



Seaford Town Council

To the Members of the Golf & The View Committee

A meeting of the **Golf & The View Committee** will be held at **The View, Southdown Road, Seaford, BN25 4JS** on **Tuesday 5th September 2017** at **7.00pm** which you are summoned to attend.

James Corrigan
Town Clerk
30th August 2017

Agenda

1. **Apologies for Absence**
2. **Disclosure of Interests**

To deal with any disclosure by Members of any discloseable 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 3 and Seaford Town Council Policy.

4. **Head Greenkeeper's Report**

To consider report 58/17 presenting an update on golf course maintenance (pages 2 to 4).

5. **Golf Professional's Report**

To consider report 60/17 providing an update on golf course related matters (pages 5 to 10).

6. **General Manager's Report**

To consider report 59/17 providing an update on the performance of The View at Seaford Head (pages 11 to 13).

For further information about items appearing on this Agenda please contact:

James Corrigan, Town Clerk, 37 Church Street, Seaford, East Sussex, BN25 1HG

Email: admin@seafordtowncouncil.gov.uk

Telephone: 01323 894 870

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Committee: Councillor S Adeniji (Chair), A Latham (Vice-Chair), M Brown, D Burchett, L Freeman, N Freeman, R Hayder, O Honeyman, P Lower, A McLean and B Webb.

For information: Councillors D Argent, B Burfield, P Boorman, J Elton, T Goodman, R Honeyman, L Wallraven, M Wearmouth and C White.



Agenda Item No: 4
Committee: Golf & The View
Date: 5th September 2017
Title: Head Greenkeeper Report
By: Simon Lambert, Head Greenkeeper
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. Information

After a hot and dry start to the summer we have now entered a better grass growing period. We saw elevated temperatures with little rain through June and into July. This led to the course beginning to dry out and growth slowing. The greens and tees have the advantage of irrigation and moisture levels were kept good in these areas. The fairways and rough tends to burn off leaving the site with a classic chalk down land look.

As we moved through July and into August we saw the extremes of temperature reduce and along with it came some regular rain that over the month has slowly greened up the course and brought back some growth. We have taken this opportunity to put some definition and shape back to the fairways and rough as well as some of the out of play areas.

We have opened up some areas of usually uncut rough. These areas include grass around some islands of trees and scrub on the 6th and 10th holes. This has produced more of a feature of these islands and reduced the weeds growing around them. Over the winter months we will move in to these areas and remove dead wood and unwanted growth to tidy up and make a more visually pleasing island.

All the trees planted during the winter have survived and produced leaves this year. We hope moving forward to add to these areas and as they develop we will prune and train the trees to the appropriate size and shape for the area.

The program of little and often has proved to work well this year on the greens. We have continued to do the regular maintenance such as spiking, verti cutting, feeding and grooming with very minor impact to the golfer and playing surfaces. We have been following a program of fertilisers that are organic and low in salts. This gives us even and controlled growth with the added benefit of helping to encourage desirable grasses such a Bents Species that in the future will require less feeding, watering and input of fertilisers.

The program has the added benefit of promoting a healthy soil profile encouraging and feeding the beneficial bacteria and fungi. These in turn help to break down thatch and nutrients not available to the grass plant. These together produce a protective web around the plant root system protecting it from pests and disease. At the point of writing this the year has been pesticide free on the golf course, not using fungicides to control turf diseases.

The goal moving forward is to continue with these programs and future proof ourselves. Every year more and more chemicals and pesticides are removed from use and if we can achieve not relying on them now we will be ahead of the game when a point comes where there will no longer be chemicals available.

As the buggies continue to be popular we need to consider the pathways they use and their rather dilapidated state. Examples are the 1st tee route from the clubhouse and possibly the most important, the track up and down from the 12th and 18th hole. These were constructed with rubble many years ago and were never intended for the regular use they have today. To continue to offer the buggies and ensure the safety of their use we must plan to build or repair the paths as a matter of priority. Over the coming weeks I will be considering options and costs involved in producing suitable and safe paths that will last and ensure the future use of the buggies and the income they provide.

After the cliff falls of the summer it has highlighted that we will one day be required to relocate the 17th green and possibly the 18th tee. Although in the very initial stages we have begun to consider options as to possible sites and where we may gain a shot or two on the course to increase the length.

