

## **CASTLEREAGH BOROUGH COUNCIL**

Minutes of the proceedings of the Castlereagh Hills Golf Board meeting held, in committee, in Castlereagh Hills Golf Club on Friday, 8<sup>th</sup> December 2006 at 10.00 a.m.

**PRESENT:-** Councillor G Robinson (in the chair)  
Councillor Mrs M Chambers  
Councillor B Harvey  
Councillor J Spratt (until 12.00 p.m.)  
Councillor J White (until 12.00 p.m.)

**IN ATTENDANCE:-** Director of Finance & Leisure Services, Acting General Manager, General Manager Leisure & Marketing, Marketing & PR Manager, Business Manager, M&E Manager, Capital Projects Officer, Parks Section Manager and Assistant Members' Services Officer

**APOLOGIES:-** Apologies were recorded on behalf of Councillors Cochrane, Jeffers and Henderson and the Operational Services Manager

### **GCB/2006/246 : MINUTES OF THE CASTLEREAGH HILLS GOLF CLUB BOARD MEETING HELD ON 17 NOVEMBER 2006**

Tabled: Minutes of the Castlereagh Hills Golf Club Board meeting held on 17<sup>th</sup> November 2006 (copy previously circulated).

Following agreement, it was

RESOLVED:- Members of the Board approve that the Minutes of the of the Castlereagh Hills Golf Club Board meeting held on 17<sup>th</sup> November 2006 be accepted as a true and accurate record of the proceedings.

### **MATTERS ARISING FROM THE MINUTES**

**GCB/2006/247 : ROAD SERVICE SIGNAGE**  
**(Minute Ref No: GCB/2006/213 refers)**

The Parks Section Manager advised that he had been informed that the Road Service's brown tourist information signs took longer to produce than ordinary signage and would be installed by the end of January 2007.

Noted.

**GCB/2006/248 : ISSUE OF COMPLIMENTARY TICKETS**  
**(Minute Ref No: GCB/2006/231 refers)**

The Chairman suggested that there would be merit in giving the names of those people or organisations to which the tickets were being distributed in order that the Operational Services staff can keep documented records, for auditing purposes.

RESOLVED:- That, in future, anyone receiving complimentary tickets for the Golf Club, should notify the Operational Services staff of the names of the persons/organisation receiving the tickets in order that a documented record may be kept for auditing purposes.

**GCB/2006/249 : ROTATION OF BAR STOCK**  
**(Minute Ref No: GCB/2006/229 refers)**

The Acting General Manager stated that out-of-date bar stock was being sold off to staff using a closed bid system ending on 13<sup>th</sup> December 2006. She stated that she had included a caveat on the email which had been circulated to all staff advising that any stock purchased would be "sold as such", and should not be consumed on Council premises.

Noted.

**GCB/2006/250 : STAFFING EVENT**

The General Manager of Leisure & Marketing suggested that the staffing event for employees of the Golf Club be held on Wednesday, 20<sup>th</sup> December 2006 between 4.00-5.00 p.m. with catering being made available from the Tapas menu. This would enable the restaurant to operate normally and open for meals from 5.00 p.m.

The Chairman stated that he would be appreciative if all members of the Board could be in attendance at this event.

Following discussion, it was

RESOLVED:- That,

- (a) The Acting General Manager would prepare a formal invitation which will be issued to all Golf Club/Marketing employees and Board Members informing them that the Staff event would be held on Wednesday, 20<sup>th</sup> December 2006 from 4.00 pm – 5.00 pm.
- (b) Catering to be provided from the Restaurant's Tapas menu.
- (c) The Parks Section Manager and Business Manager to ensure that each of their respective departmental staff within the Golf Club have been notified in relation to this event.
- (d) All costs associated with the event to be covered by the Chairman of the Golf Club Board.

### **REPORT FROM THE MARKETING & PR MANAGER**

#### **GCB/2006/251 : OPEN DAY PROMOTION COSTINGS**

The Marketing & PR Manager referred Members to her report in which she had outlined the results of her promotional campaign. She indicated that the findings had identified a need for more targeted marketing approach and she asked for permission to re-use the services of the casual Marketing assistant again for this purpose.

