



Seaford Town Council

To the Members of the Seaford Head Golf Course Committee

A meeting of the **Seaford Head Golf Course Committee** will be held in the **Council Chamber, 37 Church Street, Seaford**, on **Tuesday, 4 March 2014, at 7.00 pm** which you are summoned to attend.

S J Shippen
Town Clerk
26 February 2014

Agenda

1. Apologies for absence

To consider apologies for absence.

2. Minutes

To approve the minutes of the meeting held on 3 December 2013.

3. 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.

4. 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.

5. Finance Report

To consider report 162/13 regarding the financial position for the period 1 April 2013 to 31 January 2014 (pages 3 to 6).

6. Golf Course Income Report

To consider report 161/13 showing the ticket sales and income for the period 1 April 2013 to 31 January 2014 (pages 7 to 12).

7. Golf Professional's Report

To consider report 163/13 giving an update on Golf Course related matters (pages 13 to 18).

8. Head Greenkeeper's Report

To consider report 164/13 informing of the maintenance undertaken over the last three months (pages 19 to 21).

9. World War II – Structure and Site Survey

To consider report 165/13 regarding a survey of a disused Second World War structure and location on Seaford Head Golf Course (pages 23 to 24).

10. Clubhouse and Working Group Update

To receive a verbal report from the Town Clerk.

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

**Circulation
Committee:**

Councillor I J White (Chairman), Councillor T Goodman (Vice Chairman)
Councillors R E Allen, M Brown, B Burfield, P L Franklin, S J Gauntlett, B Groves and
R Needham.

Richard Andrews & Gary Richardson, Seaford Head Golf Club,
Fraser Morley, Golf Professional and Nick Stephens, Head Greekeeper.

For information:

Councillors S Adeniji, S Dunn, A Hayder, P Heseltine, A Latham, S E McStravick,
L Wallraven and B M Warren.



Seaford Town Council

Report 162/13

Agenda Item No: 5
Committee: Golf Course
Date: 4 March 2014
Title: Golf Course Finance Report
By: Lucy Clark, Support Services Manager
Purpose of Report: To inform on the financial position to 31 January 2014

Recommendations

You are recommended:

1. To approve the financial position to 31 January 2014.
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1. Information


- 1.1 The statement detailing income & expenditure for the period 1 April 2013 to 31 January 2014 compared to the projected budget for the year is attached at Appendix A.
- 1.2 The main variances are explained as follows:
 - (a) 4052 Water & Sewerage – the shown underspend relates to costs being higher than originally predicted. This is possibly due to the construction works currently being carried out.
 - (b) 1063 Gas Recharge – this is due to be re-charged in period 11.

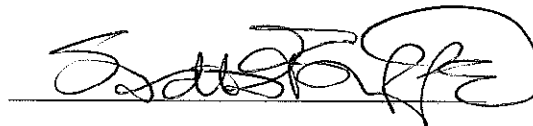
2. Financial Appraisal

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

3. Contact Officer

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

Support Services Manager 

Town Clerk 

Month No : 10

Committee Report

		Actual Year To Date	Projected Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% of Budget
<u>Golf Course</u>							
<u>101</u>	<u>Golf Course</u>						
4000	Salaries & Wages	58,208	70,332	12,124		12,124	82.8 %
4001	Employers NI	3,448	4,297	849		849	80.2 %
4002	Employers Superannuation	10,552	12,662	2,110		2,110	83.3 %
4010	Staff Training	441	800	359		359	55.2 %
4011	Staff Protective Clothing	447	720	273		273	62.1 %
4041	Golf Professional Retainer	33,668	40,400	6,732		6,732	83.3 %
4045	Golf Course Player Costs	1,638	2,000	363		363	81.9 %
4051	Rates	886	888	2		2	99.8 %
4052	Water & Sewerage	13,099	10,461	-2,638		-2,638	125.2 %
4055	Electricity	2,204	5,067	2,863		2,863	43.5 %
4056	Gas	934	1,070	136		136	87.3 %
4060	Refuse	310	310	0		0	99.9 %
4100	Telecommunications	297	408	111		111	72.7 %
4105	Postage	3	218	215		215	1.4 %
4106	Stationery	29	50	21		21	58.0 %
4110	Advertising & Publicity	795	3,000	2,205		2,205	26.5 %
4113	Software Support	0	285	285		285	0.0 %
4114	Licence Fee	75	75	0		0	100.0 %
4115	Insurance	10,045	10,045	0		0	100.0 %
4156	Bank Charges	1,312	2,103	791		791	62.4 %
4199	Other Expenditure	0	200	200		200	0.0 %
4201	Cleaning	4,535	5,454	919		919	83.1 %
4251	Dog Bin Emptying	763	1,017	254		254	75.0 %
4261	Grounds Maint non contract	19,291	22,078	2,787		2,787	87.4 %
4270	Vehicles & Equipment Maint	11,611	13,481	1,870		1,870	86.1 %
4271	Vehicle & Equipment Lease	20,996	20,996	0		0	100.0 %
4272	Equipment Purchase	6,290	15,000	8,710		8,710	41.9 %
4274	Projects Expenditure	4,750	0	-4,750		-4,750	0.0 %
4275	Building Maintenance	0	0	0		0	0.0 %
4277	New Golf Club House	268,013	0	-268,013		-268,013	0.0 %
4301	Public Works Loan Payment	0	0	0		0	0.0 %
	Golf Course:- Expenditure	474,640	243,417	-231,223	0	-231,223	195.0 %
1000	Golf Course Season Ticket	147,973	145,967	2,006			101.4 %
1001	Golf Course Green Fees M-F	44,192	48,503	-4,311			91.1 %
1002	Golf Course Green Fees w/eb/h	36,588	40,840	-4,252			89.6 %
1003	Golf Course Specials	31,072	39,081	-8,009			79.5 %
1005	Golf Course Credit Card Charge	100	146	-46			68.6 %

