

Annual General Managers Report for 2020

As of October

Dear Committee & Members,

Please find below my report for the AGM.

COVID-19

Whilst we try to mitigate the restrictions and maintain the 'normalness' of the Club we cannot ignore the effect that the pandemic has had on all of us. We have tried very hard to operate a safe environment and safely welcome back members after the Lockdown to ensure that whether it was restricted 2 balls or large competitions that we have managed to offer something for everyone. Unlike half of all golf clubs in the UK we are pleased to offer a rebate of the two months missed and have deducted this from members renewals.

The Team

During Lockdown and in the months afterwards we have needed to adapt constantly to offer a semblance of normality to the members, the team have taken to these difficult situations very well.

I am pleased to say that despite the trading conditions faced this year we have not had to make any redundancies. We have adapted the team to the needs of the Club to ensure a smooth as possible transition post lockdown.

Golf Course

With the enforced break of seven weeks with no play Andy and James brought the Course out of Lockdown in a fantastic condition. The detail then continued to increase providing what many described at the best they could remember.

Since July/August the Crows/Rooks have tried their best to eat the chafer grubs hiding under the playing surface. As we had a successful Autumn/Winter last year and kept the birds at bay we employed the same tactics this year but to limited avail.

Actions taken:

Acelepryn sprayed at first available date – (this is an emergency licenced product that was only made available in July when last year it was available in June)

Birds of Prey increased patrols
previously)

Nematodes –(Had not worked

Industrial lasers to scare the birds

Increased Aid cannons

Granular feed to make the turf stronger

Fake birds of Prey

Actions we cannot take:

Shoot the birds as it is illegal – we have been visited by the Police to remind us of such.

Feed them drugs to make them infertile – they have a 15-20 yr lifespan

A late drought on the course meant that many of the areas the birds attacked were weakened in early August, the previous year had recovered by then and were more resistant.

We will continue to support Andy and his team to win this battle as new innovative measures are released onto the market.

Clubhouse

Post Lockdown the team have done a fantastic job of welcoming back the members in a safe and changing environment and we will continue to do this. Table service in particular has been well received and is something we are keen to continue to offer after the regulations subside.

We are looking at ways of integrating the Pro shop into the Clubhouse to increase the member satisfaction with more staff on hand, and offer another experience /increased members seating in the current area.

Membership

Intelligent golf was launched at SWGC in December which has proved a great success. This has been adopted incredibly well by the Membership and continues to make the member experience better, whether it be online booking or statistical analysis of your rounds.

Membership numbers have unsurprisingly decreased and now reside at 655 from 687 at the turn of the year. The effects of the pandemic be it financial, shielding or other strain put on many has been the major reason cited when people have left since March. We have welcomed 130 new members in 2020 which will help to make the Club Stronger as we head into an uncertain future with local lockdowns looming.

Usage

	2017	2018	2019	2020	Var %
Member rounds	31,236	31,425	31,348	43,068	37%
Member Guest	671	658	799	1978	148%
Visitor	949	1,049	668	945	41%
Society	2,721	2,642	2,539	1437	-43%
Open Play	1,561	1,862	1,159	752	-35%
Total rounds	37,138	37,636	36,513	48,180	32%

Total rounds had a huge 32% increase which includes 7 weeks of no play. The most prolific member has played 224 rounds so far with over 40 having enjoyed over 100 rounds in nine months to date.

Membership usage has risen from 85% to 89% largely to the Course only being open to members post lockdown and this follows with the members guests.

Surprisingly members guests have overtaken Societies due to none being allowed from April to July and many postponing or cancelling due to the rule of six.

Captains

It has been a pleasure to work with Sue, Steve and Francis and thank them for all the hard work they have undertaken this year to make it such a success under such trying conditions, It should not be underestimated how much work they have done behind the scenes to ensure golf has continued as it has.

I wish, Ray, Denise and Francis all the best for the coming year and look forward working with you and your vice captains for the betterment of the Club.