

Ian Coley Sporting and Roxton Bailey Robinson announce merger

FOR IMMEDIATE RELEASE

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Ian Coley Sporting and Roxton Bailey Robinson have announced their merger, bringing together two highly complementary and long established businesses focused on providing the highest levels of personal service to the shooting and field sports sectors.

With their respective strengths and heritage, the two businesses have enjoyed a long history of working together. They will look to build on their current expertise and reputation, sharing each other's knowledge and experience across field sports and simulated game shooting agency, shooting estate management services and shooting ground facilities and tuition, combined with gunroom and sporting goods retail.

The businesses will continue to operate as they have done to date with no anticipated changes to personnel, points of contact or the existing working relationships in place. The merger will not only allow Ian Coley Sporting to further invest in and develop its shooting ground, gunroom and retail facilities in Gloucestershire, but also bring a host of exciting opportunities to old and new clients of both companies.

Ian Coley will remain at the helm of Ian Coley Sporting whilst also taking a board position with the newly formed group. He will work closely with Adam Bromfield of Roxtons to forge the bridge and working relationship between the two businesses. Adam has been with Roxtons for 15 years and has over 20 years experience in field sports agency and shoot management services.

In commenting on the merger Ian Coley MBE, owner and founder of Ian Coley Sporting, said: "This is an exciting opportunity to continue to grow the Ian Coley business. We started from humble beginnings on the Lower High Street in Cheltenham to become one of the finest shooting grounds and gun shops in the country. The merger with Roxtons will enable our continued growth and for the sporting agency business to become a truly global offering. This helps ensure the Ian Coley name will be here for a long time to come."

George Stephenson, group chairman and Roxtons co-founder, said: "As part of our strategic plans for growth we are thrilled to be merging with Ian Coley and his extremely successful shooting school. The merger brings together two iconic field sports brands, broadening the horizons of both companies and enabling us to offer a unique and extensive coverage of the field sports world. The journey for a young or inexperienced shot, from learning how to shoot to getting out in the field, with the chance to buy all the kit on the way, is now a lot easier. For the more experienced customers our enhanced offer and guaranteed personal service can only be welcome."

About Ian Coley

The Ian Coley name is one of the best known and respected in the shooting world. The business was established in 1970 as a gun shop in Cheltenham, growing rapidly to the point where Ian teamed up with his brother to offer UK-wide corporate event clay pigeon shooting at private estates. This led to the formation of the Ian Coley Sporting Agency, which has become one of the leaders in its field, offering driven game shooting both for individuals and full teams. Ian Coley also now takes a number of game shooting clients to Spain and Argentina.

The business houses one of the largest gun shops in the UK. It offers the widest selection of new and used guns from the world's best gun makers. The gun shop has won the 'Best UK Gun Shop' award for both 2015 and 2016. No one else has achieved this.

The Ian Coley Shooting School was established in 1987 and is a renowned UK sporting destination that won the industry award for 'Best Shooting Ground' in 2014. As well as providing lessons and practice grounds, the school also specialises in gun fitting, an often forgotten necessity.

About Roxtons

Roxtons was established in 1976 and is Europe's premier dedicated field sports agency and shoot management business. 40 years on, the company provides its fishing and shooting clients with truly global access to the finest sporting destinations and opportunities the world over. Roxtons is also constantly on the hunt for new, unique destinations to offer the world's fly fishermen and sporting guns.

The company has always employed the industry's most knowledgeable and passionate individuals, each with extensive, specialist experience of their chosen sport. This affords clients and shoot owners alike several decades of collective knowledge and the best impartial advice and support available.

Roxtons exclusively manages several high profile UK sporting estates from three local offices in Scotland, South East and South West England. This provides a comprehensive UK-wide shoot management service, backed up by dedicated expertise and agency scale.

This expertise is underpinned by unsurpassed administrative support covering all areas of field sports activity, delivering an exemplary full service sporting concierge service.