

1835

THE
HOLLAND & HOLLAND SHOOTING GROUNDS
established eighteen thirty five



BY APPOINTMENT TO
HRH THE DUKE OF EDINBURGH
RIFLE MAKERS



BY APPOINTMENT TO
HRH THE PRINCE OF WALES
SUPPLIERS OF BREEZE LOADED GUNS, SHOOTING
ACCESSORIES & COUNTRY CLOTHING

HOLLAND & HOLLAND

Established London 1835



1876: *Harris Holland retires and the company name changes to Holland & Holland*

1876

“It is our policy at Holland & Holland to promote shooting in all its forms to the widest possible audience in the overall interest of the sport.”



Holland & Holland started trading in 1835 as H. Holland at 9 King Street, Holborn, with the manufacture of best English guns and rifles.



It was realised many years ago that it was no good producing an extensive range of shotguns and rifles if you had no means of adequately testing and regulating them. So in 1880 the first Holland & Holland Shooting Grounds were established at Kensal Rise adjacent to the gun-making factory. The Grounds provided facilities for not only testing and regulating both rifles and shotguns, but also for customers to have a shooting session with their own guns, or to be fitted for their new gun using the ‘try gun’. Over the intervening years the Grounds have moved several times, but since 1932 has established permanent residence at its current home on a 100 acre site in Northwood, Middlesex, a mere 17 miles from central London.

There has also been a more recent change of emphasis at the Shooting Grounds which, whilst still the centre for testing and regulating guns, is now much more extensively used as a teaching venue, with customers travelling from far and wide to avail themselves of the expertise of our famous shooting instructors. The Grounds are also home to the corporate entertainment element of Holland & Holland’s overall business and has undergone major developments in both buildings and shooting layouts to accommodate this fast growing business market.



So what do our clients find when they visit us? Guests for either private lessons or corporate groups are greeted in our lodge, an oasis of tranquillity complemented by green leather Chesterfields and a bottomless coffeepot. Outside, rolling fields are crisscrossed by gravel paths leading to the shooting stands which can present an extensive array of targets for both novice and experienced shots.



1880

1880: *The first Shooting Grounds are opened at Kensal Rise, West London*

TUITION

“It was once said that “If Mr Holland is unable to teach a man to shoot then no-one can”, a sentiment that is every bit as true today as it was 100 years ago.”

The Grounds now employ four permanent instructors, who can boast of almost 100 years of teaching expertise between them, led by Chris Bird who learnt his trade from Ken Davies, arguably the world’s best known shooting instructor. Little surprise then that shotgun shooters from all over the world head towards our Grounds at Northwood when they feel in need of a coaching session, either to learn to shoot, or to brush up on existing skills.

For the game shot, simulated pheasant, partridge, or wildfowl can be presented from a number of towers, with both manual and automatic traps available so that any particular problem can be addressed and remedied. For the dedicated grouse shooter our new multi-trap grouse butt can be used to show individual birds, or a realistic sequence of 25 birds – not for the faint hearted!

For the clay shooter the Grounds provide an almost unlimited array of challenging targets, which can either be shot selectively or by shooting our 50 or 100 bird sporting courses.

Individual lessons are available throughout the year, six days a week, by appointment only, between 0900 and 17.30 in the summer and 0900 until 16.00 in the winter. Lessons are usually for one or two hours, on a one-to-one basis, but can of course be shared if required. If you are planning to shoot on a regular basis there are a number of season ticket options available on request. Should you need the loan of a gun, or hearing and eye protection for your lesson, these are available free of charge for the period of your session.





1887: Patent granted for the cocking, ejecting and safety mechanism that became the basis of the 'Royal' gun

1887



1885: The 'Royal' trade mark is awarded

1885



THE LADY SHOT

“For years a traditional male sport, shooting has undergone something of a revolution in the past few years. In increasing numbers, ladies are taking up the sport and proving that they are not only the equal of their male colleagues but in many cases, better.”

