



Seaford Town Council

To the Members of the Seaford Head Golf Course Committee

A meeting of the **Seaford Head Golf Committee** will be held at the **Seaford Head Golf Clubhouse, Southdown Road, Seaford, BN25 4JS** on **Tuesday, 2 June 2015, at 7.00 pm** which you are summoned to attend.

J Corrigan
Town Clerk
27 May 2015

Agenda

1. Apologies for absence

To consider apologies for absence.

2. Disclosure by members of any pecuniary interests and interests other than pecuniary interests, as defined under the Seaford Town Council Code of Conduct and the Localism Act 2011, in relation to matters on the agenda.

3. Public Participation

To deal with any questions, or brief representations, from members of the public in accordance with Standing Order 1 and Seaford Town Council Policy.

4. Finance Report

To consider report 19/15 to inform on the previous financial year's accounts to the year end at 31 March 2015 (pages 3 to 7).

5. Golf Professional's Report

To consider report 17/15 to provide update on golf Course related matters (pages 8 to 11)

6. Head Greenkeepers Report

To consider report 15/15 to inform of Golf Course maintenance (pages 12 to 14)

7. Application for Refund of Golf Fees

To Consider report 14/15 to enable the Committee to consider a request for a refund of golf fees and to consider the issues surrounding the loss of two golf club members (pages 15 to 20)

8. Naming of Clubhouse

To consider report 18/15 to agree a name for the Clubhouse at Seaford Head Golf Course (pages 21 to 22).

9. Business Managers Report

Report number 16/15 To Follow.

**For further information about items appearing on this Agenda please contact:-
Mr J Corrigan, Town Clerk, 37 Church Street, Seaford, East Sussex, BN25 1HG. Telephone
01323 894870.**

Circulation

Committee: Councillor S Adeniji (Chair), R Chambers (Vice Chair), M Brown, C Campbell, L Freeman, O Honeyman, A McLean, D Silvey-Adam

For information:

Councillors G Bedford, R Hayder, P Lower, D Argent, R Honeyman, D Burchett, M Lambert, L Wallraven.



Seaford Town Council

Report 19/15

Agenda Item No:	4
Committee:	Golf Course
Date:	02 June 2015
Title:	Golf Course Finance Report
By:	Lucy Clark, Support Services Manager
Purpose of Report:	To inform on the previous financial year's accounts to the year end at 31 March 2015

Recommendations

You are recommended:

- 1. To note the year-end financial position to 31 March 2015.**
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1. Information

1.1 Attached in Appendix A are the statements detailing income and expenditure for the last financial year only period 1 April 2014 to 31 March 2015 compared to the projected annual budget.

1.1.1 Variances for cost centre 101 not previously reported may be explained as follows:

- 4100 - Telecommunications – the actual to date figure has increased as the invoices were not received in time for the year end. This will result in a possible overspend of approx. £400 during 2015/16.
- 4106 – Stationery – the overspend relates to necessary till rolls for the new till system along with printer cartridges not originally budgeted for.
- 4113 – Software Support – the overspend relates to support for the new tills which was not originally budgeted for.
- 4201 – Cleaning – the significant overspend relates to the original budget not covering the new clubhouse. A new contractor was tendered for in January with the contract being awarded to Sussex Cleaning Solutions who gave the most competitive quote.
- 4272 – Equipment Purchase – the significant overspend relates to two purchases. The first being the necessary purchase of a new greens mower for £30,210 which £8,673 was used from the Ear Marked Reserve (EMR)

and £1,537 was intended to be left in the 4270 account code. The second purchase was for a Greens Pro 1200 Turf Iron for £3,500 and this cost was offset by the income code 1077.

- (f) 1000 to 1004 – Various Ticket Fees – the income is significantly lower than predicted due to ambitious targets without a clubhouse and the delay in the completing of the construction.
- (g) 1011 – Income Filming – the income relates to a one off fashion shoot for House of Fraser.
- (h) 1077 – Sale of Golf Equipment – this income relates to the sale of a GM3250 Greens Mower and offsets the overspend in the Equipment Purchase account for a Greens Pro 1200 Turf Iron.

1.1.2 Cost Centre 102 – New Club House Construction:

- (a) 4277 – New Club House - Expenditure relates to all construction costs of which £1,091,116 of this has been met by the Public Works Loan Board loan. The deficit of £7,208 will be met by the remainder of the PWLB loan of £180,785.00 which is to be drawn down in this financial year.
- (b) 4278 – Fittings & Equipment – The expenditure of £67,996 relates to the additional fixtures and fittings of which £66,351 of this expense has been met from the EMR. The remainder of £1,645.00 will have to be taken from General Reserves.