Month No : 10

Committee Report

	Actual Year To Date	Projected Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% of Budget
1007 Golf Course Air Traffic	5,000	5,000	0			100.0 %
1050 Income Rent	0	337	-337			0.0 %
1054 Income Other	267	1,300	-1,033			20.5 %
1057 Income Electricity Recharge	979	1,139	-160			85.9 %
1063 Income Gas Recharged	0	535	-535			0.0 %
1100 Income Advertising	431	500	-69			86.3 %
Golf Course :- Income	266,602	283,348	-16,746			94.1 %
Net Expenditure over Income	208,037	-39,931	-247,968			
Golf Course :- Expenditure	474,640	243,417	-231,223	0	-231,223	195.0 %
Income	266,602	283,348	-16,746			94.1 %
Net Expenditure over Income	208,037	-39,931	-247,968			



Seaford Town Council

Report 161/13

Agenda Item No: 6
Committee: Golf Course
Date: 4 March 2014
Title: Golf Course Income Report
By: Lucy Clark, Support Services Manager
Purpose of Report: To inform members of the Golf Course income.

Recommendations

You are recommended:

1. To approve the contents of this report.
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1. Information

- 1.1 The summary, attached at Appendix A, shows the number of ticket sales and income for each category for the period 1 April 2013 to 31 January 2014.
- 1.2 The summary attached as Appendix B, shows the tickets sales comparison for the periods 1 April 2013 to 31 January 2014 for 2013/14, 2012/13, 2011/12 and 2010/11.

2. Financial Appraisal

There are no direct financial implications arising out of this report.

3. Contact Officer

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

Support Services Manager

Town Clerk

APPENDIX A

Charge	April		May		June		Total Net	Nos.	Direct Debit & Prepaid	Total Net	Nos.	Direct Debit	Total Net	Nos.
	Gross £	Net £	Gross £	Net £	Gross £	Net £								
M/WWeek T/Light	10.00	8.33	1,022.00	851.67	1846.00	1538.33	2310.00	185	0.00	851.67	73	1925.00	1925.00	231
M/WWeek Con Day	25.00	20.83	250.00	208.33	50.00	41.67	100.00	2	0.00	208.33	10	83.33	83.33	4
M/WWeek Adult Day	30.00	25.00	0.00	0.00	750.00	625.00	270.00	25	0.00	0.00	0	225.00	225.00	9
M/WWeek Con	16.00	13.33	1,884.00	1,570.00	1600.00	1333.33	2960.00	100	0.00	1,570.00	118	2466.67	2466.67	185
M/WWeek Adult	20.00	16.67	1,240.00	1,033.33	1480.00	1216.67	2020.00	73	0.00	1,033.33	62	1683.33	1683.33	101
M/WWeek Junior	10.00	8.33	40.00	33.33	20.00	16.67	70.00	2	0.00	33.33	4	58.33	58.33	7
Week End T/Light	14.00	11.67	952.00	793.33	1610.00	1341.67	1820.00	150	0.00	793.33	56	1516.67	1516.67	130
W/End Con Day	19.00	15.83	380.00	316.67	456.00	380.00	0.00	24	0.00	316.67	0	0.00	0.00	0
W/End Adt Day	35.00	29.17	0.00	0.00	0.00	0.00	70.00	0	0.00	0.00	0	58.33	58.33	2
W/End (Day) Con	28.00	23.33	0.00	0.00	0.00	0.00	646.00	0	0.00	0.00	0	538.33	538.33	23
Week End Adult	25.00	20.83	4,290.00	3,575.00	3167.00	2,639.17	2975.00	90	0.00	3,575.00	172	2479.17	2479.17	119
Week End Junior	12.00	10.00	60.00	50.00	36.00	30.00	36.00	3	0.00	50.00	5	30.00	30.00	3
Credit Card Charge	5.00	4.17	95.00	79.36	5.00	4.17	5.00	1	0.00	79.36	19	4.17	4.17	1
Junior	60.00	50.00	120.00	100.00	150.00	120.00	45.00	2	0.00	100.00	5	37.50	37.50	1
Youth 18 to 20	100.00	83.33	100.00	83.33	100.00	83.33	100.00	1	0.00	83.33	1	83.33	83.33	1
Intermediate 1 (21-25)	210.00	175.00	460.00	383.33	316.67	249.99	3	3	0.00	383.33	3	316.67	316.67	3
Intermediate 2 (26-29)	315.00	262.50	1,488.00	1,240.00	2422.25	3662.25	16	16	0.00	1,240.00	16	430.00	430.00	0
Senior	328.00	273.33	21,320.00	17,766.67	28,111.67	45,878.34	166	166	0.00	17,766.67	166	166.66	166.66	0
5 Day Adult	375.00	312.50	5,010.00	4,175.00	6,762.08	10,937.08	35	35	0.00	4,175.00	35	191.67	191.67	0
7 Day Adult	495.00	412.50	41,345.00	34,454.17	36,568.36	71,012.53	181	181	0.00	34,454.17	181	1781.25	2,430.00	0
Win 210	210.00	175.00	0.00	0.00	0.00	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0
Winter Warmers	14.00	11.67	0.00	0.00	0.00	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0
Society M/WWeek Adt	20.00	16.67	600.00	500.00	2500.00	2083.33	80.00	126	0.00	500.00	30	66.67	66.67	4
Society M/WWeek Con	16.00	13.33	0.00	0.00	0.00	0.00	128.00	0	0.00	0.00	0	106.67	106.67	8
Society W/End Adt	25.00	20.83	910.00	758.33	280.00	233.33	1130.00	11	0.00	758.33	36	941.67	941.67	45
Society W/End Con	28.00	23.33	0.00	0.00	0.00	0.00	95.00	0	0.00	0.00	0	79.17	79.17	3
Society M/WWeek Day	30.00	25.00	0.00	0.00	0.00	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0
Society M/WWeek Con Day	25.00	20.83	0.00	0.00	0.00	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0
Society Deposit	5.00	4.17	240.00	200.00	1015.00	845.83	1130.00	45	0.00	200.00	11	941.67	941.67	226
Summer Sizzler M/W	16.00	13.33	0.00	0.00	0.00	0.00	2250.00	0	0.00	0.00	0	1875.00	1875.00	141
Summer Sizzler W/E	20.00	16.67	0.00	0.00	0.00	0.00	1125.00	0	0.00	0.00	0	937.50	937.50	56
Reciprocal Charge	10.00	8.33	410.00	341.67	80.00	66.67	250.00	8	0.00	341.67	8	208.33	208.33	25
Total			82,216.00	68,513.52	18,925.00	15,770.83	20,189.00	862	74,487.69	143,001.21	1,018	2,569.58	20,042.50	1327

