



Welcome

## MANY THANKS

Well, thanks for that. Another Harrogate week has come and gone and from what we hear from those who attended - exhibitors, visitors, speakers, press - a great week was had by all. And I say "thank you" because without any one of the human ingredients in the mix, Harrogate wouldn't be the success, you have told us that it has been.

But how do we judge success? In this day and age, with accountants perusing the bottom line with fiendish enthusiasm, how do you come to an assessment that something has been worth doing, and will be worth doing again whether you are an exhibitor or in one of the many categories of visitor?

Of course, there is the anecdotal evidence, by far the most interesting to everyone. Tales of successful deals struck; of successful friendships struck indeed; packed halls; answers to agronomic problems uncovered, all provide the sort of gossip we love to hear. But while we are always delighted that "the mood in the Halls and seminar rooms is positive", it is very much a subjective measure, not likely to sway the bean counters in Accounts Departments or Golf Clubs up and down the country.

No, what is needed are hard and fast facts to make a persuadable, unambiguous case for the success of BTME & ClubHouse, the Continue to Learn programme and all that surrounds Harrogate in the third week in January.

Well, we can oblige thanks to information gleaned from the statistics gathered during the week. Sure, filling out the forms can be a pain but it does let us come up with facts that are relevant.

- The international flavour can be highlighted by the fact that 25 different countries, excluding the home nations, were represented, travelling from five different continents.
- 25% of visitors attended Harrogate for the first time.
- The breakdown for British visitors was South 23%, Midlands 24%, Scotland 15% and North 38%, indicating that Harrogate attracts people from all corners of the UK.
- Other than golf, 15 industries were represented, including local authorities; farms; private estates; theme parks; showgrounds; football; racecourses, tennis clubs and polo fields.
- 35% of those who attended had the power to approve and purchase while a further 26% were in a position to influence approval.
- 10% of those who attend spent up to 25% of their annual budget at the Harrogate show. 15% spend up to 10% of their budgets while a further 38% spend up to 5% of their annual budget.

Compelling figures, I'm sure that you agree. We're particularly delighted that the work we have carried out to widen the visitor base and attract more decision makers to Harrogate is beginning to reap rewards.

That can only strengthen BTME & ClubHouse in the years ahead, thus ensuring that BIGGA can continue to fund the education, professional development and general benefits for its membership.

Of all those who did attend Harrogate 2004, perhaps the most welcome visitor was Neil Thomas' wife, Elaine, who despite Neil's serious illness, managed to maintain the family link to the week.

Thank you for coming, Elaine.

Scott MacCallum, Editor

## R&A'S BEST PRACTICE GUIDELINES WEBSITE LAUNCHED

The R&A's new website offering best practice guidelines for golf course management throughout the world is to be launched this month. There are to be two events marking the launch of this major development for the world of golf; one in the UK on Wednesday February 18 at The Belfry and the other the following day in Brussels. Access details to the new site will be posted on the R&A's website, [www.randa.org](http://www.randa.org), to coincide with the launch.

The R&A's golf course committee has developed the website which offers best practice guidelines on all aspects of golf course management and development, from the clubhouse and management

structure to construction and maintenance.

This professional advice and information, which is provided free of charge, will be of great assistance to golf associations and federations, golf clubs, greenkeepers, architects, planners, government agencies, non-government environment agencies and other relevant groups, and is supported by extensive links to expert organisations who can provide further assistance to those in search of help.

For further information contact Steve Isaac, Secretary to the golf course committee on 01334 460000 or e-mail [steveisaac@randagc.org](mailto:steveisaac@randagc.org).

## ROYAL APPOINTMENT

Avoncrop Amenity Products Limited, suppliers of Turf Management Products,

based at Sandford, Winscombe, North Somerset and Bracknell, Berkshire have been granted the honour of a Royal Warrant of Appointment as a Tradesman to The Queen.

"We are very proud to be associated with this award having supplied The Royal Household for over five years with Grass Seed Mixtures, Fertilisers, Composts and other Horticultural products for the Gardens and Lawns," said Rod Feltham, Managing Director.



## PHIL JOINS ALLEN



Following their recent take over of IBEA Power Products Limited, Allen Power

Equipment have appointed Phil Price (53) as Product Manager for the IBEA range and Area Manager for all Allen

products for North Wales and the Western side of central UK.

Phil will bring to his new role many years experience in the industry and his unrivalled knowledge of IBEA products will ensure he is in great demand from his new dealer base.

Phil is married with two daughters and lives in Shrewsbury.

## MOVING NORTH

In a bid to offer a nationwide service White Horse Contractors has launched White Horse Contractors (Northern) Ltd with an office in the North Yorkshire market town of Thirsk.

This expansion of the company's operations will provide the opportunity to tap-in to a real and attractive market much more cost effectively. The new company is a subsidiary of White Horse Contractors which means they will be able to maximise the skills and resources of the Head Office which has been operating for over four decades.

Jim Crabbe, a senior Contracts Manager will be leading operations at the company's new office. Since joining White Horse, he has proved his ability

in the development of new markets.

Thirsk was chosen as it is within easy access of the A1 and exactly 200 miles from the company's head office in Abingdon, allowing good strategic and logistic links.

The new company has identified key markets such as local authorities, local education authorities, sports clubs and golf clubs not to mention private clients.

It will undertake all sports turf construction, earthworks, drainage and maintenance as well as environmental works and water engineering.

White Horse Contractors (Northern) Ltd can be contacted Tel: 01865 736272.