



Seaford Town Council

Report 16/15

Agenda Item No:	9
Committee:	Golf Course
Date:	2 June 2015
Title:	Business Manager's Report
By:	Oliver Stanyard- Golf Club Business Manager
Purpose of Report:	To provide an update on the Golf Clubhouse.

Recommendations

You are recommended:

- 1. To NOTE the contents of the report.**
 - 2. To approve the emergency purchase of the dividing wall totalling £4500.**
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1. Information:

a. Future Purchases

Although we have been open for 3 months we still have a checklist of items to buy. We currently have no music in the upstairs of the clubhouse apart from the TVs, putting in a sound system would mean we can have background music and the use of microphones for various events. The approximate cost is £3000. A rational oven, this will be instrumental in being able to offer top class food to high numbers for events such as large weddings and gala/charity balls. We could also look into offering outside catering. The approximate cost is £8000-£10,000. We have ordered the security gate which should be here in the next week or so.

b. Emergency Purchase

It is vital we purchase a dividing wall to be fitted from the main bar area to the wall facing the sea: this was in the original build design however was removed early in the construction process. By having the dividing wall in place it means we can hold larger events such as weddings, proms and balls whilst also keeping in mind the general public who would be completely separated from these furthermore offering exclusivity to the event holders. The approximate cost for this is £4500. We do not have the funds available for this in the budget however this will need to be purchased as soon as possible, the cost then being met from the clubhouse income at the end of the year.

c. Performance Against Budget for the First 3 months

I have compared our first 3 months income figures with the budget (see appendix A for a report on income and expenditure year to date 2015/16), If we continue to perform at the same levels for the rest of the year it is predicted that we will bring in a Bar and Food Sales income of £300,000. This is approximately £95,000 over our forecast budget. With regards to the income hire this is performing on budget but I believe with the summer and Christmas parties we should see a sizeable increase in room hire. We have seen an increase in societies in the recent months and it is predicted that we should receive an income in the region of £25,000 for the clubhouse. Our predicted budget income has gone from £253,250 to approximately £375,000. These numbers should only increase as our brand gets bigger and our reputation grows.

d. Expenditure

Our predicted Salary and wage expenditure for the year has increased, this has increased from £108,600 to approximately £160,000. This is due to the need to hire extra chefs, bar and waiting staff to cover the events and functions we have held. By looking at last months expenditure on salaries and wages it will show an annual cost to be £189,132, this inflated figure is due to ourselves employing agency chefs rather than the chefs we have now hired. By not using the agency chefs I predict a saving in the region of £30,000 for the year. With regards to the figure of £1643 for catering equipment, this was due to buying crockery in bulk for the upcoming large events we have in the diary. Although this has shown on the last months expenditure report I do not expect us to be buying more bulk items.

e. Events

We are looking at ways to bring diversity into the town rather than holding the same events as the other venues in Seaford; we have a regular Jazz night, which is held on the first Sunday of every Month as well as a monthly comedy event held at the clubhouse. These are designed to bring people from further afield into Seaford and appreciate the clubhouse who may not know about us. From the first "Comedy at the Clubhouse" night I have secured a booking for a wedding for summer 2016. The bookings for this year's events are strong but I am keen to get the diary filled for next year.

f. Social Media

We have a strong following on Social media, between our management team we work together to make sure all our messages are getting out and across to the public, so far the feedback has been great and we constantly check the relevant sites to see feedback where possible. Recently a member of the public posted on one of the Seaford Facebook forums asking 'Has anyone eaten at Seaford Head Golf Club? If so, what did you think and would you recommend eating there?' the feedback was great; some replies read 'Eaten there a couple of times and been yummy' 'nice food and great views' 'Great food, highly recommended' 'Food and service both great'. The social media is working great with updating the upcoming events, we held a Burger Night recently these will be every Thursday from 6pm-9pm the only advertising we did was from the Facebook page and we managed to serve 30 covers which would have brought in an approximate income of £270. We are still awaiting our finished Seaford Head Golf Club website, when this is finalised we will be able to upload key information and pictures on to this as well as all upcoming events, costs and prices. I am predicting an increase in bookings and enquires from the new website.

g. Bookings

Over the summer I will be approaching various local groups in Seaford to invite them into the Golf Club to see the clubhouse, this will be a great chance to introduce myself and see if we have any rooms suitable for them and their meetings/activities, we already have a number of groups who regularly use our function rooms and facilities for events such as breakfast meetings, coffee mornings, lunch events and committee meetings. This will increase with the more groups that visit the clubhouse the main point I want to get across is that we are open to everyone and all are welcome.

