




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 28th February 2017** at **7.00pm** which you are summoned to attend.


James Corrigan
Town Clerk
22nd February 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. Golf Professional's Report

To consider report 121/16 presenting the Golf Professional's Report (pages 2 to 3).

5. Head Greenkeeper's Report

To consider report 122/16 presenting the Head Greenkeeper's Report (pages 4 to 6).

6. Restaurant & Bar Manager's Report

To consider report 123/16 providing an update report from the Restaurant & Bar Manager at The View at Seaford Head (pages 7 to 8).

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

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Circulation: Committee members (as below) and all registered email recipients of agendas.

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

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



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| Agenda Item No: | 4 |
| Committee: | Golf & The View |
| Date: | 28th February 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 contents of the report.

1. Income and Information

- 1.1 We've had a cold but dry winter so far. Some severe frosts have seen quite a lot of temporary greens and buggy/trolley restrictions. People though have still been playing and November, December and January's income have exceeded last years by £4,500. The course has been in fantastic condition and the grass coverage is brilliant for this time of year. Well done to Simon and his team for maintaining the high standard throughout the winter.
- 1.2 So far we have 15 new members joined with the 15/12 offer. This is 9 more than the same time last year. Sadly, we know of 8 people who are not rejoining for the next year. 6 have unfortunately passed away and 2 are joining other clubs. A full comprehensive breakdown of the new year's members will be available for the next meeting.
- 1.3 We have already equaled the number of intermediate age golfers we had for the whole of last year. This has been an encouraging start and hopefully we'll see some younger golfers come into the course and breathe some much needed new blood into the membership.
- 1.3 Societies have been coming in thick and fast. We have seen lots of repeat business and lots of new societies booking in for the coming year. There have been no negative responses to the slight price increase which is encouraging and we are still being told we are excellent value. With 87 societies already for this calendar year we are ahead of last year with booking seemingly coming in daily.
- 1.4 We have designed leaflets for the course and prices lists. These will be available in the local Council buildings and give people valuable information on the course as well as highlighting our fantastic course and great value. These will also be helpful handouts for visitors and locals alike.
- 1.5 New membership cards are ordered and we are also looking at getting the new scorecards made and bringing in the advertising revenue from them to make them cost neutral. The last batch has lasted nearly two years.
- 1.6 Social Media seems to be showing a steady 5% increase in followers/likes each quarter. It's important we keep moving this in that direction and making use of this free medium.

2. Other items

- 2.1 Our new tee signs are now here and will be going out over the next couple of months. These are free replacement signs after it became clear the timber signs would not withstand the harsh elements of Seaford Head. The new signs are made from recycled materials including plastic bottles and completely weather and rot proof. These will withstand the weathering and blend in better with the surroundings. They actually look like dark timber. The View's welcome sign will be replaced with the same material once the others are in place.
- 2.2 March sees the SPGU alliance meeting return to Seaford Head. This is a tournament in which a Professional plays with 2 amateurs in a team. We hope to have 40 plus people and that will bring income into The View for coffee/tea before and 2 course dinner after. This is a great advert for the course and players from around the county come for a fun day out and return full of praise for our course.
- 2.3 With the long term forecast looking positive and hopefully we get a good Spring, 2017 looks like it could be a really successful year. We are all ready for it on the golf side.

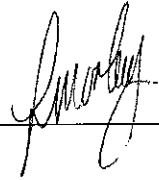
3. Financial Appraisal

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

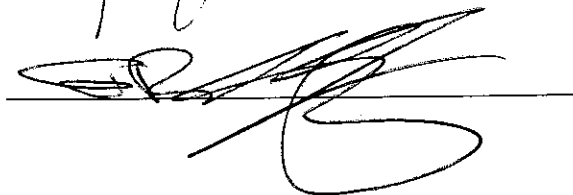
4. Contact Officer

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

Golf Professional/Manager



Town Clerk





Agenda Item No: 5
Committee: Golf & The View
Date: 28th February 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

The winter has been very kind to us compared to last year. This enabled us to keep the grass tees in play through into January. In mid-January when the temperatures dropped and the frosts came we moved the tees onto winter mats. This is required as when the grass seed stops germinating we can no longer repair the divots made during play leading to the grass tees becoming damaged very quickly. We built two new winter tee mat areas on the 5th and 9th holes. As on the 1st hole last year, sleeper surrounds were built to accept the new mats. Over the next few years a number of the existing mats will require replacement. We will select a number to be done each year dependent on those most requiring replacement and the budget available.