As we move through September we will be looking at winter projects that will help improve the course. We already plan to cut and clear areas of scrub and rough as previous years to help promote wild flowers and native plants. We have also identified an area to reinstate a competition tee on the 18th and we will do this ready for next year.

We will look at any bunkers that require renovations such as edging and shaping and may take 2 or 3 that are particularly poor and completely rebuild. We also plan to replace 4 winter mats, constructing raised sleeper bases as previous years that offer easier maintenance and better drainage ensuring they last and provide a level and fair winter playing surface.

Irrigation

With the course being put to the test this year already with the lack of rain through March, April and May, we have seen a welcome return of some regular rain that has helped green up the course and reduced our reliance on the irrigation system. Although the usage has been less we have ensured that the system operates efficiently to prevent any excessive water loss. This has included the replacement of pop-ups as well as repairing valves and lifting and levelling sprinklers. A leak was found in the main ring of the system that supplies the top of the course. After investigation, we called in an irrigation company to locate and repair where required. It turned out to be a join in the system that crossed a path which proved to be a simple and quick fault to repair. We predict minimal water loss as the system only pressurises when required. Another benefit of the modern irrigation system and the computer controller replaced this year is that it controls and monitors the system.

Staff

Adam Peck is working well through his NVQ level 3 apprenticeship and is due to return to studies once every two weeks in October. In addition, he will also receive functional skills training included in his apprenticeship for English, Maths and ICT. He has another year of studies but is currently ahead of target and hopes to finish early next year.

Ben Clark continues to work through his black book, revisiting and perhaps relearning some of the skills he learnt and achieved while studying NVQ level 2 four years ago. He is also booked on a PA1 and PA6 training course for October. This is something high on the skill set of any greenkeeper and will help us in giving another person to manage and apply any chemicals that we may be required to use.

I have been working hard to complete my Assessor training and should have completed the final part which is a 1.5-hour professional discussion with an external assessor by the time of the Committee meeting.

Nathan Sutliff continues to do well with his Apprenticeship training. He is meeting all targets and is set to complete and submit his portfolio on the return of the college staff after their summer break. As previously mentioned in reports moving forward we need to consider increasing the team back to 4 qualified staff and in an ideal world, an apprentice; five in total. This will help us to unlock the potential the site has in condition and presentation, bringing in more income. Nathan is due to finish his apprenticeship this month, I hope we are able to restructure back to 4 qualified staff and offer Nathan a permanent contract as a qualified greenkeeper.

Machinery

Regular maintenance has been carried out throughout the summer season. This includes greasing, cleaning, adjusting and the sharpening and replacement of blades. We have suffered a few breakdowns that have been mostly dealt with in-house. Examples are bearing replacement and some hydraulic leaks. These are becoming more common as the machines age. We have had outside help for a repair the PTO transmission on the Cushman as well as an electrical fault on our buggy, also some punctures to tyres that had to be replaced. One form of maintenance we are unable to do is Cylinder grinding as specialist equipment is required. The Greens mower units are having this done at the point of writing this report. This involves the units going offsite to a specialist, this usually takes only takes a few days.

The most competitive lease options and costs have been collected to form a program of replacement over five years. These lease figures are now being used to help build the budgets covering the same amount of time.

Moving into the next financial year we must begin the replacement of machinery. Without beginning this we will see the number of machines needing replacement and costly repairs increase. This will cause a situation where a large expense in one year will be the only option to continue to maintain efficiently and effectively.

The condition of our modern machinery is an investment that enables our relatively small greenkeeping team to work efficiently and effectively to produce a quality and competitive product. This must be kept up to date and in good condition to ensure it is safe, efficient and trustworthy.

2. Financial Appraisal

The costs of the borehole and integration to our current irrigation system along with the replacement of our storage tank are currently being explored.

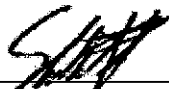
Lease costs are being used to build the budgets for the next five years.

Moving into the next financial year we must begin the replacement of machinery. Without beginning this we will see the number of machines needing replacement and costly repairs increase. This will cause a situation where a large expense in one year will be the only option to continue to maintain efficiently and effectively.

3. Contact Officer

The Contact Officer for this report is Simon Lambert, Head Greenkeeper.