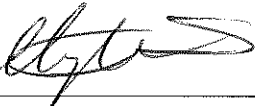
2. Financial Appraisal

The financial implications of this report are detailed in section 1 b totalling £4500.


3. Contact Officer

The Contact Officer for this report is Oliver Stanyard, Business Manager.

Golf Club Business Manager



Town Clerk



Cost Centre Report

	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% of Budget
103 Golf Club House						
4000 Salaries & Wages	17,248	108,600	91,352		91,352	15.9 %
4001 Employers NI	580	5,959	5,379		5,379	9.7 %
4002 Employers Superannuation	1,566	13,596	12,030		12,030	11.5 %
4009 Recruitment Costs	375	500	125		125	75.0 %
4010 Staff Training	125	1,000	875		875	12.5 %
4051 Rates	0	23,000	23,000		23,000	0.0 %
4052 Water & Sewerage	130	1,200	1,070		1,070	10.9 %
4055 Electricity	0	6,000	6,000		6,000	0.0 %
4056 Gas	0	4,500	4,500		4,500	0.0 %
4060 Refuse	0	300	300		300	0.0 %
4100 Telecommunications	26	1,000	974		974	2.6 %
4105 Postage	0	200	200		200	0.0 %
4106 Stationery	56	300	244		244	18.6 %
4110 Advertising & Publicity	201	2,000	1,799		1,799	10.0 %
4113 Software Support	234	300	66		66	78.1 %
4114 Licence Fee	939	1,000	61		61	93.9 %
4115 Insurance	0	3,779	3,779		3,779	0.0 %
4156 Bank Charges	127	1,500	1,373		1,373	8.4 %
4196 Club House Events Expenditure	159	0	-159		-159	0.0 %
4201 Cleaning	917	11,000	10,083		10,083	8.3 %
4270 Vehicles & Equipment Maint	200	0	-200		-200	0.0 %
4272 Equipment Purchase	586	2,000	1,414		1,414	29.3 %
4275 Building Maintenance	733	1,000	267		267	73.3 %
4276 CCTV	700	0	-700		-700	0.0 %
4301 Public Works Loan Payment	3,780	110,000	106,220		106,220	3.4 %
4303 Food Expenditure	8,776	41,400	32,624		32,624	21.2 %
4304 Bar Expenditure	5,750	40,417	34,667		34,667	14.2 %
4305 Fire Extinguishers	0	600	600		600	0.0 %
4306 Catering Utensils & Equip	1,643	0	-1,643		-1,643	0.0 %
4307 Bar Utensils & Equip	144	0	-144		-144	0.0 %
Golf Club House :- Expenditure	44,995	381,151	336,156	0	336,156	11.8 %
1050 Income Rent	0	1,200	-1,200			0.0 %
1100 Income Advertising	0	2,000	-2,000			0.0 %
1305 Income Hire Pro-Shop & Chg Rms	0	18,000	-18,000			0.0 %
1306 Income Golf Club Room Hires	1,208	25,000	-23,792			4.8 %
1307 Income Bar Sales	16,345	121,250	-104,905			13.5 %
1308 Income Food Sales	8,774	82,800	-74,026			10.6 %
1309 Income Fruit Machine	0	3,000	-3,000			0.0 %
1310 Society - Club House Income	1,631	0	1,631			0.0 %
Golf Club House :- Income	27,958	253,250	-225,292			11.0 %
Net Expenditure over Income	17,037	127,901	110,864			