

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, 19th September 2008 at 10.00 a.m.

PRESENT:- Councillor Mrs M Chambers
Councillor Mrs J Cochrane
Councillor D Drysdale
Councillor B Harvey
Councillor T Jeffers
Councillor J White

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

APOLOGIES:- Apologies were recorded on behalf of Councillors
Robinson, Spratt and Henderson and the Director of
Leisure and Acting PR & Marketing Manager

**GCB/2008/244 : MINUTES OF CASTLEREAGH HILLS GOLF CLUB BOARD
MEETING HELD ON 15 AUGUST 2008** (copy previously circulated)

RESOLVED:- That, the minutes of the Castlereagh Hills Golf Club Board meeting held on 15 August 2008 be accepted as a true and accurate record of the proceedings.

MATTERS ARISING FROM THE MINUTES

**GCB/2008/245 : MEMBERS PLAY OFF THE SECOND TEE
(Minute Ref No: GCB/2008/241 refers)**

The Parks Section Manager referred to the proposed erection of a 30ft fence for a length of the fairway and advised that the Planning Officer had flagged up two potential planning issues which Officers were investigating, prior to submission of the planning application.

The Golf Club Secretary/Manager commented that Mrs Thompson had contacted her to confirm that two more golf balls had landed in her garden but she was aware that the Council were taking a number of steps to pro-actively remedy the situation.

The Parks Section Manager stated that the two nets were in place and the removal of the trees had made a difference, however there still could be a problem with the wind strength at that location.

Noted.

REPORT FROM THE DIRECTOR OF LEISURE

GCB/2008/246 : FINANCIAL TRADING ACCOUNTS

The Business Manager circulated the summary financial trading accounts for August 2008 for Members' information.

She outlined that the overall summary had identified an underachievement in income for the months of August but indicated that the inclement weather had impacted on the pay and play income levels and the changes in the running of the front of house had affected the wages accounts.

The Business Manager also reported that there had been an under spend in electricity charges as the Golf Club had retained the current estimate for gas and electricity from last year's figures which had cushioned the club from recent energy price hikes.

The General Manager advised that he was due to meet with the M&E Engineer, Course Manager, Technical Manager, Golf Club Secretary/Manager, Planning Officer and the Golfing Professional with a view to the installation of a test mast to be erected during the winter months.

Councillor Hanvey asked if the heating clocks in the Golf Club had been re-adjusted to take into account the restaurant closure.

The Golf Club Manager/Secretary responded that there had been a plan of action put in place regarding an exit package and the Service Level Agreements were also being looked at.

The Business Manager reported that the Honorary Treasurer had been informed that since membership numbers had decreased, there would be less income available for the Golf Club. Councillor Cochrane felt that this explanation would

need to be reiterated at the next meeting of the General Committee as she felt that this could be an issue in future months.

She also indicated that the GUI membership fee would have an impact on the Golf Club's expenditure therefore this may also have to be taken into consideration when Officers were setting next year's estimates.

Councillor Drysdale suggested that the vending machines be located in a more prominent position to maximise income, especially with the restaurant closure. The General Manager also advised Members that a coffee machine was being put in place next Tuesday.

Noted.

GCB/2008/247 : FINANCIAL TRADING ACCOUNTS – PARKS SECTION

The Parks Section Manager took Members through his summary of financial trading accounts for the month of August 2008.

He referred to the materials accounts and indicated that a number of suppliers were unable to honour their contract prices. Subsequently, notification of this potential under spend had been tabled at the last Technical & Environmental Services Committee.

He further commented that the Golf Club Board had requested a number of trees to be planted and street lamp/lighting installed. Invoices for the street lamps had arrived after the last financial year which therefore impacts on the affected budget.

Noted.

REPORT FROM THE SECRETARY/MANAGER

GCB/2008/248 : FULL DRINKS LICENCE

Members were advised that Officers had met with the Solicitors from Tughans and the first stages of this application were being progressed by the Planning Officer who was currently working on the application for a certificate for Lawful Development with the Capital Projects Officer. Once this application has been completed, she advised that it would be tabled at the relevant Council meeting before being forwarded to the Solicitors.

Noted.

GCB/2008/249 : JUNIOR CLUB DEVELOPMENT

The Secretary/Manager informed Members that she had met with the Sports Development Officer and presently all primary/secondary/grammar schools within the Borough were being invited to take part in two free taster sessions delivered by the Golf Professional.

In addition, Officers were also working on a follow-up package to offer those schools who had already participated in the taster sessions.