Head Greenkeeper



Town Clerk





Seaford Town Council

Report 60/17

Agenda Item No: 5
Committee: Golf & The View
Date: 5th September 2017
Title: Golf Professional's Report
By: Fraser Morley, Golf Professional
Purpose of Report: To provide an update on Golf Course related matters.

Recommendations

You are recommended:

1. To note the information within the report.
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1. Course and Conditions

- 1.1 The weather has been fairly kind to us this summer. July was really good and showed in the busyness of the course. August started a little cooler and wetter but has caught up nicely. The course has been in excellent condition all over this period and we have had a large amount of praise from the members and visitors alike.
- 1.2 Simon has continued his outstanding work with his greenkeeping team and we have a fantastic course we can be proud of. Increased use does mean increased wear and especially with the buggies on the course. Some of the paths here were not designed for this amount of usage and this will become a factor in the near future for the safety of the buggy users.

2. Membership

- 2.1 Membership has still been a little disappointing. The figures below show where we are now compared to the whole of last year.

29/08/17	2017	2016	Diff
7 Day	122	139	-17
5 Day	10	17	-7
Senior	130	131	-1
Inter 2	11	2	+9
Inter 1	13	2	+11
Youth	2	1	+1
Junior	3	4	-1
Under 12	6	7	-1
Total	297	303	-6

- 2.2 We have looked at increased the direct marketing for the memberships to hopefully increase numbers over the coming years. We have seen an increase of the under 40's in memberships this year as can be seen in the table. We should continue with this structure to maintain these younger golfers and attract more to the course. Fresh blood is key to maintaining the membership balance and keeping the club and course alive. This balanced with a healthy green fee and society income stream.
- 2.3 Ideas such as banners on the highways leading in and out of the town and increased investment into social media advertising are key to hitting the right markets and interested parties.

3. Societies

- 3.1 Societies have been steady over the last couple of months. We have 175 confirmed bookings already this calendar year; this compared to 187 for the whole of the last calendar year. The 200 mark target is well within our reach and with our popular Winter Warmer deal kicking off soon I think we should surpass this number.
- 3.2 The Winter Warmer offer is into Golf News and I expect to see a good uptake through the winter months. This will also be promoted on social media and the website. This is a popular promotion and offers excellent value on our great draining course.
- 3.3 We are fast becoming one of the best society venues in the south. This is something we can see from the positive feedback for the course and staff members alike. One example is attached at Appendix A for your reading.

4. Green Fees/Visitors

- 4.1 General green fees have been levelled out and we seem to be on a similar par to last year. We have seen an increase in society income on this time but a reduction slightly in buggy hire. As of end of August we are on a close run with last year's income across the 3 incomes.
- 4.2 The nomadic nature of golfers seems to be continuing. We have noticed a lot more people using 2 for 1 vouchers and also using the vouchers provided for the advertising on the tee signs on the course. This does have an adverse effect on income as we have similar numbers playing for a cheaper rate. This includes societies as they have a slight discount on their round rate also.

5. Figures

- 5.1 The figures attached at Appendix B are the first month but include total income up to 28th August, with expenditure to the end of July. I have added a line for total income to date for last year so we can see where we are each month compared to last year too. We can see we are close to last year's income at the moment, with 3 days income to be added to that figure for the year to date this year.
- 5.2 This will give as a fairly accurate forecast for each Golf & The View Committee meeting moving forwards. The figures included here are still very conservative for the first forecasts.

6. Marketing/New Golfer Ideas

- 6.1 Twitter (1039 followers), Facebook (730 followers) and Instagram (211 followers) are seeing a steady flow of interactions, likes and new followers. A continued increase in social media presence is needed moving forwards. Due to the busyness of the summer months, staff are even more stretched than normal and the serving of the customers we have already here has to become the priority. As the autumn approaches, this may free up some time to increase the marketing across the board.

6.2 Graeme had seen a great increase in coaching through the summer and has brought along many new players into the game this year. This is down to some great marketing and talking to the people already here to improve their game. If we can make the players better, their enjoyment increases and the greater the chance they will stay with the game long term.