1.1.3 Cost Centre 103 – Golf Club House:

- (a) It was originally planned that the new golf club income and expenses would be included with the cost centre 101. However it was decided to set up the new cost centre during the year so no budgets were set with the exception of the 4301.
- (b) 4301 – Public Works Loan Payment – this is showing as an underspend due to the drawdown of the loan not being as much as anticipated during that the previous financial year.

1.2 Going forward the financial appraisals of both the Golf Course and the Club House will be included within the Golf Professional's and the Business Manager's reports.

2. Financial Appraisal

The financial implications of this report are detailed in Section 1 of the report.

3. Contact Officer

The Contact Officer for this report is Lucy Clark, Support Services Manager.

Support Services Manager

Town Clerk



27/05/2015

Seaford Town Council YEAR END 2014/15

16:57

Detailed Income & Expenditure by Budget Heading 31/03/2015

Page No 1

Month No : 12

Committee Report

		Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% of Budget
Golf Course							
<u>101</u>	<u>Golf Course</u>						
4000	Salaries & Wages	74,846	75,277	431		431	99.4 %
4001	Employers NI	4,278	4,599	321		321	93.0 %
4002	Employers Superannuation	13,286	13,244	-42		-42	100.3 %
4009	Recruitment Costs	288	0	-288		-288	0.0 %
4010	Staff Training	425	2,000	1,575		1,575	21.3 %
4011	Staff Protective Clothing	888	1,000	112		112	88.8 %
4041	Golf Professional Retainer	40,400	41,006	606		606	98.5 %
4045	Golf Course Player Costs	2,052	2,350	298		298	87.3 %
4046	Golf Club Membership Fees	19,213	0	-19,213		-19,213	0.0 %
4051	Rates	0	1,250	1,250		1,250	0.0 %
4052	Water & Sewerage	4,505	10,962	6,457		6,457	41.1 %
4055	Electricity	8,296	9,050	754		754	91.7 %
4056	Gas	1,652	3,530	1,878		1,878	46.8 %
4060	Refuse	339	320	-19		-19	105.9 %
4100	Telecommunications	714	1,000	286		286	71.4 %
4105	Postage	299	320	21		21	93.6 %
4106	Stationery	137	50	-87		-87	273.8 %
4110	Advertising & Publicity	4,091	4,000	-91		-91	102.3 %
4111	Office Equipment New	760	0	-760		-760	0.0 %
4113	Software Support	356	310	-46		-46	114.9 %
4114	Licence Fee	75	75	0		0	100.0 %
4115	Insurance	8,152	12,346	4,194		4,194	66.0 %
4155	Professional Fees	9	0	-9		-9	0.0 %
4156	Bank Charges	1,130	2,157	1,027		1,027	52.4 %
4199	Other Expenditure	0	250	250		250	0.0 %
4201	Cleaning	5,706	3,250	-2,456		-2,456	175.6 %
4250	Public Seating	570	0	-570		-570	0.0 %
4251	Dog Bin Emptying	1,102	1,048	-54		-54	105.1 %
4261	Grounds Maint non contract	25,603	25,589	-14		-14	100.1 %
4270	Vehicles & Equipment Maint	12,856	13,981	1,125		1,125	92.0 %
4271	Vehicle & Equipment Lease	20,996	20,996	0		0	100.0 %
4272	Equipment Purchase	33,710	20,000	-13,710		-13,710	168.6 %
	Golf Course :- Expenditure	286,734	269,960	-16,774	0	-16,774	106.2 %
1000	Golf Course Season Ticket	152,195	194,615	-42,420			78.2 %
1001	Golf Course Green Fees M-F	48,219	53,352	-5,133			90.4 %
1002	Golf Course Green Fees w/eb/h	35,726	44,883	-9,158			79.6 %
1003	Golf Course Specials	32,682	40,500	-7,818			80.7 %