	Charge		July		August		September		October	
	Gross £	Net £	Gross £	Net £	Gross £	Net £	Gross £	Net £	Gross £	Net £
M/Week T/Light	10.00	8.33	3770.00	3141.67	3910.00	3258.33	2210.00	1841.67	800.00	666.67
M/Week Con Day	25.00	20.83	100.00	83.33	0.00	0.00	25.00	20.83	0.00	0.00
M/Week Adult Day	30.00	25.00	660.00	550.00	300.00	250.00	360.00	300.00	90.00	75.00
M/Week Con	16.00	13.33	1904.00	1586.67	2672.00	2226.67	2561.00	2134.17	1408.00	1173.33
M/Week Adult	20.00	16.67	2620.00	2183.33	3060.00	2550.00	2180.00	1816.67	1880.00	1566.67
M/Week Junior	10.00	8.33	150.00	125.00	170.00	141.67	10.00	8.33	10.00	8.33
Week End T/Light	14.00	11.67	1922.00	1610.00	1358.00	1131.67	1092.00	910.00	497.00	414.17
W/End Con Day	19.00	15.83	0.00	0.00	0.00	0.00	56.00	46.67	304.00	253.33
W/End Adt Day	35.00	29.17	0.00	0.00	140.00	116.67	70.00	58.33	0.00	0.00
W/End (Day) Con	28.00	23.33	372.00	310.00	703.00	585.83	665.00	554.17	0.00	0.00
Week End Adult	25.00	20.83	3100.00	2583.33	3775.00	3145.83	3930.00	3275.00	1900.00	1583.33
Week End Junior	12.00	10.00	60.00	50.00	72.00	60.00	24.00	20.00	12.00	10.00
Credit Card Charge	5.00	4.17	10.00	8.33	0.00	0.00	0.00	0.00	5.00	4.17
Junior	60.00	50.00	45.00	37.50	0.00	0.00	0.00	0.00	0.00	0.00
Youth 18 to 20	100.00	83.33	75.00	62.50	0.00	0.00	75.00	62.50	0.00	0.00
Intermediate 1 (21-25)	210.00	175.00	157.50	131.25	0.00	0.00	0.00	0.00	0.00	0.00
Intermediate 2 (26-29)	315.00	262.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Senior	328.00	273.33	784.00	653.33	0.00	0.00	0.00	0.00	0.00	0.00
5 Day Adult	375.00	312.50	51.25	42.71	281.25	234.38	0.00	0.00	0.00	0.00
7 Day Adult	495.00	412.50	1988.75	1657.29	407.50	339.58	411.50	342.92	333.50	277.92
W/In 210	210.00	175.00	0.00	0.00	0.00	0.00	630.00	525.00	1050.00	875.00
Winter Warmers	14.00	11.67	0.00	0.00	0.00	0.00	0.00	0.00	1342.00	1118.33
Society M/Week Adt	20.00	16.67	860.00	716.67	420.00	350.00	360.00	300.00	180.00	150.00
Society M/Week Con	16.00	13.33	144.00	120.00	560.00	466.67	264.00	220.00	492.00	410.00
Society W/End Adt	25.00	20.83	120.00	100.00	100.00	83.33	0.00	0.00	100.00	83.33
Society W/End Con	28.00	23.33	114.00	95.00	76.00	63.33	320.00	266.67	304.00	253.33
Society M/Week Day	30.00	25.00	460.00	383.33	350.00	291.67	360.00	300.00	0.00	0.00
Society M/Week Con Day	25.00	20.83	200.00	166.67	125.00	104.17	0.00	0.00	0.00	0.00
Society Deposit	5.00	4.17	215.00	179.17	540.00	450.00	245.00	204.17	45.00	37.50
Summer Sizzler M/W	16.00	13.33	2736.00	2280.00	2675.00	2229.17	554.00	461.67	0.00	0.00
Summer Sizzler W/E	20.00	16.67	1890.00	1575.00	1550.00	1291.67	2430.00	2025.00	0.00	0.00
Reciprocal Charge	10.00	8.33	260.00	216.67	40.00	33.33	120.00	100.00	140.00	116.67
Total			24,778.50	20,648.75	23,284.75	19,403.96	18,952.50	15,793.75	10,892.50	9,077.08
					1378	1459	1058	1058	478	478

