



## Seaford Town Council

### To the Members of the Seaford Head Golf Course Committee

A meeting of the Seaford Head Golf Course Committee will be held in the Council Chamber, 37 Church Street, Seaford, on Tuesday, 2 September 2014, at 7.00 pm which you are summoned to attend.

  
J Corrigan  
Interim Town Clerk  
27 August 2014

### Agenda

1. **Apologies for absence**  
To consider apologies for absence.
2. **Minutes**  
To approve the minutes of the meeting held on 3 June 2014.  
To approve the Confidential Minutes of the meeting held on 3 June 2014.
3. **Disclosure by members of any pecuniary interests and interests other than pecuniary interests, as defined under the Seaford Town Council Code of Conduct and the Localism Act 2011, in relation to matters on the agenda.**
4. **Public Participation**  
To deal with any questions, or brief representations, from members of the public in accordance with Standing Order 1 and Seaford Town Council Policy.
5. **Finance Report**  
To consider report 111/14 regarding the financial position for the period to 31 July 2014 (pages 3 to 6).
6. **Golf Course Income Report**  
To consider report 112/14 showing the ticket sales and income for the period 1 April to 31 July 2014 (pages 7 to 10).
7. **Golf Professional's Report**  
To consider report 110/14 giving an update on Golf Course related matters (Pages 11 to 15).
8. **Interim Town Clerk's Report to Follow**

**For further information about items appearing on this Agenda please contact:-  
Mr J Corrigan, Interim Town Clerk, 37 Church Street, Seaford, East Sussex, BN25 1HG.  
Telephone 01323 894870.**

**Circulation  
Committee:**

Councillor I J White (Chairman), Councillor A Latham (Vice Chairman)  
Councillors B Allen, M Brown, P Franklin, S Gauntlett, T Goodman, B Groves, R Needham  
& A White.

Richard Andrews & Gary Richardson, Seaford Head Golf Club.

Fraser Morley, Golf Professional.

Nick Stephens, Head Greenkeeper.

**For information:**

Councillors S Adeniji, B Burfield, G Cork, S Dunn, A Hayder, P Heseltine, L Lord,  
S McStravick, L Wallraven and B Warren.



## Seaford Town Council

### Report 111/14

**Agenda Item No:** 5  
**Committee:** Golf Course  
**Date:** 2 September 2014  
**Title:** Golf Course Finance Report  
**By:** Lucy Clark, Support Services Manager  
**Purpose of Report:** To inform on the financial position to 31 July 2014

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#### Recommendations

You are recommended:

1. To approve the financial position to 31 July 2014.
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#### 1. Information

- 1.1 Attached in Appendix A are the statements detailing income and expenditure for the period 1 April 2014 to 31 July 2014 compared to the projected annual budget.
- 1.2 Overall, except noted below, the budget % for the period is broadly in line with the projected annual budget.
- 1.3 Variances not previously reported may be explained as follows:
  - (a) 4045 Golf Course Player Costs – the amount of £373 shown as a credit relates to an accrual from 2013/14.
  - (b) 4046 Golf Club Membership Fees – It was agreed during the meeting held on 3 December 2013 that the new season ticket prices for 2014/15 will include £55 for the cost of club membership which will then be paid over to Seaford Head Golf Club. The amount of £18,480 is the cost of 336 membership fees paid back to the Golf Club.
  - (c) 4052 Water & Sewerage – the invoices received from S E Water are unusually low for the summer period. This is currently being investigated by the Finance Assistant.
  - (d) 4111 Office Equipment New – this cost relates to the purchase of a PC for the Pro Shop to enable use with the new till system.

- (e) 4251 Dog Bin Emptying – LDC have yet to issue their invoices.
- (f) 1000 Golf Course Season Tickets – sales are lower than expected for 2014-15. Further information is contained in the Golf Professional's report later on the Agenda.
- (g) 1057 Electricity Recharge – this is showing a negative due to the reimbursement of invoices incorrectly charged during 2013/14. Recharges for 2014/15 are due to be sent out during this quarter.
- (h) 1063 Gas Recharge – this is showing a negative due to the reimbursement of invoices incorrectly charged during 2013/14.

