

INSTITUTE OF EUROPEAN GOLF COURSE MANAGERS



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Aims of the Institute

- To provide an effective voice to represent the interests of its members and to bring the experience of the golf course manager to bear on the conduct of affairs for the improvement of golf courses throughout Europe.
- To encourage and help its members to improve their professional competence as managers of golf courses.

Wider Links throughout Europe

Membership links golf course managers with their counterparts throughout Europe.

ELIGIBILITY FOR MEMBERSHIP

Golf course managers of both private and public courses, head greenkeepers, golf course architects, contractors, consultants, golf club secretaries and members of the trade are eligible for membership. Owners, proprietors and golf course managers as well as head greenkeepers alike are encouraged to join the Institute of European Golf Course Managers and membership is individual, not corporate. The categories of membership are: Fellow, Ordinary, and Associate members. To qualify as an Ordinary Member you must be over 21 and a golf course manager or head greenkeeper.

To be elected a Fellow, Ordinary Members must satisfy certain requirements laid down by the Council.

They must:

- be a golf course manager or head greenkeeper at the time of applying for Fellowship, and
- have been a golf course manager or head greenkeeper for a minimum period (or periods) of 5 years, and
- have 10 years' experience of working on golf courses.

To become an Associate Member you must be able to demonstrate your support for the Institute's aims.

Full details of the Aims, Statutes and Benefits are available on request

APPLICATION FORM

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hereby apply to be elected a Fellow/Ordinary/Associate* Member of the Institute of European Golf Course Managers and agree to be bound by the By-Laws and Council Regulations for the time being in force. I also agree to pay an Annual Subscription of £100. Further, I understand that, if elected, I will become eligible to receive The Golf Course magazine free of charge and the other privileges as a Member of the Institute.

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INSTITUTE OF EUROPEAN GOLF COURSE MANAGERS

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RÉSUMÉ



FRENCH

La politique agricole de la CEE, responsable de la création d'énormes excédents de produits laitiers dans l'ensemble de la Communauté, a probablement plus affecté les exploitants britanniques que ceux du reste des pays de la Communauté.

L'abondance d'une herbe de bonne qualité, une main d'oeuvre bon marché et une mécanisation totale ont triplé le rendement jusqu'à ce que les quantités de lait, de beurre et de fromage aient, de loin, surpassé la demande. Maintenant qu'il est fait appel au fermier pour qu'il réduise sa production et que des subventions lui sont offertes pour qu'il utilise sa terre à d'autres fins, l'un des moyens pour lui d'éviter la ruine est de construire un terrain de golf.

Beaucoup de fermiers ont la terre qui convient à cet usage: peu nombreux sont ceux qui disposent de fonds suffisants pour exploiter le site et, presque sans exception, aucun d'eux ne sait comment dessiner et construire un terrain de golf.

Dans ce numéro, 'New Developments' présente le terrain Portal au nord-ouest de l'Angleterre où un fermier, qui est aussi à la tête d'une grande entreprise de construction, est en train de transformer sa ferme laitière en l'un des plus beaux nouveaux complexes de golf de Grande-Bretagne. Le premier parcours ne sera pas prêt à jouer avant douze mois et les travaux sur le second parcours et sur l'hôtel de 100 chambres commenceront au printemps.

Presque tous les grands développements de Grande-Bretagne sont financés soit par des compagnies hôtelières soit par des entreprises de construction, plus souvent par une association des deux.

L'organisation Country Club Hotels, une division du géant de la bière, Whitbread Brewery Group, possède actuellement dix terrains de golf, chacun avec un hôtel de luxe. Sa politique est d'acheter des terrains existants et de les améliorer et de les agrandir, en équipant chaque terrain d'installations hôtelières de grand confort.

Il est prévu d'ajouter 20 terrains au cours des dix prochaines années et, en même temps, de développer une chaîne européenne, la première à se construire en dehors de Hambourg.

Pour les fermiers qui ont de la terre mais peu de soutien financier, les architectes internationaux, Hawtree & Son, ont élaboré un plan d'association pour qu'il soit possible de construire un terrain de golf d'une qualité acceptable fonctionnant sur une base de paiement à la partie. C'est dans ce secteur qu'il existe la plus grande demande: celui du joueur qui ne peut pas obtenir de devenir membre d'un club.



