

A GREATER UNDERSTANDING



This month David Golding, GTC's Education Director, explains how he is hoping that a joint series of GTC and The R&A workshops, to be held this summer, will help all turf staff employed at GTC Approved Centres understand what the sustainable golf course programme, including the benchmarking service, is all about - David also encourages employers to use the much publicised Apprenticeship scheme.

Much has been discussed regarding just what is behind The R&A's strong support and promotion to golf clubs and greenkeepers of maintaining and managing golf courses in a sustainable manner.

The R&A's benchmarking service is now available which is designed to help courses record, monitor and report on their progress towards becoming more sustainable and as a means of gathering information, not currently available, to give the game more accurate details in order to offer more reliable data to organisations and authorities rather than the more "we know golf is more environmentally friendly than we were" type of meaningless statements.

I know from my attendance at the UK's Amenity Forum where much time and effort has been spent from a huge range of pesticide users on defending the use of plant protection products that the EU Thematic Strategy has really exposed many weaknesses in data, and we think the UK has a good record.

Clearly golf has to have much more reliable data to feed into the various countries regulatory process if we are to continue to have these "tools" to use in the future.

I do not intend to enter into whether there should be pesticides to use or not but the whole debate needs to be aired in a professional manner with leading golf bodies at the forefront of policy making.

The GTC with BIGGA, the British Home Unions, the PGA European Tour and The R&A are all committed to ensuring greenkeeper education and training programmes are current and will ensure the whole sustainability debate is discussed and how best this is explained to all levels of greenkeeping students.

So how do we best address the S Factor?

What we have agreed with The R&A is a workshop format where all staff employed throughout the GTC Approved Centre network, who are involved in delivering turf education, will be

invited to meet with Course Managers and Club representatives who are known to be involved in a sustainable programme of maintaining their golf course.

There will be representatives from the GTC and the R&A at all of the workshops.

It will be an opportunity to bring the theory behind the sustainable golf course programme together with the practicalities of introducing and implementing a programme in reality.

We intend to invite Course Managers, who, together with their club officials, will explain their experiences to the delegates from Centres throughout Britain.

We are hoping for a really hands-on approach to the workshops and our aim is to develop a set of agreed learning materials for students on the range of courses offered by our Approved Centres.

Attendance at the workshops is by invitation only but the outcomes will be made available shortly after the final event.

The GTC would like to thank the following clubs for agreeing to use their facilities and the Course Managers and club officials for their support in the days programme: Wilmslow GC, Burnham & Berrow GC, Glencorse GC, Temple GC, Gog Magog GC, King's Hill GC and Cleveland GC.

The proven way to train your workforce

Nobody can have failed to have seen or heard the Governments recent advertising campaign promoting apprenticeships.

Regular readers will know that as a former apprentice (many years ago!) I have recommended to the GTC for many years that to have a sector

specific apprenticeship is one of the best ways to ensure we can still attract youngsters into greenkeeping.

By us attending meetings to develop and now review the apprenticeship framework, it is important our golf clubs and Course Managers continue to maximise this route to staff recruitment and development.

Millions of pounds have been made available by the Government and during these difficult times for small and medium size businesses in particular, it is easy to forget training.

I encourage all employers and managers to consider this option to access training through a GTC Approved Centre (see our website for Centres) with funding support to maintain staff development.

The main content of the Apprenticeship in Sports Turf – Greenkeeping is the Vocational Qualification both at Level 2 Apprenticeship and Level 3 the Advanced Apprenticeship.

As our sector has an apprenticeship to offer may I remind all employers willing to offer work experience to school students, 14 years and older, that should they be interested in a career as a greenkeeper please make them aware of the Apprenticeship - we can send them a free career pack.

Visit www.apprenticeships.org.uk and www.the-gtc.co.uk for further details. Employers can post apprenticeship vacancies on the www.apprenticeships.org.uk website as well as apprentices seeking employment. Follow the link to The Apprenticeship Service.

David can be contacted at the GTC on Tel: 01347 838640 or email: david@the-gtc.co.uk

GTC is supported by:





Industry Update

NEW APPOINTMENT

New Holland has announced a further new appointment to its Groundcare dealer network. To strengthen their customer service in the central belt of Scotland, Bryson Tractors Ltd has joined New Holland's list.