	Charge			November			December			January			14			Total YTD		
	Gross £	Net £	Nos.	Gross £	Net £	Nos.	Gross £	Net £	Nos.	Gross £	Net £	Nos.	Gross £	Net £	Nos.	Gross £	Net £	Nos.
M/WWeek T/Light	10.00	8.33	436.00	363.33	44	530.00	441.67	53	320.00	266.67	32	17154.00	14295.00	1687				
M/WWeek Con Day	25.00	20.83	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	525.00	437.50	21				
M/WWeek Adult Day	30.00	25.00	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	2430.00	2025.00	81				
M/WWeek Con	16.00	13.33	973.00	810.83	61	240.00	200.00	17	1928.00	1606.67	161	18130.00	15108.33	1176				
M/WWeek Adult	20.00	16.67	1155.00	962.50	58	675.00	562.50	45	520.00	433.33	35	16810.00	14008.33	861				
M/WWeek Junior	10.00	8.33	0.00	0.00	0	30.00	25.00	3	0.00	0.00	0	500.00	416.67	50				
Week End T/Light	14.00	11.67	84.00	70.00	6	266.00	221.67	19	296.00	246.67	21	9907.00	8255.83	730				
W/End Con Day	19.00	15.83	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	1196.00	996.67	44				
W/End Adt Day	35.00	29.17	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	280.00	233.33	7				
W/End (Day) Con	28.00	23.33	70.00	58.33	4	48.00	40.00	3	272.00	226.67	17	2776.00	2313.33	120				
Week End Adult	25.00	20.83	1565.00	1304.17	63	1740.00	1450.00	87	3005.00	2504.17	150	29447.00	24539.17	1189				
Week End Junior	12.00	10.00	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	300.00	250.00	25				
Credit Card Charge	5.00	4.17	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	120.23	100.19	24				
Junior	60.00	50.00	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	510.00	425.00	9				
Youth 18 to 20	100.00	83.33	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	649.99	541.66	7				
Intermediate 1 (21-25)	210.00	175.00	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	1054.50	878.75	6				
Intermediate 2 (26-29)	315.00	262.50	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	4451.70	3709.75	17				
Senior	328.00	273.33	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	58708.00	48923.34	177				
5 Day Adult	375.00	312.50	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	14207.00	11839.16	38				
7 Day Adult	495.00	412.50	66.00	55.00	1	218.60	182.17	1	0.00	0.00	0	90089.38	75074.49	194				
Win 210	210.00	175.00	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	1680.00	1400.00	8				
Winter Warmers	14.00	11.67	1113.00	927.50	64	909.00	757.50	64	460.00	383.33	33	3824.00	3186.67	97				
Society M/WWeek Adt	20.00	16.67	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	5000.00	4166.67	251				
Society M/WWeek Con	16.00	13.33	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	1588.00	1323.33	97				
Society W/End Adt	25.00	20.83	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	2640.00	2200.00	105				
Society W/End Con	28.00	23.33	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	908.98	757.48	34				
Society M/WWeek Day	30.00	25.00	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	1169.98	974.98	39				
Society M/WWeek Con Day	25.00	20.83	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	324.98	270.81	13				
Society Deposit	5.00	4.17	170.00	141.67	34	60.00	50.00	1	160.00	133.33	32	3819.98	3183.31	558				
Summer Sizzler M/W	15.00	13.33	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	8215.00	6845.83	514				
Summer Sizzler W/E	20.00	16.67	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	6995.00	5829.17	349				
Reciprocal Charge	10.00	8.33	80.00	66.67	8	40.00	33.33	4	0.00	0.00	0	1420.00	1183.33	109				
Total			5,712.00	4,760.00	279	4,756.60	3,963.83	297	6,961.00	5,800.83	481	306,831.71	255,693.09	8,636				