A meeting had also been set up with the Honorary Club Secretary, Men's Captain, Junior Captain and Sports Development Officer to progress an application for a Sports for All grant and to organise a development programme for the junior club for next season.

The General Manager advised that he would be tabling a revised pricing structure at a future Golf Club Board meeting.

Councillor Drysdale suggested that the Golf Club should pursue Schools' Golfing Competitions and the Golf Club Secretary/Manager responded that she would develop this further with the Sports Development Officer.

RESOLVED:- that, the Golf Club Board instruct Officers to continue discussions with local Schools to look at ways to promote junior club development at Castlereagh Hills Golf Club.

GCB/2008/250 : INDOOR PUTTING STUDIO

The Golf Club Secretary/Manager advised that the indoor putting studio, including the video swing analysis, was being located in the former restaurant.

Once the putting studio has been installed, the Golf Professional would be booking regular sessions.

Noted.

GCB/2008/251 : GOLF CLUB SHOP

The Golf Club Secretary/Manager reported that a stock evaluation had been completed by the Internal Auditor. The final cost for transfer of shop stock was £2,581.91 and to facilitate stock control, a module could be purchased from Micro cache at a cost of £650 (inclusive of training) which would ensure close monitoring of stock.

Councillor Cochrane asked if it was possible to use the current Ecosystem, as the Golf Club had already purchased the licence for this facility.

The Golf Club Secretary/Manager advised that this option had been pursued but it would cost the Council £850 to implement a dual module and once the micro cache system was removed there would be no stock control over alcohol sales.

Following discussion, it was

RESOLVED:- That,

- (a) The Golf Club Board approves the transfer of shop stock valued at £2,581.91 to be incorporated back into the current stock.
- (b) Officers be authorised to purchase a stock control module from Microcache at a cost of £650 (inclusive of training).

GCB/2008/252 : BUGGY & TROLLEY HIRE

Noted.

GCB/2008/253 : UPDATE ON MEMBERSHIP NUMBERS

Members were informed that the golf club membership stood at 254 at the end of August 2008.

The Golf Club Secretary/Manager advised that the inclement weather and recent sand slitting works had impacted on numbers; however, she was liaising with the Marketing Department with a view to proactively increasing club membership.

The General Manager commented that Officers would also be contacting major organisations within the Borough e.g. Shorts, Civil Service etc to offer discounted corporate memberships. He stressed the need to attract footfall through the Club using promotions such as midweek off-peak membership and he advised that he would prepare a report for a future meeting of the Golf Club Board.

The Golf Club Secretary/Manager advised that she would also prepare a report, in liaison with the Golf Club Professional.

Councillor Cochrane commented that she would be interested in viewing the tee-off times on Saturday mornings as she was concerned that new players were under the assumption that they would not be permitted to play on Saturday mornings because these slots had already been block-booked by existing members.

Councillor Mrs Chambers concurred that this was a municipal course and agreed with Councillor Cochrane's comments regarding the perception of new members.

The Golf Club Secretary/Manager responded that new members were placed on a waiting list for tee-off times but advised that they normally were slotted in and accommodated. However, she indicated that she would investigate the matter further and would report back to the next meeting of the Board.

RESOLVED:- That

- (a) The General Manager Leisure & Marketing will prepare a report with regard to increasing footfall into the Golf Club and looking at ways of targeting major organisations within the Borough with regard to corporate memberships etc.
- (b) The Golf Club Secretary/Manager will liaise with the Golf Club Professional with a view to promoting new membership
- (c) The Golf Club Secretary/Manager will table details of those players and their tee-off times who normally use the club on Saturday mornings.

GCB/2008/254 : JUNIOR GOLF SCHOOL

Members were given an update on the Junior Golf School during the month of August 2008.

Noted.

GCB/2008/255 : GOLF PROFESSIONAL LESSONS

Members referred to the update on golf professional lessons for the month of August 2008.

Noted.

GCB/2008/256 : RECORD OF ALARM CALL-OUTS

There were no alarm call-outs for August.

Noted.

REPORT FROM THE MARKETING MANAGER

GCB/2008/257 : PRESS LAUNCH FOR INDOOR PUTTING STUDIO

The General Manager reported that the proposed press launch date for the Indoor Putting Studio had been scheduled for Wednesday, 19th November 2008 to coincide with the Christmas Tree Lighting Switch On and the members' quiz night.

He stated that George Jones was willing to support the event, subject to his availability on the evening. He indicated that George Jones' commercial rate was £800 but he would confirm his rate by mid-September and he advised that the expenditure would be covered from the Golf Club marketing budget.