Bryson Tractors Limited is a long established company very active in the agricultural sector. Their new groundcare division has been created to focus on the groundcare market. Nancy Bryson will be heading this division and has lots of experience in the local authority sector with very strong relationships with several local Councils throughout Central Scotland.

James Doyle, Manager of New Holland's Special Focus Group, announced the appointment by saying, "In Bryson Tractors we've found a dynamic company with good contacts, and Nancy has strong links with the market she's going to serve. This appointment is especially important to us in a year where customers are looking at every penny they spend. With Nancy's expertise she can show them the features of blue tractors which will give them great value for money."



NEW SEED TO HELP PROMOTE GRASS GROUP GROWTH

The Grass Group has appointed Lee Ashcroft as its Northern Area Sales Manager.

Lee joins The Grass Group with nearly 20 years of experience working within the groundcare industry and will be responsible for the Northern dealer network, backing them up and offering support with demonstrations and business development.

Paul Trowman, General Manager, commented on the appointment, "We are delighted to welcome Lee to the team and we are sure he will be a great asset to us, his appointment further underlines our continued growth and development in the UK and our commitment to ensure our dealers success with our products."

GO ONLINE

Lamberhurst Engineering, the sole UK importer of Ferrari tractors, Caroni mowers, Seppi mulchers, Pellenc pruners and the Brogio flail head has launched a new company website at: www.lameng.com

More information for customers along with a brand new shop with over 500 products features on the brand new website.



James Doyle from New Holland and Nancy Bryson from Bryson Tractors

TERRAIN ACQUIRES C & P SOILCARE

Terrain Aeration Services has acquired the assets of C&P Soilcare, which has ceased to trade.

Included in the machinery bought by the Suffolk based aeration contractor is the Terralift 2000, the only other Terralift type machine to exist in the UK outside Terrain Aeration's Airforce Terralift fleet. Originally designed and built by David Green, now MD of Terrain Aeration, the Terralift 2000 will be completely re-built in Green's workshops to emerge as yet another Airforce Scamper Terralift. The Deep Drill, also bought by Terrain Aeration was brought into the UK, by

Lynda Green, now Terrain Aeration's Operations Director, who was the first to offer this form of aeration service 15 years ago.

"This machine will be completely stripped and rebuilt before putting into service later in the year," said David Green.

"As the only company offering a one-metre deep compressed air de-compaction service combined with the injection of seaweed nutrient, mycorrhizal fungi, water-storing polymer or de-contaminating biological bacteria in the UK, we warmly welcome all former customers of C&P Soilcare."

BACK IN BUSINESS

Gary and Sue Mumby have announced that BLEC (Global) Ltd a company of which they are the shareholders and directors, have purchased the business and assets of BLEC Landscaping Equipment Co Ltd (in administration) acting by their administrators PKF (UK) LLP.

The new company BLEC (Global) Ltd will be managed by Gary and Sue who are pleased to be back in the business, after a difficult and stressful period in their lives, but they would like to take this opportunity to thank everyone who contacted them from around the world with their good wishes and support during this time.

BLEC (Global) Ltd will continue to manufacture and supply a wide range of machines and the parts department is also up and running for any parts requirements you may have.

FIRM GROWTH

Dennis has reported 2008 as its best ever trading year with sales up 14% on 2007. Market share has expanded in bowls, cricket, tennis, football, rugby and ornamental lawns, while also working closely with the golf market.

GLOBAL WEBSITE LAUNCHED

Ransomes Jacobsen has launched a new global website, merging the two independent sites previously hosted by the UK company and their sister company Jacobsen in the USA. A wide range of additional features and enhancements, including animation, have been introduced to make the site more user-friendly. For more information, visit the new site: www.ransomesjacobsen.com



EXCLUSIVE DISTRIBUTION AGREEMENT

Alex Cruickshanks, of Turftec Agronomy, and David Goldstone of Tower Sport (Europe) Ltd after agreeing an exclusive sole distribution agreement throughout Scotland.

