

CASTLEREAGH BOROUGH COUNCIL

Minutes of the proceedings of the Castlereagh Hills Golf Club Board meeting held, in committee, in the Castlereagh Hills Golf Club on Friday, 16th November 2007 at 10.00 a.m.

PRESENT:- Alderman J White
Councillor B Hanvey
Councillor M Henderson (in the chair)
Councillor T Jeffers (in at 10.55 am)
Councillor G Robinson

IN ATTENDANCE:- General Manager Leisure & Marketing, Golf Club
Secretary/Manager, Parks Manager, Capital Projects
Officer, Business Manager, PR & Marketing Manager
and Assistant Members' Services Officer

APOLOGIES:- Apologies were recorded on behalf of Councillors
Cochrane, Chambers and Spratt

GCB/2007/321 : MINUTES

Tabled:- Minutes of the meeting held on 19 October 2007 (copy previously circulated)

Proposed by Alderman White, seconded by Councillor Hanvey and

RESOLVED:- that Members of the Board approve that the Minutes of the Castlereagh Hills Golf Club Board meeting held on 19 October 2007 be accepted as a true and accurate record of the proceedings, subject to the following amendment:

That Paragraph (b) of the resolution of Minute No GCB/2007/284 be amended and "retention fee of £23,000" be replaced by "retention fee of £17,000".

GCB/2007/322 : SPECIAL MEETING OF THE GOLF CLUB BOARD (Minute no. GCB/2007/320 refers)

Members noted that the Special Meeting of the Board scheduled for 9 November 2007 had had to be cancelled.

RESOLVED: That the Special Meeting of the Board would be rescheduled at a date to be agreed.

REPORT FROM THE DIRECTOR OF LEISURE SERVICES

CS/2007/323 : FINANCIAL TRADING ACCOUNTS

The Business Manager referred Members to the financial trading accounts for the Castlereagh Hills Golf Club and Restaurant (copy previously circulated) and answered Members' queries with regard to individual cost details.

Noted

MATTERS ARISING FROM THE TRADING ACCOUNTS

GCB/2007/324 : BLUE SEAL GAS FRYER

The Secretary/Manager reported that CES, who held a maintenance contract for kitchen equipment, had issued a certificate requiring a Blue Seal kitchen fryer to be taken out of use. She advised that the fryer, which had a normal life expectancy of 8-9 years, was 2 years old. She indicated that CES had advised that the problem was either a manufacturing defect or a gas flow problem. The gas supply had subsequently been checked and readings were acceptable. The manufacturer, Blue Seal, had also been contacted and had advised that no problems had been identified or reported with that particular batch of fryers.

The Secretary/Manager advised that, as the fryer was out of warranty, the options available were either to repair it at a cost of £861.88 plus VAT or to replace it at a cost of approximately £2,500 plus VAT. She informed Members that either option would result in an overspend within the fixed plant budget.

After discussion, it was proposed by Alderman White, seconded by Councillor Hanvey and

RESOLVED: that officers be authorised to proceed with repair of the fryer only on the basis that a guarantee would be provided with the repair and, if such a guarantee was not available, then officers should replace the fryer at a cost of approximately £2,500 plus VAT.

GCB/2007/325 : SALARIES AND WAGES

In response to a query by Councillor Robinson regarding salaries and wages for the Golf Club, the Parks Managers listed those staff employed at the golf club. After discussion, it was

RESOLVED: That officers be asked to bring to a future Board meeting a breakdown of salary scales for staff employed at the golf club.

GCB/2007/326 : STAFFING LEVELS

The General Manager Leisure and Marketing advised Members that the restaurant would be closed on Saturday 17 November 2007 due to staffing problems. He indicated that the restaurant had too few contracted staff and depended too heavily on casual staff and this meant that there were difficulties in maintaining adequate levels of cover. He suggested that, now that the Secretary/Manager had been in post for several months, she should undertake a review of the staffing structure.

Officers reported on efforts to recruit staff. In response to a query by Councillor Robinson, the General Manager Leisure and Marketing stated that the Board had agreed to cover the cost of taxis for staff working at the Club and it was hoped that this would aid recruitment. Members were advised that a poster advertising a jobs fair at Dundonald International Ice Bowl had been widely circulated but that the Job Centre had refused to display it. Councillor Robinson suggested that a letter of protest be sent to the Minister regarding the refusal by the Job Centre to display the poster.