SPANISH

La Política Agrícola de la Comunidad Económica Europea, causante de la creación de enormes excedentes de productos lácteos por toda la Comunidad, probablemente ha afectado al granjero de la industria lechera británica más que a la mayoría en Europa.

Extensa hierba de calidad, bajos costes de mano de obra y la completa mecanización han triplicado la producción, hasta que las cantidades de leche, mantequilla y queso se han hecho mucho mayores que la demanda. Ahora se ha pedido a los granjeros reducir la producción y se les ha ofrecido dinero para dedicar sus tierras a otros fines. Ellos ven la salida de la ruina financiera en la construcción de un campo de golf.

Muchos tienen terrenos apropiados, pocos tienen el dinero para explotar el sitio y casi sin excepción, no tienen los conocimientos sobre diseño y construcción de campos de golf.

En el número de este mes, "Nuevas construcciones", figura el campo Portal en el nor-oeste de Inglaterra, en el cual un granjero, que también es el jefe de una importante firma constructora, está convirtiendo su granja lechera en uno de los mejores nuevos complejos de golf en Gran Bretaña. El primer campo no estará listo para el juego hasta dentro de otros 12 meses; el trabajo en el segundo campo y en el hotel de 100 habitaciones se inicia en la primavera.

Casi todos las construcciones importantes en Gran Bretaña están financiadas, ya sea por grupos hoteleros o por firmas constructoras, y en la mayoría de los casos, por ambos en sociedad.

En la actualidad, los Country Club Hotels, una división del gigantesco grupo Whitbread Brewery Group, son propietarios de diez campos de golf, cada uno con un hotel de lujo. Su política ha sido la de comprar campos de golf existentes, mejorarlos y extenderlos para que cada campo ofrezca las mejores prestaciones hoteleras posibles.

Hay planes para añadir 20 campos más dentro de los próximos diez años, y al mismo tiempo desarrollar una cadena continental, la primera a construirse fuera de Hamburgo.

Para aquellos granjeros con tierras, pero con poco respaldo financiero, los arquitectos internacionales, Hawtree & Son, han diseñado un esquema de sociedad, de tal manera que es posible construir un campo de golf a un standard aceptable en base a una política de jugar y pagar. Aquí es donde existe la mayor demanda para campos de golf: atendiendo al jugador que no puede obtener la tarjeta de miembro de un club.



GERMAN

Die Landwirtschaftspolitik der EWG, die überall in der Gemeinschaft für riesige Überschüsse an Milchprodukten verantwortlich ist, hat wahrscheinlich in Großbritannien einen größeren Einfluß auf die Meiereien gehabt als in den meisten europäischen Ländern.

Reichliches Qualitätsgras, niedrige Lohnkosten und volle Automatisierung haben die Produktion verdreifacht, bis die Milch-, Butter und Käsemengen den Bedarf weit übertrafen. Nun werden die Bauern aufgefordert, ihre Produktion zu reduzieren, und es wird ihnen Geld angeboten, wenn sie das Land anderweitig benutzen, und viele sehen den Ausweg aus ihrem finanziellen Untergang darin, einen Golfplatz anzulegen.

Viele Landwirte haben geeignetes Land, aber nur wenige haben das Geld das Gelände zu entwickeln, und sie besitzen fast ausnahmslos keine Kenntnisse in Golfplatzdesign und Konstruktion.

In der Ausgabe dieses Monats "Neuentwicklungen", wird der Portal Golfplatz in Nordwestengland beschreiben, wo ein Landwirt, der gleichzeitig Leiter einer größeren Baufirma ist, dabei ist, seine Meierei in einen der besten neuen Golfkomplexe in Großbritannien zu verwandeln. Der erste Golfplatz wird erst in 12 Monaten beispielbar sein, die Arbeiten für den zweiten Golfplatz und ein Hotel mit 100 Zimmern werden im Frühjahr beginnen.