Month No : 12

Committee Report

		Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% of Budget
1004	Golf Course Locker	0	3,500	-3,500			0.0 %
1005	Golf Course Credit Card Charge	157	160	-3			97.9 %
1007	Golf Course Air Traffic	6,250	5,130	1,120			121.8 %
1011	Income Filming	458	0	458			0.0 %
1050	Income Rent	1,225	600	625			204.2 %
1054	Income Other	1,413	1,300	113			108.7 %
1055	Income Seating	30	0	30			0.0 %
1057	Income Electricity Recharge	3,223	0	3,223			0.0 %
1063	Income Gas Recharged	711	0	711			0.0 %
1074	Income Vehicle & Equip Maint	650	0	650			0.0 %
1077	Income Sale of Golf Equipment	3,700	0	3,700			0.0 %
1100	Income Advertising	2,217	2,000	217			110.8 %
	Golf Course :- Income	288,854	346,040	-57,186			83.5 %
	Net Expenditure over Income	-2,120	-76,080	-73,960			
<u>102</u>	<u>New Club House Construction</u>						
4277	New Golf Club House	1,098,324	0	-1,098,324		-1,098,324	0.0 %
4278	Golf Club Fittings & Equipment	67,966	0	-67,966		-67,966	0.0 %
	New Club House Construction :- Expenditure	1,166,290	0	-1,166,290	0	-1,166,290	
1304	PWLB - New Club House	1,091,116	0	1,091,116			0.0 %
	New Club House Construction :- Income	1,091,116	0	1,091,116			
	Net Expenditure over Income	75,173	0	-75,173			
<u>103</u>	<u>Golf Club House</u>						
4000	Salaries & Wages	21,057	0	-21,057		-21,057	0.0 %
4001	Employers NI	1,162	0	-1,162		-1,162	0.0 %
4002	Employers Superannuation	3,526	0	-3,526		-3,526	0.0 %
4009	Recruitment Costs	2,871	0	-2,871		-2,871	0.0 %
4051	Rates	3,109	0	-3,109		-3,109	0.0 %
4100	Telecommunications	143	0	-143		-143	0.0 %
4106	Stationery	161	0	-161		-161	0.0 %
4110	Advertising & Publicity	578	0	-578		-578	0.0 %
4113	Software Support	78	0	-78		-78	0.0 %
4114	Licence Fee	478	0	-478		-478	0.0 %
4155	Professional Fees	1,950	0	-1,950		-1,950	0.0 %
4156	Bank Charges	353	0	-353		-353	0.0 %
4201	Cleaning	1,232	0	-1,232		-1,232	0.0 %
4301	Public Works Loan Payment	49,668	75,798	26,130		26,130	65.5 %

Month No : 12

Committee Report

	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% of Budget
4303 Food Expenditure	8,952	0	-8,952		-8,952	0.0 %
4304 Bar Expenditure	12,996	0	-12,996		-12,996	0.0 %
4305 Fire Extinguishers	2,691	0	-2,691		-2,691	0.0 %
4306 Catering Utensils & Equip	1,340	0	-1,340		-1,340	0.0 %
4307 Bar Utensils & Equip	1,088	0	-1,088		-1,088	0.0 %
Golf Club House :- Expenditure	113,431	75,798	-37,633	0	-37,633	149.6 %
1306 Income Golf Club Room Hires	758	0	758			0.0 %
1307 Income Bar Sales	16,721	0	16,721			0.0 %
1308 Income Food Sales	11,853	0	11,853			0.0 %
Golf Club House :- Income	29,333	0	29,333			
Net Expenditure over Income	84,099	75,798	-8,301			
Golf Course :- Expenditure	1,566,455	345,758	-1,220,697	0	-1,220,697	453.0 %
Income	1,409,303	346,040	1,063,263			407.3 %
Net Expenditure over Income	157,152	-282	-157,434			



Seaford Town Council

Report 17/15

Agenda Item No: 5
Committee: Golf
Date: 2nd June 2015
Title: Golf Professional's Report
By: Fraser Morley, Golf Professional

Purpose of Report: To provide update on Golf Course related matters.

You are recommended:

1. To note the information.

1. Income and Membership

Net	YTD				
	Actual	Vat	Net	Budget	Diff
Membership	£188,720.65	£31,453.44	£157,267.21	£183,826.00	-£26,558.79
Lockers	£2,828.00	£471.33	£2,356.67	£5,233.00	-£2,876.33

Society Golf Income				
	Apr-15	£3,695.00		
	May-15	£4,962.00	Up to 25th May	
	Jun-15	£6,298.50		
	Jul-15	£9,886.50		
	Aug-15	£5,803.50		
	Sep-15	£3,457.50		
	Oct-15	£3,342.00		
	Nov-15	£1,756.50		
	Dec-15	£2,082.00		
	Jan-16	£3,576.00		
	Feb-16	£3,021.00		
	Mar-16	£8,091.00		
Projected		£55,971.50	Gross	£38,549.00
		£9,328.58	Vat	£6,424.83
		£46,642.92	Nett	£32,124.17
		40063	Budget	£40,063.00
		£6,579.92	Diff	-£7,938.83
				Actual Booked to date financial year