Alex is better known when wearing his Daval Industrial Products hat, but since setting up Turftec Agronomy, has enjoyed success in the Scottish amenity marketplace. To further enhance the product portfolio it was decided to utilise Tower's specialist knowledge when looking at wetting agents, as well as many other water management products developed and used successfully throughout Tower's European distribution network.

"This now gives our customer base the opportunity to have a one stop shop, with a technical back up thanks to Tower of being second to none. This also provides our customers with the most up to date and technologically advanced products in the market today," said Alex.

"Having built up the some very prestigious clients throughout Scotland, Turftec are ideally placed to maximise the potential of the product range while providing a distribution service second to none," said David.



NEW ADDITION

Precision Laboratories announced the addition of David Keating to its Turf and Ornamental Sales Team. Keating will assume the role of District Manager for the northeastern United States.

"David brings a diverse background along with solid experience in the fertiliser and specialty chemistry industries. His successful track record will be an asset to Precision," said Don Spier, Vice President of the turf and horticulture business for Precision Laboratories. "His past accomplishments

ALL-WEATHER GOLF SURFACES PROVIDE AN ANSWER TO WATER SHORTAGE

Huxley Golf has announced the appointment of a new distributor in Cyprus to look after sales and installations of the entire Huxley range of golf practice, teaching and playing aids. Trading as Huxley Golf Cyprus, the new company is based near Limassol and is owned and operated by golf course designer and keen golfer, Mike Keay.

Speaking enthusiastically about his appointment, Mike said: "Huxley Golf has proved it's the real thing by gaining official supplier status from the Professional Golfer's Association. The PGA has had a long-standing working relationship with Huxley Golf since 1990 and recognises the company as the leader in its field."

Mike Keay, who studied Golf Course Design and Construction at Guelph University in Ontario, Canada, is keen to demonstrate the benefits of Huxley Golf's premier all-weather surfaces to golf course operators, golf enthusiasts and professionals. He explained: "Golf is still a relatively new sport in Cyprus. However, a small number of excellent courses are operating and more are planned."

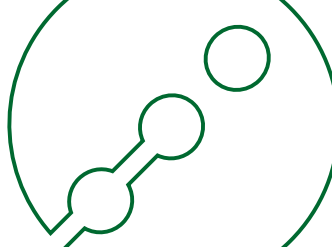


are certain to bring additional value to current and potential customers. David's knowledge of the fertiliser industry will support the release of our new nutrient product, Uptake Technology™."

Keating will be responsible for professional turf sales and customer relationship management.

David will promote Precision's "Best of Class" products that maximize resource management, saving customers water, time, money and labour.

Membership



AN UPDATE FROM BIGGA'S MEMBERSHIP DEPARTMENT

Weekend Leisure Breaks

BIGGA Members can now enjoy great discounts with InterContinental Hotels Group (IHG) of at least 25% off weekend stays and up to 35% on Friday and Sunday nights'. The offer is available at participating Crowne Plaza, Holiday Inn and Express by Holiday Inn hotels across the UK and Europe from 1 January 2009 until 31 December 2009 so go ahead and treat yourself to a weekend break. To book from the UK call 0870 400 8135 and quote 'Exclusive Rate'. To take advantage of other great offers during the year, please visit www.ichotels.com/exclusive

BIGGA Membership Categories and Annual Subscription Fees

As reported in last month's Greenkeeper International, BIGGA are streamlining their Membership Categories, a full description of the revised membership categories were given in last month's Membership Update and are available on the BIGGA Website.

As of April 1, 2009 the annual subscription fees are as follows:

Category	Annual Fee
Full Member (Category 1A)	£125
Full Member (Category 1B)	£75
Associate Member (Category 2A)	£55
Associate Member (Category 2B)	£27.50
International Member	£90
Student Member	£25
Affiliate Member	£85
Retired Member	£30

Full Member Benefits

After the shock of the economic downturn comes the shakeout of recession, redundancies are not just something you read about in the paper – they're happening to people you know, neighbours, family and friends. If you are a greenkeeper (full) member of BIGGA as part of your membership you have access to a legal helpline who can advise you on all aspects of employment matters. Also, if you are finding yourself under more and more stress then contact the Greenkeepers Support Service, a confidential, professional telephone counseling service which can help you proactively manage stress by providing immediate emotional support.