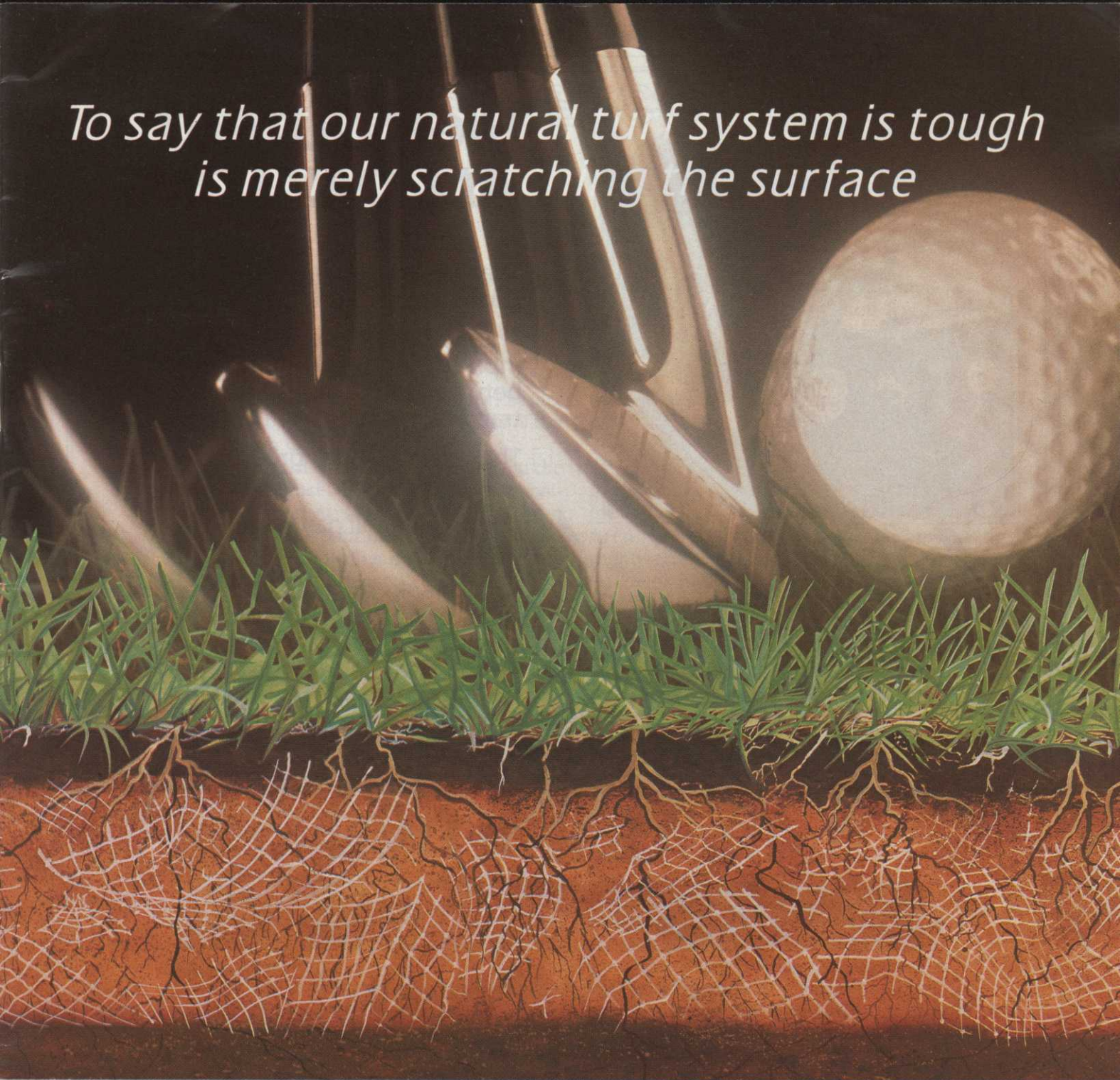
Fast alle größeren Entwicklungsprojekte in Großbritannien werden entweder von Hotelgruppen oder Hausbauunternehmen finanziert, in den meisten Fällen von Partnerschaften zwischen den beiden Bereichen.

Country Club Hotels, eine Abteilung der riesigen Whitbread Brewery Group, besitzt zur Zeit zehn Golfplätze, alle mit Luxushotels. Die Taktik der Gruppe liegt darin, bestehende Golfplätze aufzukaufen, zu verbessern und erweitern und jeden Golfplatz mit den bestmöglichen Hoteleinrichtungen auszustatten.

Es bestehen Pläne, in den nächsten zehn Jahren noch weitere 20 Golfplätze hinzuzufügen und gleichzeitig eine europäische Kette zu entwickeln, von denen der erste Platz außerhalb von Hamburg angelegt werden soll.