Season Tix 2014-15

	Apr-13	Apr-12	Apr-11	Apr-10	May-13	May-12	May-11	May-10	Jun-13	Jun-12	Jun-11	Jun-10	Jul-13	Jul-12	Jul-11	Jul-10	Jul-08	Jul-07	Aug-13	Aug-12	Aug-11	Aug-10	Sep-13	Sep-12	Sep-11	Sep-10	
Locker	0	36	29	40			12	4		1					1		1	0									
M/W Week T/Light	73	52	108	136	185	102	127	114	165	98	148	158	269	189	251	211	0	0	275	182	246	133	221	106	124	74	
M/W Week Con Day	10				2	10	4	4	4						15	11	10	0	0	12	1		1	4			
M/W Week Adult Day	4			5	25	1	3	8	9	12	18	20	22	13	19	19	54	40	10	23	8	14	12	10	9		
M/W Week Junior	4	5	11	24	2	2	3	3	7	2	9	7	15	7	15	9			17	29	24	17	1	4	8	1	
M/W Week Con	118	100	111	117	100	129	129	102	185	134	108	185	119	158	169	251	180	167	167	203	219	211	160	174	171	178	
M/W Week Adult	62	96	131	170	73	162	134	159	101	117	147	194	131	151	178	242	421	374	153	179	188	270	109	140	154	143	
Locker (Small)							3	0		0							0	1									
Week End T/Light	56	57	146	65	150	97	77	57	107	63	79	57	114	89	102	62	40	36	80	77	114	70	78	54	81	54	
Week End Con	2	40	55	19	24	27	42	71	23	24	37	42	13	16	28	38	29	26	25	33	42	72	37	65	34	33	
Week End Act Day				1		10	2	2	2	2	3	2	1	1	2	1	1	16	4								
Week End Adult	172	213	304	201	90	137	246	243	119	139	176	227	124	115	201	216	298	378	151	239	190	320	157	153	159	206	
Week End Junior	5	6	15	4	3	2	6	10	3	8	3	5	5	9	9	5	0	2	6	10	9	7	2	3	1	4	
Credit Card Charge	19	17	26	32	1	1	2	1	1	10	1	1	2	1	3	3	0	2									
Junior Membership																	4	2									
Winter Only																	4	2									
Junior	5	10		7	2	2	2		1		2	1	1	3			1	0			6	2		0	1		
Youth 18 to 21	3	2	5	3	1	1	2	1	1	1	1	2	1	1	0	1	4	2									
Intermediate 21-25	4	14	13							1																	
Intermediate 26 - 29	16	13	13			2					1				3					1							
Over 60+ unemployed	168	158	155	159	7	4	2	8	2	2	1	3	2	4	3	2	1	1									
Winter Warmers																											
Weekend Society Adult	36	14	93	85	11	27	64	70	45	91	37	69	5		105	53	0	0	4	84	100	83	0	66	63		
Weekend Soc Con				14				48	3			7	4			7	0	0	3								
Weekend Soc Day			38	36								61															
Mid Week Soc Adult	30	18		38	126	133	133	16	4	118	185	26	43	103	54	126	0	0	21	210	113	84	18	11	79	53	
Mid Week Soc Con				28				3	5			32	17	103		90			5	35		113	14	76	36		
Mid Week Soc Adult Day								7				3										11	0	32	6		
Mid Week Soc Day								46					15			13			12			50	7		14		
Reciprocal Charge	10	30	1		8	38	2		25	25	11	18	26	55	59	16											
5 Day Adult	35	27	38	37	2	2	4		1	1	1	2	2	2	2	2	1	0	1	48	38	12	12	26	27	57	
7 Day Adult	181	177	184	207	3	10	5	7																			
Society Deposit	11	40	131		45	51	19		50	21	63	63	43	46	18				103	24	16		49	23	11		
Summer Sizzler MMK					141								171							187							
Summer Sizzler W/End									56				95						78								
Total	1,018	1,135	1,621	1,444	862	982	1,012	995	1,059	868	1,033	1,123	1,246	1,084	1,225	1,378	1,099	1,050	1,292	1,391	1,317	1,475	1,058	966	925	918	

	Oct-13	Oct-12	Oct-11	Oct-10	Nov-13	Nov-12	Nov-11	Nov-10	Dec-13	Dec-12	Dec-11	Dec-10	Jan-14	Jan-13	Jan-12	Jan-11	Total 13/14	Total 12/13	Total 11/12	Total 10/11
Locker				2	0	0						5	0				0	49	63	52
M/Week T/Light	80	16	75	25	44	14	47	11	53	3	80	52	32	2	18	10	1401	829	1482	1036
M/Week Con Day	0				0							5					21	41	12	19
M/Week Adult Day	3		3	5	0												81	61	62	71
M/Week Junior	1	7	12	9	0	5	4			2		4		1			50	66	96	75
M/Week Con	88	119	110	116	61	85	91	44	17	26	63	45	161	28	53	25	1176	1296	1536	1587
M/Week Adult	94	83	109	118	58	45	84	62	45	21	85	117	35	28	35	24	861	1068	1415	1707
Locker (Small)																5	0	2	14	17
Week End T/Light	35	52	110	38	6	36	58	17	19	26	31	43	21	10	38	18	666	618	967	596
Week End Con	16	39	55	30	4	8	15	16	3	22	38	19	17	17	21	20	164	314	390	401
Week End Adult	76	114	181	208	63	55	114	81	87	21	97	69	150	24	115	102	1189	1371	2039	2139
Week End Junior	1	9	14	9	0	3	3	7		3	2	5		14	3	7	25	91	56	69
Credit Card Charge	1		1		0		1	1						4	3		24	53	50	35
Junior Membership					0	0						1					0	0	6	9
Winter Only		9	12	7	0	2	3	2		1							0	0	0	9
Junior		1	1	1	0			2							3		0	12	16	9
Youth 18 to 21				2	0			2		1							7	7	10	9
Intermediate 21-25																	6	17	24	
Intermediate 26 - 29										1							17	22	23	
Over 60 + unemployed										1	4	25		1	4		177	278	262	188
Winter Warmers	5	160	57	57	0	163		51	64	101	4	85	33	53		68	105	639	0	631
Weekend Society Adult	4	17	19	64	0												105	309	481	424
Weekend Soc.Con	11				0												34	8	0	117
Weekend Soc.Day					0												12	0	38	112
Mid Week Soc.Adult	9	9	21	44	0	11	4				20						251	624	605	343
Midweek Soc.Con	31			44	0												72	214	0	346
Midweek Soc.Adult Day					0												0	32	0	27
Midweek Soc.Day					0												27	7	0	123
Reciprocal Charge	12	20	26	22	8	17	61	8	4	29	19	5		22	8	14	105	335	312	216
5 Day Adult												3		3	5		38	51	68	45
7 Day Adult	2		2		1				1	1	2	12		2	8		194	247	275	232
Society Deposit	9	34	26		34	23	17		1	11	36		32	30	53		382	337	460	
Summer Sizzler M/Wk			67														514	0	67	
Summer Sizzler W/End			17														350	0	17	
Total	478	689	871	755	279	467	495	302	297	269	482	491	481	240	369	295	8,070	9,027	10,872	10,606



Seaford Town Council

Report 63/13

Agenda Item No:	7
Committee:	Golf Course
Date:	4 March 2014
Title:	Golf Professional's Report
By:	Fraser Morley, Golf Professional
Purpose of Report:	To provide update on Golf Course related matters.

