



New chief executive at St Andrews Links

Alan McGregor is to retire later this year as chief executive of St Andrews Links Trust after 13 years in the post.

The recruitment process for Alan's successor begun with the position being advertised in the local and national press. The Trust is seeking someone with experience of a similar senior role to take over the high profile position at the Home of Golf.

Alan has led the Trust, which manages the Old Course and the other six public courses at the Links, through two Open Championships and will be in charge for the final time when the Open returns to St Andrews in July

Alan has overseen some substantial improvements in the condition of the courses and the quality and range of facilities on offer at St Andrews Links. It is widely acknowledged that the Old Course and the other Links courses have never been in finer condition and, as well as staging the Open itself, the Old Course has played host to the Ricoh Women's British Open and the Curtis Cup in recent years.

The Castle Course opened in June 2008 to great acclaim and has gone on to win awards, quickly becoming recognised as one of the finest new courses in the world.

During Alan's time in charge, the Eden Clubhouse was opened to service the Eden, Strathtyrum and Balgove courses. The Trust has invested substantially in its greenkeeping facilities and has focused on managing the Links sustainably through programmes such as grassland and gorse management, winning a clutch of prestigious environmental awards.

St Andrews Links Golf Practice Centre was doubled in size in 2006 and the state of the art Golf Academy



● Alan McGregor retires later this year.

was opened with a team of PGA professionals using cutting edge technology to provide coaching for golfers of all abilities.

St Andrews Links' Food and Beverage operation was taken inhouse in 1998 and this was followed a year later by retail. This enabled the Trust to make great strides forward in terms of the service provided in its three clubhouse restaurants and in the offering of official Old Course, St Andrews Links and Castle Course merchandise available from its four golf shops.

Another key success was the establishment of St Andrews Links Junior Golf Association (SALJGA) in partnership with the local golf clubs in 2001. Hundreds of youngsters in St Andrews aged 5-18 have benefited from top class coaching and participating in junior competitions and now some of the SALJGA members are starting to appear in the Scottish national squads.

Last year the Trust agreed a global partnership with Allianz, one of the world's leading financial services companies. The partnership has

enabled the Trust to expand its marketing globally with a TV commercial being aired on CNN and CNBC in the US and print advertising appearing in publications such as the Wall Street Journal, Forbes Magazine and the Financial Times.

"It has been a privilege to lead the organisation for 13 years and to work with such an excellent team of people," said Alan. "We have made great progress in developing the courses, facilities and service at the Links and in delivering a first class experience to our golfing customers. It has been extremely satisfying that the Links is now widely regarded as an exemplar for successful and sustainable golf course management.

"I am confident that my successor will take over a vibrant organisation but I know there will be challenges ahead to ensure that St Andrews Links continues to set standards to which others aspire."

Recruitment for the chief executive position at St Andrews Links is being handled by Odgers Berndston. For more information visit www.odgers.com/30640.



Course UPDATE

General

Now we are moving into the season greenstaff will be stepping up their cutting programmes and increasing the presentation to all areas of the courses. The cold spring weather has put growth back almost four weeks behind last year's growth at this time. Staff on all courses have just recently fertilised greens and tees and over the coming weeks will be busy topdressing these areas with sand to keep surfaces as smooth as possible. Divots are a major challenge to maintaining the courses and we would remind all golfers that they should always replace their divots on the fairways as well as repairing their pitch marks on the greens. Preferred lies on all seven courses at the Links come to an end at the close of play on April 30.

Old Course

Some overseeding will take place on selected areas of fairways, carries and roughs. The roughs in particular areas will be brushed up as the wind and rain has flattened them over the winter and this will also help stimulate some growth. The Sunday work programme has started in preparation for this year's Open and golfers will note that the grandstand build on the right of the 1st hole is almost complete.

New and Jubilee Courses

As on the other courses, greens will be sprayed with wetting agents to help retain moisture and later in April/early May, a selective herbicide will be used to control weeds such as daisy on fairways.