**2. Financial Appraisal**

The financial implications in this report are outlined in Section 1 of this report.

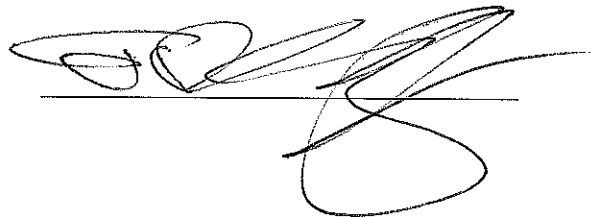
**3. Contact Officer**

The Contact Officer for this report is Lucy Clark, Support Services Manager.

Support Services Manager



Interim Town Clerk



		Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% of Budget
<b>Golf Course</b>							
<u>101</u>	<u>Golf Course</u>						
4000	Salaries & Wages	24,700	75,277	50,577		50,577	32.8 %
4001	Employers NI	1,399	4,599	3,200		3,200	30.4 %
4002	Employers Superannuation	4,385	13,244	8,859		8,859	33.1 %
4010	Staff Training	425	2,000	1,575		1,575	21.3 %
4011	Staff Protective Clothing	114	1,000	886		886	11.4 %
4041	Golf Professional Retainer	13,468	41,006	27,538		27,538	32.8 %
4045	Golf Course Player Costs	-373	2,350	2,723		2,723	-15.9 %
4046	Golf Club Membership Fees	18,480	0	-18,480		-18,480	0.0 %
4051	Rates	0	1,250	1,250		1,250	0.0 %
4052	Water & Sewerage	577	10,962	10,385		10,385	5.3 %
4055	Electricity	2,435	9,050	6,615		6,615	26.9 %
4056	Gas	164	3,530	3,366		3,366	4.6 %
4060	Refuse	57	320	263		263	17.9 %
4100	Telecommunications	124	1,000	876		876	12.4 %
4105	Postage	137	320	183		183	42.8 %
4106	Stationery	-22	50	72		72	-44.7 %
4110	Advertising & Publicity	591	4,000	3,409		3,409	14.8 %
4111	Office Equipment New	510	0	-510		-510	0.0 %
4113	Software Support	0	310	310		310	0.0 %
4114	Licence Fee	0	75	75		75	0.0 %
4115	Insurance	9,713	12,346	2,633		2,633	78.7 %
4156	Bank Charges	398	2,157	1,759		1,759	18.5 %
4199	Other Expenditure	0	250	250		250	0.0 %
4201	Cleaning	110	3,250	3,140		3,140	3.4 %
4251	Dog Bin Emptying	0	1,048	1,048		1,048	0.0 %
4261	Grounds Maint non contract	13,660	25,589	11,929		11,929	53.4 %
4270	Vehicles & Equipment Maint	4,182	13,981	9,799		9,799	29.9 %
4271	Vehicle & Equipment Lease	20,996	20,996	0		0	100.0 %
4272	Equipment Purchase	0	20,000	20,000		20,000	0.0 %
4301	Public Works Loan Payment	0	75,798	75,798		75,798	0.0 %
	<b>Golf Course :- Expenditure</b>	<b>116,230</b>	<b>345,758</b>	<b>229,528</b>	<b>0</b>	<b>229,528</b>	<b>33.6 %</b>
1000	Golf Course Season Ticket	152,735	194,615	-41,880			78.5 %
1001	Golf Course Green Fees M-F	20,930	53,352	-32,422			39.2 %
1002	Golf Course Green Fees w/eb/h	17,608	44,883	-27,275			39.2 %
1003	Golf Course Specials	13,754	40,500	-26,746			34.0 %
1004	Golf Course Locker	0	3,500	-3,500			0.0 %
1005	Golf Course Credit Card Charge	121	160	-39			75.6 %

