

CASTLEREAGH BOROUGH COUNCIL

Minutes of the Castlereagh Hills Golf Club Board held, in committee, in Castlereagh Hills Golf Club on Friday, 14 November 2008, at 10.10 a.m.

PRESENT:- Alderman J White
Councillor Mrs J Cochrane
Councillor D Drysdale (Chairman)
Councillor B Hanvey

IN ATTENDANCE:- General Manager Leisure & Marketing, Operational Services Manager, Parks Section Manager, Business Manager, Golf Club Secretary Secretary/Manager and Members' Services Officer

APOLOGIES:- Apologies were recorded on behalf of Councillors Mrs Beattie, Mrs Chambers, Henderson, Jeffers, Robinson and Spratt

GCB/2008/300 : MINUTES OF CASTLEREAGH HILLS GOLF CLUB BOARD MEETING HELD ON 17 OCTOBER 2008 (copy previously circulated)

RESOLVED:- That the Minutes of the Castlereagh Hills Golf Club Board meeting held on 17 October 2008 be accepted as a true and accurate record of the proceedings.

MATTERS ARISING

GCB/2008/301 : REQUEST FOR HONORARY LIFE MEMBERSHIP (Minute GCB/2008/292 refers)

RESOLVED: That consideration of the request from Mr Ronnie Weir for honorary life membership of Castlereagh Hills Golf Club be deferred to a later date.

GCB/2008/302 : BOOKING ON 31 OCTOBER 2008 (Minute GCB/2008/279 refers)

The Golf Club Secretary/Manager reported that the charity fund-raising event to raise funds for a disabled child had been successful. She further stated that the plans for an event on 3 April 2009, booked by NIHE, were progressing well.

Noted.

**REPORT FROM THE DIRECTOR OF LEISURE SERVICES
(presented by the General Manager of Leisure & Marketing)**

GCB/2008/303 : CHGC RISK REGISTER

The General Manager of Leisure & Marketing provided a list of the Golf Club Board's risk register. He further stated that the purpose of Castlereagh Borough Council's Risk Management Strategy was to effectively manage potential opportunities and threats to the Council's objectives to:

- Introduce a robust framework and procedures for identification, analysis, assessment and management of risk, and the reporting and recording of events, based on best practice.
- Establish roles, responsibilities and a reporting chain for managing risk.
- Reduce the council's insurance liabilities thereby reducing premium costs.
- Improve the co-ordination of risk management throughout the Council.
- Incorporate risk management into the daily work of Council employees.
- Incorporate the risk management process into service planning.
- Participating with stakeholders in the management of risk.
- Integration of risk management into the culture of the Council.
- Facilitate the Council to anticipate and respond to changing social, environmental and legislative conditions.
- Minimise injury, damage, loss and inconvenience to residents, staff, service users and assets arising from or connected with the delivery of Council services.
- Minimise the cost of risk.

To achieve these objectives, the following strategy has been adopted:

- Established clear accountabilities, roles and reporting lines across all services and departments.
- Acquire and develop the necessary skills and expertise.
- Provide for risk assessment in all decision-making processes of the Council.
- Developed a toolkit, procedures and guidelines for use across the Council.
- Developed arrangements to measure performance of risk management activities against the objectives.
- Make all partners, providers and delivery agents aware of the Council's expectations on risk, both generally and where necessary in particular areas of service delivery.

Following some discussion, it was

RESOLVED: That the Council be recommended to adopt the risk register of the Golf Club Board as outlined by the General Manager of Leisure & Marketing.

GCB/2008/304 : CLUB DEVELOPMENT

RESOLVED: That consideration of club development be deferred to the special Board meeting on 24 November 2008.

GCB/2008/305 : INCIDENT AT THE ROBINSON CENTRE

The General Manager of Leisure & Marketing advised Members of an incident that took place at the Robinson Centre on 10 October 2008, when staff had been subjected to abuse from customers. Subsequently, these customers had been banned from all Council leisure centres. The General Manager now sought Members' views whether the ban should be extended to include the Golf Club.

Following some discussion, it was

RESOLVED: That the ban of those customers who subjected staff to abuse on 10 October 2008 be extended to include Castlereagh Hills Golf Club and that Officers write to inform them of this decision.