Recommendations

You are recommended:

- 1. To approve the report.**
-

1. Information

- 1.1 December, January and February have been somewhat quiet. I think we all know the reasoning behind that. We have faired better than most through this period and considering the record amount of water that fell on the course over this time. The drainage works carried out on the greens have kept us on a lot more main green than in previous years. So when the course has been playable, the restrictions on the greens have been less.
- 1.2 We will continue the winter green fees prices throughout March to try and increase revenues after a difficult period. We have had positive feed back about these prices, we will continue to monitor its affects and how it compares with the competition.
- 1.3 The Winter Warmer deal is always popular. We have however, struggled with the weather conditions this year and also the lack of space for the bigger groups. We have been talking to the regular societies and all are excited to visit us again once the build is complete. Our ongoing communications with the organisers will ensure that we utilise the facilities for societies and corporate functions alike.

1.4 New Business/Marketing 2013

We have put together the key bullet points for future marketing of the course and the clubhouse. Moving forwards it is important we have these in place and look to utilise social networking and media alike.

- Golf News – A key publication for all society golf. Goes into all the golf courses in the south east within a two/three hour drive of the golf course. This hits only golfers, it also is sent to society organisers via hard copy and digitally. It gives us confidence that the adverts and editorials are being seen by the right people.
- Lady Golfer Magazine – Like Golf news is a free publication that goes into all the golf courses in the south east and, as the title suggests, is aimed at lady golfers. This is an area we are keen to expand with the excellent new facilities ahead.
- The Argus – Local paper that is good to keep the local public up to date with current news and also for advertising job positions.
- Your Sussex Wedding Magazine – The biggest magazine for local weddings, with online page too. Advertising locally for weddings is key, people generally get married close to home so important we make them aware of the venue.
- Local Papers – Increase local increase in the course and clubhouse. Important for clubhouse usage, restaurant uses and function facilities.
- Social Media – Facebook and Twitter being the most popular mediums for social networking. Maintain and increase posts on both pages with more in depth information regarding course and clubhouse facilities. Including the opening date.
- Internet – Making sure all the golf websites have up to date information on them with regards to the golf course, green fees, membership prices etc. Look at wedding sites, business pages, function sites and include information on as many sites as possible. Look at changing our websites front page wording to bring us up in searches for local venues, weddings etc.
- Website – Keeping the website up to date and adding a new clubhouse page for the new build. Include pictures of the clubhouse set up for functions, weddings etc. Prices for venue hire and menus with food pictures. Special offer areas for advertising restaurant offers.
- Leaflets – New stationery and leaflets with course and clubhouse information. To give out to customers with enquiries and place in the Town Council, clubhouse and local businesses. New society packs and function packs to be sent out to perspective customers. Placing leaflets in wedding shops around the area within an hours drive.
- Wedding fairs – Having a stall at a wedding fair could be a great way of increasing awareness and booking for wedding functions/engagement parties.
- Open Days – Wedding days, society organiser days, corporate membership days, membership days, grand opening day, Pro Am, Opens, Pro Day, junior day, and ladies day. Excellent ways of introducing people to the venue and course and enticing new business.

- Branding – New logo and brand. Uniforms to be worn for all staff with name badges. Making the course a brand helps us be recognised from other courses. With a strong branding it gives us a professional look from the staff through to the stationery.
- Links with Hotels – Linking with local hotels to offers packages for guests and to market the course within their businesses.
- Photographs – New photos of the clubhouse and course for use in all marketing. Videos and Aerial Hole fly bys to give all digital media a professional and original feel.

1.4.1 This will taken to the Golf Working Group for discussion on 27 February 2014.

1.4.2 Social Media use for the course is increasing. We have found it a very good way of communicating the course conditions over this winter. With well over six hundred followers on Twitter and 235 likes on Facebook it's an ever growing part of the marketing of the course.

1.5 New Membership

Also taken to the Golf Working Group is the package outlining the benefits of being a member of the course as opposed to just a season ticket holder. This is helpful in explaining the value of the membership moving into the new era. We have offered the renewing members/season ticket holders an extra incentive of some guest fees. This will hopefully introduce some new people to the course and increase revenue in the clubhouse. This will not be offered to new members.

- 4 x Half Price Guest Green Fees worth up to £38 (renewing members only)
- EGU and SGU Membership and CONGU Handicap
- Entry to County Competitions
- County Card for reduced green fees at other courses in Sussex, Kent and Surrey
- Free Club Competition entry, weekend and weekday matches, free buffets at Captains events, seniors and ladies competitions
- Members bar and food prices (in new clubhouse)
- Integrated swipe card system for use throughout the new clubhouse
- Discounted rates on function rooms (in new clubhouse)
- Half Price ½ hour lesson
- Discount on Logo clothing and items in the Pro Shop (new shop)
- Reciprocal deal with Hollingbury Golf Club
- 15% Discount with Eyesite opticians in Brighton

1.6 Corporate Membership Proposals

These proposals are for corporate packages for Seaford Head Golf Course. Keeping the packages straightforward and easy to process formats. We shall incorporate a points system with more points being used for peak tee times. Each level of membership would obtain 1000, 2000, 3000 points each. Play would be available after 10am with and increased points for the weekend and peak times. Weekday rounds after 10am – 10 points Weekend rounds after 10am – 20 points. Giving a gold package up to three hundred midweek rounds per year.