Für Landwirte mit Land, aber geringer finanzieller Unterstützung, haben die internationalen Architekten Hawtree & Son einen Partnerschaftsplan entwickelt, so daß es möglich ist, einen Golfplatz akzeptabler Qualität auf einer "Pay and Play" Basis anzulegen. In diesem Sektor besteht der größte Bedarf für Golfplätze, die für Golfspieler offen sind, die nicht Mitglied eines Clubs werden können.

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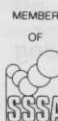
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GREENSIDE COMMENT

Last month we commented on the lack of discussion, the R & A's document - The Way Forward has received among the intended recipients, the Club Committees.

Nothing has changed that view, in fact it has been confirmed by officials of the English Golf Union.

However, it is pleasing to report that the EGU themselves have taken very positive action and this has resulted in a number of seminars around the country aimed specifically at Chairman of Green Committees.

The response has been overwhelming, so much so that over a hundred club members representing their course committees, met at the Askham Bryan College near York to listen to presentations by officials from the STRI, the Greenkeepers Association, turf grass educationalists and the Secretary of the EGU, Keith Wright.

When one considers most of these men, (there was not a Lady Green Chairman in sight) had taken a day off from their business activities, no doubt at considerable expense, it emphasised the degree of enthusiasm that these often maligned club officials, put into their appointment.

Not only had they come to listen to the expertise of the speakers, most had pertinent questions to put, which if nothing else, demonstrated a more than intelligent grasp of the responsibility of course management and a desperate need to understand more about the techniques of turf maintenance.

EGU official, Peter Wilson, who chaired the conference, was hard pressed to find sufficient time for the question sessions and although it must be said he failed to satisfy all among a waving sea of hands, it was a brave attempt to spread the debate through the clubs from Cleveland to the Nottinghamshire borders.

A subject, recently aired in the national press, Greenkeeper Training, received

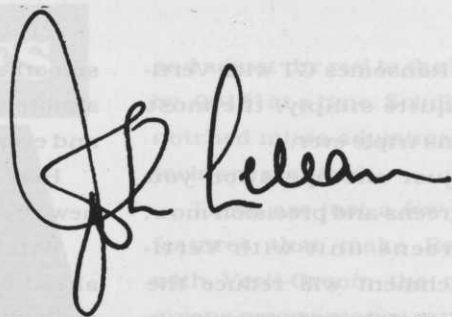
a very sympathetic response. Controversy spreads like wildfire and few in the golf course profession will not have had their attention drawn to a letter published in the Sunday Telegraph, from a Ken Rumsey, signing in as president of Darlington Golf Club.

Mr Rumsey takes grave exception to an article by Michael Williams supporting greenkeeper training and suggests in jaundiced terms, greenkeepers do not need university degrees to become highly-qualified tractor drivers. He goes on to say that his club have paid to send their greenstaff on courses in the past, but the main result is that they regard themselves as 'qualified experts'.

There is some satisfaction that Darlington Golf Club have since stated that Mr Rumsey was representing his own convictions and not that of the club, but nevertheless it is sad that a man with such bigoted views is in a position to scuttle the personal development opportunities of the club employees.

A point perhaps for future comment was a suggestion from the Secretary of Ganton Golf Club that clubs had previously followed the recommendations of the Agricultural Wages Board. These have been superseded by the wage scales published by the greenkeepers themselves, though they had no backing from either the EGU, the R & A or any other organisation in golf.

He proposed that discussions between the various bodies might consider these scales, a suggestion overwhelmingly approved and agreed by the EGU.



