

TONBRIDGE & MALLING BOROUGH COUNCIL

LEISURE and ARTS ADVISORY BOARD

17 July 2007

Joint Report of the Chief Leisure Officer and Director of Finance

Part 1- Public

Matters for Recommendation to Cabinet - Non-Key Decision (Decision may be taken by the Cabinet Member)

1 POULT WOOD GOLF CENTRE (PWGC) – GOLF SOCIETY CHARGES

Summary

This report brings forward Golf Society Charges for 2008/09 in advance of the annual review of charges in January 2008. Following consideration of the existing usage patterns, charges levied by competing facilities and consultation with the on-site contractors, the report recommends an increase generally in line with inflation.

1.1 Introduction

- 1.1.1 Members may be aware that the Golf Society charges at the PWGC are considered in advance of the overall review of charges, which are reported in January. This enables promotional packages to be prepared for publication, prior to Societies beginning to plan their programmes for the following year.
- 1.1.2 The Golf Society market remains highly competitive and there are very few courses which do not offer a variety of packages to large groups of golfers. The societies at PWGC are co-ordinated by the Clubhouse Manager.
- 1.1.3 In considering charges for Council facilities, Members will be aware that the Medium Term Financial Strategy seeks to optimise opportunities to increase income where this is feasible.

1.2 Current Charges

- 1.2.1 Society packages currently available at PWGC are set out at **[Annex 1]**. Members will note that the green fee element within the Society packages is comparable to standard green fee charges, and for a number of categories Societies pay a small premium.

1.3 Usage Patterns

- 1.3.1 Society packages at PWGC are promoted actively and are well presented by the Clubhouse Contractor. 1,945 Society tickets were sold in the last financial year (1

April 2006 – 31 March 2007) generating net income of £30,460 to the Council. It is important to note, however, that the Society market is highly competitive and it is recognised that price is an important element in influencing where Societies choose to play.

1.4 Competing Facilities

1.4.1 In comparison to competitors it can be seen from **[Annex 1]** that charges for Society packages at PWGC offer good value for money. It has been the strategy at PWGC over recent years to maintain the Society charges in line with those of local competition to develop usage and to encourage loyalty. It is considered that this approach has been successful to date and should be retained.

1.5 Consultation

1.5.1 The Clubhouse Contractor has requested that the catering element of the Society charges to increased in line with inflation and rounded to the nearest fifty pence. This is felt to be reasonable. The Golf Professional is supportive of the proposed charges outlined in sub-section 1.6.1.

1.6 Proposed Charges 2008/09

1.6.1 Members are reminded that the green fee element of the Society charges was increased last year in line with inflation. In view of current usage levels and the need to remain competitive it is considered that a similar approach be adopted once again this year. The following increases, taking into account the increase to the green fee and catering elements, are therefore proposed:

Package	Existing Charge 2007/08 (£)	Proposed Charge 2008/09 (£)
36 hole	46.50	47.50
27 hole	40.00	41.00
18 hole (lunch/dinner)	31.00	32.00
18 hole (breakfast)	26.00	27.00

1.6.2 If profiled usage levels are achieved the proposed increases would generate £850 net additional income to the Council in 2008/09.

1.7 Legal Implications

1.7.1 The Council's Financial Rules require that all fees and charges must be reviewed at least once a year, and be reported to the appropriate Advisory Board.

1.8 Financial and Value for Money Considerations

1.8.1 These proposals are in accordance with the guidance in the Council's budget strategy.

1.9 Risk Assessment

1.9.1 The proposed charges take into account a range of factors including market conditions and customer feedback and have been brought forward within the context of the Council's MTFS.

1.10 Recommendation

1.10.1 It is, therefore, **RECOMMENDED** that the proposed Golf Society charges at the Poulton Wood Golf Centre for 2008/09 be agreed as outlined in the report.

The Chief Leisure Officer confirms that the proposals contained in the recommendation(s), if approved, will fall within the Council's Budget and Policy Framework.

Background papers:

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Nil

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