Eden Course

The Eden and Strathtyrum Courses suffered severe flooding over a number of holes at the far end of each course when the sea wall, just beyond the boundary of the courses, was burst open by high tides and strong winds on 30th March. Sea water came rushing up the neighbouring field and over six holes and it took staff three days to pump the water back off. The greens were flushed heavily with irrigation water to wash the salt through the profile and appear to have suffered little damage. The fairways and tees, although scorched in places, appear to be making a recovery. The worst affected fairway is the 14th of the Eden where the water was trapped temporarily and this allowed the silt from the neighbouring fields to settle. This fairway remains soft in places and floods easily with little rain. Staff are busy trying to remove as much of the silt as possible, aerate the fairway and semi rough and topdress these areas with sand.

To prevent a reoccurrence, we have raised the height of the bank along the right of the fairway and green to stop any water flowing in from the neighbouring field at what was the lowest point. Longer term we will be looking to repair and strengthen our sea defences further to the right of 13 and 14. While all this was going on we helped Clare Maynard of the sediment ecology research group at St Andrews University plant some trial plots of saltmarsh grasses alongside the gabion baskets of the 4th and 7th holes of the Eden which we hope will spread and reduce erosion in the estuary and protect the gabions.

Strathtyrum Course

All the winter tees will be overseeded and work has been carried out on the central area of the 17th green which was the only area badly affected by January's snow and ice. As a result, this green will be a little slower than the others and the hole will be cut in an area towards the back of the green which was not affected as much.

The Castle Course

Greens have been fertilised and topdressed and staff are busy making sure that all the turfing work carried out over the winter knits in as well as possible and the turf is not being allowed to dry out.

Pro tips from the Academy:

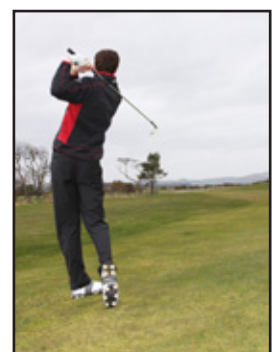
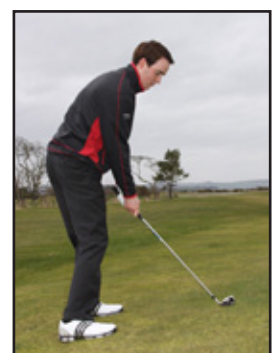
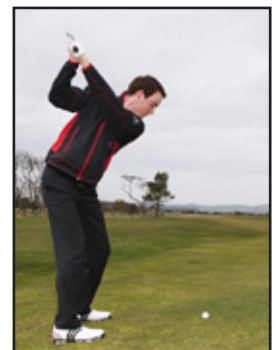
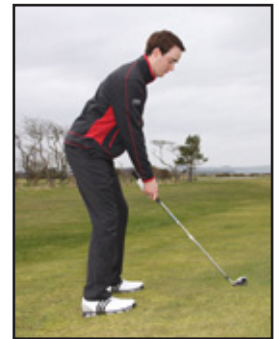
Ball above feet – Part One with Stephen Sweeney

The undulating fairways of the seven courses at St Andrews Links place many different demands on golfers. With this in mind, I have decided to highlight a few fundamental changes that we need to make to our setup and swing when trying to tame the hilly slopes of such courses. There are generally four types of awkward lie shots and we shall start by looking at the technique employed when the ball is above your feet.

In general, when playing from a situation in which the ball is above your feet the ball flight will have more hook spin applied to it. It may also travel on a slightly lower trajectory and have more roll than normal due to the tendency for a closed clubface to have less loft than normal. However, because the ball will have hook spin applied to it, we must compensate by aiming right. This effectively means that we are hitting from a slight upslope which will again impact your club selection. This means that careful consideration needs to be given to the club selected for the shot.

From here we should grip lower down the club to compensate for the fact that the ball is effectively sitting higher. Posture and stance should be taken as normal but you will find that you will naturally stand taller from the waist to address the ball properly. The ball should be positioned further back than for a flat lie as this will stop the club from closing too much at impact. Once you have these key basics at setup it is essential that you make sure that you are well balanced with your weight slightly more towards the front of your feet.