Councillor Robinson asked that the Officer ensure that she had included a targeted promotional campaign in her 2007 planner to commence 1 May 2007, as this would ensure a more favourable response.

The Marketing & PR Manager then stated that she had been asked if the Golf Club facility operated a charitable hire rate, similar to the scheme used by the 10-Pin Bowling facility at the Ice Bowl.

The General Manager of Leisure & Marketing responded that the Board would need to clarify if this was appropriate, in respect of the laws applicable to the Council's indirect support of an event, other than the Mayor's charity. However, he felt that if the Council gave this matter favourable consideration, it would draw more users to the facility.

Councillor Spratt, as Mayor, had no difficulties with the suggestion and thought it would be worthwhile to pursue.

Councillors Chambers and Robinson felt that there was an historic minute in existence with regard to this matter, which would need to be identified.

Members considered the issues involved and, following detailed discussion, it was

RESOLVED:- That,

- (a) the Marketing & PR Manager be instructed to re-use the services of the Casual Marketing Assistant to enable a greater concentration of groups/organisations to be targeted
- (b) the Marketing & PR Manager ensure that this promotional campaign is included in her planner for 2007, to commence from 1<sup>st</sup> May 2007.
- (c) the General Manager of Leisure & Marketing be instructed to prepare a model policy based on the existing 10-pin bowling charitable rate in operation at the Ice Bowl, for the next meeting of the Board.

#### **GCB/2006/252 : SIGNAGE FOR ENTRANCE AT THE FRONT GATE OF THE CLUB**

The Marketing & PR Manager circulated copies of the proposed signage for Members' consideration and, following discussion, Members agreed that:-

- wording of "Restaurant" be increased to the same size as "Castlereagh Hills Golf Club",
- the sign should include the wording "Non-Members Welcome"
- The sign should be illuminated and the PR & Marketing Manager be instructed to liaise with the M&E Engineer re: appropriate energy saving lighting
- The phone number of the Golf Club Restaurant should be included on the sign

The Marketing & PR Manager advised Members that the post would be metal-framed and mounted on a stand, similar to those used in other restaurant facilities.

Members then discussed the main entrances to the Clubhouse and agreed that each of the menus should be displayed at their respective entrances, e.g. the Golfers and Tapas menus should be displayed at the Golfers' entrance.

They also felt that these areas should be appropriately illuminated and the Acting General Manager advised that she would ascertain if planning permission was required for this purpose.

RESOLVED:- That, the Officers will arrange for the installation of the proposed signage for the entrance, as agreed above with the appropriate amendments made to the wording.

Furthermore, that the Officers will arrange for the display of the appropriate menus relevant to each of the entrances to the Clubhouse, and ascertain if planning permission is required for illumination purposes.

### **GCB/2006/253 : CUSTOMER COMMENTS CARDS**

The Marketing & PR Manager circulated the proposed graphic artwork for the Council's Customer Comments cards.

Following discussion, it was

RESOLVED:- That, following amendment of the Customer Comment cards to read "Castlereagh Hills Golf Club & Restaurant", that they be passed on to the Council's other leisure facilities with the recommendation of the Golf Club Board.

### **GCB/2006/254 : OPEN DAY PROMOTION COSTINGS**

RESOLVED:- That, the Officers continue to deal with prospective clients on an individual basis and make buggies, hospitality etc. available as and when necessary with prior approval from the Board.

### **GCB/2006/255 : PROMOTIONAL DVD**

The Marketing & PR Manager advised Members that quotations from experienced companies were being obtained.

Noted.

### **GCB/2006/256 : BELFAST VISITORS AND CONVENTION BUREAU**

The Marketing & PR Manager advised Members that a meeting had been arranged with representatives from Belfast Visitor & Convention Bureau to discuss golfing promotions.

Noted.

**GCB/2006/257 : BELFAST HOTELS PROMOTION**

Promotional brochures have been circulated to all Belfast hotels.