EDITOR

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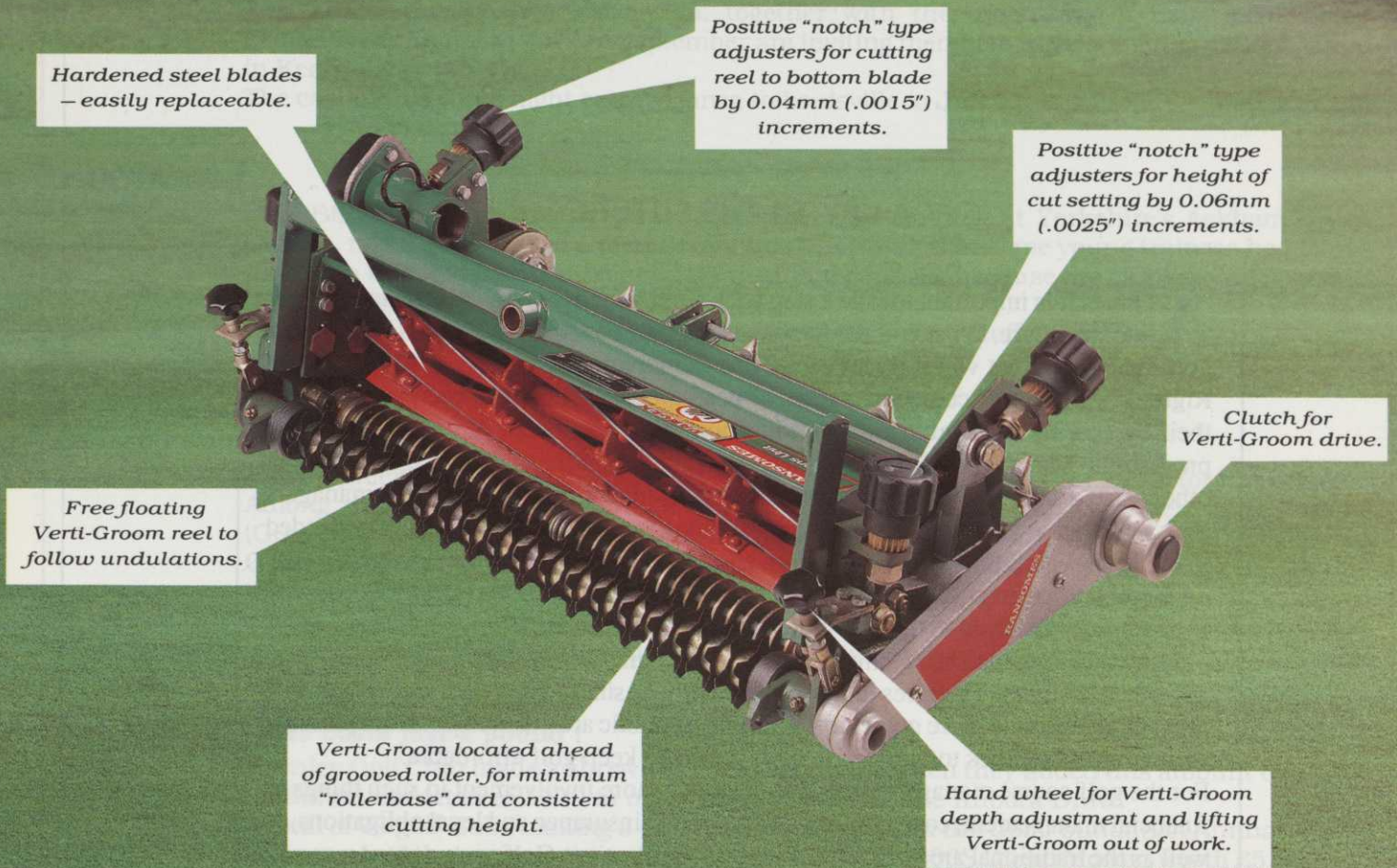
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A KEY TO THE FUTURE

At times it is important to take a step back from your everyday job and take a look into the future. What will the future be for our profession? What will it be for the golf industry? What will it be for each of us as individuals?

Right now most golf course managers or head greenkeepers have been prepared for their careers by a combination of education and experience. A formal education programme has most likely included technical and scientific studies in agronomy and other related subjects. These have proved successful for many golf course managers over a number of years. However, now is the time to take a look at what could be needed in the future - will this path of education combined with practical experience of work on a golf course meet the demands of the profession in the 1990s?

Businessmen involved in the golf industry whether in private clubs, public operations or some other type of facility are keen to see economic factors are brought in just as in any other business. The rules and guidelines of a business operation will be put into practice at more and more golf clubs. The golfing public are going to put more pressure on their golf facilities to hold the line on costs and keep golf affordable.

For the golf course manager this will mean much more involvement in such things as financial management, cost accounting, marketing, insurance and legal obligations, as well as the traditional areas of employment and budgeting. Golf course managers will be held more accountable in the future for the bottom line of their part of the golf facility operation.

We cannot close our eyes to the world as it is developing. Golf course managers will need to increase their skills in many new areas plus broadening their base of information and learning process.

The message to the golf course manager who wants to prepare for the future is - take time to get involved - enrol now in the Institute. We will keep you informed on all the latest developments taking place in your industry. Its not only the future of our profession that is at stake, it's your own personal future too!