



## Uk & Ireland Golf Market Shrinks

A new golf industry survey has revealed a 4% decrease in the number of players in the UK and Ireland over the last year.

The survey reveals Europe's golf market as a whole has experienced significant growth since the 1980s and the number of golfers has more than tripled in the last 25 years, with golf course supply doubling in the same period.

However, across Europe, while the number of registered players grew by 5% annually until 2005, KPMG's research suggests that since then, demand growth has slowed down in the second half of the decade to 1-2% per year, and the current global economic pressures affecting many European countries have taken their toll, with nine countries suffering a decrease in participation over the past 12 months.

The report also recommends the need for more playable courses, six and nine hole developments, which will comfortably sit alongside championship-length courses to encourage new entrants to the game and offer affordable, accessible family-friendly services.

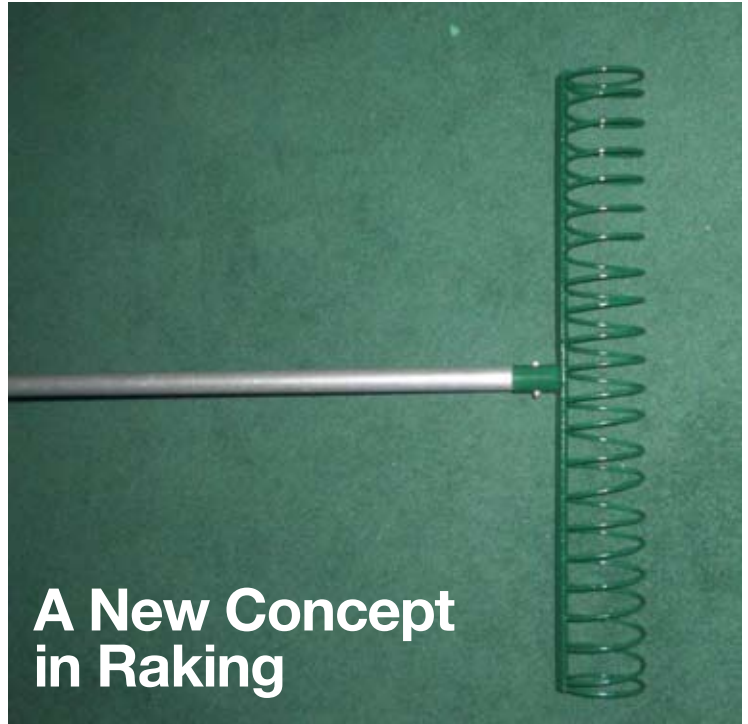
Turkey is highlighted as one of Europe's success stories where a 'Junior Golf League' initiative has proved so popular over the past three years that more than 3,000 additional juniors have been registered.

The country now boasts a growing golf population, 51% of which are juniors.

Other highlights from the survey include:

- From 2000 – 2010, the number of golfers in England and Wales decreased (-63,800 and -14,500 respectively).
- In absolute terms, the leading countries in golf participation growth were Germany (+254,000 = 74% growth), the Netherlands (+204,000 = 146% growth) and Spain (+187,000 = 124% growth).

Download the survey at [www.golfbusinesscommunity.com](http://www.golfbusinesscommunity.com)



## A New Concept in Raking

The Sandglider rake was conceived by Terry MacKay after his many frustrations with the standard of rakes on his frequent visits to bunkers around the world. Rakes were often broken, bent, missing teeth and generally pretty awful. Being a design engineer and former owner of a precision engineering company, Terry decided to design a rake which would address all the problems he had encountered. Almost five years later, SilverTree Products Limited is ready to launch Sandglider onto the market.

"There are many advantages to the rake; its stainless steel construction means years of useful life while retaining a pleasing appearance after exposure to all types of weather," said Terry.

"It is easy to use and can be

pushed or pulled to equal effect. Dry sand is effortless to work and the surface finish superior to a conventional rake. Heavy wet sand is always a problem for a flimsy rake but Sandglider copes," he explained.

A final redesign of the rake head has virtually eliminated any build-up of sand in the coil and in any event a tap on the ground clears the build-up immediately. The surface finish on wet sand is superior to that of a conventional tined rake. Having no teeth means Sandglider will not damage bunker membranes.

Sandglider will be priced much the same as any good quality rake available from reputable outlets; under £20 but with a longer lifespan.

For further info contact Terry MacKay on [tdm@silvertree.co.im](mailto:tdm@silvertree.co.im) (Tel. +44 (0) 1624 852183)

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\*Dependent on chosen longevity.