Noted.

**GCB/2006/258 : PROMOTIONAL LETTER**

A copy of the Christmas promotional letter was circulated, however it was

RESOLVED:- That, the Christmas promotional letter be approved by the Board on the proviso that the photograph within the third "Christmas bauble" was straightened.

**GCB/2006/259 : GIFT VOUCHERS**

The Marketing & PR Manager circulated copies of the new promotional gift vouchers

RESOLVED:- That, the Golf Club Board authorises the use of the new promotional gift vouchers.

**GCB/2006/260 : NEW YEAR'S EVE**

Members discussed the Golf Club's hours of operation during New Year's Eve and felt that further consideration of the closing hours for New Year's Eve 2007 merited discussion at the January meeting of the Board.

Noted.

**GCB/2006/261 : PROMOTION OF CASTLEREAGH HILLS CLUBHOUSE AS A CONFERENCE FACILITY**

The General Manager of Leisure & Marketing suggested that the Clubhouse facilities could be promoted as a conference facility with catering arrangements.

He stated that he would ascertain how other organisations promoted their services and would bring back a report to a future meeting with the relevant information and costings.

RESOLVED:- That, the General Manager of Leisure & Marketing will bring back a report on how other facilities are promoting their conference/catering packages and the associated costings for a future meeting of the Board.

### **UPDATE FROM THE BUSINESS MANAGER**

#### **GCB/2006/262 : TRADING ACCOUNTS FROM 1 APRIL 2006 – 30 NOVEMBER 2006**

The Business Manager drew Members' attention to the trading accounts and asked Members to bear in mind that they included catering material accruals.

The Chairman asked the Officer that, in future, she ensure that all invoices are included in the figures, as and when received, to provide a more accurate reflection of the trading accounts.

Members expressed their concerns at the current deficit on the Restaurant trading account.

The Director of Finance & Leisure Services commented on the level of wages costs being some £9k greater than the month's turnover. He commented further that even with a sufficient gross profit margin, the current level of wage costs could not be sustained against the sales.

Councillor Robinson asked that Officers ensure that rotas are prepared, in advance, for each set day. He then referred to staffing duties and felt that the bar waitress could also carry out bar work duties.

Councillor Spratt also queried the need for 2 cleaners to carry out cleaning duties on each floor.

Councillor Chambers stated that if the Golf Club expenses were pooled to one specific heading, rather than apportioned to different departments, this would provide a truer reflection of the situation.

Following discussion, it was

RESOLVED:- That,

- (a) The Business Manager arranges for all invoice accruals to be included in the trading accounts as and when they are received.

- (b) That all figures relating to the Golf Course be brought to future meetings of the Board.

**GCB/2006/263 : MAN HOUR COSTS**

Members discussed the man-hour figures, and expressed concern at the staffing costs.

The General Manager of Leisure & Marketing commented that there did not seem to be a real catering focus for the Borough to manage the various responsibilities of each of the Council's leisure facilities, e.g. deep cleaning of each of the establishments, pricing and efficiency checks, and the co-ordination and movement of catering staff to locations, as and when they were required

The Business Manager stated that a co-ordination of each of the facilities would mean that the Council could avail of better economies of scale, when ordering supplies, as the General Manager reported that each facility was currently ordering stock from different outlets.

The Acting General Manager advised Members that a lot of the corporate catering was provided by the Golf Club and the income apportioned to the Club.

Following discussion, it was

RESOLVED:- That, the General Manager of Leisure & Marketing would develop the idea of providing a catering focus for the Borough to ensure a more centralised approach was adopted, with regard to deep cleaning, ordering, efficiency checks, staffing etc.

**GCB/2006/264 : EXPENSES CLAIM RECEIVED BY GOLF CLUB TREASURER**

The Director of Finance & Leisure Services informed Members that the Golf Club Treasurer had submitted a claim for expenses and he required approval from the Board, in accordance with the Golf Club's procedures, to prepare reconciliation. He reiterated the Golf Club's procedures, in which monies for purposes, other than subsistence claims or membership fees, would be advanced.