Green Fees				
Apr-15	£8,196.00	£7,840.00	£16,036.00	
May-15	£4,866.00	£6052.00	£10,918.00	Up to 25 th May
Jun-15	£10,153.22	£6,630.05	£16,783.27	
Jul-15	£11,527.11	£4,746.77	£16,273.88	
Aug-15	£9,978.99	£5,519.50	£15,498.49	
Sep-15	£8,545.25	£5,402.46	£13,947.71	
Oct-15	£4,418.26	£4,716.18	£9,134.44	
Nov-15	£4,072.46	£3,197.32	£7,269.78	
Dec-15	£3,701.39	£2,264.99	£5,966.38	
Jan-16	£2,582.86	£2,000.32	£4,583.18	
Feb-16	£3,731.98	£2,179.87	£5,911.85	
Mar-16	£6,509.02	£3,621.59	£10,130.61	
			£132,453.59	Gross
			£22,075.60	Vat
			£110,377.99	Nett
			£90,408.00	Budget Nett
			£19,969.99	Projected

1.1

It has been an extremely busy start to the new clubhouse. We are finally settling in and getting things running how the golfers/visitors and ourselves would like. There has been little disruption to people's golf and the overall reaction had been very positive. Although some regulars feel a loss of a club feel, most are happy to embrace the new era and welcome everyone to the course and facility.

1.2

Membership has been steady, we are currently at 356 members for this year, and this includes 40 new people that have joined us this year. At this point last year we were at 340. We are currently £26k down on the whole years budget. I would expect to see at least another 25+ members joining throughout the year and that deficit vastly reduced. We sadly find we do lose members each year to passing away or ill health due to the demographic of our area. To have any increase in membership is great news in time where golf membership are in decline and the market is ever more competitive. More golfers are becoming nomadic and we are looking at ways of tapping into that market to make up any deficit there maybe in membership. Some good news on this front later in the report.

1.3

The sales of the lockers have been slower than expected. Feedback shows that price and people getting out of the habit of leaving their clubs at the course are the main factor for this. We are making sure emails are sent out reminding members of their availability and that day lockers are advertised to visiting golfers. We are currently £2876 down on budget for the whole year after just under 2 months. Taking some 60% of the budget total in that time.

1.4

Green Fee income has looked very positive from the opening of the new facility. April saw nearly a 40% increase in last years figures. This was helped by some settled weather that has not been the case in Mays figures so far. Although I still expect to see at least a 10% rise on last year by the end of the month. Early projections would suggest us beating budget by over £19k on the financial year. A 30% increase on the year before. With a nice long summer, once it gets started, this hopefully will be more.

1.5

Society income and interest has been greatly increased with the opening of the new facility. Good marketing through golf news and online has seen many groups returning and joining us for the first time. We have 140 societies for the calendar year (118 for the financial) we are currently £7900 under budget for the whole year with societies booked or already been. Cautious projections see us £6.5k over budget for the year.

1.6

Oliver and I are finalized the finer points on corporate memberships. These run for a year from date of purchase and not from April 1st to make them more flexible for companies. Figures will be available for the next meeting and interest has been good leading up to their launch. We hope to exceed budget by some margin.

1.7

The reciprocal deal with Mid-Sussex GC is going well. We have seen many of their members come down and play around our course. It has brought in over £1000 in come as well as the residual income over the bar.

2. Marketing/Course items

2.1

We are in the process of striking up a deal with socialgolfer.com. Their Managing Director came and played our course in mid-May and was extremely impressed with the overall package. He was so pleased the way we treated him from the Professional shop and in the bar afterwards and the overall condition of the course that he came to talk to me about making us an affiliated course with his website. They only have one other in Sussex at the moment and they are very selective. To choose us as a public course is great and gives us access to over 4500 nomadic golfers and great marketing online throughout their members. This could be worth several thousand pounds of additional income to the course over the coming years. This is an important area to tap into with more and more golfers going towards the nomadic form of playing their golf.

