

Minutes of Arscott Golf Club Board Meeting  
Thursday 20th January 2020 at 4.00 p.m.

**Present:** Nick Jones (Chair)                      Paul Buckley  
                 Geoff Harding                              Chris Brace  
                 Trish Harding  
                 Joe Rimmer (Seniors' Captain)  
                 Jacqui Mullineux (for Ladies' Captain)  
                 Dave Wallace (Club Captain)

**1. Apologies**

John Simpson.

**2. Declaration of Any Other Urgent Business**

None.

**3. Declaration of Interests**

None.

**4. Minutes of Previous Meetings**

a) The Minutes of the meeting held on 13<sup>th</sup> January were received and confirmed as a correct record;

b) Matters Arising:

CB: would be discussing kitchen flooring with Martin at an appropriate time.

DW and JM: levy funds received by the Sections.

**5. Reports from Directors**

**a) Managing Director**

NJ: had spoken with a Council Officer regarding the Business Rates rebate now that CASC status had been achieved, who had confirmed that the Club's application was going through the system – hopefully a 100% reduction with effect from 16<sup>th</sup> December.

**b) Finance and IT**

TH had circulated a finance report for January prior to the meeting, confirming another poor month due to the weather and course closures. However, three new members had signed up and there had been some green fees and Clubhouse income. The business rates saving would help to balance the unavoidably poor winter figures. Meanwhile, spending has to be kept to essential only, apart from some spending on improvements to the Clubhouse in response to the survey, possibly funded from the Club Development Fund. A membership deal from 1<sup>st</sup> March should be advertised to bring in new members.

NJ: inevitably Club income was down for the first 6 months of the year compared to last year - costs were also down, which was helping. CB: going to reduce heating costs in Clubhouse. Some more social events e.g. dining evenings would help. JM:

has provisionally booked two events for August and October. TH: need to get tee signage up and sponsorship in.

### **c) Business Compliance**

JS report circulated prior to the meeting – welcomed by Board and agreed showed all ok.

### **d) House**

CB had circulated a report prior to the meeting referring to continuing work in the Clubhouse, particularly the cellar area and comprehensive cleaning of the bar and dining areas and the extraction system. CB was obtaining specialist advice on paints and materials to use for redecoration work. NJ: need to run plans for bar past Martin. DW re-iterated Men's Committee view of priority to improve the men's changing rooms and the offer from Mark Kudarenko to organise some volunteers.

**Action: CB to contact Mark asap.** CB explained plans for Glyn to vacate store room in changing room, using space freed up in cellar. Initially the lockers would be relocated to the store room so that the changing room could be redecorated, and eventually the partition wall would be removed to create more space. DW welcomed the proposed improvements and suggested that the plans be communicated to members as positive action responding to the survey.

CB: how many lockers required? PB: most in use, so current number about right.

NJ: Hawkstone Park selling old lockers at the moment.

JR: could the juniors' equipment also be shifted from under the stairs? CB: yes.

DW: potential link with scope for better use of foyer area.

### **e) Course**

GH had emailed round notes from the last Greens Committee meeting, reporting on completion of work on the steps by the 7<sup>th</sup> tee, continuing work on the greens, servicing of machinery, drainage work, possible removal of the hedge on the 10<sup>th</sup> fairway (DW: Men's Committee support for this), and imminent work to install the new practice net and the tee signs.

GH: had been in touch with Mark Kudarenko regarding possible help with path works and would now arrange to meet with him and the O'Brien brothers to discuss this further.

GH: need to look comprehensively at scope to improve drainage on the course. Possible bid to Sport England for a grant towards the cost of works.

NJ: edging for winter tees/painting of concrete edges. **Action: GH to give measurements to NJ to enquire about timber from a member in the timber trade** – might also be able to help with wood chippings for practice net area. TH: possible free chippings from a business in Pontesbury.