GCB/2008/306 : FINANCIAL TRADING ACCOUNTS

The Business Manager took Members through the financial trading accounts of the Golf Club for October 2008. She advised that, largely due to an underachievement in income, there was an adverse variance for the month. However, she added that, due to a favourable variance in expenditure, the overall effect had been reduced.

The Business Manager then referred to the year-to-date figures, which showed a substantial adverse variance on profiled budget. Projections to the end of the year, prepared on a month-to-month basis, showed that, hopefully, the current adverse variance could be reduced.

The Parks Section Manager reported that the annual budget in the Golf Club trading accounts had not changed since the previous month, although the Salaries & Wages and Materials budgets had been rectified.

Noted.

**OPERATIONAL ITEMS
(presented by the Golf Club Secretary/Manager)**

GCB/2008/307 : IT UPDATE (Minute GCB/2008/205 refers)

The Golf Club Secretary/Manager advised that the IT Manager had recommended the installation of a second telephone line at the Golf Club at a cost of £249 from VITEL in order to improve communication and speed of the network.

Following some discussion, it was

RESOLVED: That approval be granted for the installation of a second telephone line at Castlereagh Hills Golf Club at a cost of £249 and provided by VITEL.

GCB/2008/308 : EXTERNAL CATERING REQUEST

RESOLVED: That consideration of an external catering request be deferred to take place 'In Committee'.

GCB/2008/309 : FULL DRINKS LICENCE

The Golf Club Secretary/Manager advised that a full drinks licence had been purchased through Osborne King Estate Agents at a cost of £105,000, and the Council's solicitor and the seller's solicitor were in the process of progressing legal actions relating to the purchase.

During the ensuing discussion, Councillor Drysdale asked whether the licence could be shared. The General Manager of Leisure & Marketing replied that an application could be made to the licence to cover other events.

Noted.

GCB/2008/310 : MEMBERS' ROOM RENOVATIONS

The Golf Club Secretary/Manager stated that the drawings for the renovations were now in the final stages of completion. Furthermore, it would be advisable to create a sub-committee to agree the final drawings and assist with decisions regarding the interior décor.

Members suggested that two members of the Golf Club Board and two Elected Members should be part of the sub-committee. The General Manager of Leisure & Marketing commented that one male and one female golfer should also be nominated to take part in decisions regarding the Members' Room.

RESOLVED: That the Golf Club Secretary/Manager provide details of the progression of the Members' Room renovations at the next Board meeting. It was agreed that Councillor White and Councillor Cochrane would represent the Board and all decisions would be fed back to the Board.

GCB/2008/311 : SCHOOLS PROGRAMME

The Golf Club Secretary/Manager advised that the Golf Professional, together with the Sports Development Officer, had set up two taster sessions in the schools listed below:

- Newtownbreda Primary School
- Braniel Primary School
- Leadhill Primary School
- Lisnasharragh Primary School
- Gilnahirk Primary School
- Cregagh Primary School
- Belfast Metropolitan College

The Golf Club Secretary/Manager continued to say that a six-week follow-up package at £1 per person would be offered to each school following completion of the taster sessions, with details of students being collated for marketing and promotion of Easter/Summer schools and club memberships.

Noted.

GCB/2008/312 : LOTTERY APPLICATION

The Golf Club Secretary/Manager stated that a Lottery application for £8,000 had been forwarded to Awards For All.

Noted.

GCB/2008/313 : CLUB JUMPERS

The Golf Club Secretary/Manager advised that the Club Council had declined the offer to purchase club jumpers at £15. She added that the Golf Club did not receive any profit from the sale of jumpers and they were not covered by insurance.

Following some discussion, it was

RESOLVED: That the original arrangement would remain in place and the Sec/Mgr write to the club to inform them that these jumpers were not covered by the Council's insurance and no responsibility would be accepted by Council for this stock.

GCB/2008/314 : COMPLIMENTARY TICKET REQUEST

The Golf Club Secretary/Manager sought retrospective approval for the issue of a Fourball to help raise funds for a child from Dundonald who was receiving special care for a life-threatening illness. The ballot of tickets had taken place during a fundraising event in the Golf Club on 31 October 2008.

The Golf Club Secretary/Manager further stated that requests for complimentary tickets had also been received from Tullycarnet Primary School and the Presbyterian Church in Great Victoria Street.