If you have recently been made redundant and have concerns about renewing your membership subscription please contact our membership team.

This month BIGGA welcomes the following new members...

Scottish Region

Robert Cleisham, West
Greig Easton, Central
Marc Gentles, East
Brian Hunter, East
Euan Little, North
Ross Ovens, East
Nicola Townend, East
Andrew Allan, North
Fraser Baillie, North
Callum Barclay, North
Michael Beaton, East
Thomas Fairfield, North
David Munro, North
Robbie Scott, East

Northern Region

Michael Allister, North West
Barry Askham, Northern
Daniel Cavill, Sheffield
Keith Emery, Northern
Jack Fox, Sheffield
Jordan Gibson, North East
David Golding, North West

Tim Harrison, North West
Graeme Marshall, North West
Edwin Newsham, North East
Lewis Pattinson, Northern
Daniel Reeve, Sheffield
Tim Saville, Sheffield
Sean Stephenson, North West
Jake Stickney, Sheffield
George Turnbull, North East
Phillip Worth, North West

Midland Region

Brendan Clifford, Mid Anglia
Craig Collins, Midland
John Collinson, Midland
Stuart Darby, Mid Anglia
John Edgar, BB&O
David Green, Mid Anglia
Marion Lewis, Midland
Michele Lombardi, BB&O
Alastair MacInnes, BB&O
George Marston, Midland
Gerald Orchard, Mid Anglia
Gerald Orme, Midland
Joe Willcocks, Midland

South East Region

Stephen Batchelor, Kent
Thomas Brooks, East Anglia
Leigh Chapman, East Anglia
Dominic Cheeseman, Surrey

Terry Clark, East Anglia
Mark Clements, East Anglia
Anthony Halligan, London
Harry Harding, Kent
James Kent, East Anglia
Chris Laws, East Anglia
David Ray, Sussex
Stephen Silvester, East Anglia
Richard Southall, East Anglia

S West/S Wales Region

Amanda Biggs, Surrey
Tom Bunt, Devon & Cornwall
Leslie Eldridge, South Coast
Tony Hursey, Devon & Cornwall
Daniel Jenkins, South Coast
Paul Martin, South Coast
Hillery Murphy, Surrey
Andrew Smith, South Coast
Ben Trickett, South Coast
James White, South Wales

N Ireland Region

James Devoy, Northern Ireland

Overseas

Matt Byers, Republic of Ireland

CONTACT US By telephone - 01347 833800 (option 1 for Membership.)



Tracey Maddison
Email: traceymaddison@bigga.co.uk



Justine De Taure
Email: justine@bigga.co.uk



Brad Anderson
Email: brad@bigga.co.uk

Other useful telephone numbers (for greenkeeper members only)

Personal Accident Helpline 02075 603013
Greenkeepers Legal Assistance 0800 177 7891
Greenkeepers Support Services 0800 174 319

Thought for the month...

"Adversity is a fact of life. It can't be controlled. What we can control is how we react to it".
Unknown, Source

Whether you are an optimist or a pessimist will matter a great deal as to how you cope with adversity.

Learning & Development

Key Sponsorship:

UNLOCK THE POTENTIAL OF GREENKEEPERS

The funding provided by Gold and Silver Key Sponsors is used to produce training and career aids, DVDs, CD Roms, field guides and provide refunds for training fees and subsidised learning and development courses. The funding also helps support seminars, workshops, courses, the lending library, careers advice, posters and manuals.

Many young greenkeepers owe their career progression to the assistance they've had from the Learning and Development Fund. An equal number of established greenkeepers have also been able to access the fund to continue their professional development thanks to the donations of the Gold and Silver Key Sponsors.

THANK YOU TO THE FOLLOWING KEY SPONSORS



GOLDEN KEY



Golden Key Individual Members

JH Greasley; WJ Rogers; Andy Campbell MG, CGCS; Iain A Macleod; Tom Smith; Frank Newberry; Christopher Lomas MG, Lee Strutt MG.