Twilight rates of 5 and 10 points could be used to help encourage more golf in the quieter periods and giving more value to the packages. Getting more golfers

into these quieter times is key to increasing revenue from the new clubhouse. We would be looking to get at least 3 of each of the different levels giving an additional income of £18k. As well as the revenue from the usage of the clubhouse from the Corporate Members.

Seaford Head Golf Course

Option 1: Corporate Gold Package £ 3,000 per annum

- 3000 Green Fee Points
- Four Individual Memberships to the club for handicap and competition benefits
- Advance booking up to 8 weeks in advance
- 30% discount on corporate society days
- 30% discount on function facility usage
- 10% discount on bar and food purchases
- 10% discount of selected items in the Pro Shop
- Exclusive preferential rates at Seaford Head Golf Academy
- Sponsored hole option at discounted rate

Option 2: Corporate Silver Package £ 2000 per annum

- 2000 Green Fee Points
- Three Individual Memberships to the club for handicap and competition benefits
- Advance booking up to 8 weeks in advance
- 20% discount on corporate society days
- 20% discount on function facility usage
- 10% discount on bar and food purchases
- 10% discount of selected items in the Pro Shop
- Exclusive preferential rates at Seaford Head Golf Academy
- Sponsored hole option at discounted rate

Option 3: Corporate Bronze Package £1000 per annum

- 1000 Green Fee Points
- Two Individual Memberships to the club for handicap and competition benefits
- Advance booking up to 8 weeks in advance
- 10% discount on corporate society days
- 10% discount on function facility usage
- 10% discount on bar and food purchases
- 10% discount of selected items in the Pro Shop
- Exclusive preferential rates at Seaford Head Golf Academy
- Sponsored hole option at discounted rate

Marketing these packages is key to utilising the potential of the new build. Local business should be targeted first and then with in an hour catchment of the course, including Brighton and Eastbourne. The swipe card system can be used to monitor the rounds used and identify corporate members.

1.8 Swipe Card Systems

We have 3 companies for the computer club management systems.

- ClubSystems
- M H Systems
- Crossover Technologies

This needs to incorporate a swipe card system for the membership, entry, bar accounts, handicap and competition entry. A photo ID on the card would be beneficial. Also ease of tee booking is paramount.

Being able to quickly enter people into their tee times with 4 per time. We can then produce accurate roundage figures for members and green fees alike.

Door entry, especially for the locker room would be beneficial and add to security.

Richard Andrews and I met with 3 leading companies in this field. The table outlines the initial costs for the systems and support. There are varying items in the packages but are based on 2 tills. One for the bar and one for the Pro Shop. The Bar will be fitted with the opportunity to add a second till at a later date if required. Please also note that the Club Systems quote does not include a new PC for the shop required for the booking system. A touch screen PC would be available for around £500.

I recommend Club Systems, not only on cost, but for familiarity. We would be able to simply move our information for the new members over to the software when required. Hardware would also be required for members to input their scores and sign into competitions for handicaps purposes.

	Hardware/Software and installation/training	Hardware/Software 1 st year support costs	Hardware/Software 2 nd year onwards support costs (annual)	Total 1 st Year cost
Club Systems	£6,385.00	£1,510.00	£1,200.00	£7,585.00
Crossover Tech	£10,622.00	£1,278.00	£1,278.00	£11,900.00
MH Systems	£6,796.20	£2,550.00	£1,900.00	£9,346.20

The swipe cards are universal and are coded with a number. The company we used last year is more reasonably priced than getting them from the main companies.
The full breakdowns of costs are on the quotes supplied.

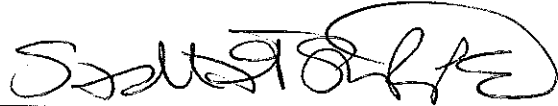
2. Financial Appraisal

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

3. Contact Officer


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

Town Clerk



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Golf Professional



A handwritten signature in cursive script, appearing to read "Fraser Morley", written above a horizontal line.



Seaford Town Council

Report 164/13

Agenda Item No:	8
Committee:	Golf Course
Date:	4 March 2014
Title:	Head Greenkeeper's report
By:	Nick Stephens
Purpose of Report:	To inform of Golf Course maintenance

Recommendations

You are recommended:

- 1. To approve the report**

- 1. Information**

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

The last three months have been somewhat frustrating with the significant improvements planned for the winter period scuppered by record rainfall. It became an exercise of 'damage limitation' and frequently the decision was made not to venture onto the course with any machinery to avoid unnecessary damage to the course whilst considering health and safety requirements.

- 1.2 December**

Verti-draining completed on all tees and selected fairways to aid root development and winter playability.

Perimeter drain installed at rear and side of 9th green to a depth of 12 inches and backfilled with perforated pipe and 20mm stone. Apron on right hand side of green lifted and re-contoured to eliminate unfair lies in close proximity to green.

Shrubs/bushes in front of some tees reduced in height to allow better view of hole.

Turf area removed in preparation for planned bunker reconstruction on 7th hole.

Areas around winter tee mats and walkways dressed with coarse sand to aid drainage and prevent dangerous underfoot conditions.

New winter tee mats installed on 11th and 15th holes.

