

BUYERS' GUIDE





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HURRY...Offer ends 23rd May 2012





Recruitment



AUSTIN LODGE GOLF CLUB GOLF COURSE MANAGER Package on application

Austin Lodge Golf Club is an 18 hole down land pay and play course, running along the beautiful countryside of the Kent North Downs Way.

Applicants must have the ability to demonstrate a passion for Golf Course Management alongside meticulous attention to detail and excellent communication skills.

A proven track record of high standard course presentation – day to day running of a course and effective staff management are all essential attributes of the successful applicant.

Application is by Curriculum Vitae and covering letter to: Gary Debenham, Group Golf Course Manager via **gary@pentland.co.uk**

www.pentlandgolf.co.uk/austinlodge



ASSISITANT GREENKEEPER

We are pleased to be able to offer an opportunity for an enthusiastic Assistant Greenkeeper. The successful applicant will have a can do attitude and keen eye for detail and will play a major role in assisting the Course Manager to continue to improve the course and its surroundings.

You will be qualified to NVQL2 (spraying certificates are desirable). You will carry out routine golf course and grounds maintenance tasks as directed by the Course Manager, Deputy or 1st Assistant, in accordance with the Club's Golf Course Risk Assessments, its Health and Safety & Environmental Policies & the club's Greenkeepers Training Manual.

Conditions:

Salary commensurate with experience and qualifications.
40 hrs per week in a Rota averaged over 14 day period with at least 2 full rest days.

- All uniform will be supplied.
- Staff meals will be supplied whilst on duty.
- Opportunity for further support with training .

Apply by e-mail or in writing to with covering letter, CV & Salary expectations:-Alastair Higgs, Course Manager, Windlesham Golf, Grove End, Bagshot, Surrey GU19 5HY alastair.higgs@windleshamgolf.com



Qualified Greenkeeper

Trent Park Golf Club is an 18 hole Pay and Play Golf Course with a 32 bay driving range. We are looking for a Qualified Greenkeeper who is Hardworking, Enthusiastic and Reliable. Suitable candidate will be qualified to a minimum NVQ 2 PA1 PA2 PA6 Salary is dependent on qualifications and experience. To apply send your CV, with covering letter to the Course Manager Greenkeeper@trentparkgolf.co.uk Any further information please email me. Andy Copeland, Course Manager, Trent Park Golf Club

The British and International Golf Greenkeepers Association



Learning and Development Executive

With 6,000 members located mainly in the UK, but also in Europe and worldwide we are the largest greenkeeping association in Europe.

As part of BIGGA's commitment to provide standards of excellence in golf course management throughout the greenkeeping profession a new role has been created and we are therefore searching for an outstanding candidate to join our Learning and Development Department.

Learning and Development is fundamental to the future success of BIGGA and its members.

This role will be key in developing, upholding and maintaining quality of the delivery of the Learning and Development pathway for BIGGA members.

The pathway is the key focus to ensure that the high standards applied to greenkeeper education are understood and acknowledged as the benchmark throughout the golf industry.

Successful applicants should have a good knowledge of the sports turf education system, an understanding of greenkeeping practices and possess good organisational, written and verbal skills. Attention to detail, the ability to multi-task and meet deadlines, good administration skills, IT literacy and the ability to work on their own initiative are required.

Reporting to the Head of Learning and Development, the Executive will be instrumental in the future of greenkeeper advancement. Good communication skills are required to establish and maintain good relationships within the office environment and with members and suppliers.

This is a full time position and will be based at BIGGA House, near York, North Yorkshire.

Salary and package commensurate with the position. Details available on application.

Applications, including a Curriculum Vitae and a covering letter, should be forwarded, by email only, to: info@bigga.co.uk by Monday 21 May 2012.

Recruitment



Based high on the chalk of the Cranborne Chase in some of the most beautiful scenery in the South of England, Rushmore Golf Club is a Proprietary Club with a growing reputation for excellence both on the course and in the clubhouse.

Built on Ancient Parkland the course first opened in 1995 as a 9 hole pay and play facility and has evolved into an outstanding 18 hole course utilising the spectacular grounds of the Country Estate.

Due to retirement, we will be looking to recruit the following positions:

Head Greenkeeper

Reporting to and working closely with the General Manager, the Head Greenkeeper will have direct responsibility for presenting and maintaining the course and immediate grounds on a day to day basis throughout the year including, the supervision of the Greenkeeping team to ensure a first class product is available at all times.

With an exceptional eye for detail, you will be able to present an excellently manicured Golf course whilst always looking to improve the product, you will be a good leader and work in a hands on manner with the team, motivating and developing as you go. You will have good expertise in all areas of turf grass science and golf course maintenance. You will be comfortable with Health and Safety legislation and will ensure all relevant paperwork and training is complete and up-to date. You will be responsible for maintaining the budgeted spend and ensuring best practice on a daily basis. The position will be available in October 2012.