Month No : 4

## Committee Report

		Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% of Budget
1007	Golf Course Air Traffic	2,500	5,130	-2,630			48.7 %
1050	Income Rent	800	600	200			133.3 %
1054	Income Other	1,229	1,300	-71			94.6 %
1057	Income Electricity Recharge	-694	0	-694			0.0 %
1063	Income Gas Recharged	-697	0	-697			0.0 %
1100	Income Advertising	0	2,000	-2,000			0.0 %
	<b>Golf Course :- Income</b>	<b>208,287</b>	<b>346,040</b>	<b>-137,753</b>			<b>60.2 %</b>
	<b>Net Expenditure over Income</b>	<b>-92,057</b>	<b>-282</b>	<b>91,775</b>			
<u>102</u>	<u>New Club House</u>						
4277	New Golf Club House	393,792	0	-393,792		-393,792	0.0 %
	<b>New Club House :- Expenditure</b>	<b>393,792</b>	<b>0</b>	<b>-393,792</b>	<b>0</b>	<b>-393,792</b>	
1304	PWLB - New Club House	410,000	0	410,000			0.0 %
	<b>New Club House :- Income</b>	<b>410,000</b>	<b>0</b>	<b>410,000</b>			
	<b>Net Expenditure over Income</b>	<b>-16,208</b>	<b>0</b>	<b>16,208</b>			
	<b>Golf Course :- Expenditure</b>	<b>510,022</b>	<b>345,758</b>	<b>-164,264</b>	<b>0</b>	<b>-164,264</b>	<b>147.5 %</b>
	<b>Income</b>	<b>618,287</b>	<b>346,040</b>	<b>272,247</b>			<b>178.7 %</b>
	<b>Net Expenditure over Income</b>	<b>-108,265</b>	<b>-282</b>	<b>107,983</b>			



## Seaford Town Council

**Report 112/14**

**Agenda Item No:** 6  
**Committee:** Golf Course  
**Date:** 2 September 2014  
**Title:** Golf Course Income Report  
**By:** Lucy Clark, Support Services Manager  
**Purpose of Report:** To inform members of the Golf Course income.

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### Recommendations

You are recommended:

1. To approve items 1.1 and 1.2.
  2. To decide on whether item 1.2 is required for future reports.
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### 1. Information

- 1.1 The summary, attached at Appendix A, shows the number of ticket sales and income for each category for the period 1 April 2014 to 31 July 2014.
- 1.2 The summary attached as Appendix B, shows the tickets sales comparison for the periods 1 April 2014 to 31 July 2014 for 2013/14, 2012/13 and 2011/12.

### 2. Financial Appraisal

There are no direct financial implications arising out of this report.

