



KNIGHTON HEATH GOLF CLUB

Minutes of the Management Committee Meeting held on Monday 23 April 2012 at 18:30 in the Clubhouse.

Present	K Way (Chairman), Mrs D Lennon (Vice Chair), B Kennedy (President), B Lennon (Club Captain), J Airth, A Hebditch, G Pennington and G Taylor. R Bauser (Manager)	Action Published minutes
654	APOLOGIES	
	J Coe & M Welch	pm
655	MINUTES OF PREVIOUS MEETING	
	The minutes of the meeting held on 19 March 2012 were accepted as a true record and the Chairman was authorised sign them.	pm
656	MATTERS ARISING	
610	Junior Membership : For next Meeting	JC pm
616(c)	Course Risk Assessment: Work in progress. BK mentioned the cutting of the slope on 13 th .	KW pm
616(d)	Gas Boiler Service: Completed Water Tanks – new valves fitted, no further problems Water Softener Unit – Awaiting quote for replacement	AHpm
625(d)	Corner Lighting for Staff: Awaiting quote.	AH pm
626(a)	Directors Photograph: An A3 collage of the Directors. He still had some photographs to take.	BL pm
657	CHAIRMAN	
657(c)	Bad Language: The Chairman said that a complaint had been received as to the bad language emanating from 19 th . This was unacceptable and members would be disciplined. It was agreed that Committee Members would assist the staff and report incidents. He also said that bad or abuse language towards the staff would not be tolerated. Newsletter item.	pm Newsletter
658	CLUB CAPTAIN	
658(a)	Minutes of the Captain's Committee meeting held on 12 April 2012 were tabled.	pm
658(b)	Captains Charity Sponsored Stableford – 23 June 2012: Requested that visitors green fees be reduced to £10. Committee agreed.	pm
658(c)	"Gruesomes" Fun Golf Day – 7 May 2012 – Requested that the visitors green fee be reduced to £15. Committee agreed. It was also agreed that complimentary 4 Ball Vouchers could be given as prizes. BL to liaise with the Manager.	pm
659	FINANCE	
659(a)	Management Accounts as at end March 2012 was tabled for comment.	pm
	SUB COMMITTEES	

660		
	<p>GREENS Report Tabled. BL mentioned level of sand in the bunkers – GT said that the bunkers were raked more regularly which made a difference. KW mentioned the 12th path, AH said the bell should be re-sighted, BL suggested a mirror or steps. BL enquired as to the mat at the back of 12th – GT said players could use the yellow plates. BK – raising the following points re <u>Beckford Bowl</u> Tee positions in some cases were too far back - one of the new greenkeepers did the placements and was unaware of the rule. Course work to be planned – the course maintenance had been planned by the previous Course Manager. Preparation of the greens – special effort due as this was a prestigious competition. Care when citing the tees. The above points were noted by GT. BL said that changing the hole positions for the Sunday should be considered. GT – a sand & seed injector machine was demonstrated on the putting green.</p>	pm
661	HEALTH & SAFETY	
	Report tabled on H&S accidents. It was noted that falls on the 8 th were occurring more frequently. Club Insurers were satisfied with structure of the pathway and the safe guards. Consideration would be given to improving the safety.	KW pm
662	MARKETING & ADVERTISING	
	The Manager and JC would work together in respect of marketing and advertising the club. The Committee requested that the results of the membership survey should be tabled for consideration.	JC pm
663	HOUSE	
663(a)	Lockers – GP said that 76 of 200 were currently not being used and a possible reason was that a golf bag could not fit comfortably in the locker. It was agreed that a demonstration locker be set up for members to view and also indicate interest, based on the financial proposal.	pm
663(b)	Urinals – both systemizes had to be replaced.	pm
664	MANAGER	
664(c)	Swipe Card : Agreed, sweep winnings would be credited to member's swipe card with immediate effect.	pm
664(d)	Website : Agreed to proceed with a bespoke website as per proposal tabled. Greene King would finance via a rebate, no cost to club.	pm
664(e)	Club Brochure : Committee members if asked, the club was producing a brochure through Pinnacle Publications who were selling the advertising on behalf of the club. Newsletter item	RB pm Newsletter
665	CORRESPONDENCE	
		RB