As the winter set in and grass growth stopped we turned our focus to winter renovations and programs. The greens are brushed and cleared daily of dew and debris to help promote a healthy, smooth and dry surface. Two applications from December to February of a high iron feed were applied. These are 10 week products that help promote a strong healthy plant that can resist attack from disease. This product also has other trace elements that are leached easily from the soil during wet conditions.

Clearance work began to open up areas providing light and air movement, promoting better grass health and also to improve play. Areas alongside the 7th tees, 10th tees and 10th green all have had clearance work undertaken.

During December a number of trees were planted on site with the help from the Tree Wardens. Three disease resistant elms were planted to replace removed mature trees on Southdown Corner along with 10 mixed native trees behind the 10th green.

During January and February we have been working on renovating existing and building new paths on the course. This has involved the opening up of old path ways and building a new surface. Crushed asphalt was selected as this provides a strong and resistant base that once warms up compacts and binds together well. It also offers a tough surface more suitable for the use of golf buggies. We have improved paths on the 3rd, 4th, 10th, 12th and 18th holes and hope to continue these improvements each year making the course more suitable for buggy

use as well as providing a cleaner surface for golfers to walk on to prevent wear to areas of play.

At the time of writing this report, work is underway on improving the planted areas around The View. Grassed areas are being developed with the addition of bulbs which will burst through the turf and enhance the area around the building in spring. Once these die back the grassed areas will be kept feed with stripes mown in, to provide a more maintained area around the site. In addition to this a wild flower mix has been designed for our site which will be added to the lower section of the main shrub bed outside the side of The View. It is hoped that this will perform better in the soil and exposed site and bring together the area with the planted roof. If this is successful then the mix will be used in the area looking up the 18th from the patio area of the view to provide a wild flower meadow which is both full of native wild flowers and grasses and visually pleasing enhancing the site.

During periods of bad weather or any available time we have been working on tidying areas around the yard and new machinery store, as well as moving into the new shed and setting up the workshop space. We have also updated all health and safety records including risk assessments, COSHH assessments and also stock and chemical usage records.

The course has been put to the test this year with the lack of rain through the summer months and a busy year of golf. The greens and tees have the benefit of irrigation and this has been utilised during this period. We have ensured that it operates efficiently to prevent any excessive water loss. Using mains water as our system does is expensive, another option is to use ground water collected from a bore hole. This would provide water for irrigation and also possibly for the club house. This option is still being investigated. A Site survey has been completed and two sites that could provide a yield of approximately 560 gallons of water an hour have been identified. This is sufficient to provide water to the irrigation system. Costs to pump, integrate and control the use of this water in the system are currently being investigated.

Staff

The team as always has been working very well together and continues to improve. Adam continues with his Level 3 training one day a month at Plumpton College. He is enjoying the course and is always considering this and asking questions about jobs to help support his underpinning knowledge for the course. Ben has started working through the Greenkeepers Training Committee 'Black Book'. This is a training manual that can be completed covering all aspects of greenkeeping. It complements his already gained NVQ level 2 and updates and ensures all his skills and knowledge are up to date. This is signed off by myself as he works through the units and achieves the standards we at Seaford Head require. I have attended an assessors training course and once I complete a portfolio to prove my competence I can assess and sign off both Nathan and Adam in their NVQ training and apprenticeship. Nathan continues to do well with his Apprenticeship training. As previously mentioned in reports moving forward we need to consider increasing the team size 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.

Machinery

Now the machinery store is completed we have begun the maintenance and servicing of the machinery to prepare it for the coming year. A number of machines require specialist repairs and this has been arranged with the trusted mechanics we use to be completed onsite. Parts and filters for more standard repairs and servicing have been ordered and collected and this work is ongoing at the time of writing this report.

The fairway mower that requires extensive refurbishment to make it serviceable and safe to use for the coming year is currently not being worked on. As decided at the last meeting thi₅

will be done in April with the funds set in the budget 2017/18. A lease for one year is not an option. The current repair bill after getting a number of quotes will come to approximately £5,000.

Following the previous meeting where lease options and costs were asked to be collected to help form a replacement program, I have done this for all equipment and at the time of writing this report a meeting to go through the costings with the Town Clerk has been arranged. Retail costs and trade in values of our current machinery previously collected have been updated to reflect any current discounts we could expect. With all this information in place I hope we can put together a plan to find the best value options moving forward to replace the machinery, either to purchase, lease or extend the life of existing machinery by performing renovations and repairs. All options will be looked into.

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.

Machinery Store Replacement

The replacement of the machinery store has now been completed with only a small snagging list to be completed. The shed is now housing the machinery and equipment and the hired containers have been removed from site.

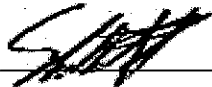
2. Financial Appraisal

The costs of the borehole are currently being explored.