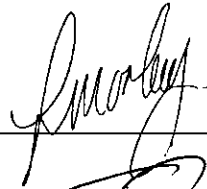
7. Financial Implications

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

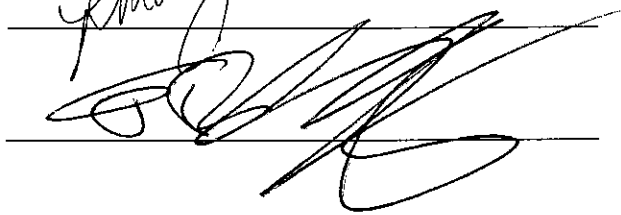
8. Contact Officer

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

Golf Professional/Manager

A handwritten signature in black ink, appearing to read 'Fraser Morley', written over a horizontal line.

Town Clerk

A large, stylized handwritten signature in black ink, written over a horizontal line.

18th August 2017



Jack Blunsdon Memorial Trophy

Dear Fraser

Just a quick letter to thank you for an incredible day at Seaford on August 12th for hosting the 11th Jack Blunsdon Memorial Trophy. Everything from when we first arrived to the moment the last person left went so smoothly. The breakfast was fantastic; it all arrived at the same time, looked identical and was piping hot, a top effort!
The golf course was in stunning condition and the greens were immaculate and we were lucky to have the sun shining, I can imagine it's a beast of a course with the wind blowing!

Thank you also for your kind donation of a four-ball voucher which proved extremely popular afterwards and was the first four-ball sold in the auction which helps us massively in our fundraising in aid of The Myotubular Trust which is the charity set up to provide research funds into the very rare genetic condition that our son Jack suffered from.

We charged every golfer £10 on top of the entrance fee as a charity donation and combined with the auction afterwards, we raised over £1,000 on the day which was an incredible effort from everyone involved.

We organize a similar event every year, and if we could count on your continued support, it would be much appreciated.

Thank you again for all off your help and kind support this year, it's much appreciated.



Seaford Town Council 2017/2018
Detailed Income & Expenditure by Budget Heading
Committee Report
Expenditure figs 01/08/17

	Last Year Total	Last Year To Date	Actual Year To Date	Current Annual Bud	Variance Annual Total	Projected Expenditure To Budget	Projected Ex % of Budget Pro	Funds Available	Target Total	Target to Projection	Target to Budget	Target to Actual
Golf Course												
101												
4000	74,324	23,873	26,575	74,688	48,113	79,725	106.7%	48,113	79,725	0	-5,037	-53,150
4001	5,689	1,777	2,166	5,535	3,369	6,498	117.4%	3,369	6,498	0	-963	-4,332
4002	9,796	3,246	3,215	10,046	6,831	9,645	96.0%	6,831	9,645	0	401	-6,430
4010	1,147	682	589	1,500	911	1,500	100.0%	911	1,500	0	0	-911
4011	949	437	501	1,000	499	1,000	100.0%	499	1,000	0	0	-499
4015	306	0	0	400	400	400	100.0%	400	400	0	0	-400
4041	41,908	13,969	14,109	42,326	28,217	42,327	100.0%	28,217	42,324	3	2	-28,215
4045	489	39	0	2,500	2,500	2,500	100.0%	2,500	2,500	0	0	-2,500
4046	7,089	7,089	15,290	17,902	2,612	15,500	86.6%	2,612	16,000	-500	1,902	-710
4051	19,676	7,870	7,756	20,400	12,644	19,390	0.0%	12,644	19,385	5	1,015	-11,629
4052	4,469	2,052	2,107	4,000	1,893	4,000	100.0%	1,893	4,000	0	0	-1,893
4055	2,007	371	683	3,200	2,517	3,200	100.0%	2,517	2,000	1,200	1,200	-1,317
4056	0	0	133	600	467	600	0.0%	467	600	0	0	-467
4060	339	224	235	500	265	500	100.0%	265	350	150	150	-115
4100	208	59	42	220	178	220	100.0%	178	220	0	0	-178
4105	149	10	33	20	-13	100	500.0%	-13	120	-20	-100	-87
4106	340	67	172	450	278	450	100.0%	278	350	100	100	-178
4110	4,295	1,220	1,059	4,000	2,941	4,000	100.0%	2,941	4,000	0	0	-2,941
4112	0	388	396	0	-396	396	#DIV/0!	-396	396	0	-396	0
4113	685	464	795	464	-331	464	100.0%	-331	795	-331	0	0
4114	75	75	75	75	0	75	100.0%	0	75	0	0	0
4115	6,686	6,686	5,265	7,000	1,735	7,000	100.0%	1,735	6,700	300	300	-1,435
4116	60	0	0	0	0	0	#DIV/0!	0	0	0	0	0
4154	3	0	3	0	-3	3	#DIV/0!	-3	3	0	-3	0
4156	1,942	518	839	1,600	761	1,600	100.0%	761	1,600	0	0	-761
4201	0	0	15	0	-15	15	#DIV/0!	-15	15	0	-15	0
4250	0	0	42	0	-42	42	#DIV/0!	-42	42	0	-42	0
4251	1,017	339	357	1,100	743	1,100	100.0%	743	1,050	50	50	-693
4261	25,744	9,646	14,069	27,405	13,336	27,405	100.0%	13,336	27,405	0	0	-13,336
4270	13,787	5,169	13,510	16,269	2,759	16,269	100.0%	2,759	16,269	0	0	-2,759
4271	1,828	0	0	0	0	0	#DIV/0!	0	0	0	0	0
4272	17,446	0	0	0	0	0	0.0%	0	0	0	0	0
4275	300	0	654	2,000	1,346	2,000	100.0%	1,346	1,000	1,000	1,000	-346
4308	50,000	16,667	16,667	50,000	33,333	50,000	100.0%	33,333	50,000	0	0	-33,333
4309	5,276	1,759	1,759	5,277	3,518	5,277	100.0%	3,518	5,227	50	50	-3,468
Golf Course - Expenditure	298,029	104,696	129,111	300,477	171,366	303,201	100.9%	160,923	301,194	2,007	-717	-172,083