SILVER KEY



Silver Key Individual Members

Ade Archer; Steven Tierney; Paul Jenkins; Iain Barr; Richard McGlynn; Steve Dixon; Sam Langrick.

Sami Collins, Head of Learning & Development, provides a departmental update...

Planning, planning, planning – guess what the word of the month is? March, April and May are the months where all the planning and updating takes place for the next nine to 12 months. Believe it or not the programme for Harrogate Week 2010 is taking shape, entries for the Toro Student Greenkeeper of the Year Award are starting to arrive, the Master Greenkeeper Certificate scheme has been updated and the annual archiving of old files has commenced.



Club Managers Association of Europe

As you will be aware, BIGGA has signed an agreement with the Club Managers Association of Europe (CMAE) to enable course managers to develop their careers and become club managers. This can be achieved by gaining the Certified Club Manager (CCM) qualification a challenging education programme designed to equip club managers with the tools they need to fulfil their role.

The CCM is based on the following 10 core competencies:

- Private Club Management
- Food and Beverage Operations
- Accounting and Financial Management
- Human and Professional Resources Management and Leadership
- Inter-Personal Skills
- Marketing
- Golf/Sports Management
- Buildings and Facilities Management
- External and Government Influences

For further information and to download a copy of the CMM Certification Programme go to www.bigga.org.uk/education/downloads or visit the CMAE website www.cmaeurope.org.

The book, *Contemporary Club Management*, produced to support the CMM is now available from the BIGGA library.

Use Tesco Clubcard Vouchers to pay for Training

The National Extension College (NEC) offers an extensive range of distance learning courses that can be paid for using Tesco Clubcard Deals Tokens. £2.50 in Clubcard Vouchers gives £10 worth of Clubcard Deals Tokens. Courses include:

- Project Management
- Report Writing

- Assertiveness at Work
- Time Management
- Business Basics: Book-keeping
- Business Basics: Marketing
- Chartered Management Institute (CMI) qualifications

For further details visit www.nec.ac.uk

The Open University also accepts Tesco Clubcard Deals Tokens for their courses. For further information on the courses offered visit www.open.ac.uk.

Land-Based Learner of the Year 2008 Awards



Congratulations must go to Paul Carella, from Bellshill Golf Club, in Lanarkshire, for his success at the Land-Based

Learner of the Year Awards. Paul scooped the top prize, Lantra Land-Based Learner of the Year as well as three other prizes, Scottish Enterprise area learner of the year, Modern apprentice of the year and Horticultural learner of the year.

Paul, who completed a SVQ Level 3 in Amenity Horticulture with Gosta Training in June 2008, was a runner-up in the Toro Student Greenkeeper of the Year Award 2008 and has also been presented with the Harry Diamond Quaich by the BIGGA Scottish Region.

Learning and Development Updates

Higher Education Scholarships

The first Scholarship of 2009 has been awarded to Stephen Clark to study for a Foundation Degree in Sports Turf.

To apply for a Higher Education Scholarship download an application form from www.bigga.org.uk/education/downloads.

BIGGA Library



We have added one new book and a DVD to the BIGGA Library:

- Contemporary Club Management* – Joe Perdue
- USGA Recommendations for a Method of Putting Green Construction* – USGA DVD

A REAL TRANSFORMATION

FEATURE



Scott MacCallum visits a nine hole golf club in Cambridgeshire which will soon be completely unrecognisable

Comedians have a joke. “What’s the secret of good comedy?” Then, without giving any time to think, the answer is blurted out, “Timing”.

It’s a good joke, but, what’s more, it’s true, and not just for comedy. There are many situations where timing is everything and getting it right can make an enormous difference.

Such is the case at St Ives Golf Club, in Cambridgeshire. A lovely nine hole parkland course, with a clubhouse tucked behind the local secondary school. The membership had always dreamt about the possibility of extending to 18 holes, and over the last 20 or so years there had been much talk about possible options. Indeed, a plan to buy the adjoining Poultry Research Station and build an additional nine holes was put to the membership but ultimately failed to materialise.

But here comes the timing bit. A group of senior, highly motivated, members with exactly the correct skill sets, came together with the view that if St Ives Golf Club really was serious about moving forward some serious work would need to be done, and a working party was set up.