2.2

We have also started a partnership with The Lady Golfer Club. This is a group of Lady golfers who, again like the company above, play their golf nomadically and also encourage new ladies into the game of golf. They really enjoyed their last visit and make it a social occasion each time they play. The beginners have some coaching while the people that can play, go and play 11 holes. This is going to be great way of increasing the amount of ladies playing the game in the coming years. The number of lady golfers has gone down quite considerably in the past few years and with partnership with groups such as these we can hopefully buck more of the negative trends here in the future.

2.3

All of these affiliations will increase our profile in the golfing market. Golf News adverts have been working well with great feedback. The fact these go into every golf club in our area is hugely important as we are hitting the right people all the time. Our database is growing and online presence is increasing all the time.

2.4

Communication between the course and the members has improved with the ability to email out group emails from the new membership system and also our weekly newsletter. We send this out to everyone with upcoming news and offers keeps all the golfers feeling part of our club. Members have given us some great feedback we are starting to see a vibrant club again with competitions being well supported. This gives us a better product to sell in the coming years for potential new members.

3. Other Items

3.1

We are looking at many ways of introducing juniors to the game. We had a meeting with a new company Golphin for Kids. This is a new concept with the clubs designed for youngsters rather than them just being miniature versions of adult clubs. This along with Tri-golf, which we already have, allows us to get a lot more young people interested in the game. With our liaison with Wave, leisure and the schools. Chris and I are committed to getting more young people off their computers and out in the fresh air on the golf course. Our proposal is to allow 11 year olds, and under, free membership on the course. They would have to be accompanied by an adult and have at least an iron and a putter to play on the course. But before that, coaching programs would take place. We feel this would get parents and grandparents already members at the club to bring their young with them to play, especially in holiday times. We believe also this would be a great forward thinking approach from the council to try and introduce young people into the game and bring on future golfers and members in the town and surrounding area. We are both fully committed in taking this forward and really allowing golf for all. With the backing of the club we hope to see a return to a strong junior section representing our club in local competitions and team events.

1. Financial Appraisal

There are no financial implications as a result of this report.

2. Contact Officer

The Contact Officer for this report is Fraser Morley, Golf Professional/Manager

Town Clerk



Golf
Professional/Manager





Seaford Town Council

Report 15/15

Agenda Item No:	6
Committee:	Golf
Date:	2nd June 2015
Title:	Head Greenkeeper report
By:	Nick Stephens
Purpose of Report:	To inform of Golf Course maintenance

Recommendations

You are recommended:

- 1. To note contents of this report**
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1.1 Information

Listed below are works carried out over the past three months on the course in addition to daily mowing and maintenance regimes.

Weather for this period has been slightly erratic with high daytime temperatures, low rainfall and some cold nights as well making it difficult for the grass to recover quickly from the stresses of winter play. At the time of writing we seem to have turned the corner with more frequent showers and more even temperatures.

1.2 March

Early in the month Greens were fed with a soluble sulphate of ammonia and sulphate of iron mix to give a kick start to the growth cycle which can be slow on an exposed location like ours. Both products acidify the surface of the soil to favour the fine grass species as opposed to the undesirable meadow grass with the added benefit of an easily available nitrogen source. Greens were sarel rolled, drag brushed and ironed when conditions were favourable to improve aerobic activity and trueness of roll. Towards the end of the month all greens were deep tined or "Verti-drained" to a depth of 12 to 14 inches., this was followed up by a 4-0-8 spring granular fertiliser (8kgNitrogen p/Ha) over seeding with Bentgrass and finally straight sand top dressing to restore surfaces. Height of cut reduced to 6mm

Bunker improvement projects were completed this month with the four bunkers on the 16th hole being completely reshaped and refaced, one to the right of the 13th green receiving the same and replacement of poor bunker that was rarely in play by the 18th green with an attractive mound incorporated into the existing green surround. A deep drainage sump was also dug adjacent to the 13th green to eliminate an ongoing waterlogging problem in that area which was causing issues with the putting surface. We are continuing to monitor how this performs before turving the area over, so it will remain ground under repair for a few more weeks. Tees were scarified before coming back into play at the beginning of April.

