



MARRIOTT HOLLINS SIGN AGREEMENT WITH SHERRIFF

Sherriff Amenity is delighted to announce that an agreement has been reached with Ian Pullan (shown right), the Course Manager of Marriott Hollins Hall, to become the preferred supplier of chemical, fertiliser, seed and other golf course maintenance requirements.

Marriott provide some of the most immaculate golf courses across the UK. Mark Pyrah (left), Sherriff Amenity Director said "We are delighted that Ian has chosen Sherriff Amenity to be their preferred supplier.

The agreement that has been reached will ensure that Marriott Hollins Hall benefit from our extensive product portfolio. However this is only one aspect of the agreement. We firmly that IT will play an increasingly important role in our industry and Ian will be able to benefit from the latest technology that Sherriff Amenity are able to provide to group customers. This, along with bespoke technical and product training for Ian's staff makes this an exciting and innovative package for our group customers.



PRODUCT MANAGEMENT ROLE AT RJ FOR LEE

Lee Kristensen has been promoted to the role of Product Manager at Ransomes Jacobsen, one of the leading manufacturers of commercial mowers, turf maintenance equipment and compact utility and industrial vehicles, based at Ipswich in Suffolk, UK.

Reporting to Richard Comely, Director of Marketing and Product Management, Lee will manage the development and enhancement of all Ipswich designed and built Ransomes and Jacobsen branded products and liaise with colleagues at the Charlotte facility in North Carolina, USA with regard to the Jacobsen product line.

Commenting on the appointment Richard Comely said, "Lee has an excellent technical background in a related industry and will bring further expertise to the Product Management team here in Ipswich. We have some exciting product developments in the pipeline and he will be a great asset to the business."

GOLF'S BILLION POUND IMPACT REVEALED

A new report supported by BIGGA has revealed that golf is worth over £5.1 billion annually to the economy of Great Britain and Ireland – and a staggering €15.1 billion throughout Europe.

It also reveals the sport is responsible for nearly 80,000 jobs in Great Britain and Ireland and generates employee wages in excess of £1.5 billion.

The report, commissioned by The Professional Golfers Association and supported by leading British and European bodies including BIGGA and FEGGA was produced by Sports Marketing Surveys Inc and highlights the importance of the golf industry across the continent.

Key economic findings across the 27 European Union nations plus Norway and Switzerland, which represent a combined population of 510 million, show the sport is responsible for a minimum of 180,000 full time jobs and employee wages of €4.4 billion.

And based on models employed by the Australian Golf Industry Council (2010) and Golf2020 in the USA (2011), the results show total expenditure per golfer throughout Europe of €1,911 which is in line with Australia (€1,917) and America (€2,007) golfing counterparts.

While the well-documented economic downturn has hit popular European golf destinations such as Spain and Portugal, golf tourism still

contributes €1.5 billion of the annual impact.

On the course, the strength of the game matches the economic impact with eight men in the top 20 end of year world rankings and nine women in the top 50 of the Asian dominated standings. International team success is exemplified with the Ryder Cup, Solheim Cup, Walker Cup and Curtis Cup all residing this side of the Atlantic.

PGA chief executive Sandy Jones commented: "Golf plays a significant role both in its economic impact and also in delivering social, behavioural and sporting benefits with the PGA professional firmly at the centre of the golf industry.

"In addition golf is also a

huge contributor to charitable causes in Europe and last year generated more than €85 million supporting a range of good causes."

BIGGA chief executive Jim Croxton added: "Such a comprehensive report is of great value to all stakeholders in the golf industry. The largely unsung work of BIGGA members in maintaining and managing the nation's golf courses contributes hugely to a sport that is enjoyed by several million people and provides nearly 80,000 jobs in Great Britain and Ireland alone. We are grateful to the PGA for leading on this project and all the other stakeholders whose contribution has helped produce this important study."