Those people, a building developer, Keith Fleming; an architect, David Cook and David Christopher, Past President of the Club, who possessed a range of core skills, came together and identified that the club was sitting on a land bank that could potentially be the key to the future.

And here is the other bit of immaculate timing. The working party spoke with planning authorities, went out and contacted potential developers and eventually sold 10 acres of land – covering two of the existing two nine holes - to a medium sized

property developer for a substantial sum, right at the top of the property boom.

That money has enabled the club to purchase land from a farmer a couple of miles away on the other side of St Ives, and they are in the process of building a superb 18 hole inland-links course, complete with stunning clubhouse and driving range facilities which are also currently under construction.

It looks like a no-lose situation for the golf club and indeed it is, but if it is so easy why aren’t more clubs, with courses restricted by housing, going down the same route?

“It sounds easy, but there is a lot of very hard work and the negotiations are extremely complicated and requires the support and approval of the membership to take it forward,” explained Club Manager, Mike Kjenstad, who joined St Ives



18 months ago, a short time after the project had started.

Once the initial working party had set up the basic project structure they handed their valuable work over to another talented member, current Club President, Philip Casey, who has since managed the project. A retired, high ranking administration officer in the Fire Service, Philip possessed the skill and talent to run a major project of this nature through steering committees.

“Once the project is complete, I am sure that the membership will come to appreciate how much devotion and work that Philip Casey has lent to the project and reward his efforts accordingly” said Mike.

The new course is designed by Cameron Sinclair and built by Ely Golf Construction Ltd, while, Phil Gates MG, pictured left, came on board as Course Manager a year ago.

From its beginnings as a fairly bland piece of farmland which rose up at the end, the new course,

shaped and seeded, already looks as though it was always destined to be a golf course.

“Cameron was given a free reign to produce the type of golf course he thought best and the club was extremely impressed with what he came up with,” explained Phil.

With heavy clay soil to contend with the course was designed and shaped so water would run off the roughs and into man made wetlands. The water gathered in the wetlands is then pumped into the 5,000,000 gallon irrigation reservoir at the top of the course, making the club self sufficient in recycled water.

The heavy clay also dictated that the fairways would require significant investment in primary and secondary drainage and this has certainly been the case which has been complemented with a 75mm of sand capping.

Phil who, along with his current on-site team of Robert Duff and Gareth Morgan, have been developing the new course and setting up the

fantastic purpose built maintenance facility that the Club has invested in.

Phil spent much of his initial time on site involved in meetings, setting up budgets, liaising with Ely's and working with Mark Campbell, Head Greenkeeper on the original nine hole course.

"I've been very impressed with the high quality of work that Ely's have done," said Phil, who brought grow-in experience with him from working on what is now The Wiltshire and Dummer Golf Clubs in the early '90s.

Every Friday morning a site meeting involving Phil, Cameron, Adrian Cook from the club and either Nigel or Mark Ely is held to assess progress and make whatever tweaks are deemed necessary.

"Course Development Officer Adrian, is excellent in liaising with Cameron and Elys making sure that what work set out the week prior is done and any small things are picked up. Ely's are very good at fixing those small things and making sure everything is carried out to standard," said Phil.

The grasses selected are a mono culture of Velvet Bent for the greens; green and tee surrounds are pure fescue, while there is 15% rye grass in the tees and approaches to take the wear and tear. There is 30% rye in the fairways. The rough is 95% fescue with 5% bent. The seed was supplied by British Seed Houses with Barenbrug supplying the cultivars for over-seeding.

"When finished the course will look like it has been cut out of two foot long grass, with the holes sculpted through the wispy fescue. The wetlands will be planted with wild flowers and there are 2,000 gorse plants to go in along with a small number of Scots Pines to give a little definition and character on some holes. There is one established tree on the course – an oak on the 4th."

The Clubhouse has a splendid courtyard design while the outfield of the state-of-the-art 8 bay driving range with 4 allocated to Achnusnet Europe for the company's custom fit business. The range will also have a unique floodlighting system using a combination of uplighters and special low level lighting.