666	ANY OTHER BUSINESS	
666(a)	BL: advised Race Night on 18 May 2012 would be free to club members. Also on night “snowball draw” and a “happy hour”. It was agreed that for the happy hour bar purchases would be further discounted by 12,5%.	pm
666(d)	Social Function: After a lengthy discussion it was agreed (no vote taken) that the previous decision would be relaxed and that members would not have to vacate the 19 th before a function. Any member entering the function or causing a disruption would be reported and disciplined. Committee to support the decision and report unruly members.	pm
666(e)	Bar Closing Times: RB said that the bar during the summer months would not close before the advertised times other than if approved by the Manager. A “last round” would be called 20 minutes before the advertised closing time.	pm
666(g)	Buggies to be on show in front of Pro Shop. Manager to discuss with Pro.	RB pm
	There being no further business the meeting closed at 21:00.	
	CHAIRMAN	DATED

COMMITTEE REPORTS – APRIL 2012

5 . CLUB CAPTAIN

- **Fixture Results** – CL tabulating results from section Captains each month. Suggest these are added to the web site.
- **Matches**–This month have attended:
Junior match v Parkstone(A) on Sunday 1st April. Dorset KO
I can report that those representing the club did so in a very professional manner albeit that we lost the first leg 4.5/1.5. The result of the Home leg was with a win 3.5/2.5. An overall loss. Congratulations however to David & Barry for all their hard work. Thanks also go to Andrew Beckett for sponsoring the team shirts.
v Weymouth (H) – Beckford Bowl - Prelim round
An early exit this year but a well contested match which we narrowly lost 8.5/6.5. Some very good golf on show and it was nice to see our side so well kitted out.
I do intend to attend a number of these matches, time permitting, across all the teams representing the club this year.
- **Team Kit**– I understand the take up on David's offer has been good with some teams taking the opportunity to update their kit.
- **Complaint**– letter received from Mike Whittingham – I have responded
- **Disciplinary** – letter sent by me to R Baggott re slow play
- **Fun golf events**–Tee times for these events have been set as
Weekends & BHols 14:00 – 16:00 :Weekdays 16:00 – 18:00
Monday 7th May (BHOL) Gruesomes - first tee time 14:00
Agreement of committee for reduced green fee for guests at £10 (11 holes)
- **Sponsored charity golf events** –
Juniors 17th June :Target golf –being organised by BC and DM
Adults/ Colts 23rd June :Sponsored STB
Agreement of committee for reduced green fee for guests at £10 (18 holes)
Please advertise and support this day as it will form the centre of our fundraising efforts this year. Forms ready to hand out.
- **Committee Meeting (April 2012)**– see minutes of meeting.
- **Social events** – continue to be well supported. Revenue over the bar at these functions ranging around £500 per event. Current estimate of the subsidy that will be used (based on estimated attendance at the remaining functions) is only £300.
- **Captains charity** –current balance stands at £903.34 (target £3000).

7 (a) GREENS

Staff

Andy is fitting in with the team and I hope he will stay with us for a long time. After his probation I will look at putting him through his NVQ level 3.

Course Work

Greens

The course work week went well.

We removed 2 trailer loads of organic matter using the scarifier units that we had on demonstration.

We then hollow cored and seeded on Monday and Tuesday. On Wednesday we topped dressed. We will be top dressing again in May.

The grading went well on the putting green. I want to see how the green reacts before I think about doing any greens on the course. If it goes well then we will have to decide how we will go about doing the rest of the course.

Tees

The 3rd tee has been cut of the first time and it is looking good for opening in May.

Fairways

We have started to reshape these where needed.

In May we will feed and selective weed kill all the fairways.

Approaches

I am happy with the new size of the approaches

Bunkers

In May we will edge the bunkers and they will be raked daily.

Pathways and Mats

The paths will be edged and weeds removed on a more regular basis.

Trees

We have started to raise the canopies of trees i.e. 2nd fairway.

Irrigation

We are replacing sprinklers as needed.

Projects

12th Pathway

The sand will be going into the bunker soon and then this project will be complete.

4th Tee

This project has been completed.

2nd Path

Complete

3rd Ladies tee

We have started to cut the tee. The heather planting has been completed.

7 (b) HEALTH & SAFETY

1. Accidents

Accidents up to 31st March 2012

Accidents by location

	Kitchen	Bar	Course	Office	Other	Total	RIDDOR
September – December 2008	1	2	0	0	1	4	1 - Oct 08
Jan – Dec 2009	1	0	4	0	2	7	
Jan – Dec 2010	1	1	1	0	0	3	
Jan –Dec 2011	4	2	3	0	0	9	
Jan 2012							
Feb 2012							
March 2012			1				
Total 2012			1				

Accidents by type

	Slips trips and falls	Cuts	Burns scalds	Manual handling	Other
September – December 2008	1	1	0	1	1 Fence (Non employee)
Jan – Dec 2009	2	2	0	0	3
Jan – Dec 2010	2	0	0	1	0
Jan –Dec 2011	3	3	1	0	2
Jan 2012					
Feb 2012					
March 2012	1				
Total 2012	1				

Note: Incidents during January and February are incomplete and will be updated at the meeting.