The swing itself should be made as normal as possible but, it is important to realise that the arms will naturally swing more across the body than normal, therefore producing a more rounded motion and flatter swing plane. Some more advanced players may want to try holding off the clubface through impact in order to reduce the amount of hook spin applied to the ball thereby producing a straighter shot. The key aspect though, is to keep your posture constant – maintain the same spine angle that you set at address on through to the finish.





Some changes to The Castle Course

The 2010 season for The Castle Course is now underway and promises to be a busy one as it will be the first time that golf will be available at St Andrews Links during the Open Championship. A programme of improvements has been carried out over the winter to soften some of the more challenging aspects of the course.

Based on feedback from golfers the Links Trust decided to make some alterations around several of the greens. At the side of the second green the slope has been built up to prevent balls rolling so far off if they overrun. A bank has been created at the front right of the third green to deflect anything going toward the right edge back towards the green. On the fifth hole a mound has been removed from the fairway about 30 yards in front of the green to make it easier for golfers to run balls up the middle of the fairway to the green. To the left of the ninth green the run-off has been built up to make it less likely that balls will run off the green into the water hazard.

On the back nine changes have been made to three holes. The tenth green has been increased in size at the back left area to create more potential pin positions and to make it easier to putt from one side of the green to the other. The run-off at the left hand side of the 16th green has been built up to prevent balls running too far off the green. Finally, a small section of the front centre part of the 17th green has been levelled off to create more potential pin positions.

The changes follow similar work last winter when some of the fairway mounds were reduced or removed. The Trust monitors feedback from golfers and will continue to make improvements as the course matures and develops.



● *The changes to the tenth hole of The Castle Course.*



Brooks Brothers enters into worldwide partnership with St Andrews Links

Brooks Brothers and St Andrews Links have entered into a long term worldwide partnership for Brooks Brothers, as the “Official Partner of St Andrew Links,” to produce a collection of apparel and accessories to launch Spring 2011.

Brooks Brothers, America’s oldest clothier joins forces with St Andrews Links, the Home of Golf, to produce, market and distribute a co-branded collection of men’s and women’s sportswear and accessories. The collection will launch in Spring 2011.

Brooks Brothers will manage all product design, development and distribution activities in partnership with St Andrews Links, and the collection will be distributed

worldwide through Brooks Brothers’ retail stores, catalogues, and website, as well as in select on-course and off-course retail locations. The collection will also be featured at St Andrews in The Old Course Shop and on its online shop.

In advance of the Spring 2011 launch, Brooks Brothers has created a limited edition men’s polo shirt commemorating The 2010 Open Championship. The performance pique polo shirt will be uniquely numbered from 1 to 2010 and is available in royal blue, honouring the 2010 Open. The polo will be on sale at The Old Course Shop (St Andrews, Scotland) in April and at select Brooks Brothers stores in June.



Taking the Jubilee Course to the next level

The programme of alterations designed to develop and enhance the Jubilee Course is progressing well.

Under the watchful eye of golf course architect Martin Hawtree, renowned for his work with the R&A and on many of the UK and Ireland's top links courses, the three-year programme is designed to help the Jubilee realise its full potential.

The proposed alterations were carefully considered by the Green Sub-Committee of the St Andrews Links Management Committee and a public information session was held for local golfers in June last year.

Gordon Moir, director of greenkeeping at St Andrews Links, said, "To a large extent we are merely picking up where Donald Steel left off in the late 1980's. The vision for improving the Jubilee in this way has been around for a while and we feel that now we are in a position to make it happen."

"The changes should make the course even more visually appealing and enjoyable for the average golfer while increasing the challenge for better players. We are pleased to be utilising Martin Hawtree's experience of working on many of the country's great links courses and believe the end result will be a significantly enhanced Jubilee Course."

