



Arscott Golf Club

Mission Statement, Vision and Values at August 2018

These together guide our sections, committees and management team in all of our decision-making, and are reflected in the new Constitution. They seek to drive the Club forward from where we are now to where we wish to be.

Arscott Golf Club's Values, are those ideals and beliefs we wish to hold in the highest regards and are identified as:

Affirmation of the members commitment to ensuring the club's financial sustainability in securing its continued use as a golf club and community facility for all; enabling it to grow and prosper over the next 25 years. (FINANCIAL)

Respect and dignity towards all, including members, staff and visitors is of paramount importance to us. Maintaining and enhancing the Club's reputation for being a friendly and welcoming environment in which to play golf and socialise. (BUSINESS COMPLIANCE)

Social experiences are a key to the wellbeing of the Club, it's members and visitors, we aim to provide the best customer service at all times. (HOUSE)

Commitment to improving what is already a top quality golf course and providing a challenging but enjoyable test of golf for players of all standards. (GREENS)

Outward-looking and forward thinking, willing to challenge the norm and apply new ways of working to improve and enhance the golfing experience at Arscott Golf Club. (MANAGING DIRECTORSHIP)

Transparent and inclusive decision-making that demonstrates fairness and consideration of all member groupings. (COMPANY SECRETARY)

The ethos of the Club is that it is a members club run by its members and for its members, providing the best quality and professional service for all in what is a very challenging and changing market place. (MARKETING)

Arscott Golf Club's Mission, which establishes the purpose of our Club is to:

provide a great golfing experience that is recognised and respected for its appreciation of its members and their needs, welcoming of the public and new members and supportive within its community.

Arscott Golf Club's Vision, which establishes our ideals for the future:

Arscott Golf Club sits on the edge of the South Shropshire Hills, an area designated as an 'Area of Outstanding Natural Beauty', the course looking out over much of this

stunning countryside. This gem of a course has developed since its inception 25 years ago from farm land into a mature and striking sporting venue which compliments its natural surroundings.

Our vision for the next 25 years is to see the club grow in terms of its membership, its community and partnership involvement and the improvement in the course and other facilities, aiming towards making it one of the top golfing venues in the county.

Our vision includes identifying what we should and could do to develop Arscott Golf Club to its full potential. It is to become a golf club which is attractive to a larger number of golfers, with a priority of increasing its membership base, particularly in relation to attracting a younger demographic. Whilst maintaining low membership fees we will take other opportunities to increase revenue which will, in the short to long term, provide funding for improvements to the course and clubhouse facilities.

We will strive to maintain the friendly and inclusive nature of the club and membership whilst taking account of their views and priorities for improving their golfing experiences. It will become a facility that golfers and non-golfers, members and visitors will want to buy into and one that they would recommend to others.

Our key messages during our first year of operation are:

- We are now a members club – run by the members for the members.
- Our immediate priority is the retention of our membership base.
- We want to attract more members so that we have extra income that allows us to make improvements to the course and facilities that everyone subsequently benefits from.
- We want to introduce new ways of working that improves the efficiency of the operation so that members, over time, feel their club is being well run on their behalf, in a sustainable and responsible manner.