Councillor Cochrane felt that requests for complimentary tickets should be decided on an individual basis, but that approval should be granted for the request from Tullycarnet Primary School.

Following some further discussion, it was

RESOLVED:

- (a) That the Board grant approval for the request from Tullycarnet Primary School for complimentary tickets for an event to be held on 28 November 2008.
- (b) That future requests for complimentary tickets be considered individually.
- (c) That the Golf Club Secretary/Manager be given discretion to authorise requests for tickets to local groups / organisations and report back to the Board.
- (d) That requests by organisations outside the Borough be gently declined.

GCB/2008/315 : PERSONAL CHEQUES

The Golf Club Secretary/Manager advised that, following advice and recommendations from the Finance Department, the Golf Club would no longer accept payment by personal cheques, with effect from 1 December 2008.

Noted.

GCB/2008/316 : EVENTS CALENDAR - 2009

The Golf Club Secretary/Manager outlined details of forthcoming events and price recommendations as recommended by the GUI for Mixed Foursomes and in line with other club comparisons and an events committee for Open Days.

- Open Mixed Foursomes Practice Day, 10 May 2009 – free of charge
- Irish Mixed Foursomes Qualifying- Member Guest rate for competitors

- Open Days, 26-30 August 2009

- Members £7
Non-members £10

The Golf Club Secretary/Manager advised that Club members were displeased that they were being charged to take part in the event, and they were asking for a share of the revenue.

Following some further discussion, it was

RESOLVED:

- (a) That approval be granted to purchase trophies for the Open Days competition with revenue generated from Club members' fees.
- (b) That revenue generated by Club members from sponsorship be used to purchase Members Room furnishings.

GCB/2008/317 : BUGGY AND TROLLEY HIRE

The Golf Club Secretary/Manager advised that arrangements had been made to take buggies off site for the winter months, and the last payment to Brodericks would be made in October.

Noted.

GCB/2008/318 : UPDATE ON MEMBERSHIP NUMBERS

Members were updated on recent membership numbers, and the Golf Club Secretary/Manager stated that she would provide a more detailed update at the special Board meeting on 24 November 2008.

Noted.

GCB/2008/319 : GOLF PROFESSIONAL LESSONS

The Golf Club Secretary/Manager outlined details of Golf Professional lessons:

- Members swing analysis lessons £15 per session - 3
- Members putting analysis lessons £15 per session - 1
- Non-member swing analysis lessons £18 per session - 1
- Non-member putting analysis lessons £18 per session - 1

The Golf Club Secretary/Manager stated that more enquiries had been received, and information had been released in a newsletter, therefore it was hoped that the above figures would increase during the next month.

During the ensuing discussion, Councillor Cochrane requested that a separate code be set up for money generated from lessons, and it was

RESOLVED: That a separate code be set up for money generated from Golf Professional lessons.

GCB/2008/320 : RECORD OF ALARM CALL-OUTS

The Golf Club Secretary/Manager stated that there had been no alarm call-outs during October 2008.

Noted.

REPORT FROM THE ACTING MARKETING MANAGER

GCB/2008/321 : NEW MEMBER WELCOME PACKS

The General Manager of Leisure & Marketing outlined details of new member welcome packs:

Full, mid-week and Council staff

- two complimentary vouchers for the indoor golfing studio
- three member guest passes
- branded merchandise gifts, ie cap, tee marker and pencil

Junior and juvenile

- two complimentary vouchers for ice skating at DIIB
- two complimentary vouchers for ten-pin bowling at DIIB
- two complimentary vouchers for the indoor golfing studio
- branded merchandise gifts, ie cap, tee marker and pencil

The value of the welcome pack for full, mid-week and Council staff was approximately £85 and for junior and juvenile members it was approximately £51. Additionally, members would also continue to receive discounted rates for golfing lessons, buggy hire and gym membership with Breathe Fitness.

Following some discussion, it was

RESOLVED: That approval be granted for new member welcome packs as outlined by the General Manager of Leisure & Marketing.