Long ago we recognised the importance of lady shooters to our sport and we cater for their requirements in several ways. We ensure that we have available as wide a range of guns as possible, not only 12 gauge, but also a selection of smaller gauges, including 20 and 28 gauge in both side by side and over and under.

An introductory lesson to shooting by one of the Holland & Holland professional shooting instructors can eliminate many of the perceived fears suffered by lady shooters. The level of care and attention to detail in the first provision of a suitable gun will reassure many of the expertise and care to follow, making the early lessons a journey of adventure rather than a leap into the unknown. Further lessons will continue to build the confidence and expertise, resulting in a satisfying number of smashed clays, and so the adventure will continue.

We have also introduced our Green Feathers Programme with the intention of encouraging lady shooters and over the last few years the courses have introduced more than 1275 ladies with little or no experience to the pleasures of shotgun shooting.

The most important thing is to keep practising, and the natural progression from the Green Feathers is the Silver Feathers course for all those ladies who have a degree of expertise and who wish to continue to improve their technique.

The courses not only encourage the expansion of shooting within the female followers of the sport but also help promote a better awareness of country sports as a whole.

THE YOUNG SHOT

“It is with the younger generation that our future, and the future of shooting lies. It is incumbent upon organisations such as ours to ensure that the skills of shooting and safety in the field are passed down through future generations.”

We are often asked by parents contemplating shooting lessons for their children whether there is a lower age limit for starting shooting, and the honest answer to this question is no! The main criteria for starting shooting are the ability to safely handle an appropriate gun and the desire to learn!

As anyone in the teaching world knows, you are never too young to learn a new skill or technique. Early professional tuition will not only give youngsters of both sexes a good grounding in the art of shooting, but will also ensure that no bad habits are developed at an early age, something that can so easily happen without the expert’s guiding hand.

To this end we are leading the way in providing both the facilities and the courses for the young shooter and actively promoting their cause to a wider audience. Teaching the young shot can take place on a one-to-one lesson basis with one of our instructors, or on one of our courses specifically tailored to the Young Shot.

The actual shooting as such is only one part of the learning process. Included in the young shot’s course are sessions on gun safety, on which we place great importance, quarry identification and fieldcraft.



GUN FITTING

“Successful shooting at game birds or clay pigeons depends on a number of factors. These include such issues as consistently correct gun mounting (vital before any attempt can be made to fit a gun), foot positioning, weight distribution, head positioning and last, but by no means least, a correctly fitting gun.”

For some individuals, due to peculiarities of eyesight or build, the importance of correct gun fitting cannot be too highly emphasised. Although it can be argued that a good shot may shoot well with an ill-fitting gun, it must be obvious that a well-fitted gun will handle more easily in all circumstances and requires less adaptation of the body to achieve a successful shot.

The basis of good gun fitting lies in a combination of astute observation by the fitter, along with expert use of the try-gun. A try-gun (of which we have a wide variety) with its fully adjustable stock, is used to determine three sets of measurements, those of length, bend or drop, and cast- on or off. All three measurements are needed if a new gun is being built, or an existing gun is to be re-stocked. One or more will be needed if an existing stock needs to be altered. One of the benefits of our fitting service is the availability of both under and over and side-by-side try-guns in either 12 or 20 gauge.

In order to ascertain these measurements the instructor/fitter first sets the approximate measurements on the try-gun, based on a visual assessment of the client's needs. Under careful observation of gun mounting etc. several shots are fired at a mark on a whitewashed pattern plate, after which adjustments to the try-gun may be made. Final measurements will only be arrived at after observing the client shooting at a variety of moving targets, whilst wearing the appropriate clothing used under field conditions for either game or clay shooting.

The Shooting Grounds offer a variety of further services to ensure that you may pursue your sport to the full in maximum safety.