Councillor Hanvey referred to Britvic and suggested that they be persuaded into providing a celebrity for the event.

The General Manager responded that although Britvic were happy to cover the cost for the launch event, he was uncertain if they would have the appropriate contacts. Furthermore, he reiterated that Britvic was being approached to sponsor the Indoor Putting studio for 2009.

Following discussion, it was

RESOLVED:- That, the Golf Club Board approve

- (a) The official launch of the indoor putting studio to be agreed for Wednesday, 19th November 2008 to coincide with the Christmas Tree Lighting Switch On ceremony and Members' quiz.
- (b) To secure George Jones' services for the evening and that any costs would be covered from the Golf Club's marketing budget.

GCB/2008/258 : RADIO PROMOTIONS

The General Manager referred to a summary of the packages available with Cool FM, Citybeat, U105 and Downtown Radio and costs involved which had been attached to his report.

Councillor Chambers proposed that the Golf Club run with the U105 Drivetime Promotion at a cost of £1,000 as George Jones was an avid golfer and she felt that he would promote the Golf Club enthusiastically. This proposal was seconded by Councillor Hanvey.

RESOLVED:- That,

- (a) The Golf Club Board approve a radio promotion with U105 – Drivetime Promotion at a cost of £1,000.
- (b) That the Golf Club approve a promotion to giveaway 20 free sessions for the putting studio over 5 days at a retail value of £300 as part of the Drivetime promotion.

GCB/2008/259 : PENSIONER’S SPECIAL

Following discussion, it was

RESOLVED:- That, the Golf Club Board grant retrospective approval to introduce a reduced casual play rate for golfers over the age of 60 years old, every Wednesday, at a rate of £7 for 9 holes and £10 for 18 holes of golf.

GCB/2008/260 : MAYOR’S CHARITY CUP

The General Manager reported that the Mayor’s Charity Cup was being scheduled for Spring 2009 and further details would be confirmed, in consultation with the Mayor’s Office.

Councillor Jeffers suggested that Officers arrange for a couple of celebrity 4-balls at the event and that they raise the matter with George Jones with regard to attracting celebrity participation.

Noted.

GCB/2008/261 : PROMOTIONAL MERCHANDISE

The General Manager advised that promotional merchandise for giveaway promotions and prizes had been received including caps, pencils and tee markers sets.

Following discussion, it was

RESOLVED:- That, the Golf Club Secretary/Manager will report back to the next Golf Club Board meeting with ideas how to distribute the merchandise.

GCB/2008/262 : PRICING

The General Manager advised that research was being conducted into the pricing structure charged by competing golf clubs in relation to club membership. The findings from this research in comparison to Castlereagh Hills Golf Club would be tabled at a future meeting of the Board.

RESOLVED:- that, the General Manager Leisure & Marketing will review the research findings and will prepare a pricing structure for 09/10 to be tabled at a future meeting of the Golf Club Board based on the findings as outlined above.

GCB/2008/263 : U105 COMPETITION

The General Manager advised Members that Officers would organise the U105 competition and arrangements would be made to publish details on the U105 website.

Noted.

GCB/2008/264 : COURSE IMPROVEMENTS

Councillor Drysdale commented that he had been several players had praised the standard of the course at Castlereagh Hill.

Alderman White asked if Officers could investigate the possibility of installing a water hazard across the front of the 18th green. He commented that if this was opened up at the front of the green, it would provide another hazard as well as improving the drainage.

RESOLVED: - That, the Parks Section Manager would investigate the possibility of installing a water hazard across the front of the 18th green.

ANY OTHER BUSINESS

GCB/2008/265 : PLANTING IN FRONT OF THE 2ND GREEN

Alderman White referred to the possibility of installing planting at the front of the 2nd green.

The Parks Section Manager advised that this would provide a direct line of sight and he could re-use some of the existing planting.

He further indicated that his department had been trying to get the actual playing surfaces ready for Captains Day but this had been extremely difficult given the recent bad weather and adverse conditions.

Alderman White also asked if the Greens staff could ensure that they were driving machines slower at the aprons of the greens to avoid damage to the course.

The Parks Section Manager responded that he would ensure that this request was relayed to the relevant greens staff.

RESOLVED:- That, the Parks Section Manager would ensure that the greens staff were informed that they drive slowly at the aprons of the green to avoid damage to the course.

At this point, the Golf Club Board went into "Staff-in-committee".

STAFF-IN-COMMITTEE

As there was no other business, the meeting closed at 1130 hrs.

SIGNED:- _____
CHAIRMAN

SIGNED: _____
CHIEF EXECUTIVE

