

## **IOG's New-Look Groundsman Magazine In Fine Shape For The New Year**

The redesigned and re-energised January issue of the Groundsman magazine - the official magazine of the Institute of Groundsmanship (IOG) and the first to be published under the new editorship of Trevor Ledger – promises to be more informative, more relevant and more topical than ever before.

Starting with a modern front cover, the revitalised new-look editorial section of the Groundsman will continue to lead the way in the industry information stakes in presenting 'between the lines' interpretations of trade news and groundbreaking technology and strategy developments, while also re-invigorating the renowned 'partnership' approach between the IOG and its members, as well as between groundsmen and the sportsmen that rely upon them.

"The new look Groundsman should surprise everybody," says editor, Trevor Ledger. "With new initiatives from the IOG in place as part of the Institute's Challenging Perceptions six-year plan, it is right that the magazine should follow suit and make changes that reflect the growing importance of the groundsman as a professional and the Groundsman as the cutting edge magazine in this sector.

"My remit is to guarantee that the Groundsman is the magazine of choice for the grounds care industry – since it is circulated to every member of the IOG, by definition it is read by some of the top groundsmen in the UK."

He continues: "Now, during this new chapter of the magazine's history, one primary focus will be to reinforce IOG messages about the prestige and professionalism of groundsmanship, both amateur and professional. The Groundsman will really be the voice of the IOG and the industry watchdog.

"We are also working hard to ensure that our exciting editorial developments will be seen as more relevant to the reader – whether he is the grounds manager at a Premiership football club or the volunteer groundsman for a local cricket club."