RESOLVED:

- (a) that a letter of protest be sent to the Minister regarding the refusal of the Training & Employment Agency to accept a poster advertising a Job Fair
- (b) that the Secretary/Manager conduct a staffing review and present the Board with proposals at a future meeting.

REPORT FROM THE SECRETARY/MANAGER

GCB/2007/ 327 : SUITABILITY FOR FUNCTIONS ORDER

The Secretary/Manager reported that the Club's application for the Suitability for Functions Order, which would enable the restaurant to extend its restaurant licence for New Year's Eve, had been granted approval. She indicated that the restaurant would be staying open on New Year's Eve until 1.00 a.m. the following morning.

Noted.

GCB/2007/328 : WINE SUPPLIERS

The Secretary/Manager reported that she had been negotiating with five different companies regarding wine supplies for the restaurant and advised that United

Wines were the most competitive. She reported that they would supply professional wine lists as well as specialised training for staff. She stated that the Club would work with United Wines on an accruals system.

Noted.

GCB/2007/329 : COCA COLA PROMOTION

The Secretary/Manager reported that she was negotiating with Coca Cola in an effort to join their Christmas designated driver scheme whereby a person in a group of 2 or more people who was the designated driver would be entitled to up to 3 free Coca Cola soft drinks. She advised that there would be 200 nominated licensed premises in the scheme.

Noted

GCB/2007/ 330 : CURTAINS AND PAINTING

The Secretary/Manager reported that, as approved by the Board, the conference room, stairwell, restaurant waiting area and corridor had been repainted by Wilgar Contracts.

She also confirmed that curtains in the conference and Members' room would be put up by Gate Interiors on 26 November 2007.

Noted.

GCB/2007/331 : RAMSAY'S KITCHEN NIGHTMARES

The Secretary/Manager reported that a letter had been received from Optomen, a production company, inviting applications from restaurateurs to participate in Gordon Ramsay's television show (copy previously circulated)

The Manager advised that she had enquired about the application process and had been advised that this would be a telephone interview followed by a site visit where the company would film the restaurant and location. She also advised that the contract would include a clause whereby expenses would be shared equally by the production company and the Club.

Members considered the risks involved in participating in the programme and also noted that the Club would have to agree to cover 50% of expenses without knowing what level those expenses would be. After discussion it was

RESOLVED: that the Club should not apply to participate in the television show.

GCB/2007/332 : NEWTOWNBREDA AND CARRYDUFF LIONS CHARITY GOLF DAY

(Councillor Henderson declared an interest in this matter)

The Secretary/Manager reported that the above event would take place again in 2008 and that an event committee had been set up and an initial meeting had taken place. The next meeting was scheduled for 6 December 2007. She also advised that the sponsor from last year had agreed to fund the event in 2008.

Noted.

GCB/2007/333 : STAFF UPDATE

The Secretary/Manager reported that 7 applicants had been shortlisted for the post of Facilities Supervisor and that interviews would take place on 19 November 2007.

She also reported that Dundonald International Ice Bowl had held a jobs fair on 8 November 2007 and approximately 50 people had been identified as suitable for appointment. She advised that a letter had been sent out to successful applicants inviting them to a staff training session on 22 November 2007 (copy letter previously circulated). The Manager advised that she would update Members at their next meeting as to how many casual members of staff the Club could expect to employ.

The Secretary/Manager reported that two applicants had applied for the post of Commis Chef and that interviews were being held today. She indicated that she would update Members of the outcome at their next meeting.

The General Manager Leisure and Marketing advised that an Administrative Officer had been moved over to the Golf Club to cover the role of supervisor for an interim period. He advised that there was sufficient budget to allow this to happen.

RESOLVED: Members approved the payment of an honorarium to the Marketing Administrative Assistant to first point on Scale 4 plus shift allowance whilst filling in as Facility Supervisor.

GCB/2007/334 : BUGGY HIRE

The Secretary/Manager referred Members to a report on the number of buggies hired out from April to October 2007 (copy previously circulated).

Councillor Robinson enquired whether monies could be set aside from the profits made from hire of the buggies to purchase one every couple of years, eventually doing away with the Club's rental charges.

