



# Proprietor Presentation

## AGM

### 2019



# Introduction

- Review of 2018 plan
- Membership Numbers
- Plans for 2019
- Investment 2019



# Review of 2018

- Quality of courses – good as ever.
- Tees levelled and relayed on 6<sup>th</sup>, 7<sup>th</sup> and 8<sup>th</sup> Lakes and 8<sup>th</sup>, 15<sup>th</sup> & 16<sup>th</sup> Valley
- New buggy park created and first impressions on arrival at 1<sup>st</sup> tee
- Investment in machinery – 2 new greens irons, mechanical bunker rake and utility vehicle
- One extra member of staff added to the greenkeeping team
- Buggy paths installed on 9 and 12 on the Valley now good for winter play
- Greens condition has been excellent throughout the year – in spite of challenging heat wave and fairways have been managed, over-seeded where necessary
- Water resources pushed to limits but managed well through an incredible spell.



Greetham Valley

# Review of 2018

- Managers/Supervisors across all F&B – more full time employees providing better consistency and enhanced service standards
- Tuition, Custom Fitting and price match policy – see the Pros!
- Team success the most successful year ever. Rutland Club of the year
- Genuine success of the venue, bucking the trend of the industry as a whole
- Rutland & Lakeview refurbishment well received – prize night, members party and other social events throughout the year.
- Wedding photography – use of bottom lake to separate from golfers. Sandmartin & Kingfisher Wall
- Winter tee availability changes – right balance (problems last year rectified)
- Members and visitors course for weekend mornings continues to work well
- Membership reached capacity and we introduced a waiting list – enviable position



# Membership Numbers

	Jan <u>2018</u>	Jan <u>2019</u>
7 Day	495	491
5 Day	123	120
Intermediate	91	72
Junior	29	37
<b>Total</b>	<b>738</b>	<b>720</b>
Academy Adult	62	53
Academy Junior	10	3
Lifestyle	61	63

- Grand total all categories 839
- Targets reached – waiting list throughout the summer so categories now relatively constant
- Main drop in intermediate – transition to full and junior growth
- To allow for renewal 35 spaces are available – last three years average 5% attrition
- Last year waiting list was introduced by end of May and hope for the same again



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# Plans for 2019

- Continue to surpass customer expectation in all areas. Centre of excellence!
- Continue the success of our business
- We are a 3 star product always striving to reach 4 star standards
- Represent the very best in value for money
- Same again for all the teams! Will certainly take some beating
- Continue with the policy of availability on both courses – right balance
- Continue with tree thinning
- Continue bridge repair/new bridges where appropriate
- Start rolling programme of bunker edge renovation
- Open to feedback on other areas of course renovation – channelled accordingly
- Continue standards in lounge bar and food & beverage service
- Investigate oversubscribed options for member event 2020. Two nights or member plus 1 and change booking process
- Continue the club atmosphere – surpass any other club. Prize night was exceptional



Greetham Valley

# Plans for investment 2019

- Correct direction of 7<sup>th</sup> tee on Valley and provide more teeing ground
- Complete buggy paths on 10th & 11th on the Valley in time for next winter
- Complete officials car park spaces by buggy park with sleeper backing and signs on sleepers
- Both courses information board at foot of slope to 1<sup>st</sup> tees with clock
- Tee signage and directional on both courses – aiming for April
- Yardage markers in fairways – front, middle and back
- Red, yellow, white flags 12 months of the year
- New, triflex mower for greens, tees and surrounds
- 2 new pedestrian rotaries – for hand cutting tees in winter and for marking out fairways in the winter
- New electric utility vehicle for general transportation of materials around site
- New top of the range grinder for sharpening bottom blades on all cylinder mowers – greens and tees units once a month, quality of cut
- Gents toilet, wash & shower facilities and ladies shower facilities refurbished

Total investment in golf circa £105K



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# Review of prices for 2019

- The lounge bar food and beverage prices will increase next month. (We have absorbed supplier and duty increases as far as possible to date but now require an increase.)
- New lounge bar menu, with best sellers remaining and some new dishes introduced
- All food and beverage will still represent good value and members will continue to receive the added benefit of 10% discount
- Buggy prices remain as current.
- Member guest fees remain as current
- Subscriptions will increase the same as last year by £30 per annum (£2.50 a month for direct debit as we do not charge extra for this payment method.) All categories except juniors where rates will remain as current.
- HMRC have also now ruled golf union fees are plus VAT for Proprietary clubs
- Maintain subscription positioning – very competitively priced. Top of the league for value and quality.
- Also maintaining traditional categories. The Club is successful and full – approximately 35 spaces available to allow for natural attrition at renewal.
- We wish to continue to represent the best value club in the area





# Conclusion

- We will work hard each year to improve this facility for the benefit of all our members
- Happy to be judged by delivery of the commitments we make
- Thank you to all the Managers and Staff
- Thank you to all the Club Officials who work tirelessly and voluntarily for the benefit of this Club
- We are full, the envy of many and proud to be the best club in the area for facilities and club atmosphere
- Thank you to all our members – none of this can be achieved without your support