



Industry Update

INDUSTRY UPDATE



TRAINING PROGRAMME HERALDED A SUCCESS

Thousands of JCB employees have embarked on the biggest training initiative in the company's history as it faces the global economic challenge head on.

It is part of a huge programme involving more than 2,000 employees from JCB's Midlands' and Wales factories aimed at equipping the workforce with the skills needed to weather the economic downturn – and take advantage of the opportunities a recovery will bring. Plants in Rotherham, Cheadle, Uttoxeter, Wrexham, Rugeley and Derbyshire are all taking part.

Among those participating are 750 employees from the Backhoe Loader, Loadall and Hydraulic Business Units – all based at the World HQ. They are involved in a four-day programme being held at Uttoxeter Racecourse which includes sessions on performance manufacturing operations, problem solving and health and safety.

Corporate College, the business arm of Derby College, is delivering the programmes for staff attending the sessions at the Racecourse, with colleges in Newcastle-under-Lyme, Burton, Walsall, Lichfield and Tamworth delivering similar training to staff from other factories.

The scheme has already won praise from Skills Secretary John Denham, who held up the company as an example of good practice during a debate in the House of Commons. And employees taking part in the training programme have also heralded it as a big step in the right direction as JCB looks to combat the effects of the global economic challenge.

ONLINE FORUM EXPANDED

Spaldings has announced the launch of a free classified section (www.spaldings-forum.co.uk), introduced as part of their online forum. The forum thread went live' recently and came in response to positive feedback received from online visitors.

The online classified section will allow legitimate agricultural professionals to buy and sell farm machinery and associated products. The service is entirely free and offers users the chance to fully optimise Spaldings online customer base.

KICKBOXING WINNER

Campey Turfcare's Sales Demonstrator, Lee Morgado, is on top of the world after winning the World Kickboxing Association's amateur championship in New York.

Lee, 25, won the welter weight title at the Roseland Ballroom, just off New York's Times Square recently, beating Eddie Martinez by a fourth round TKO (technical knock out).

Lee was supported in New York by his girlfriend and his coach Vinny Shoreman.

"I was elated to win," he said, "Although I was confident that I would! My next fight is likely to be in Portugal in February this month for the World Full Contact Association (WFCA) European title. I would love to win this one, and be European champion. I am pretty confident that I will...I don't take part to lose!"



CONTRACT RENEWED

Club Car has renewed its contract with Remedy Oak Golf Club located near Horton in Dorset.

Remedy Oak, designed by John Jacobs, is nestled within 256 acres of existing ancient woodland, and set challenges to golfers of all levels with water hazards and tall trees purposefully placed.

Currently the club has 20 Precedent Club Cars and it will be updating to 20 New Precedent IQ Electric Golf Cars, two Villager four Precedent IQ Electric and one Precedent Refurbished IQ Electric.

This new fleet is due to arrive this month and it is hoped that it will provide the club with the same, if not more, benefits than the current fleet has this year.

Tractor Hire will be managing the agreement. They company is distributor for Club Car across Wiltshire, Dorset and Somerset as well as the original territory of South Wales.



L to R: Michael Fance, Ed Carter and John Noyce, Scotts Professional UK.

NEW ROLES FOR STAFF

Four members of staff from Scotts Professional's turf & amenity business have been promoted into new roles.

John Noyce has worked as an Area Sales Manager for Scotts for nine years in total. In his new, wider role, he'll provide technical and sales support to golf and sports clubs across the South East of England.

Michael Fance's role as Area Sales Manager for the South East of England also takes a new focus. Reporting to National Sales & Business Development Manager Richard Walton, he'll provide technical and sales support to local authorities, contractors, lawn care companies and landscapers.

Also reporting to Richard Walton in his new role is Ed Carter, who has been promoted to a National Key Account Manager. After four years as Area Sales Manager for the North of England and North Wales, he'll be responsible for driving new opportunities for the company within the turf and amenity sector.

And in the South West, Simon Keeble adds turf and amenity support to his existing role in the Horticulture division.

PGA OFFICIAL SUPPLIER STATUS GAINED

A leading supplier of synthetic turf and practice greens has proved it's the real thing by earning PGA official supplier status.

Huxley Golf has put pen to paper on a deal, paving the way to get involved with the PGA's growing portfolio of national and international branded facilities.

As part of the agreement, the PGA's property department will promote the Hampshire-based firm's products to its range of branded golf courses and academies in the UK, Ireland, Spain, Turkey, Cape Verde, Cyprus, China and Russia.

It cements a long-standing relationship between the two parties, which dates back more than a decade and includes the installation of a state-of-the-art indoor putting green within the PGA National Training Academy at The Belfry.

RELIABILITY KEY FOR RUDDING PARK

Rudding Park Golf Club, near Harrogate, has invested in a new fleet of Toro mowers to tend to its 18-hole Hawtree Championship course and recently opened six-hole Repton short course.

The North Yorkshire club is new to Toro, having used a mix of machinery – most of which was supplied by another major manufacturer. Seeking improved reliability in his latest purchases, however, Course Manager Richard Hollingworth turned to his local dealer at Cheshire Turf Machinery.

"We buy on quality, not colour," Richard comments. "And quality counts more than price. We were primarily looking for reliability in our new purchases – Tony Dodson (the Yorkshire Sales Manager for CTM) is very, very helpful and recommended Toro, which we hadn't used in the past."

One Toro Reelmaster 5610-D fairway mower along with a Groundsmaster 3500-D and two Reelmaster 3100-Ds with Sidewinder trim mowers are now hard at work across Rudding Park's extensive grounds, including the recently developed £750,000 Repton short course.



L to R: Lely's Nigel Lovatt, Rudding Park's Course Manager Richard Hollingworth, CTM's Tony Dodson and Lely's Jeff Anguige

EUROPEAN OPEN

The European Open will be held at The London Golf Club - where BIGGA's very own Chairman, Peter Todd, is Course Manager - for the second consecutive year from 28-31 May 2009, following its successful return to England last season for the first time since 1994.

A world class field, including defending champion Ross Fisher, of England, will contest the £2.4 million tournament, which can secure precious earnings towards the inaugural Race to Dubai. Fisher profited most from the return of The European Tour to his native country in 2008 by claiming his second European Tour victory by an emphatic seven strokes over Sergio Garcia of Spain last July.

The European Open will once again be played over the 7,257 yard, par 72 Jack Nicklaus-designed Heritage Course, which is one of two courses - along with The International - at The London Golf Club, near Brands Hatch, in north Kent.