Income upto 22/08/17

	Last Year Total	Last Year To Date	Actual Year To Date	Current Annual Bud	Variance Annual Total	Projected Income To Budget	Projected In % of Budget Pro
1000	148,327	145,008	144,205	160,000	-15,795	150,000	93.8%
1001	67,541	39,064	38,802	72,600	-33,798	70,000	96.4%
1002	52,871	31,387	30,649	56,100	-25,451	53,100	94.5%
1003	47,917	27,964	28,415	50,000	-21,585	50,000	100.0%

Expenditure figs 01/08/17

	Last Year Total	Last Year To Date	Actual Year To Date	Current Annual Bud	Variance Annual Total	Projected Expenditure To Budget	Projected Ex % of Budget Pro	Funds Available	Target Total	Target to Projection	Target to Budget	Target to Actual
1004 Golf Course Locker	450	421	933	600	333	1,200	200.0%	600	2,000	800	1,400	1,067
1005 Golf Course Credit Card Chrg	133	28	28	60	-32	60	100.0%	0	60	0	0	32
1007 Golf Course Air Traffic	8,378	7,500	7,500	7,500	0	7,500	100.0%	0	7,500	0	0	0
1011 Income Filming	600	0	0	0	0	165	0.0%	165	500	335	500	500
1012 Corporate Membership	0	0	0	3000	-3,000	0	0.0%	-3,000	0	0	-3,000	0
1050 Income Rent	935	0	0	0	0	0	0.0%	0	0	0	0	0
1053 Income Grants	1,500	0	0	0	0	0	0.0%	0	0	0	0	0
1054 Income Other	717	634	634	0	634	634	0.0%	634	0	-634	0	-634
1055 Income Seating	0	0	0	0	0	1,108	0.0%	1,108	0	-1,108	0	0
1057 Income Electricity Recharge	0	0	0	0	0	0	0.0%	0	0	0	0	0
1063 Income Gas Recharged	0	0	0	0	0	0	0.0%	0	0	0	0	0
1074 Income Vehicle & Equip Maint	0	0	0	0	0	0	0.0%	0	0	0	0	0
1077 Income Sale of Golf Equipmen	0	0	0	0	0	0	0.0%	0	0	0	0	0
1100 Income Advertising	0	0	0	0	0	0	0.0%	0	0	0	0	0
1311 Buggy Hire	16,687	10,924	10,217	2,000	-2,000	2,500	125.0%	500	2,500	0	500	2,500
Golf Course :- Income	346,056	262,990	261,383	368,860	-107,477	17,000	100.0%	0	19,000	2,000	2,000	8,783
6 Net Expenditure over Income	-48,027	-158,234	-132,272	-68,383	63,889	353,167	95.7%	-15,693	378,560	25,393	9,700	117,177
						-49,966		12,969	-77,366	-27,400	-8,983	54,906



Agenda Item No: 6

Committee: Golf & The View

Date: 5th September 2017

Title: General Manager's Report

By: Craig Nicol, General Manager – The View

Purpose of Report: To update on the business activities and finance of The View.