Gun Maintenance

Gun Fitting, choke patterning and rifle zeroing are undertaken by experts at the Grounds. An annual gun safety check, covering the condition of the barrels, action, locks, triggers and the safety mechanism, is also offered.

Instruction in the field

Instructors are available to provide shotgun instruction and loading for the day/days.

Cartridges & Ammunition

The full range of Holland & Holland rifle and shotgun ammunition is available, either for use at the range, or in the field. Clients are asked to ensure that they have their shotgun or rifle certificate with them when seeking to purchase ammunition for use away from the Grounds.



1889: *The Holland & Holland Try Gun patented*

1889



1912: *The 375 H&H Belted Rimless Magnum is introduced*

1912



THE RIFLE RANGE

“Few companies have achieved such worldwide recognition in their chosen field as have Holland & Holland with their range of sporting rifles.”

Since the early 19th century we have been making rifles which set the standards others strive to achieve. So successful were we in those early days that at The Field shooting trials in 1883 we won all the ten classes from rook rifle to 4 bore elephant gun.

This represented total domination such as had not been known in the trade before and we have maintained that leading position ever since. Not content with resting on our laurels, we introduced the 700 Nitro Express, the largest proprietary sporting calibre yet developed and just recently the .400 and .465 for bolt action rifles.

As well as being the leading manufacturer of rifles in the country we are also the only one to provide full range facilities for customers to test, zero and practice shoot their rifles at our Grounds at Northwood. Our highly qualified instructors are on hand not only to instruct, but also to advise clients on the most suitable rifles for a particular quarry.

The range offers 100 yard targets from a fully weather protected position with a 50 yard option also available. All of the normal stances can be practised including standing, sitting, kneeling and prone.



HOLLAND & HOLLAND GUNS

“Holland & Holland guns are celebrated throughout the world as the perfect combination of artistry and craftsmanship. To understand why, you need simply pick one up, balance it in your hands, and allow your eyes to take in every detail of its lines. Look closely. It displays a purity of design as well as a functional simplicity.”

The complete range of Holland & Holland shotguns, both side by side and over & under in all of the popular gauges is currently available in London, Paris, New York and Moscow. There are facilities in the United Kingdom to test demonstration models at the Holland & Holland Shooting Grounds at Northwood, 17 miles from central London.

Holland & Holland also manufacture a full range of both double barreled and magazine rifles in a wide range of calibres, suitable for all types of game. Staff at any of our shops will be happy to advise on the most suitable calibre for a particular quarry.

You are invited to visit any of our gunrooms, where you will find staff willing to go to any lengths to ensure that whatever level of purchase you are considering, either new or pre-owned, you will find a gun to exactly fit your requirements.

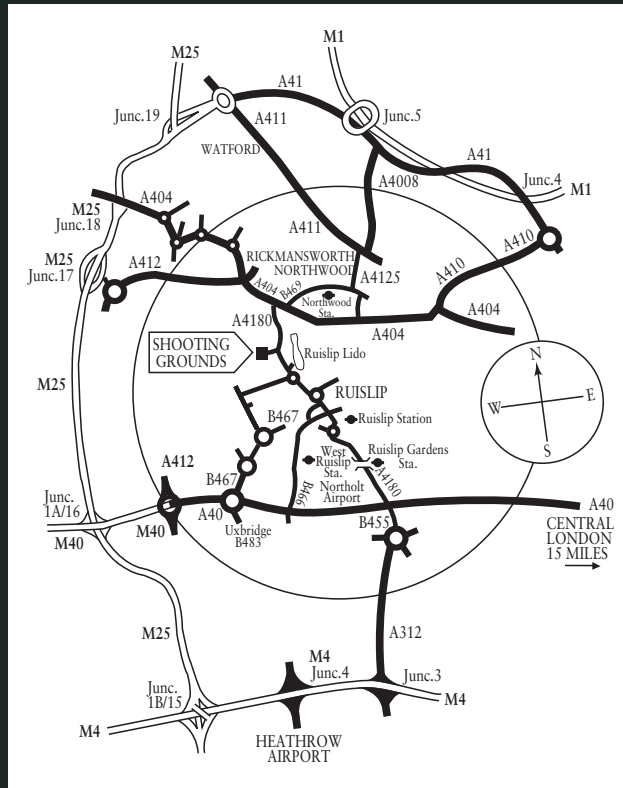


1963: Award of The Royal Warrant from
HRH The Duke of Edinburgh, for rifle making

