



Welcome

PERFECT SUBJECTS FOR A FLY-ON-THE-WALL DOCUMENTARY

Such has been the explosion of reality television in recent years there can't have been a walk of life not covered. We all know everything there is to know about being a property developer; chef; hairdresser; sewage worker; estate agent; policeman; hospital worker; cabaret singer on a boat; farmer; astronaut (fake); vicar, teacher; person who lived in another period of history; bus driver; member of the aristocracy... The list goes on and on.

One of the few professions which hasn't been covered is greenkeeping and it leads me to wonder what the general public would make of you guys and the job that you do.

My own view is that they would be staggered by the sheer range of tasks that you have to undertake each working day and the level of sophistication and knowledge that is involved in doing them. Sure you're not dealing with matters of life and death like doctors but it's a little more complicated than knowing how long to leave a perming solution before hair turns green.

Course Managers need nowadays to be all rounders - Jacks of All Trade and Masters of Them All. That's not something that many other people in other walks of life have to deal with. Where else could you be out changing a hole one minute and making budgetary decisions involving hundreds of thousands of pounds the next? And bizarrely, you are more likely to have complaints from members if they feel a hole hasn't been changed properly than if your budget doesn't balance! I'm sure that's what frustrates so many of you. You can have a course that is playing like a dream but it just takes someone to notice a ball washer is out of water and you'll get a letter of complaint.

Yup, I'm warming to the idea of a fly-on-the-wall documentary featuring the everyday activities of a team of golf greenkeepers.

From half past eight every Monday for half an hour the whole television watching world could see the some of the hassles you have to contend with from small minded golfers and at the same time marvel at how you can identify one type of grass from another and how you look after them all differently.

They could also see that cutting a green is much more difficult than merely mowing a lawn and achieving a straight line takes precision and no little skill.

Having visited you in maintenance facilities which range from the palatial right down to leaking tin sheds I'm sure viewing golf club members might actually be a little ashamed of the living conditions some of their greenkeeping teams have to operate in. It's not so long ago I was still visiting clubs where it wasn't so much that there wasn't shower facilities but that hot water still wasn't available.

So if there are any television producers out there looking for the one avenue of fly-on-the-wall that hasn't yet been covered, get in touch at BIGGA HOUSE.

Scott MacCallum, Editor

NEW IMAGE FOR BSH

There might have been familiar faces greeting visitors to British Seed Houses' Stand, but the UK seed company had a distinctive new look at Harrogate Week 2006.

It sported new exhibition graphics, stationery and product literature on its stand, and entertained a packed house of customers and key industry delegates at its celebrity luncheon, where cricket pundit, Henry Blofeld, amused his audience with tales from the commentary box.

The new corporate identity was created as part of the company's ongoing strategic marketing

programme. Its new image is reflected across a suite of new magazine adverts, product-led direct mail, packaging and an upgraded website with online purchasing facilities.

"Anyone who specifies or purchases seed from BSH can be confident about its quality, and we think it's important that our image reflects this commitment to quality. We've also listened to our customers' feedback so we can continue to improve the service we provide to them," said Simon Taylor, BSH's Amenity Development Director.



Caption: L-R: William Gilbert, Managing Director, Louise Clegg, Henry Blofeld, Simon Taylor, Joe Hendy, Richard Brown and Bob Scott.

BATHGATE'S BUSINESS DRIVE



Simon with the new literature

New corporate literature, designed and produced by Knutsford-based agency, Quest, is spearheading a 2006 new business drive by Bathgate Silica Sands into a range of leisure and industrial markets.

From its quarry in Sandbach, Cheshire, Bathgate is a supplier of sand and top dressings into various sectors, not least the sports and leisure markets. Its sports clients include a number of Premiership football clubs as well as several prestigious tournament golf courses, such as Royal Liverpool Golf Club, which hosts this year's British Open Championship.

Quest's brief was to design and produce a contemporary new brochure which reflected the calibre of Bathgate's client portfolio, reinforced its growing reputation as a specialist supplier, and could be used as the basis of a renewed sales drive into key target markets.

Overseen by Quest's creative director, Simon Reason, the new literature, together with graphic panels mirroring the brochure's photography and design, was produced in time for Bathgate's first major trade exhibition of the new year, Harrogate Week 2006 at the end of January.

NEW IMPORTER

Trilo UK has announced that, with immediate effect, they are the importers of the new Leijenaar Green Clipper Mower range.

Trilo are already well known in the industry for supplying vacuum machines. The extensive range now includes blowers, top dressers and flail/scarifier collectors. It was a natural progression for Trilo UK to take on a range of mowers. The units can be used by turf producers and sports ground/open areas.

"This was not an easy decision, as it is all too easy to undo a reputation that has taken years to build. However, with the Green Clipper range we feel confident that we have an excellent product and that we can build a good relationship with the Leijenaar family as we have with Trilo," stated Tim Merrell, Managing Director, Trilo UK.