GCB/2008/322 : INTRODUCE A NEW MEMBER PROMOTION

In order to provide an incentive to existing members to introduce new members to the club, the General Manager of Leisure & Marketing outlined discounts on their membership fee for 2010-2011:

- Full - introduction of a new full member by an existing full member for a full year, the recommending member receives a discount of £150 of their fee for 2010-2011
- Mid-week - introduction of a new mid-week member by an existing mid-week member or full member for a full year, the recommending member receives a discount of £50 of their fee for 2010-2011.

Following some discussion, it was

RESOLVED: That approval be granted for the new member promotion as outlined by the General Manager of Leisure & Marketing.

GCB/2008/323 : CORPORATE PROMOTIONS

The General Manager of Leisure & Marketing outlined details of corporate promotions to attract multiple membership, one for the public sector and one for the private sector:

- Discount of £150 per membership, which would be administrated via two promotions. For public-sector organisations, individual staff or golfing societies would be targeted with 12 months of membership for the price of 9 months. Eight individuals from the same organisation would be required to join, and the annual fee would need to be paid in full after nine months to maximise income in the event of cancellations.
- For private-sector organisations the aim would be to attract corporate membership. Membership would be registered to the organisation and could be distributed at the company's discretion to staff or customers. The cost of corporate membership, giving, for example, eight memberships at £3,600, would have to be paid in full at the start of the membership year.

The General Manager of Leisure & Marketing suggested to contact the following organisations initially with these promotional offers:

- Ulster Hospital
- Dundonald House/Castle Buildings
- Stormont
- Stormont Hotel
- La Mon Hotel
- Ramada Hotel
- Britvic

- Bombardia
- Armed Forces
- Emergency Service – PSNI, Fire Service and Ambulance Service

During the ensuing discussion, Councillor Harvey suggested that secondary schools could be approached, as many had golf societies. Councillor Drysdale agreed and further suggested that the Golf Club could offer promotions during spring and summer in line with Health & Wellbeing.

RESOLVED: That approval be granted for corporate promotions to public-sector and private-sector organisations as outlined by the General Manager of Leisure & Marketing.

GCB/2008/324 : LAUNCH OF INDOOR PUTTING AND GOLF SWING ANALYSIS STUDIO

Due to lack of support from Club members, the General Manager of Leisure & Marketing advised that the planned press launch for the indoor putting and golf swing analysis studio had been postponed. A photocall with George Jones had been arranged instead for 19 November at 11.00 am. George Jones had agreed to waive his fee for the photocall and would only charge for his travel expenses.

Noted.

GCB/2008/325 : DOOR-TO-DOOR LEAFLET DROP

The General Manager of Leisure & Marketing reported that the door-to-door leaflet drop to promote 15 months membership for the price of 12 months had been arranged for 14 November. The General Manager added that previously payment for this promotion had to be made in full up front. Due to the credit crunch, he suggested allowing this to be paid by direct debit during the first 12 months in order to qualify for three months free membership at the end of the promotion, in order to maximise income in the event of cancellations.

RESOLVED: That approval be granted for the 15-for-12-months promotion as outlined by the General Manager of Leisure & Marketing.

IN COMMITTEE

GCB/2008/326 : OUTSIDE CATERING REQUEST

The Golf Club Secretary/Manager stated that the Club had been approached by a company offering to provide catering for special events at the Golf Club. The General Manager of Leisure & Marketing added that the Acting Director of

Leisure had sought legal advice and had been reassured that there would be no TUPE complications.

The Secretary/Manager tabled charts for Members' perusal, outlining organisational and financial arrangements for events at the Golf Club. She informed Members that some aspects needed to be confirmed, ie insurance, final legal opinion, and the Club's equipment needed to be checked to ensure it was operational.

Members felt that these items needed to be confirmed, and following some further discussion, it was

RESOLVED: That a special Board meeting be arranged and that the Golf Club Secretary/Manager provide further details regarding future events at the Golf Club for Members' consideration.

ANY OTHER BUSINESS

GCB/2008/327 : REQUEST FOR HONORARY LIFE MEMBERSHIP (Minute GCB/2008/292 refers)

Councillor Drysdale tabled a letter from Mr Ronnie Weir regarding his request for honorary life membership.

RESOLVED: That consideration of the request from Mr Ronnie Weir regarding honorary life membership be deferred to take place at a later date.

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

CHAIRMAN

CHIEF EXECUTIVE