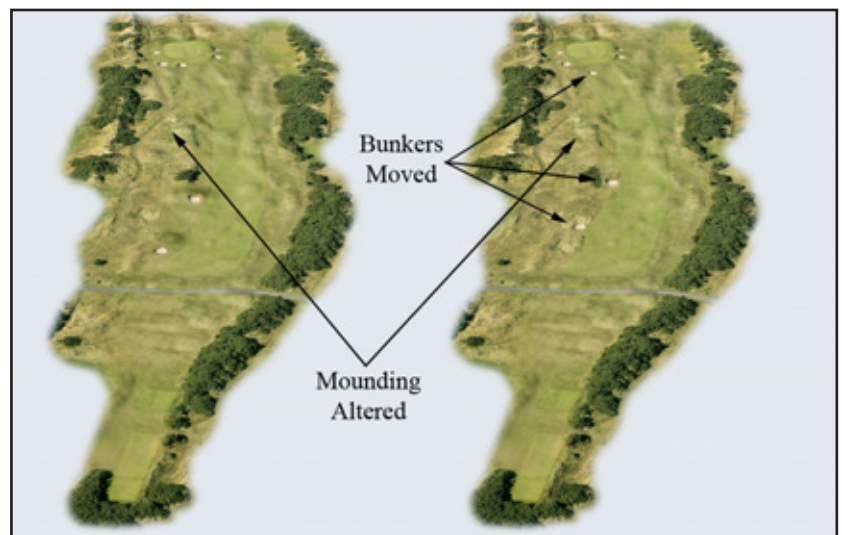
The work got underway in September last year and concentrated in the early stages on holes six, seven, twelve and thirteen.

Three main changes were made to the sixth hole: the first and second bunkers on the left hand side of the fairway were both moved forward by around 30 yards, to 250 yards and 306 yards from the medal tee respectively. The centre greenside bunker was brought back by about twelve yards.

A new championship tee was constructed on the seventh hole behind the current medal tee. A new bunker was created on the right of the fairway at 280 yards, sunk into the bank of present mounding. The mounding before this point was lowered and replaced with undulations that are more in keeping with the surrounding landscape. New banking was built at the back of the green to screen off the eighth tee area. This was designed to improve the appearance of the approach shot. Changes were made to the



● The sixth hole of the Jubilee Course and the alterations below.



eighth tee to give a better view of the estuary.

At the twelfth, the forward tee was lowered to give a clearer view of the fairway from the medal tee. A bunker was inserted on the left side of the fairway at 277 yards, a little beyond the existing one. A second new bunker was built on the right of the fairway at 306 yards. Mounding was created around the green and some larger mounds help to screen the thirteenth and fourteenth holes from the twelfth fairway.

The current ladies' tee on the thirteenth was removed and incorporated into an enlarged bronze course tee, making the hole 20 yards longer for ladies.

The programme will continue with further alterations being carried out this year and next.



The sands of time

Golfers on the Links often wonder why the sand in the bunkers on the Jubilee Course is different to that from the Old, New and Eden Courses. It dates back to the early 1990's when, following comments about the bunkers, the then Green Sub Committee decided to experiment with different sands and chose the Jubilee Course for this experiment. In total, sand was sourced from around five different quarries and the sand eventually selected was of a heavier grade than the sand from the beach which historically had been used on the courses. A few years later a similar sand called Bunkerite came onto the market and has been used on the Jubilee Course ever since. Bunkerite is lighter in colour and is now the biggest selling bunker sand in the UK golf market

The question of which type of sand should be used in the bunkers is often debated by the The Green Sub Committee which carefully monitors feedback from golfers about the bunkers. Over the years it has been decided to maintain the traditional approach of using sand from the beach. This has been permitted over the years as long as certain conditions are met. This sand is very light and prone to wind blow. In dry, windy periods much of the sand can be blown to the other end of bunkers. The greenkeepers work hard to ensure the bunkers are kept tidy and well-shaped, sometimes this takes over 30 man hours a day on the Old Course alone. Over the years the problem has been reduced on the New and Eden by splitting some of the long, narrow bunkers into two smaller ones.