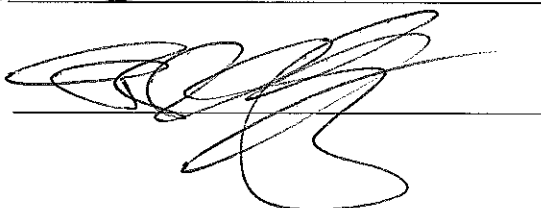
### 3. Contact Officer

The Contact Officer for this report is Lucy Clark, Support Services Manager

Support Services Manager



Interim Town Clerk



APPENDIX A

Income Code	Green Fee Type	Charges			April - Prepayments Only				April			May			
		Gross £	Net £		Gross £	Direct Debit & Prepaid	Overall Net £	Nos.	Gross £	Direct Debit	Overall Net £	Nos.	Gross £	Direct Debit & Prepaid	Overall Net £
Green Fees	M/W/Week T/Light 2pm	14.00	11.67		0.00	0.00	0.00	0	882.00	0.00	735.00	63	959.00	0.00	799.17
	M/W/Week T/Light 4pm	10.00	8.33		0.00	0.00	0.00	0	530.00	0.00	441.67	53	430.00	0.00	358.33
	M/W/Week Con Day	25.00	20.83		0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
	M/W/Week Adult Day	30.00	25.00		0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
	M/W/Week Con	16.00	13.33		0.00	0.00	0.00	0	1,376.00	0.00	1,146.67	86	1,488.00	0.00	1,240.00
	M/W/Week Adult	20.00	16.67		0.00	0.00	0.00	0	1,020.00	0.00	850.00	51	1,040.00	0.00	866.67
	M/W/Week Junior	10.00	8.33		0.00	0.00	0.00	0	70.00	0.00	58.33	7	10.00	0.00	8.33
	Reciprocal Charge	10.00	8.33		0.00	0.00	0.00	0	430.00	0.00	358.33	43	450.00	0.00	375.00
	Week End T/Light 2pm	17.00	14.17		0.00	0.00	0.00	0	1,176.00	0.00	980.00	7	1,156.00	0.00	963.33
	Week End T/Light 4pm	14.00	11.67		0.00	0.00	0.00	0	76.00	0.00	63.33	5	224.00	0.00	186.67
Green Fees W/End & B/Hol	W/End Con Day	30.00	25.00		0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
	W/End Adt Day	35.00	29.17		0.00	0.00	0.00	0	70.00	0.00	58.33	2	70.00	0.00	58.33
	W/End Con	19.00	15.83		0.00	0.00	0.00	0	494.00	0.00	411.67	26	475.00	0.00	395.83
	Week End Adult	25.00	20.83		0.00	0.00	0.00	0	4,000.00	0.00	3,333.33	160	4,775.00	0.00	3,979.17
	Week End Junior	12.00	10.00		0.00	0.00	0.00	0	12.00	0.00	10.00	1	48.00	0.00	40.00
	Junior	60.00	50.00		0.00	0.00	150.00	3	60.00	0.00	50.00	1	0.00	0.00	0.00
	Youth 18 to 20	175.00	145.83		0.00	130.00	108.33	1	0.00	0.00	0.00	0	175.00	45.00	183.33
	Intermediate 1 (21-25)	307.00	255.83		614.00	582.00	996.67	4	921.00	32.00	794.17	3	614.00	0.00	511.67
	Intermediate 2 (26-29)	433.00	360.83		866.00	1,497.00	1,969.17	5	866.00	106.00	810.00	3	0.00	129.00	107.50
	Senior	449.00	374.17		38,564.00	3,879.00	35,389.17	96	22,001.00	162.00	18,469.17	50	1347.00	0.00	1,122.50
Golf Course Specials	5 Day Adult	505.00	420.83		5,555.00	2,969.00	7,103.33	17	3,030.00	566.00	2,986.67	7	0.00	0.00	0.00
	7 Day Adult	649.00	540.83		33,748.00	20,885.00	45,360.83	85	35,046.00	2,030.00	30,896.67	62	2,596.00	0.00	2,163.33
	Win	300.00	250.00		0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
	Winter Warmers M/W	12.00	10.00		0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
	Winter Warmers W/E	17.00	14.17		0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
	Society M/W/Week Adt	20.00	16.67		0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
	Society M/W/Week Con	16.00	13.33		0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
	Society W/End Adt	25.00	20.83		0.00	0.00	0.00	0	75.00	0.00	62.50	3	470.00	0.00	391.57
	Society W/End Con	17.00	14.17		0.00	0.00	0.00	0	0.00	0.00	0.00	0	133.00	0.00	110.83
	Society M/W/Week Day	30.00	25.00		0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
Lockers	Society M/W/Week Con Day	25.00	20.83		0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
	Society Deposit	5.00	4.17		0.00	0.00	0.00	0	1,120.00	0.00	933.33	224	1,095.00	0.00	912.50
	Summer Sizzler M/W	16.00	13.33		0.00	0.00	0.00	0	1,182.00	0.00	985.00	73	775.00	0.00	645.83
	Summer Sizzler W/E	20.00	16.67		0.00	0.00	0.00	0	80.00	0.00	66.67	4	795.00	0.00	662.50
	Golf Course Locker 25	25.00	20.83		0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
	Golf Course Locker 50	25.00	20.83		0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
	Credit Card Charge @ 2.5% of fee	Variable	Variable		0.00	59.92	49.93	0	41.49	0.00	34.58	0	16.23	0.00	13.53
	Income Other	25.00	20.83		0.00	750.00	625.00	0	0.00	650.00	541.67	0	0.00	50.00	41.67
	Direct Debit Admin Fee	25.00	20.83		0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
	<b>Totals</b>				79,527.00	30,551.92	91,732.43	211	74,558.49	3,546.00	65,087.08	934	19,261.23	224.00	16,237.69



