

DEALER OF THE MONTH

A new series aimed at celebrating the great work done by dealerships up and down the country

CHESHIRE TURF MACHINERY

Franchise(s) held

Toro, Kioti, Kawasaki, Grasshopper, Greentek, Gambetti, Amazone and Husqvarna

Location and size

Based at Weybourne Drive, Bredbury, Stockport, Cheshire, SK6 2DN. Annual turnover of £4.5million.

Employees and size of premises

18 employees. Premises are 15,000sq ft

No. of service vans

Three.

Brief history

The business started in Reddish, Stockport, as Cheshire Light Tractors in 1956, and at that time sold two-wheel tractors and motorised cultivators.

The company kept pace with advances in garden machinery as leading franchises were added to the portfolio.

One of these – Flymo – was to become particularly significant. Firstly, it provided a wholesaler activity to the thriving retail business.

Then in 1970 Flymo started to distribute the Toro brand to the UK giving CLT access to the golf market.

The company was acquired by Electrolux (Flymo's parent company) in 1980 and remained part of the group for 16 years before the current directors, led by Steve Halley, took the business back into private ownership in 1996 as Cheshire Turf Machinery, reflecting the focus on the professional grounds care market in the north west.



Key services

Providing customers with tailor-made solutions to their problems by offering good advice, the right machine for the job and value for money.

Specialist services

Between them, the three directors of the company have over 70 years experience of the industry and are all involved in dealing with customers on a face-to-face basis.

Has the dealership changed over time?:

Since establishing CTM almost 14 years ago, we have focused on the professional market. Without the distraction of domestic or wholesale customers we can concentrate on the core business, rather than trying to be 'all things to all men'. In 2001 we created Yorkshire Turf Machinery as a sales division covering the South Yorkshire area.

What would you like to see changed?:

We have worked hard to develop our own service staff by introducing apprentices in recent years, which has worked well for us.

However, it would be great to stimulate even more awareness of career opportunities to young people.

Do you support customers who have in-house service facilities (ie OEM parts supply):

Yes we do. As well as working with regional corporate accounts such as De Vere Hotel and Marriott, we are happy to assist and see this as part of our customer care commitment.

Major customers:

Carden Park
Worsley Park – Marriott
Royal Liverpool Golf Club
Lancaster Golf Club
Pleasington Golf Club
Wilmslow Golf Club
Hallamshire Golf Club
Hallowes Golf Club
Ashbourne Golf Club
Matlock Golf Club
Rotherham Golf Club
Manchester United FC
Manchester City FC
Liverpool FC.

To nominate a GI Dealer of the Month contact Scott MacCallum with your reasons why the dealer of your choice should be featured... Email: scott@bigga.co.uk