HOLES IN ONE

Name	Home club	Date	Course	Hole
William Kane	Dunbar	26 Mar	Old	11th
A J Ogilvie	Royal & Ancient	26 Mar	New	17th
Peter Elliott	Mukhart	28 Mar	Eden	15th
Gary Klinefelter	Ahwatukee, Arizona	1 April	Jubilee	9th
Alan Lindsay	Auchterarder	5 April	The Castle	8th
Stuart Drummond	Ladybank	10 April	The Castle	10th
Grant Keracher	St Andrews GC	10 April	Balgove	3rd
Winfried Thome	St Leon-Rot, Germany	10 April	The Castle	10th
Lee Pargeter	Fulford	10 April	Old	8th

Course Information

Green Fees (to 17 October)

	Adult	Under 16
Old Course	£130	£130
The Castle Course	£120	£60
New Course	£65	£32
Jubilee Course	£65	£32
Eden Course	£40	£20
Strathtyrum Course	£25	£12
Balgove Course	£12	£4

Tickets

Three and seven day tickets are available for all courses except the Old.

3-Day	£145 (adult)	£72 (junior)
7-Day	£290 (adult)	£145 (junior)
<i>Balgove Course only</i>		
3-Day	£21 (adult)	£6 (junior)
7-Day	£42 (adult)	£12 (junior)

Opening Times

For full details about clubhouse opening times please contact 01334 466666.

Equipment Hire

Steel and graphite clubs and shoes can be hired from the shops in the Clubhouses. Telephone 01334 466666.

PLAYING THE LINKS

Starting times on all six 18 hole courses may be booked in advance but not for Saturday play, except on The Castle Course (subject to availability). Applications may be made by letter, phone, fax or email. The Reservations Office is open Monday-Friday 9am-5pm with the exception of Thursdays, when it opens at 9.30am. A minimum of two golfers should apply and pre-paid green fees are non-refundable.

Tee times can also be reserved through LinksNet, the Links Trust's online booking service. Visit www.standrews.org.uk for details.

Old Course (6721 yards, par 72)

First played on around 1400 and naturally formed, the Old Course regularly hosts The Open Championship. Like all the Links courses it is public. It is open Monday-Saturday all year and the playing interval is ten minutes. The handicap limit is 24 for men and 36 for ladies and a valid certificate has to be shown to the starter. Please check in with the starter at least 20 minutes before your tee time. Visiting golfers wishing to park at the Links Clubhouse should allow 25 minutes before their tee time and take the free shuttle buggy to the starter's box beside the first tee. Single players can join in a two or three ball by approaching the starter in the first instance.

Advance reservations

Applications will be taken on or after the first Wednesday in September for the following year. Please apply to reservations@standrews.org.uk.

Ballot

Every day except Sunday a ballot or draw takes place for a number of times on the following day on the Old Course. The Saturday draw is for play on Monday. You can enter by phone (01334 466666) or in person the morning before you wish to play and the ballot is drawn after 2pm. The results are announced on www.standrews.org.uk

The Castle Course (6759 yards, par 71)

The seventh course at the Home of Golf. Spectacular views from a cliff top site. Online bookings through www.standrews.org.uk

New Course (6625 yards, par 71)

Laid out by Old Tom Morris, this course was paid for by the Royal & Ancient Golf Club and opened in 1895. It is open every day, there is no handicap limit, and the playing interval is eight minutes. The order of play is determined by arrival on the first tee. Locals have priority between 5pm and 6pm. Online bookings through www.standrews.org.uk

Jubilee Course (6742 yards, par 72)

Opened as a 12 hole course in 1897, the Jubilee was extended to 18 holes in 1905. It is the Links course nearest to the sea at St Andrews and is used regularly for championship events. It is open every day and there is no handicap limit. Tee times can be booked by phone or in person the day before play. Locals have priority between 8.00-9.30am and 1.30-2.30pm. Online bookings through www.standrews.org.uk

Eden Course (6250 yards, par 70)

Designed by Harry S Colt and opened in 1914, the Eden is one of the most popular courses on the Links. It is open every day and there is no handicap limit. Tee times can be booked by phone or in person the day before play. Online bookings through www.standrews.org.uk

Strathtyrum Course (5620 yards, par 69)

Shorter and less testing than the other courses, the Strathtyrum opened in 1993. It is ideal for high handicappers although the bunkers are cunningly placed and the greens undulating. It is open every day and there is no handicap limit. Tee times can be booked the day before play. Online bookings through www.standrews.org.uk

Balgove Course (1520 yards, par 30)

It is open every day and times cannot be booked in advance – simply turn up and play. The green fee is the same for nine or 18 holes.