Income Code	Green Fee Type	Charges			June			July			Total YTD		
		Gross	Net	Nos.	Gross	Net	Nos.	Gross	Net	Nos.	Gross	Net	Nos.
		£	£		£	£		£	£		£	£	
Green Fees Mid Week 1001 - 101	M/W/Week T/Light 2pm	14.00	11.67	87	1218.00	1015.00	87	1330.00	1108.33	95	4389.00	3657.50	313
	M/W/Week T/Light 4pm	10.00	8.33	82	830.00	691.67	82	1310.00	1091.67	131	3100.00	2583.33	309
	M/W/Week Con Day	25.00	20.83	0	0.00	0.00	0	25.00	20.83	1	25.00	20.83	1
	M/W/Week Adult Day	30.00	25.00	8	240.00	200.00	8	450.00	375.00	15	810.00	675.00	27
	M/W/Week Con	16.00	13.33	146	2336.00	1946.67	146	2692.00	2243.33	168	7892.00	6576.67	493
	M/W/Week Adult	20.00	16.67	116	2320.00	1933.33	116	2490.00	2075.00	125	6870.00	5725.00	344
	M/W/Week Junior	10.00	8.33	2	20.00	16.67	2	60.00	50.00	6	160.00	133.33	16
	Reciprocal Charge	10.00	8.33	68	680.00	566.67	68	310.00	258.33	31	1870.00	1558.33	187
	Week End T/Light 2pm	17.00	14.17	18	252.00	210.00	18	646.00	538.33	38	3230.00	2691.67	131
	Week End T/Light 4pm	14.00	11.67	48	816.00	680.00	48	182.00	151.67	13	1298.00	1081.67	82
Green Fees W/End & B/Hol 1002 - 1001	W/End Con Day	30.00	25.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0
	W/End Adt Day	35.00	29.17	0	0.00	0.00	0	140.00	116.67	4	280.00	233.33	8
	W/End Con	19.00	15.83	22	418.00	348.33	22	190.00	158.33	10	1577.00	1314.17	83
	Week End Adult	25.00	20.83	139	3475.00	2895.83	139	2375.00	1979.17	95	14625.00	12187.50	585
	Week End Junior	12.00	10.00	2	24.00	20.00	2	36.00	30.00	3	120.00	100.00	10
	Junior	60.00	50.00	0	0.00	0.00	0	0.00	0.00	0	240.00	200.00	4
	Youth 18 to 20	175.00	145.83	0	0.00	0.00	0	0.00	0.00	0	350.00	291.67	2
	Intermediate 1 (21-25)	305.00	255.83	0	0.00	0.00	0	0.00	0.00	0	2763.00	2302.50	9
	Intermediate 2 (26-29)	433.00	360.83	0	0.00	0.00	0	0.00	0.00	0	3464.00	2886.67	8
	Senior	449.00	374.17	1	449.00	374.17	1	1683.75	1403.13	4	68085.75	56738.13	154
Season Tickets 1000 - 101	5 Day Adult	505.00	420.83	0	0.00	0.00	0	757.50	631.25	2	12877.50	10731.25	26
	7 Day Adult	649.00	540.83	1	426.50	355.42	1	973.50	811.25	2	95505.00	79587.50	154
	Win	300.00	250.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0
	Winter Warmers M/W	12.00	10.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0
	Winter Warmers W/E	17.00	14.17	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0
	Society M/W/Week Adt	20.00	16.67	38	760.00	633.33	38	0.00	0.00	0	760.00	633.33	38
	Society M/W/Week Con	16.00	13.33	6	96.00	80.00	6	85.00	70.83	5	181.00	150.83	11
	Society W/End Adt	25.00	20.83	16	400.00	333.33	16	820.00	683.33	33	1765.00	1470.83	71
	Society W/End Con	17.00	14.17	0	0.00	0.00	0	0.00	0.00	0	133.00	110.83	8
	Society M/W/Week Day	30.00	25.00	17	510.00	425.00	17	950.00	791.67	32	1460.00	1216.67	49
Golf Course Specials 1003 - 101	Society M/W/Week Con Day	25.00	20.83	0	0.00	0.00	0	225.00	187.50	9	225.00	187.50	9
	Society Deposit	5.00	4.17	133	655.00	545.83	133	480.00	400.00	96	3350.00	2791.67	672
	Summer Sizzler M/W	16.00	13.33	72	1144.00	953.33	72	1980.00	1650.00	124	5081.00	4234.17	317
	Summer Sizzler W/E	20.00	16.67	31	624.00	520.00	31	2051.00	1709.17	103	3550.00	2958.33	166
	Golf Course Locker 25	25.00	20.83	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0
	Golf Course Locker 50	25.00	20.83	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0
	Credit Card Charge @ 2.5% of fee	Variable	Variable	1	0.00	0.00	1	24.30	20.25	0	141.94	118.28	1
	Direct Debit Admin Fee	25.00	20.83	2	0.00	0.00	2	0.00	0.00	0	1450.00	1208.33	2
	<b>Totals</b>				<b>17,693.50</b>	<b>14,744.58</b>	<b>1,056</b>	<b>22,266.05</b>	<b>18,555.04</b>	<b>1,143</b>	<b>247,628.19</b>	<b>206,356.83</b>	<b>4,288</b>