1.3 April

Fairways fed with slow release soluble fertiliser 46-0-0 sulphate of iron and growth regulator to provide a prolonged green up of the turf with a reduction of clippings to improve shoot density and ball lie. This can be tailored to individual areas and increased or decreased as necessary without the need for rainfall for plant uptake. Temporary winter greens were hollow cored to relieve compaction after winter use and fed with a 16-2-10 outfield granular fertiliser. Irrigation system was primed by contractor in readiness for the season and a number of faulty Greens sprinklers replaced. Some tee sprinkler also need replacing and will be done so over the next month or so. Greens were top-dressed twice, with approximately 8-10 tonnes of clean sand on each occasion, to aid surface drainage, thatch dilution and roll trueness. Bunkers not renovated were edged, weeded and topped up where necessary with sand. Hand watering implemented where required on the greens to ensure only the survival of the plant. Overwatering needs to be avoided to prevent surfaces becoming soft and subsequently tipping the balance in the favour of the shallow rooting meadow grasses. Indigenous fine grasses have evolved over millennia with deep roots to survive conditions of drought and low fertility and as their name suggests produce the best surface to play golf on. The techniques we employ are aimed at creating these conditions but with the ability to withstand the rigours of play. Height of cut on greens reduced to 5.5mm

1.3 May

Greens Fed with “cocktail” of 35-0-12 liquid feed, Porthcawl seaweed and micronutrient solution and sulphate of iron. This blend is our normal Spring and Summer fertiliser source and will be applied monthly in varying concentrations as the plant dictates. Usual applications deliver around 3 to 4 units (kg/Ha) of Nitrogen a time, with the total annual amount of Nitrogen applied to the Greens in the 50 – 60 unit range. As mentioned previously the aim is to keep fertility low but with the ability for the plant to recover from wear and mowing operations. Solid tining carried out regularly from now on to aerate the soil creating a free draining, open profile rootzone. This is carried out by our pedestrian aerator “Pro Core” or by spiked roller units attached to the greensmower. Wetting agent applied to the greens to help water penetration deeper into rootzone, again to encourage finer grasses and improve drought resistance. Height of cut reduced to final summer height of 5mm. Tees fed prior to rainfall with 16-2-10 slow release organic fertiliser. On the occasional days when it is too wet or foggy to carry out operations on the course, machinery is being cleaned, repaired serviced or sharpened as required, to maintain the fleet in excellent condition. With growth now strong in all areas of the course the team are very busy with day to day mowing operations. With the Course becoming busier, our paths will inevitably cross, but we will do our best to minimise disruption to the golfers and public alike.

Regular feedback is that the course is presented and playing very well.

1. Financial Appraisal

There are no financial implications as a direct result of this report.

2. Contact Officer

The Contact Officer for this report is Nick Stephens.

Head Green Keeper



Town Clerk





Seaford Town Council

Report 14/15

Agenda Item No:	7
Committee:	Golf
Date:	2 June 2015
Title:	Application for Refund of Golf Fees
By:	James Corrigan, Town Clerk
Purpose of Report:	To enable the Committee to consider a request for a refund of golf fees and to consider the issues surrounding the loss of two golf club members

Recommendations

You are recommended:

- 1. To decide if the golf fees of the applicant should be refunded**
 - 2. If any liability rests with Seaford Head Golf Club for the loss of membership and if so what action to take**
 - 3. To consider the position going forward for rules on Seaford Head Golf Course**
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1. Information

- 1.1 Please see attached Appendix A which details the three entities that exist at Seaford Head Golf Club.
- 1.2 During April 2015 I was contacted through social media by a member of Seaford Head Golf Club to complain about what he perceived as unfair treatment by Seaford Head Golf Club Committee.
- 1.3 The member has subsequently met with me and submitted a letter of complaint, Appendix B.
- 1.4 He also made a complaint to Seaford Head Golf Club which resulted in the secretary immediately refunding his fees from the club of £55.
- 1.5 It is noted from the complaint letter that the issue relates to the playing of club competitions and a club rule that has existed for some time but has not been enforced and was not in the local rules folder held in the pro shop when a reminder of the rule was pinned to the golf club notice board.