The Clubhouses



St Andrews Links has three superb clubhouses, the Links, Eden and Castle clubhouses, which are all open to the public. With first class facilities and ample parking, the clubhouses are an excellent stop for both golfers and non-golfers.

Experienced reception staff are available to give information on all aspects of golf in St Andrews and the rest of Fife.

The Links Clubhouse is a short buggy ride from the first tee of the Old Course and next to the first tees of the New and Jubilee Courses. It has a large and welcoming reception area, spacious locker rooms, lounge

and dining room with a bar, and an extensive shop.

The Eden Clubhouse is near the Golf Practice Centre and is ideally situated for golfers playing the Eden, Strathtyrum or Balgove Courses. There is a special room for junior golfers.

The Castle Clubhouse (above) overlooks the ninth and eighteenth greens of The Castle Course and features spectacular cliff top views.

All clubhouses offer varying menus with a choice of daily specials. Private parties and buffets for club dinners, celebrations and other special occasions are also welcome in the Links and Eden Clubhouses.

All changing rooms are spacious and well

equipped with lockers and overnight secure storage for golf clubs. Clubs can be cleaned using ultrasonic club cleaning equipment.

A wide range of golfwear, accessories and gifts branded with official St Andrews Links logos can be obtained from the Links Clubhouse shop, the shop behind the 18th green of the Old Course and The Old Course Shop beside the 18th fairway. Castle Course merchandise is available in the Castle Clubhouse. Golf clubs and shoes can also be hired from the Clubhouses.

The Links and Eden clubhouses are open all year every day except Christmas Day, the Castle Clubhouse opens until 1 November.

About the LINKS

Soft Spikes

Golfers are encouraged to wear shoes with plastic cleats or 'soft spikes' which do less damage than metal spikes to the greens.

Caddies

Caddies for the six Links courses can be hired through the caddie manager (tel: 01334 466633). For The Castle Course call the caddie assistant (01334 464513). Only caddies registered with the Links Trust may be used on a professional basis and caddie availability cannot be guaranteed. Caddies are paid in cash on satisfactory completion of the round and tips are at the golfer's discretion. Caddie fee is £40.

Trolleys

Battery powered trolleys (£12) or manually operated trolleys (£4) are available for hire from the starters and caddie pavilions. On the Old Course, trolleys can only be used after 12noon between the months of April and October unless there are no caddies available.

Buggies

Two person buggies or golf carts can be hired subject to availability on the New, Jubilee, Eden, Strathtyrum and Castle courses by golfers who are either senior citizens or medical certificate holders. Hire is £18 for visitors and £10 for all yearly ticket holders' with £25 from 1 April.

Practice Centre

- St Andrews Links Golf Academy
- Floodlit driving range.
- 22 covered and 32 open bays.
- Special area for pitching, putting and bunker practice.
- Open every day from 7am.
- Last bucket of balls dispensed at 8pm.

To find out more ☎ 01334 474489

SINCE 1974 St Andrews Links Trust, a charitable organisation created by an Act of Parliament, has overseen the management and preservation of the Links.

Now the largest golf complex in Europe, it is responsible for about 900 acres comprising six 18 hole golf courses and one nine hole course, two turf nurseries, three greenkeeping centres, an extensive Golf Practice Centre and Academy, three clubhouses and four shops.

All surpluses are reinvested into the maintenance of the courses and the facilities.

St Andrews Links Trust
Pilmour House, St Andrews
Fife KY16 9SF

All enquiries telephone: 01334 466666

Links Clubhouse Fax 01334 466664

Reservations Fax 01334 477036

Administration Fax 01334 479555

Website www.standrews.org.uk

Email: enquiries@standrews.org.uk

MAP of the LINKS