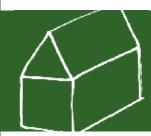
Greenkeeper/Mechanic

Reporting to and working closely with the Head Greenkeeper, you will be responsible for both maintaining and presenting the Course, but also maintaining the fleet of equipment used on a daily basis.

The fleet is primarily John Deere equipment and is of varying ages. You will have experience of working on a Golf Course and will be qualified to service and repair grounds vehicles.

You will have a good knowledge of Health & Safety legislation and will be able to work within these constraints. You will be able to thrive in a team environment, but also work using your own initiative to ensure course presentation is always achieved. A flexible approach to the job is essential. The position will be available from August 2012.

Both positions will offer a competitive remuneration package and excellent working conditions Please send a CV and covering letter with salary expectations to: Declan Healy, General Manager, Rushmore Golf Club, Tollard Royal, Wiltshire, SP5 5QB or email to golfmanager@rushmoreuk.com



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on the **Soapbox**

A stage on which people within the industry can express their viewpoint, this month taken by William Mckechnie

Many golf clubs have over the past three years found themselves in uncharted territory and as a result the financial climate has led many to reduce essential course maintenance, hoping to extend the window of full price golf and maximise revenue from fee-paying visitors.

Although the problems are not always immediately evident, as we know the potential for damage or harm is ever present as aeration is postponed or cancelled to minimise disturbance and rollers are continually used on green surfaces to either speed up greens or level softer playing surfaces after excessive rain.

Indications are that these trends may be set to continue, potentially placing greenkeepers in a difficult position.

We are all guilty at times of being eager to see achievement, sometimes at the expense of quality, however unrealistic demands placed on employees in difficult times to provide visual evidence and reassurance that achievement has been made can be a recipe for long-term problems.

Numerous employers are now investigating areas in which they could reduce costs or generate new forms of income.

For this to be successful it is essential that both employers and employees are fully engaged in discussing financial constraints and investigate opportunities for income generation and move forward together with a common goal and understanding.

For a greenkeeper, balancing the demands of an employer with the requirements of essential preparation work can be difficult when aesthetic appeal is more readily recognised and appreciated than the unseen sound management practices which are essential operations, not merely options.

Achieving long term quality and good all year round playing conditions requires a consistent approach aimed at providing reliable playing conditions from year to year, providing the quality assurance that visitors rely on when booking an outing a year in advance.

For this to be achieved it is essential that employers give a commitment to understanding the operational demands of golf course maintenance, while a golf course manager must also strive to meet and understand the employer's management target to generate income and provide financial stability. This provides an excellent basis for revisiting management structures and strategies as one coherent group, developing where required a management team structure, which formulates a business plan.

To help achieve this, a list of inputs and outputs provides a level of clarity and purpose to both employers and employees, which can too often be taken for granted by some and go unidentified by others.

Inputs

1. Financial investment should be provided to maintain and develop the golfing facilities; consideration should also be given to financial investment, which can extend the range of services available.

2. Provision for staff training is essential and contributes to a level of quality assurance.

3. Provide equipment, suitable to maintain and develop the courses, where possible aiming for state of the art provision ensuring that you can compete in the market.

4. Create and support a good working environment and welfare facilities, improving staff and member morale is essential in difficult times.

5. Create a warm and welcoming atmosphere for members, guests and staff, which builds a culture of customer and staff loyalty and trust.

6. Investment in clubhouse facilities should take into consideration the changes in culture and expectations of the leisure and tourism industry.

Outputs

1. Provide well presented golfing facilities where a high priority is customer satisfaction.

2. Ensure changing rooms, restaurants and on course facilities add to the comfort and enjoyment of the golfing experience.

3. Practice areas and driving ranges increase the capacity to stage events and add to the customer experience.

4. Golf buggies and improved on course facilities can provide a positive experience that help to exceed customer expectation.

Marketing

1. What has the club done to attract business seasonally or each month? 2. What marketing materials are available to attract attention and are they easily accessible?

3. Marketing materials must attract customers and inform clients what is available, emphasising any special attributes. It is important to check that they serve a purpose and achieve an objective.

4. Online booking systems can be very popular as can clubhouse Wi-Fi for business users making information very accessible. Exceeding the expectations of clients can be relevant to the success of a golf course and clubhouse.

5. Where possible use local suppliers as they are stakeholders in your business and benefit from your success, providing a good service and recommending your product is in their best interest.

Organisational Structure

Developing commercial opportunities is now essential for many clubs and the benefits of having a commercial organisational structure and fully utilising the wealth of knowledge available can be invaluable. Further benefits can be achieved by creating a Hierarchy chart that can serve to identify the roles held within a management structure.

Creating a good culture between management and staff and carrying out a skills audit can be a great place to start and can unveil hidden talents which may have otherwise gone unrecognised.



Elmwood College Assessor /Training Associate

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