2. Health and Safety Issues

Path from the 8th Tee.

Falls on the 8th tee path are occurring more frequently and it is likely that incidents are not being reported.

The causes have been discussed many times - heavier trolleys, soft spikes, worn spikes, and our ageing membership may be a factor.

We need to consider improving the surface, building a new path or rerouting the path.

7 (c) MARKETING & ADVERTISING

Recruiting & Maintaining Membership

Initiatives:

New membership types

Academy membership

This is typically aimed at those golfers who have recently taken up the game, or not at all as yet but would like to try it without making a significant financial commitment. It would typically include a low joining fee, a series of lessons, so many games, and use of the practice ground or driving range, social membership. This would tie in with David's academy proposal. After one year the person would be offered full membership at a special rate. This is ideal for building up a waiting list.

Corporate membership

An obvious one but still overlooked. Golf clubs still regard corporate membership as a company benefit rather than an individual one. Look at your target market, your own members. There may be several businessmen and women who would like to be able to use the facilities at the club for entertaining - lunch, meetings over coffee for example - and also for golf during the week to entertain customers or even employees. Nine holes and lunch is a good use of a busy person's time.

This could also incorporate the Academy structure.

Marketing

Produce an aerial video of the course for distribution and download.

Re-introduce member's incentive for new member recruiting.

Print leaflets for flyers and distribution.

Apply again for brown signage at the roundabout.

Membership retention

We still need to address the problem of members leaving the club. We know from the survey that a third of our membership has been here for less than **three** years. We need to find out why people leave and address the issues.

8. MANAGER

Swipe Card

After the recent Medal Competition held at the end of March no problems were experienced with the process of entering/sign-in with the relevant charges debited to the swipe card.

On the question of crediting the sweep winning to the bar card the following information was gathered:

- 185 members played over the two days.
- 178 members canvassed re sweep winnings
- 137 (77%) agreed that the sweep winnings should in future be credited to their bar card.

This result coupled with the previous Mid Week findings of 63% in favour, I would recommend that we proceed with the proposal of crediting the sweep winning to bar cards.

New Website

First impressions count, both offline and online.

The website is a sales tool building credibility with prospective customers and an information portal for existing customers requiring support.

A website will only have a few seconds to make an impression, and so a well-designed site built for a target audience can work wonders in terms of engaging with the site visitor.

A better-looking site provides a much more pleasurable experience for the user.

Good organisation and display of content will encourage users to return to the site and immerse themselves in its resources again and again.

An easy navigation system: Navigation is critical, Web users do not want to think – ensure visitors can get subjective satisfaction quickly and easily when landing on a home page and have access to related content, conversion is critical, traffic must be funneled down appropriate paths by the use of strong “call to actions”.

An easy to use content management system that will allow regular update of key information throughout the website, typical content changes include:

- News updates (completed via the “article manager”)
- Event updates – posting latest tournaments details, results & pictures.
- Gallery / image updates, you will have the ability to upload imagery into galleries or display single images on key content pages.
- Updating of copy throughout the website (completed using our “rich text editor”).
- Newsletter sign-ups, you will have access to a plain text e-mail (and HTML) template allowing you to send regular e-mail updates to opt in subscribers of your newsletter.
- Members contact database which is updated regularly and available to members
- Ease of “back-end” navigation, creating & changing pages.

Cost

Greene King has agreed to fund the project therefore no funding is required by the club.

A monthly hosting fee includes:

- Domain management
- Web hosting (via Rackspace – 1gb server space and 10gb bandwidth per month as standard), this includes email sends via the websites bulk e-mail facility and is mandatory.
- Access to 15 training workshops and online training materials, attend as many training workshops as you wish.
- Access to quarterly Web marketing seminars.
- Dedicated account management, you will be assigned an account manager who will provide on-going proactive account management, support and half yearly website reviews.
- Telephone and e-mail support.
- Software license for use of the content management system.
- All software upgrades.

Club Brochure

An upmarket brochure is currently being produced for the club at no cost. The company, Pinnacle Publications, is at the stage of sourcing advertisers for the brochure. Some 5000 copies will be distributed to businesses and homes in the area as well as being available to members. I have the contact details should any member wish to advertise in the brochure. I will also include details in the next newsletter.