1963



TRAVEL AND DIRECTIONS



BY TRAIN FROM CENTRAL LONDON

50 minutes by Metropolitan Line from Baker Street. Use only the train marked "Watford" and alight at Northwood, not Northwood Hills, which is the preceding station. Taxis can be hired from outside the station for the 10 minute journey to the Shooting Grounds. As you exit the station, turn right and the taxi office is about 30 yards down the hill. At peak times it might be advisable to check taxi availability in advance.

Ace Cars – 01923 829111 Northwood Cars – 01923 824101

BY CAR FROM CENTRAL LONDON, HEADING WEST

Take the A40 (towards Oxford) and exit at A4180 (Polish War Memorial/Ruislip). Turn right at the roundabout (3rd exit) at the end of the slip road signed Ruislip. Continue past Ruislip Gardens Tube station and at the next mini roundabout take the right fork. Go straight over the next large set of traffic lights and along Ruislip High Street until you reach a mini roundabout at the end and turn left into Bury Street (which becomes Ducks Hill Road). After 1 mile go straight over the mini roundabout and the Shooting Grounds are then approximately another mile further, on the left.

Please note: As you approach the Shooting Grounds, there will be a Holland & Holland "next left" signpost about 100 yards before you reach the entrance. You must slow down as soon as you see the sign as the entrance is set back from the road and is partially obscured by a large oak tree.

BY CAR FROM THE WEST

Take the M40/A40 towards London and exit at B467 (Uxbridge/Ickenham). Take the first left at the roundabout at the end of the slip road, signed Ickenham B467. After approximately 1/2 mile take the 2nd exit at the roundabout towards Ickenham and at the next mini roundabout take the first exit into Breakspear Road South. Follow this road for approximately 1 mile and turn right at the Breakspear Arms Public House (into Breakspear Road). Follow this road to a mini roundabout (BP Garage on corner) and take first left into Ducks Hill Road. The Shooting Grounds are 1 mile on the left.

Please note: As you approach the Shooting Grounds, there will be a Holland & Holland "next left" signpost about 100 yards before you reach the entrance. You must slow down as soon as you see the sign as the entrance is set back from the road and is partially obscured by a large oak tree.

BY CAR FROM THE EAST (M1, M11, A1, A12)

Take the M25 anti-clockwise towards Heathrow and exit at junction 18. At the end of the sliproad turn left onto the A404 signed Rickmansworth. At the first roundabout turn right (2nd exit) and then follow the A404 signed Northwood through a series of roundabouts around the Rickmansworth bypass always following the A404 Northwood signs. On the approach to Northwood you will pass the Green Man Public House on your left and then the large Mount Vernon Hospital complex on the right. Follow the road down the hill to the traffic lights and turn right (opposite The Gate public house) into Ducks Hill Road which is the A4180 signed Ruislip. The Shooting Grounds are 1 mile on the right hand side.

Please note: As you approach the Shooting Grounds, there will be a Holland & Holland "next right" signpost. You must slow down, since the entrance is immediately after the sign and is set back from the road.



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RIFLE MAKERS



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SUPPLIERS OF BIRDING GEAR, SHOOTING
ACCESSORIES & COUNTRY CLOTHING

HOLLAND & HOLLAND

Established London 1835

HOLLAND & HOLLAND SHOOTING GROUNDS

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