1.3 January

Greens sprayed with a cocktail of 'Ferrosol' liquid iron, potassium, soluble iron sulphate and a small amount of nitrogen. This encourages turf hardening and disease resistance by strengthening plant cell walls and acidifying the surface with the added benefit of greening the turf by aiding photosynthesis and giving the plant an easily available food source if growing conditions arise.

Relocation of post and rope barriers to help spread wear and tear on course and also to prevent unnecessary foot/bicycle traffic on greens in close proximity to roads and footpaths.

Move fairway posts nearer to previously reshaped fairways.

New steps installed on the bank of 11th tee. Previously a very unsightly, worn area was highly visible from the 10th hole and golfers were taking a number of routes onto the tee – not a bad thing in most cases – but in this instance visually and safety wise properly constructed steps were deemed appropriate.

Merit turf insecticide for Leatherjacket control applied to all tees and selected areas on 1st 3rd 5th 11th and 18th fairways.

Weaker areas on fairways slit tined to aid aeration and root development when conditions allowed

Litter picking and general housekeeping for good course presentation

1.4 February

Greens height of cut raised to 7mm to protect fine turf from ongoing weather conditions and encourage finer grasses.

16.2.10 analysis controlled release fertiliser applied to weaker, leatherjacket damaged fairways.

Herringbone drains installed adjacent to 2nd temporary green as this was becoming unplayable also due to waterlogging.

Posts and rope barriers moved to fresh positions, again to spread wear and avoid overly wet areas.

Sand applied frequently to high traffic areas and around winter mats to prevent slippery conditions.

Robin Dagger Air Injection carried out on waterlogged portions of main greens. Most notably rear of 9th and front of 2nd holes then backfilled with kiln dried sand. Results good.

- 1.5** On the rare occasions we have had a break in the weather over the past months the greens have drained well and were back in play within a short period. Deep aeration on putting surfaces and fairways has proved a sound investment and will continue going forward with more areas treated as routine.

Overall the course has held up well to all that has been thrown at it thus far and I am happy with the way the greens in particular are responding to a different approach. Some areas are looking a little stressed but hopefully can avoid a prolonged period of cold easterly winds such as last year and recovery will be good.

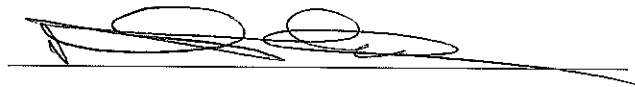
2. Financial Appraisal

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

3. Contact Officer

The Contact Officer for this report is Nick Stephens, Head Greenkeeper

Head Greenkeeper

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Town Clerk

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Seaford Town Council

Report 165/13

Agenda Item No:	9
Committee:	Golf Course
Date:	4 March 2014
Title:	Second World War – Structure and site survey
By:	Ben King – Projects & Facilities Manager
Purpose of Report:	To seek approval for the survey of a disused Second World War structure and location on Seaford Head Golf Course.

Recommendations

You are recommended:

- 1. To approve that survey studies be conducted by Sussex Military History Society, at a location on Seaford Head Course detailed in 1.2 and 1.4, subject to all approvals being obtained from Natural England, English Heritage and other necessary regulating bodies.**
 - 2. To delegate authority to the Projects & Facilities Manager to approve the final arrangements in consultation with the Golf Professional and Head Greenkeeper and following approvals from regulating bodies.**
-

1. Information

- 1.1** A request has been received from Sussex Military History Society proposing to conduct a survey of a location within Seaford Head Golf Course and a disused structure from the Second World War. The concrete structure, basic in construction is situated within a site that also contains a redundant gunning placement.
- 1.2** The survey is proposed to take approximately one day, thereby minimising disturbance to golf course activities and although being close to the 15th fairway, the site is in a secluded location where the survey activities will not interfere with normal operation of the course.
- 1.3** No excavations will take place, however it is proposed that some areas of scrub may need to be cleared; just enough to allow access to parts of the external elevations for visual inspection, GPS (Global Positioning System) and photographic records. The group have also requested the placement of a temporary shelter for storage of equipment used for the study and personal belongings, which would be removed at the end of the survey.

- 1.4 Any clearances of scrub will require consultation and possible consent from Natural England; a risk assessment has been completed and will be reviewed accordingly in response to any recommendations or requirements from regulating bodies. The structure is also located at the edge of a Saxon Fort site, which is a Scheduled Ancient Monument; therefore consultation would also be required with English Heritage.
- 1.5 The survey will be accompanied by metal detector sweep of the location; any finds will be catalogued and referenced in a report and plan. Copies of the recorded studies will be requested upon completion, these can be held on file for security and reference in future. The structure may also be referenced within a digital mapping database to retain a history of the site within Seaford Town Council's records.
- 1.6 Taking into consideration that landowner's permission is prerequisite and the uncertain timescales in the process of external approvals, it is recommended that this committee give approval for the survey to take place, with delegated authority being granted to the Projects & Facilities Manager to approve the final arrangements, in consultation with the Golf Professional and Head Greenkeeper and subject to the necessary consents from regulating bodies.

2. Financial Appraisal

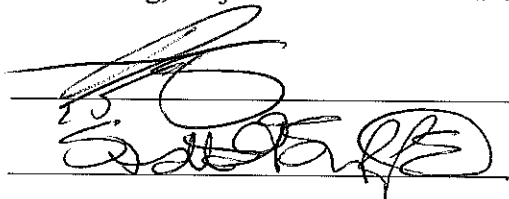
There are no financial implications to this report.

3. Contact Officer

The Contact Officer for this report is Ben King, Projects & Facilities Manager.

Projects & Facilities Manager

Town Clerk

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