3. Contact Officer

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

Head Greenkeeper



Town Clerk





Agenda Item No: 6

Committee: Golf & The View

Date: 28th February 2017

Title: Restaurant & Bar Manager's Report

By: Robert Macdonald, Restaurant & Bar Manager – The View

Purpose of Report: To provide the Committee with an update on the restaurant and bar aspect of business at The View.

Recommendations

You are recommended:

1. To note the information in the report.

1. Information

Financials:

We have had a disappointing few months in terms of income, which was not helped by some poor weather. We had several days where we had very few customers, however, we have increased income at the View by 18% and reduced expenditure by 6% compared to January 2016.

The above figures, in direct comparison to January last year, have been helped by a reduction of 14% in bar expenditure, the revenue for the bar remains approximately the same. Our kitchen spend has been reduced by a more modest 6% but showing an increase in revenue by 18%. We are maintaining good profit margins, 66.10% in the bar, and 65.08% in the kitchen. The figures show that we are achieving steady growth whilst reducing costs. I am confident that we will continue to increase our income and lower our costs as we move forward.

Staff:

Staffing levels have been good over the last few months. We are currently advertising for new bar staff, on a casual basis, and a new Head Chef. Cassie Gay one of our casual workers is leaving on 10th March to get married and will be moving to Salisbury. I would like to thank Cassie for all of her hard work, she will be missed, and wish her the best of luck. Our Head Chef, Richard Jones, has been offered a job heading his own team catering for private functions and weddings. Again, I would like to thank Richard for all of his efforts and wish him well for the future.

Menus:

We continue to adjust our menu as and when required, offering seasonality where we can. We have added more vegetarian dishes and now offer vegan, gluten free options on the menu. Our hot paninis and homemade cheese scones are proving to be popular in the winter months and, overall, we have seen a steady increase in food sales as our reputation grows locally and further afield. We are now firmly established as a quality Sunday lunch venue and look to build upon this.

Functions and Marketing:

Trade in December was disappointing, this, I believe, was due in part to not having our advertising in place early enough and the delays in getting our website up and running. Unfortunately, due to the change of marketing personnel in July, August and September before we appointed Gary Weston at the end of October contributed greatly to this. Our Christmas menu will be available from 31st August 2017 and I plan to have all of our marketing and advertising in place at the start of September. It is my intention to advertise our New Year party in conjunction with the Christmas advertising as we failed to sell a single ticket for our New Year event in December last year despite an aggressive advertising strategy. On a more positive note, two of the larger bookings we had the pleasure of hosting in December 2016 have also made enquiries regarding repeat bookings for this year.

As most of you may be aware, there is still a large amount of negativity surrounding The View on social media, let me assure you that my staff and I all work very hard to ensure that all of our customers have a positive experience when they visit, unfortunately, on occasion, we fail to meet the customers' expectations for a variety of reasons. If the customer chooses to convey their disappointment via a social media platform, often after apologies and discounts, there is very little we can do about this. It is important that all the staff, myself included, look at what went wrong and take the appropriate steps to ensure that it does not occur again. We are making a concerted effort to try and encourage our customers to share their positive experiences online and we are conducting in-house surveys for our customers to complete and the feedback is positive. We are moving in the right direction; the vast majority of our customers are very complimentary about The View and our staff. So, whilst it is disheartening when there is a negative post or comment online, it is worth remembering that it is an opportunity for us to improve our service.

General:

This is a transitional time for The View, replacing the Head Chef who has been an asset to our business and has played no small part in allowing us to increase our food sales considerably and develop a good reputation for the quality of our fare. It does present us with an opportunity to hire somebody with a fresh perspective who can help drive the business forward.

We are now selling Lavazza coffee which is one of Italy's top producers and we were able to secure this for the same price as our previous coffee. The staff have also had one to one instruction on coffee making with the supplier, in order that we can sell this product at its best and also ensure we have consistency when serving.

The figures for November, December and January were all an improvement on last years, we do, however, need to maintain our impetuous and continue to improve, both financially, and in terms of service and reputation. We currently have 37 functions booked for the forthcoming year, this excludes any golf societies, and we continue to receive a steady stream of booking enquiries. Our new wedding package is now live and we hope to reap the benefits of our endeavours in the near future with an increase in weddings and revenue.

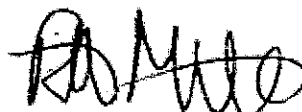
2. Financial Appraisal

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

3. Contact Officer

The Contact Officer for this report is Robert Macdonald, Restaurant & Bar Manager.

Restaurant & Bar Manager



Town Clerk