"Undoubtedly the exceptional rainfall over the past two summers has delayed the project and given those circumstances may lead to a revised opening date. The Steering Committee realises the investment involved and the responsibility they have been charged with to ensure that the project meets the member expectations" said Mike.

The members have been kept fully informed of developments at every stage with every reported issued by Cameron or Ely's posted on the club noticeboard and website.

"Having already carried out all the background work to get us to the stage the skyline of the course and buildings showing maturity each day is generating more interest and enthusiasm among our members.

"We had a foundation ceremony last September and invited all members to come and there is genuine excitement about moving over," explained Mike, who is well aware of the quantum leap St Ives Golf Club is taking.

"It is going to be a big step for the club but I think we are starting to put a good team together



The new clubhouse takes shape

to support that," said Mike.

The 525 members of St Ives will enjoy their membership fees being kept at the same level as for the old nine hole course when we re locate. The new facilities will enable St Ives to increase its membership but maintain a sensible ceiling to ensure the course is not flooded with play and maintain the enjoyment for its members.

The Club will still hold 30 acres of land in reserve at the old site which could potentially also be sold off for housing and secure the long term future of St Ives.

"Eventually we may have the luxury of not having to take societies and will not be financial forced down the route relying on external income to make the books balance" said Mike.

Back at the course Phil and the guys are working hard to ensure the grow-in work goes well and they are enjoying the demands that building a new course brings.

"I am learning management of USGA greens, bent grasses, fescues, construction inputs, water management and will be drawing up a wildlife

policy to be implemented. Having worked on the parkland course with poa greens this is an enjoyable learning curve" said Rob.

Ultimately there will be a team of seven, including the guys who move over from the existing course.

What St Ives has achieved is quite mind blowing – leaving a lovely but geographically restricted nine hole course steeped in history and moving to what will undoubtedly will be the finest golf course in Cambridgeshire – so what advice would Mike give to any other clubs in similar circumstances?

"You have to have skilful people in place with the ability to progress the project, control it and manage it. They need to be dedicated professional people with the time on their hands to commit such a project," explained Mike.

As I said timing is everything. You need the ideal people in the ideal place at the ideal time willing to dedicate bucket loads of effort, and, of course, selling land at the top of the market.

A recipe for real success!



Left to Right Head Greenkeeper Mark Campbell; Gareth "Trigger" Morgan, Rob Duff, Craig Marshall and Course Manager Phil Gates MC.