DW: suggestion from one of the Men's Committee to use old winter tee mats on practice ground. GH: poor condition and would need concrete bases/removal for mowing. JR: any scope for a machine/attachment to pick up balls on the practice ground? – would generate income from increased use. NJ: one for the wish list. GH: need for more buggies too, particularly for societies – will ask Glyn if any

trade being lost due to this and costs of renting.

Discussion of security issues and measures – **Action: GH and CB to look further into costs of security cameras.**

#### **f) Marketing and PR**

PB: had sent a note out proposing an email campaign targetting previous golf society customers, followed by a more general campaign including through Facebook adverts asking interested parties to sign up for membership, society and visitor days and events, helping to expand the list of contacts for future campaigns. Also intending to ramp up the Club's social media presence.

DW: what happening currently with any telephone enquiries, as paying for an email promotion of Opens at Arscott through Golf Empire? NJ: with Pro-Shop closed, any calls would just be ringing out. GH: need information to callers on message phone if Clubhouse closed. JR: or answering machine, but critical that any messages left are then followed up. **Action: NJ will ask Sian to look at next week.**

PB: sought views on a more aggressive marketing campaign based on price plus friendly reputation – possible USP of 'fun, friendly, affordable'. Board wary of more aggressive marketing but liked the USP. PB also thinking of a fun twitter account to try to obtain publicity for the Club.

NJ: commented on recent food and drink promotion linked to 6 Nations rugby – need to try more things like that – needed to be driven by the Hospitality Manager.

JR: encouraging cyclists to call in/advance book refreshments also worth pursuing.

GH: any progress on finding a Marketing and PR Director? PB: no-one had come forward as yet. Maybe approach of a Marketing Group which one member could chair offered a way forward. DW: Mark Kudarenko had indicated a willingness to help with promotional ideas.

CB: idea of flyer round new housing developments. PB: yes, linked to an Open Day.

TH/JM scope for group coaching sessions, as done for the Ladies in the past. DW: could be made social events benefiting the bar.

#### **g) Company Secretary**

Nothing to report.

### **6. Clubhouse and Catering Survey Results**

CB: the results had mainly raised matters that the Board were already aware of or acting on, but some new issues, e.g. concern about smoking on balcony – scope to ban, providing a smoking area below/to the side of the building.

PB: need a small group to sit down and decide on follow up actions, including Glyn. **Action: PB and CB to arrange a meeting when CB returns from holiday.**

## **7. Safeguarding Policies and SafeGolf Accreditation**

GH had circulated draft updated children's and new adult safeguarding policies in line with England Golf recommendations and templates. **Agreed: that the updated children's and new adult safeguarding policies be adopted by Arscott Golf Club.**

## **8. Health and Safety**

No issues reported.

## **9. Feedback from Section Captains**

to DW: Request from Men's Committee for training on Club V1 and links with screen display results. PB: happy to provide more guidance. Touch screen equipment expensive and not really needed as results can be viewed on mobile phones. CB: perhaps could use a secondhand ipad? PB: Competition Secretaries needs to put all the competitions into the system (Seniors and Ladies competitions done).

JM: some of the ladies may need more guidance on Club V1 use. Issue of ladies stroke index in relation to 9 hole course. PB: have to use the 9 hole set up and accept the results.

JM: Ladies Captain has broken her wrist, so Section running itself, with senior members helping out.

JM: Mixed Away Day on 18<sup>th</sup> March – please encourage entries. **Action: PB/NJ will publicise.**

JM: will follow up on buying in portrait photo frames.

## **10. Any Other Business**

CB: clearing out office upstairs.

NJ: need to set visitor green fees for the year – suggests 2 for £30.

JM: need to encourage someone to be taking on Junior Section, with Phil Sinclair standing down at the end of the season. Possible Sub-Committee to run? Currently JM, Anthony M, Kerry Roberts, Helen Pearson and Martin Oakley helping.

## **11. Date and Time of Next Meeting**

Next meeting to be held on Monday 23<sup>rd</sup> March at 7.00 p.m.