Councillor Robinson also referred to usage of a private buggy on the course by a Member and enquired about insurance implications. The General Manager Leisure & Marketing indicated that the Member would be covered by his own insurance.

RESOLVED: that officers be asked to confirm that Members using private buggies on the course were covered by their own insurance rather than the Club's.

GCB/2007/335 : UPDATE ON MEMBERSHIP NUMBERS

Members received a breakdown of membership numbers for the year to date (copy previously circulated)

Noted.

GCB/2007/336 : GOLF PROFESSIONAL LESSONS

Members received a breakdown of golf lesson for the year to date (copy previously circulated)

Noted.

GCB/2007/337 : NUMBER OF STAFF USING THE COURSE

Members received a breakdown of the number of Council staff using the course for the year to date (copy previously circulated)

Noted.

GCB/2007/338 : RECORD OF ALARM CALL OUTS

Members received a breakdown of the number of alarm call outs for the year to date (copy previously circulated)

Noted.

GCB/2007/339 : COMMENT & THANK YOU CARDS

Comment cards and thank you cards were circulated around Members.

Noted.

REPORT FROM THE MARKETING AND PR MANAGER

GCB/2007/340 : MEMBERSHIP PACKAGES

Members considered a report detailing membership package options (copy previously circulated).

In response to a Member's query regarding the family membership package, the Business Manager advised that the Club already had 10 father and son partnerships and the family membership package was seen as an incentive to those members to include two other family members at a discounted fee.

Alderman White suggested that joining fees should be discarded as they were not being charged by other clubs. Officers indicated that many promotions involved the waiving of the fee for the remainder of the current financial year and also for 2008/09.

Other suggestions from Members to promote membership included:

- Members of Knock Golf Club be invited to an open day and a free round of golf
- Corporate packages be offered to the army in Lisburn and to PSNI
- Team building events be offered to local businesses including discount on meals in the restaurant

It was suggested that any ideas or proposals should be put to the General Committee for their support.

Members noted that the number of lady players was low and there was a risk of them losing their GUI membership and therefore they welcomed in particular those proposals designed to attract additional lady members.

RESOLVED:

- (a) that officers proceed with marketing and promotions packages to attract additional members and lady members in particular
- (b) that joining fees be waived permanently with effect from 1st April 2008.

GB/2007/ 341 : MEMBERSHIP MARKETING PROGRAMME

The Marketing and PR Manager presented for Members' consideration the following marketing programme:

Activity	Cost	Date
Membership flyer to promote new packages and promotions: Graphic Design Print	£140 £503 approx. (based on 40,000 flyers printed A5 doublesided)	December/January
Door to door distribution Based on delivery of 35,000	£1,030.71	January
Posters for distribution in community and leisure facilities Graphic design	£50	December/January
Shopping centre promotions at Forestside, Connswater & Ards (shared with DIIB & leisure centres)	£110	January/February
Penguin stand Graphic design	£140 £70	December/January
Mailer to club members	£72	December/January
Cool FM promotion giveaway Prize draw for membership with the view of promoting membership as a Christmas gift	£800 includes 30 second advert	December
	£2,925	

Members also discussed whether the Club could tie up with local hotels to offer their guests special rates at both the Golf Course and the Ice Bowl. In response to a query by Councillor Jeffers, the General Manager advised that the Council proposed to get a penguin stand that advertised all of the Council's facilities.

Councillor Robinson suggested that, when open days were being planned, these should be targeted at specific markets, e.g. open days for staff from local hotels or from the American Consulate.

After discussion, it was

RESOLVED:

- (a) To approve the marketing programme detailed above with two changes, namely that the new Tesco at Newtownbreda and Asda at Dundonald be included in the shopping centre promotions and that the Cool FM promotion be deferred to February.
- (b) that officers be asked to produce leaflets promoting new membership and promotional packages for hotels and businesses.

(Councillor G Robinson left the meeting at 11.15 am)

GCB/2007/342 : CHRISTMAS DECORATIONS

The Marketing and PR Manager confirmed that the Council's decorations were the blue LED lights which decorated the exterior of the building and the internal Christmas tree display with Santa. She advised that costs had been included in the 2006/2007 financial year for the storage, erection, insurance whilst stored and replacement of damaged fittings or lights but that these had not been transferred across at the end of the financial year.