	Apr-14	Apr-13	Apr-12	Apr-11	May-14	May-13	May-12	May-11	Jun-14	Jun-13	Jun-12	Jun-11	Jul-14	Jul-13	Jul-12	Jul-11	Total 14/15 (Apr - Jul)	Total 13/14 (April - Mar)	Total 12/13 (April - Mar)	Total 11/12 (April - Mar)
Locker		0	36	29			12	12			1					1	0	0	49	63
MMWeek T/Light	116	73	52	108	68	185	102	127	169	165	98	148	226	269	189	251	579	1520	829	1482
MMWeek Con Day		10				2	10			4			1	4	15	11	1	21	41	12
MMWeek Adult Day					4	25	1		8	9	12	18	15	6	13	19	27	81	61	62
MMWeek Junior	7	4	5	11	1	2	2	3	2	7	2	2	9	6	15	7	16	50	66	95
MMWeek Con	86	118	100	111	93	100	129	129	146	185	134	108	168	119	158	169	493	1266	1296	1536
MMWeek Adult	51	62	96	131	52	73	162	134	116	101	117	147	125	131	151	178	344	944	1068	1415
Locker (Small)				5			3				0						0	0	2	14
Week End T/Light	12	56	57	146	84	150	97	77	66	107	63	79	51	114	83	102	213	721	618	967
Week End Con	26	2	40	55	25	24	27	42	22	23	24	37	10	13	16	28	83	190	314	390
W/End Adt Day	2			3	2		10			2			3	4	0	1	2	8	150	11
Week End Adult	160	172	213	304	191	90	137	246	139	119	139	176	95	124	115	201	585	1213	1371	2039
Week End Junior	1	5	6	15	4	3	2	6	2	3	8	3	3	5	9	9	10	25	91	56
Credit Card Charge		19	17	26		1	1	2		1	10	1	2	2	1	3	0	24	53	50
Junior Membership			0	6													0	0	0	6
Winter Only																	0	0	12	16
Junior	4	5	10			2	2			1		2	1	1	3		4	9	19	18
Youth 18 to 21	1	3	2	5	1	1	1	2		1		1	1	1	1	0	2	7	19	10
Intermediate 21-25	7	4	14	13	2	1		1								3	9	6	17	24
Intermediate 26 - 29	8	16	13	13		1	2									1	8	17	22	23
Over 60 + unemployed	146	166	168	155	3	7	4	2	1	2	2	1	4	2	4	3	154	177	278	262
Winter Warmers																	0	212	639	0
Weekend Society Adult	3	36	14	93	19	11	27	64	16	45	91	37	33	5		105	71	111	309	481
Weekend Soc.Con				38	8					3			5	4			13	41	8	0
Weekend Soc.Day																	0	12	0	38
Mid Week Soc.Adult		30	18			126	133	133	38	4	118	185	43	103	103	54	38	251	624	605
Midweek Soc.Con									6	5			9	17	103		15	82	214	0
Midweek Soc.Day									17				32	15			0	0	32	0
Reciprocal Charge	43	10	30	1	45	8	39	2	68	25	25	11	31	26	55	59	187	117	335	312
5 Day Adult	24	35	27	38	2	2	2	4			1	1	2	2	2	2	26	38	51	68
7 Day Adult	147	181	177	184	4	3	10	5	1	1	1	2	2	4	3	2	154	194	247	275
Society Deposit	224	11	40	131	219	45	51	19	133	50	21	63	96	43	46	18	672	521	337	460
Summer Sizzler M/Wk	73				48				72	141			124	171			317	514	0	67
Summer Sizzler W/End	4				28				31	56			103	95			166	350	0	17
<b>Total</b>	<b>1145</b>	<b>1018</b>	<b>1135</b>	<b>1821</b>	<b>901</b>	<b>862</b>	<b>962</b>	<b>1012</b>	<b>1053</b>	<b>1059</b>	<b>868</b>	<b>1033</b>	<b>1145</b>	<b>1246</b>	<b>1084</b>	<b>1225</b>	<b>4,244</b>	<b>8,891</b>	<b>9,027</b>	<b>10,872</b>