Councillor White indicated that the Golf Club were in the process of setting up their own bank account.

Councillor Robinson asked Officers to ensure that the necessary financial accounts were in place, prior to the reimbursement of expenditure requisitions, and that all such actions went through the General Committee.

The Director further clarified that the Council's Auditor would be carrying out periodic checks on these expenses.

RESOLVED:- That, the Director of Finance & Leisure Services be authorised to issue an advance to the Golf Club, in respect of expenses, in accordance with the new procedures as incorporated in the Constitution.

At this point of the meeting, the Director of Finance & Leisure Services, and the Business Manager, left the meeting at 11.20 a.m.

### **REPORT FROM THE GENERAL MANAGER – LEISURE & MARKETING**

#### **GCB/2006/265 : STAFF MATTERS**

The General Manager referred Members to his report and, following discussion, it was

RESOLVED:- That, following the resignation of a bar person at the Golf Club, the Board grant approval for the recruitment of a replacement.

#### **GCB/2006/266 : NEW MENU**

Members were informed that the new menu took effect from the 1<sup>st</sup> December 2006 and staff had been briefed prior to its implementation, on the 28<sup>th</sup> November.

Noted.

#### **GCB/2006/267 : MENU HOLDERS**

Following discussion, it was

RESOLVED:- That, the Golf Club would revert back to the original menu holders as they are able to accommodate each of the various Golf Club menus for display.

#### **GCB/2006/268 : TAPAS MENU**

The General Manager drew Member' attention to the proposals and costings for the new tapas menu.

Noted.

**GCB/2006/269 : EPOS (TILLS)**

Members were advised that Anchor Data Systems had installed the new swipe card system for staff using the tills.

Noted.

**STAFF-IN-COMMITTEE**

At this point in the proceedings, the Officers were asked to leave the room for the following item to be discussed "Staff-in-Committee".

**GCB/2006/272 : MANAGEMENT STRUCTURE**

Noted.

**REPORT FROM THE OPERATIONAL SERVICES MANAGER**

**GCB/2006/273 : ISSUING COMPLIMENTARY TICKETS**

In the absence of the Operational Services Manager, the Parks Section Manager referred Members to the allocation of complimentary tickets table attached to his report.

Noted.

**GCB/2006/274 : MINUTES OF THE LAST GENERAL COMMITTEE MEETING & MATTERS ARISING FROM THE MINUTES**

Tabled:- Minutes of the General Committee Meeting held on 1<sup>st</sup> November 2006 (copy previously tabled)

Noted.

**GCB/2006/275 : BUGGY HIRE**

Members perused the financial update pertaining to buggy hire.

Noted.

**GCB/2006/276 : UPDATE ON MEMBERSHIP NUMBERS**

The Parks Section Manager circulated this information for Members' attention.

Noted.

**GCB/2006/277 : EXIT MEMBERSHIP FORMS**

Noted.

**GCB/2006/278 : ROAD SERVICE SIGNAGE**

Noted.

**GCB/2006/279 : COSTINGS FOR CHRISTMAS LIGHTING OF TREES**

The Parks Section Manager outlined that one large tree which was visible from the road and was situated in the clump of trees on the avenue approaching the Clubhouse, had now been decorated and the lights were due to be switched on that afternoon.

The Chairman wished to record his thanks to the Chairman of the Central Services Committee for her assistance in providing funding for the decoration of this tree.

Following discussion, it was

RESOLVED:- That, the Golf Club Board would write a letter of thanks to the Central Services Committee thanking them for their assistance in providing funding from their budget for the decoration and illumination of the Castlereagh Hills Golf Course Christmas tree.

**GCB/2006/280 : TELEPHONE CHARGES**

Members discussed the breakdown of all telephone charges from 1 April 2006 attached to the Operational Services Manager's report, and expressed their concern.

However, the Acting General Manager reiterated that the lack of mobile phone network coverage at the Club's location had an adverse impact on the landline usage.