- 1.6 The reintroduction of this rule directly affected the complainant as he played in the medals with his son after his son finished school at a time when most if not everyone else playing in the medal had completed their rounds as most golfers play on a morning.
- 1.7 The rule in his opinion therefore excluded him and his son from playing in competitions. It is he believes a non-family friendly policy.
- 1.8 The complainant also felt that the way the introduction of the rule was handled brought into doubt his and his son's integrity.
- 1.9 It should be noted this rule only affects playing in club competitions and does not affect social games of golf.
- 1.10 There was subsequently a lot of social media conversations about the unfriendly policies of SHGC and an offer for the complainant and his son to join Blatchington Golf Club, which they have subsequently done.
- 1.11 There has also been a second complaint in the past week from two brothers who also feel this rule is unfair and ask what evidence is there to say that relatives are more likely to cheat when playing together than friends who play together regularly?
- 1.12 I recently met with the SHGC Committee and explained the situation and asked for any evidence they have that relatives are more likely to cheat than friends, they were unable to supply this.
- 1.13 The fundamental principal of golf is that it requires honesty and integrity by all its participants by its very nature.
- 1.14 The Golf Committee do not believe the policy is anti-family and believe it is there to protect families from being accused of cheating.
- 1.15 As a result of the complainant and his son now leaving the golf club there are now only three junior members.
- 1.16 It is noted that the complainant is surprised that SHGC can introduce its own rules for competitions played on a Council run Golf Course.
- 1.17 There are of course standard R&A golf rules. It is not unusual to have local rules as well but these are usually to cover issues such as what happens if a ball hits overhead cables.
- 1.18 The amount of fees requested to be refunded is a full adult membership at £594 and a junior membership at £60.
- 1.19 The Committee is asked to decide if this should be refunded or not in the circumstances?
- 1.20 If it is to be refunded if this should be charged to SHGC Committee?
- 1.21 Also to consider if this rule should be allowed to continue on the Council owned course and subsequently if the Council should require all local rules to be approved by the Council through the Golf Committee prior to introduction. If this were the case liability for any consequences of rules wold then lie with the Council itself.


2. Financial Appraisal

- 2.1 The potential cost to the Council directly of this report is an adult and junior membership fee at the golf course this financial year totalling £654 but already lost for future years. Additionally two other golfers are reviewing their position and there is the potential to inhibit new members joining also. Finally the member in question had agreed to sponsor the course scorecards for £150, this has not as yet been paid.

3. Contact Officer

The Contact Officer for this report is James Corrigan, Town Clerk.

Town Clerk



Appendix A

Division of Responsibilities at Seaford Head Golf

There are in effect three entities managing the various aspects of the Golf Course and Clubhouse at Seaford Head.

Seaford Head Golf Course and Pro shop

The Golf Pro, Fraser Morley, is paid an annual retainer by Seaford Town Council. He is self-employed. In return he employs a team of staff to man the pro shop 364 day a year from in the summer 7am until tea time, from sunrise in the winter. The pro shop manages all of the course bookings and membership on behalf of Seaford Town Council. This includes marketing, social media management, society bookings, managing competitions and handicaps, expert professional support, first port of call for visitors, and increasing revenue wherever possible. The pro also manages the Town Councils Grounds maintenance team of four. The Course has its own income and expenditure cost centre on the Councils budgets and accounts, This covers all the golfing activities at the venue.

Seaford Head Clubhouse

This is managed by Seaford Town Council through its Business Manager located there, Oliver Stanyard. He is responsible for all the staff there and the building and car park. He is also responsible for all of the marketing with an incentivised salary to generate a surplus income from the building. The clubhouse has its own expenditure and income cost centre on the Councils budgets and accounts so that its performance can be monitored independently.

Seaford Head Golf Club SHGC

This is a legal entity with a long and proud heritage going back to 1887. SHGC has no ownership whatsoever at the facility. It is in effect a body that the Council permits to run all the competitions at the course and deal with all issues relating to membership of English Golf, which ensures that all players are insured for example. It also organises social events at the clubhouse. STC through the golf Pro collects an annual subscription to SHGC compulsorily from all members of £55 per annum. SHGC has a budget as a consequence of between £20,000 and £24,000 per annum. It employs a part time secretary Richard Andrews and has a committee of eleven including Richard.

Seaford
East Sussex

24 April 2015

Dear Golf Committee

I am writing to complain and to request the golf committee to consider issuing a pro rata refund for the golf membership I purchased 2 April 2015. We have left Seaford Head Golf Club, membership cards enclosed, and I am requesting a refund for the following reasons.

A rule has been re-introduced by Seaford Head Golf Club, that prevents family members marking each others cards in competitions. This is a rule I have never heard of, and I have been a member of Seaford Head Golf Club since 2008. I have never seen a rule book for Seaford Head G C, and I know for a fact no other local club adopts such a rule.

I have since found out from an ex-committee member that the rule was brought in around 15 years ago to stop two junior members, who were brothers, marking each others cards. This rule had never been enforced during my membership and the first time I heard of its existence was a couple of days after I renewed, I would never have renewed if I had been notified of this rule as [redacted] and I like to play together for fun and in competitions and by re-introducing this rule we are now unable to compete without playing with another non-related player.