## Seaford Town Council

### Report 110/14

<b>Agenda Item No:</b>	7
<b>Committee:</b>	Golf Course
<b>Date:</b>	2 <sup>nd</sup> September 2014
<b>Title:</b>	Golf Professional's Report
<b>By:</b>	Fraser Morley, Golf Professional
<b>Wards Affected:</b>	All Seaford wards
<b>Purpose of Report:</b>	To provide update on Golf Course related matters.

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#### Recommendations

You are recommended:

1. To note the information.
  2. To hold the prices for the members that have renewed this year as a thank you for their support.
  3. For new members joining on Jan 1 we could offer 15 months for the price of 12 months at a slightly higher rate.
  4. To approve Golf Professional working with the Club Business Manager on Corporate Packages, Corporate Brochures and Corporate Open Day, reporting back to Committee.
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#### 1. Income and Membership

- 1.1 June and July have been fairly steady with some lovely hot weather. Slightly down on last year, which is to be expected with the temporary facilities and the loss of larger societies for this year. August has been disappointing with the weather not really helping us.
- 1.2 There have been 11 new members join once the figures were reduced on a pro rata basis. Of the people who completed the survey we sent out to find reasons for not renewing, 4 didn't renew due to ill health, 2 from re location and 1 from cost being the issue. We have seen a lot of people that did not renew still here paying green fees, so although we have lost them this year as member they are still playing golf here.
- 1.3 I think it's important we put in place a membership package from the 1<sup>st</sup> January to encourage people to move courses. A lot of courses locally renew at the beginning of the year and by the time we are ready to renew in April we have missed the boat with those people who have joined elsewhere.

- 1.4 However we have to look at making an attractive offer to new members. Golf Membership is extremely competitive at the moment and we really don't want to price ourselves out of the market. I appreciate that this makes that period cheaper for new members than existing but we have to boost numbers for this new venture. Offer for new customers is not a rare thing and most people appreciate it is a valid way to increase income. We did not receive any negative feedback when we did this in the past. For every member we attract, it not only gives us the membership income but now will also give clubhouse income too. We have to appreciate that our lovely clubhouse alone will not pull people in at any cost. We have to compete and I think by offering a really attractive offer to new members will seriously boost numbers at the course.
- 1.5 I think daily green fee prices are well placed in the market. There is no need for any change at this time. It is a competitive market again and I think with the right marketing and offers we can vastly increase numbers on the course and in the clubhouse.

## 2. Corporate Membership

- 2.1 Letters to companies for corporate golf are ready to go. I would like to sit down with the new Clubhouse Business Manager and go through the details before finalising these packages. The 3 options are as follows:

**Option 1:     Corporate Gold Package             £ 3,000 per annum**

- 3000 Green Fee Points
- Four Individual Memberships to the club for handicap and competition benefits
- Advance booking up to 8 weeks in advance
- 30% discount on corporate society days
- 30% discount on function facility usage
- 10% discount on bar and food purchases
- 10% discount of selected items in the Pro Shop
- Exclusive preferential rates at Seaford Head Golf Academy
- Sponsored hole option at discounted rate

