleagues in the Charlotte facility in North Carolina, USA with regard to the Jacobsen product range.

On the appointment Richard Comely said, “Lee has an excellent technical background in a related industry and will bring further expertise to the Product Management team here in Ipswich. We have some exciting product developments in the pipeline and he will be a great asset to the business.”

MARRIOTT HOLLINS SIGN AGREEMENT WITH SHERRIFF

Sherriff Amenity is delighted to announce that an agreement has been reached with Ian Pullin (shown right), the Course Manager of Marriott Hollins Hall, to become the preferred supplier of chemical, fertiliser, seed and other golf course maintenance requirements.

Marriott provide some of the most immaculate golf courses across the UK. Mark Pyne (left), Sheriff Amenity Director said: “We are delighted that Ian has chosen Sheriff Amenity to be their preferred supplier.

The agreement that has been reached will ensure that Marriott Hollins Hall benefit from our extensive product portfolio. However this is only one aspect of the agreement. We firmly that IT will play an increasingly important role in our industry and Ian will be able to benefit from the latest technology that Sheriff Amenity are able to provide to group customers. This, along with bespoke technical and product training for Ian’s staff makes this an exciting and innovate package for our group customers.

SHOCKWAVE HERALDS A BREAKTHROUGH AT LANCASTER GOLF CLUB

There is no doubt that we have had an awful lot of rain recently but Warren Bevan, Course Manager of the historic Lancaster Golf Club is not a man to let the elements get the better of him. Follow- ing one of the wettest years on record, Warren has had a real challenge to keep the course looking and performing at its best.

He has met this challenge head on by tackling flooding on the greens with a grim determination. “We had to combat the sheer volume of rainfall that threatened to overwhelm the greens,” said Warren.

To complement this existing maintenance strategy, he requested delivery of an Imants Shockwave 1.55 from Campero Turf Care Product Specialist Ian Campbell. “I wanted to source a machine to tackle some deep seated compaction problems and encourage rapid dispersion of water in extremely adverse conditions.”

The worst case scenario would be to close the greens until the water subsides, but that’s not how we do things round here. When the course is closed it affects everything: loss of play, cancelled events, last revenue. We want play to remain unaffected by the weather conditions for as long as possible.”

The Imants Shockwave is a linear decompactor, designed to revitalise heavy wear areas by relieving soil compaction, improving aeration and removing surface water. The important feature for Warren is the working depth – up to 250mm. This is deep enough to penetrate the sub soil layer and allow the water to flow more effectively into existing drainage lines and slits.

Six of the greens have been treated with the Imants Shockwave as have a large number of the traffic routes as well. The effect on the 18th green has been dramatic. “I’m very impressed”, says Warren. “Following a sudden downpour we had standing water on the 18th green and to my surprise Ian agreed to operate the Shockwave in these extremely wet conditions.

Within 20 minutes of completing a single pass over the entire green, the puddles had gone. The green was playable within 15 minutes. On less affected greens play was re-opened within 5 minutes.”

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