The Manager advised that arrangements had been put in place to have the Christmas tree display moved by Leisure Services staff to the Golf Club and that it would be stored there on a permanent basis. She stated that Hillmount Nurseries had been engaged to erect the outdoor lighting as it would not be cost effective to use internal resources and hire machinery. She advised that there was sufficient budget to cover these costs.

Noted.

GCB/2007/343 : CHRISTMAS TREE SWITCH ON

Members were advised that the Christmas Tree switch on would commence at 6.30 pm on Wednesday 21 November 2007 and that invitations would be posted out this week.

Noted.

ANY OTHER BUSINESS

GCB/2007/344 : CHRISTMAS STAFF EVENT

The Golf Club Secretary/Manager advised that in previous years the Board had invited Golf Club staff to a Christmas reception. After discussion it was

RESOLVED: That staff be invited to a Christmas reception at 4.30/5.30 pm on a date to be arranged by the Golf Club Secretary/Manager

GCB/2007/345 : SNAGGING LIST

The Capital Projects Officer reported agreement had been reached with the Consultants that the kitchen floor would be replaced before the end of November. He stated that, as requested by the Board, he had investigated the costs of replacing the floor if the contractors did not agree to undertake the work and the lowest quotation received was £650 plus VAT.

The Officer also advised that the Consultants had also agreed to make good the tiles on the balcony.

The Capital Project Officer reported that he would be meeting with the Consultants and the Contractor to expedite these matters. In response to a query by Councillor Jeffers, he confirmed that all other items on the snagging list had been or were being sorted out.

The Business Manager informed Members that a payment had been made to the contractor of £57,419 and, as approved by the Board, a sum of £17,500 plus VAT had been retained to ensure that all works were completed to its satisfaction.

Noted.

GCB/2007/346 : TARMACING OF PATH TO FIRST TEE

The Business Manager requested retrospective approval to be granted in respect of 50% of the costs in relation to the tarmacing of the path to the first tee, which had been carried out by David Minnis, Contractor, at a cost of £5,289 plus VAT.

It was proposed by Alderman White, seconded by Councillor Hanvey and

RESOLVED: that the Board give retrospective approval to payment of 50% of the invoice in the sum of £5,289 in respect of tarmacing of the path to the first tee.

GCB/2007/347 : REQUEST FOR COMPLIMENTARY TICKETS

The Golf Club Secretary/Manager reported that the Club's full-time Sous Chef had requested annual leave to work on a voluntary basis with the Church Missionary Society in Nepal. She indicated that Willowfield Parish Church were raising money through a 1000 ticket ballot to fund the trip.

RESOLVED: that the Board agree to release to Willowfield Parish Church a number of Christmas Party tickets bookable on nights that were quiet based on the Secretary/Manager's approval

GCB/2007/348 : GUI EVENING

The Secretary/Manager reported that Golf Club members were paying for the food and quiz master for the proposed GUI evening and had requested that the Board consider providing complimentary golf rounds and meal vouchers as prizes.

RESOLVED : That the Board agree to provide complimentary golf rounds and meal vouchers as prizes for the proposed GUI event.

GCB/2007/349 : PLANTING TO FRONT OF CLUB HOUSE

The Parks Manager tabled at the meeting a concept plan for planting of the grassed area to the front of the clubhouse. He advised that the planting would include seasonal bedding and good quality shrubs.

RESOLVED: That the plan for planting of the grassed area to the front of the clubhouse be approved in principle subject to costs.

GCB/2007/350 : GRADUATE PARITY SCHEME

The General Manager Leisure & Marketing advised member of a Graduate Parity Scheme whereby a graduate would be placed with the Golf Club for a period of 6 months to work on a particular project. He suggested that appropriate projects for the Club would be hospitality management or marketing. He asked the Board's approval for including this in the estimates for 2008/09.

RESOLVED that the Board agree that the Club participate in the Graduate Parity Scheme as outlined above and that funding be included in the estimates for 2008/09.

Noted.

GCB/2007/351 : ONGOING WORKS

In response to a query by Alderman White, the Parks Manager reported on progress in relation to ongoing works on the golf course. He advised that the work was being carried out to a high standard and was being supervised on a daily basis by the Course Manager.

Noted.

As there was no further business, the meeting concluded at 11.40 a.m.

CHAIRMAN

CHIEF EXECUTIVE