Recommendations

You are recommended:

1. To note contents of this report.

1. Financial Information

1.1 Revenue figures for the months of May, June and July compared to last year are as follows:

	May 16	June 16	July 16	Total	May 17	June 17	July 17	Total	Diff
Food	£11,838	£12,425	£13,622	£37,885	£14,753	£15,978	£17,463	£48,194	£10,309
Drink	£15,424	£17,046	£16,906	£49,376	£13,921	£16,476	£18,541	£48,938	–£438
Function Food	£3,727	£4,915	£2,691	£11,333	£2,846	£3,966	£2,630	£9,422	–£1,911
Function Drink		£355	£151	£506	£407	£63	£491	£961	£455
Society Food	£2,945	£2,868	£4,227	£10,040	£3,131	£4,259	£6,379	£13,789	£3,748
Total	£33,934	£37,609	£37,597	£109,140	£35,058	£40,742	£45,504	£121,304	£12,164
Misc. Other	£7,191	£4,000	£5,122	£16,313	£5,391	£4,815	£4,783	£14,989	–£1,324
Total Net Revenue	£41,125	£41,609	£42,719	£125,453	£40,449	£45,557	£50,287	£136,293	£10,840
GOP/loss	–£11,858	–£2,329	£1,685	–£12,502	–£16,504	–£3,484	£11,667	–£8,321	£4,181

1.2 Expenses year to date compared to last year are as follows:

	2016	2017	Difference
Payroll	£51,959 41%	£56,214 41%	£4,255
Food costs	£18,853 32%	£27,821 39%	£8,968

1.3 Revenue;

Sales continue to grow specifically in food and Society food. The drop in function food sales is not surprising as functions were priced too high with nobody booking, this has been addressed and functions booking are growing well for the rest of the year, most functions, except wakes, are booked months in advance so it does take time to build in this area.

1.4 Payroll;

Payroll costs are identical as a % of revenue to last year during this quarter. Monthly they show a steady fall and they will continue to be controlled by not using agency chefs as our kitchen is now fully staffed and by continuing to carefully staff the front of house.

Employing our own cleaners added to payroll but was offset by reducing cleaning costs, this is a temporary measure until the end of August when a new cleaning company will be appointed. The new cleaning company has just quoted for the cleaning of The View; this company will save considerable amounts of money compared to the previous contractors used although the spec has changed slightly because we will do more in-house.

1.5 Food Costs;

The above is a quarterly figure and if taken monthly, food costs are coming under control with Nelson concentrating on reducing these costs. We are preparing more food on site; for example, making cakes and not buying expensive ones in. Taken as a simple calculation and not including stock on hand, monthly food costs were; May 41%, June 40% and July 35%. Nelson's first full month showed a 5% reduction in costs.

1.6 Ongoing Promotions;

Christmas menus are now written and a brochure is being put together ready for mailing in September.

Evening dining has now been launched on Friday and Saturday evenings with future Argus and Seaford Scene adverts promoting this. The opening night was a success turning over nearly £1,000. Evening dining will take time to build and money may have to be spent on lighting to make the experience altogether better.

1.7 Functions;

Functions booked from 1 August 2017 until 31 December 2017;

Number of events	Total net spend	Average spend
54	£20,624	£381

Functions booked from 1 June 2016 until 31 December 2016;

Number of events	Total net spend	Average spend
45	£21,079	£468

Enquires continue to come in and we are now converting more into confirmed bookings. October is looking particularly strong with every weekend having a function, some having two functions

2. Financial Appraisal

There are no direct financial implications of this report.

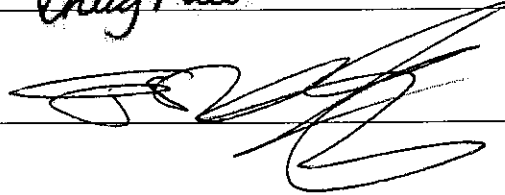
3. Contact Officer

The Contact Officer for this report is Craig Nicol, General Manager.

General Manager

A handwritten signature in black ink, appearing to read "Craig Nicol", written over a horizontal line.

Town Clerk

A handwritten signature in black ink, written over a horizontal line. The signature is stylized and difficult to decipher.