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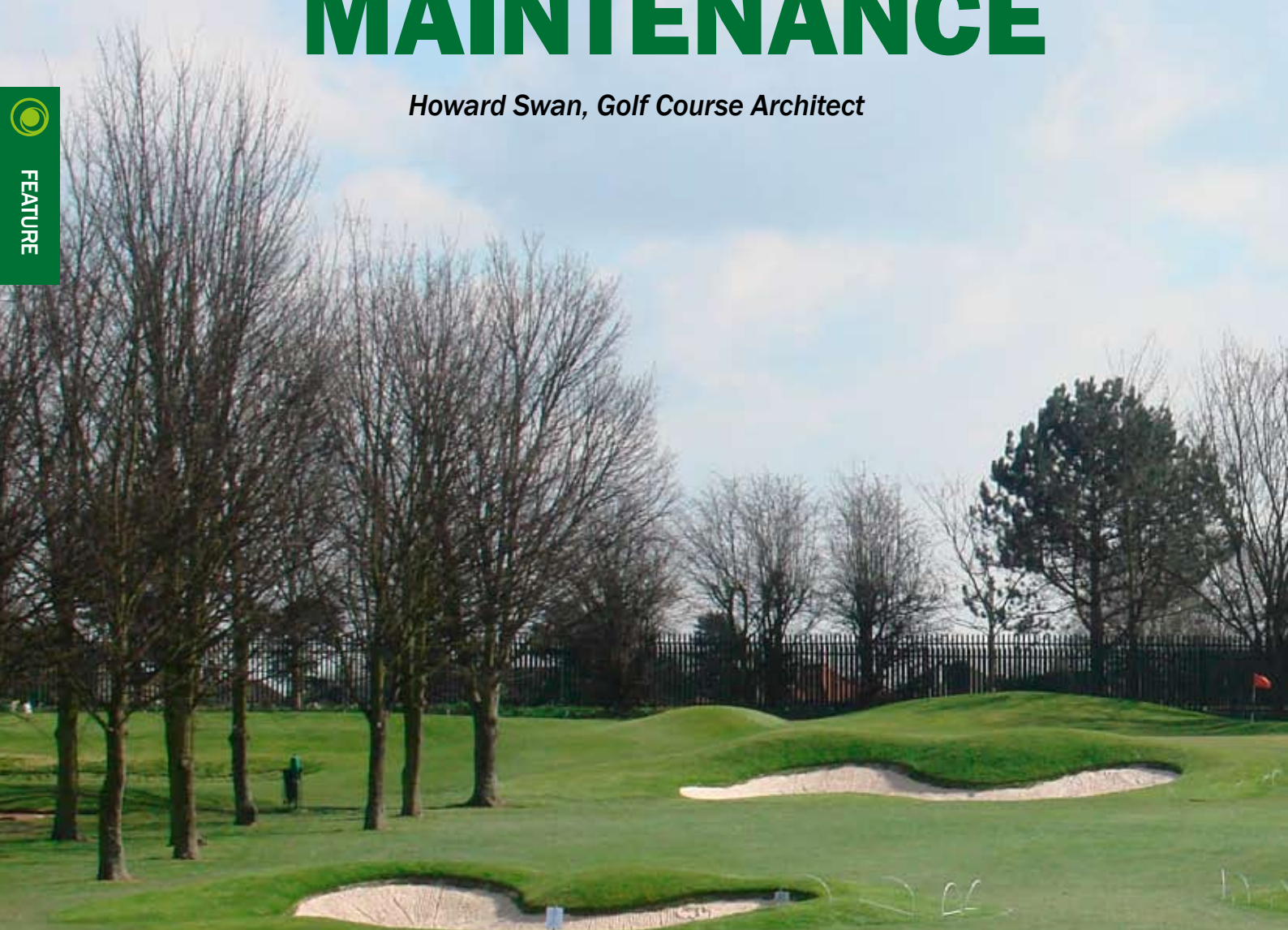
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DESIGNING FOR MAINTENANCE

Howard Swan, Golf Course Architect



FEATURE



Times are tough... Everyone is looking at the bottom line...at spending... should I? Shouldn't I? Take care of the pennies and, hopefully the pounds. Many are not spending at all, cutting back to any bare minimum...or even less.

Scary stuff, dangerous business, and where is it all taking us to? Golf Clubs closing, bankrupted by lack of cash flow, reducing staff on and off the course.

So we all need to be focused; more cute; more thorough; more professional in what we do, whether it be a golf course architect or greenkeeper. We all need to show just how much better we are than in better times; how better we can perform when the chips are down.

From my design point of view, I have to convince clubs to continue to invest wisely in their

courses – I like to think that it is the course, which is paramount in attracting players, members – and not decide to do absolutely nothing. Some will, no doubt...but nature will catch them out and eventually they will need to spend more just to keep up.

Therefore, a continuous process of renovation is needed on each and every course. At any time we see enough of the Captain, the Secretary, the Committee man leaving their mark and some legacy it often is. At these tough times it is nonsensical to adopt such a way forward wasting valuable resources, particularly money. Consistent, steady evolution of the course must be undertaken.

I therefore argue that the renovation process needs to be in the hands of professionals – yes, golf course architects working hand in hand with Greenkeepers – ones of sound mind, experience

and expertise, caring for the course with which they may be entrusted as custodians.

Custodians for the long term, I would suggest, not for just a year or two, that makes good sense as no business, successful, was ever founded on short term profit rather than long term growth and...that word...sustainability. Enough of the one year committee efforts, the annual legacies to be left as we see so often.

So if we can convince clubs to keep investing in the structure, in the fabric of their courses, spending sensible sums of money, year on year. What should we as golf course architects be looking to do to improve the product which can attract the player, the member or visitor alike, the green fee player and sustain the business of the enterprise?

And it must be the course which is the primary focus to do just that.