RESOLVED:- That, the Officers arrange for a further itemisation and breakdown of the charges for the next meeting of the Board.

#### **GCB/2006/281 : MEMBERSHIP BREAKDOWN**

The Parks Section Manager circulated a breakdown of the 64 unknown member postcodes for the information of the Board.

Noted.

#### **GCB/2006/282 : LETTER RECEIVED FROM PR & MARKETING MANAGER**

The Board were advised of correspondence from the Irish Ladies Golfing Union seeking use of the Club and its facilities.

Following discussion, it was

RESOLVED:- That, the Parks Section Manager, in the absence of the Operational Services Manager, will liaise with the Acting General Manager to prepare a response to the Ladies' Golfing Union and will enclose copies of the menus etc. for their information.

#### **ANY OTHER BUSINESS**

#### **GCB/2006/283 : REQUEST FOR INFORMATION**

The Parks Section Manager referred Members to a request for information, which had been received by the Operational Services Manager and advised Members of the content of the correspondence and the implications for the former members of Gilnahirk Golf Club who had missed out on the £150 discount fee. The Officer continued that the Secretary of the Club had been asked to provide the relevant information on this matter.

Following discussion, it was

RESOLVED:- That, the Technical Services Department would table the information provided by the Club in relation to this matter at the next meeting of the Board.

### **GCB/2006/284 : UPDATE FROM THE M&E ENGINEER RE: ELECTRICITY COSTS**

The Chairman welcomed both the M&E Engineer and the Capital Projects Officer to the meeting.

The M&E Engineer referred Members to his report and outlined the content for their information.

Councillor White referred to the possibility of funding for a wind turbine at the Golf Club.

The Officer responded that the Council had already received funding for a wind turbine at Lough Moss from the Energy Efficiency Fund and he felt that it would be unlikely that they would grant further aid for an additional turbine. However, he indicated that although he would make a further application to that organisation, there were other potential grant sources available.

The M&E Engineer then advised that he had spoken to other Engineers re: the identification of potential problems associated with wind turbines, and the Council would have to be mindful of these pitfalls.

Councillor Chambers asked if there was any possibility that the study to determine the feasibility of a wind turbine at the Golf Club could be carried out "in-house".

The M&E Engineers responded that the last study requested by the Council, had been carried out by a consultant. However, he explained there may be grant funding available to offset against the use of a consultant for this purpose, and he would ascertain if there were such grants available.

He then referred to the monitoring of electricity consumption, which had been carried out at the Clubhouse & Restaurant. He indicated that consistent readings had been obtained, which were deemed as normal usage.

With regard to the sewerage pump, he stated that a different meter was required to monitor consumption, therefore this had not been carried out, but added that both new sewerage pumps were operating effectively.

The M&E Engineer then referred to the lighting outside the Clubhouse and reiterated that the building used energy effective bulbs for this purpose.

At this point in the meeting, Councillors White and Spratt left at 12.00 p.m.

In conclusion of his update, the Officer informed Members that the Golf Club's heating systems provided excellent value for money and the Clubhouse was of an energy effective design. He pointed out that, in comparison with the Civic Centre building, the Golf Club would be designated as a "medium user".

Members then enquired if these electricity consumption figures included the sheds located in the course grounds.

The Officer responded that they were not included. Members asked him to ensure that these buildings were included in the Club statistics, as their inclusion might increase the Golf Club's consumption rate in order that the Council could obtain a more competitive levy.

The Chairman enquired if there was anything that the Council could do to make the Golf Club's energy consumption rate more cost-effective.

The M&E Engineer reiterated that this was a well-designed building but suggested that more could be more done to increase staff-awareness in relation to energy saving issues.

The General Manager of Leisure & Marketing advised that there was merit in installing a low energy light on the stairwell, separate to the normal electricity system, as this was presently programmed to operate by movement sensors, which sometimes gives the impression that the Golf Club and restaurant are closed for business.

Noted.

As there was no further business, the meeting ended at 12.25 p.m.

---

**CHIEF EXECUTIVE**

---

**CHAIRMAN**