**Option 2:     Corporate Silver Package             £ 2000 per annum**

- 2000 Green Fee Points
- Three Individual Memberships to the club for handicap and competition benefits
- Advance booking up to 8 weeks in advance
- 20% discount on corporate society days
- 20% discount on function facility usage
- 10% discount on bar and food purchases
- 10% discount of selected items in the Pro Shop
- Exclusive preferential rates at Seaford Head Golf Academy
- Sponsored hole option at discounted rate

**Option 3:     Corporate Bronze Package           £1000 per annum**

- 1000 Green Fee Points
- Two Individual Memberships to the club for handicap and competition benefits
- Advance booking up to 8 weeks in advance
- 10% discount on corporate society days
- 10% discount on function facility usage
- 10% discount on bar and food purchases
- 10% discount of selected items in the Pro Shop
- Exclusive preferential rates at Seaford Head Golf Academy
- Sponsored hole option at discounted rate

2.2     I would like to put together a corporate brochure to send out with these letters. This would have pictures of the function areas, clubhouse and course. Prices and the above packages also included. This brochure would also be available in a PDF format to email to companies as well as sit on our website in the corporate section. This is a new area for us and it's important to get this marketing right and encourage a good initial uptake in these packages.

2.3     A corporate open day would also be a great way to generate some memberships. Allow the companies to send a couple of representatives to the course to sample the facilities and have offers to get them to join on the day. We will use these sort of open days with standard membership, societies and functions alike.

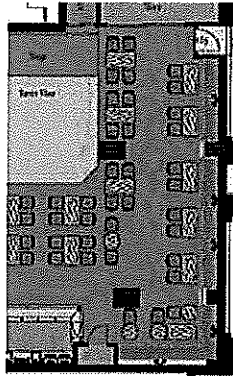
**3. Plan**

3.1     We have put together a basic 10 point plan to work to through the coming months and in to future of the new facilities and golf course. These points are guidelines and goals we will continue to look at in detail as we set out to vastly increase the income and usage of the course and clubhouse.

- To recruit new members of all categories to the golf course.
- To encourage the retention of current members year on year.
- Increase guests and visitors to the golf course facilities.
- Support playing opportunities for all people, encouraging more Juniors, Ladies and Disabled golfers to the course.
- Encourage non golfers to use the new clubhouse
- Improve communication between the members, club, visitors and staff.
- Fully promote the golf course and make links with business, schools and local clubs in the community.
- Add relevant qualifications to keep at the forefront of modern golf course management.
- Utilise volunteer and employee involvement on the golf course.
- Produce a golf course policy and future goals.

#### 4. Other information

- 4.1 Currently in talks with 6 companies with regards to the furniture for the clubhouse. They are currently putting together designs and furniture products to best utilise our space. We went with a blue scheme with the interior flooring and kept it fairly plain as to not take away from the coastal views of the function rooms. There needs to be a good balance between the functions and everyday usage. Maybe some tables that run along the edge of the windows to enable the customers to look outwards as they enjoyed their food and drink. (see below example) We have a state of the art clubhouse, so something fairly modern, practical and easy to move and store would be essential.



- 4.2 The aerial photography is nearing completion and we have gained the services of a new company that is willing to do it for free. They want to use our course as their showpiece for their new business. This helps us in 2 ways. Not only saving on the cost but also having our course promoted through their website.
- 4.3 The course has been praised through members and visitors alike, after a few issues with the heavy rough the general consensus is that the course is playing and looking very good. We hope we have a really good weather again next year to give us the main chance of utilizing our new facility.
- 4.4 Chris has been starting to use the Salts for teaching and we envisage an increase in the usage down there as time goes on. This gives us a good feeder for beginners classes and juniors for future members. We will look to utilize this more and more over the next seasons school holidays. It is important we continue to encourage new golfers as well as new members from other courses.
- 4.5 The new membership computer system by Club Systems is being put in place through September with our training day on the 11<sup>th</sup>. Once all that is in place, we are able to link it to the BRS tee booking system and have it all set to link to the clubhouse computers once we are open in November.

**1. Financial Appraisal**

There are no financial implications as a result of this report.

**2. Contact Officer**

The Contact Officer for this report is Fraser Morley, Golf Professional/Manager

Golf  
Professional/Manager



Interim Town Clerk

