

IOG Targets Schoolchildren For Careers In Grounds Management

The Institute of Groundsmanship (IOG), the leading membership organisation for grounds professionals involved in the management of sports pitches, landscape and amenity facilities, has started a nationwide campaign to 'sow the seed' among schoolchildren for a career in grounds management by sending an information booklet to every private and public secondary school in the UK.

'Expand Your Knowledge – a Career in Grounds Management' has been especially designed to inform young people about the grounds management profession, starting with an explanation of the role of a grounds manager plus specific sections covering entry routes and opportunities for progression as well as expected rewards, for instance.

Interested youngsters and students are also being invited to take up the IOG's free membership opportunities, and as a consequence will be offered all the information and support required to get their careers off to a flying start.

The move is the latest in a series of IOG initiatives to attract more young people into the grounds care industry, and is a focus area of the IOG's Challenging Perceptions strategy (visit www.iog.org for details).