There is I believe a background to the re-introduction of this rule, as a few months ago [redacted] and I started to receive some comments from certain members asking if our scores were verified etc.

Even when [redacted] and I played in a drawn event with two other non-related members, we were also subject to comments, as soon as we started discussing our scores, we were asked by a member if the scores had been verified?

I found this to be insulting as one can only assume that other members thought that we may have been cheating. I was very surprised by this as our scores were consistent and sadly, we didn't win many competitions. I would feel happy for any of our past score cards to be viewed and you will see there is no discrepancy, I thought at the time that the comments were uncalled for and rather odd and I write with certainty that this is why this rule previously unknown, to me has been reintroduced.

In Richard Andrew's letter to me dated 7 April, he says "The rule was brought in a while back to protect those concerned" as I can't think of another purpose for this rule, other than cheating and if it was truly necessary why wouldn't other golf clubs feel the need "to protect those concerned"

[redacted] and I have always played together, it gives us time together to talk about any worries [redacted] has about his mum (my wife has Multiple Sclerosis) and school. We usually played in the afternoons as I need to help my wife in the mornings and I work from home.

I have to say I get the feeling that the club are not welcoming to juniors or keen on running a junior section and this I feel is a missed opportunity. The reason I think this is because no effort was made to introduce [redacted] to other junior members of which, there are very few, a letter signed by Frazer Morley PGA Director of Golf, enclosed with our membership cards, refers to all club sections, I

see no mention of Juniors. That is the very reason _____ wanted to play with me, and if this rule had not been reintroduced, we would have happily carried on playing and competing and ignored the comments, as we had done in the past.

For the record, _____ and I have now joined up at Blatchington, who run a very successful junior section, I have to say the difference in attitude regarding juniors is amazing. _____ has been introduced to junior members, invited to play in junior competitions and everyone he has encountered so far have been really friendly and welcoming. He has made some new friends and his golf has really improved and we are of course, able to compete together in competitions and mark each others cards.

I am also surprised that any new rule or re-introduction of an existing rule at Seaford Head G C can be left to the discretion of the clubs committee and not referred to the Town Council Golf Committee for approval given any commercial implications of any new or reintroduced ruling.

In closing, I would like to say that I have always supported the club and whilst I found some of the membership were very negative regarding the proposed new clubhouse, I really supported it and thought it would improve the club and bring a positive change. I also took out an advert on the new score card and have played in matches for the club when asked. I am very sad to have left but given the circumstances felt it necessary to do so, which is a shame after waiting so long for the clubhouse and the on going improvements to the golf course.

I trust that you will investigate my complaint. I would be grateful if you could please authorise the requested refund so I can put this matter behind me. Please note, I have received a refund of the club membership £55.00. I await your decision.

Kind regards



Seaford Town Council

Report 18/15

Agenda Item No:	8
Committee:	Golf
Date:	2 June 2015
Title:	Naming of Clubhouse
By:	James Corrigan, Town Clerk
Purpose of Report:	To agree on how to agree a name for the Clubhouse at Seaford head Golf Course.

Recommendations

You are recommended:

- 1. To decide on the mechanism to name the clubhouse**
-

1. Information

- 1.1 The Council has previously considered proposals to name the clubhouse with a suitable name that meets all the objectives of the building. A name could not be agreed at the time so the matter was deferred with priority of time subsequently being given to completing the building establishing the business.
- 1.2 The name of the clubhouse needs to meet a number of objectives, these include;
 - Being inclusive to everyone and not exclusively golf
 - Ensure that potential customers are aware from the name that they are welcome
 - A marketable name that can become well known
 - Suitable as a wedding venue name whilst also suitable as a community venue
 - A name that gives the correct image
 - A name that is descriptive of the venue

1.3 Names that have been suggested include

The Venue

The Terrace

Bay View

The Bay

1.4 It is essential that the name chosen is marketable.

1.5 Seaford Head Golf Club recently raised a point of concern regarding the promotion of events at the clubhouse, the Golf Club has the registration of the name Seaford head Golf Club at Companies House. It is therefore essential that an alternative name is agreed for the building.

1.6 Signs are currently being sourced to promote the clubhouse from the cliff footpath to increase trade as a part of a sponsorship deal. Also it is planned to introduce additional Tourist Information brown signs to the venue as well as signs on site. A name should be selected before these are ordered.

2. Financial Appraisal

2.1 There are no direct financial implications as a result of this report.

3. Contact Officer

The Contact Officer for this report is James Corrigan, Town Clerk.

Town Clerk

