

PREVIOUS MINUTES:

Annual General meeting – Thursday 8th July 2021, held at the Golf Centre commencing at 7.30pm.

The re-arranged 28th Annual General Meeting of the Club, was held on Thursday 8th July 2021 at the Golf Centre, under the continuing Government restrictions in relation to the COVID-19 pandemic.

In accordance with usual practice, we called for nominations for Committee positions, and these were detailed on the proxy voting form.

On the night, only the Management Committee were in attendance (6 attendees) and the rest of the members in attendance by proxy (49 members returned proxy forms) which enabled the meeting to be quorate.

The results of the proxy vote were as follows:

Resolution:

	For	Against	Withheld
1. To receive and adopt the Report of the Treasurer and the Financial Statements of the Club for the year ended 31 December 2020	49		
2. To re-elect John Kelly as Chairman of the Club	49		
3. To re-elect John Brothwood as Secretary of the Club.	49		
4. To re-elect Matthew Dale as Treasurer of the Club	48		1
5. To re-elect Peter Gill as Handicap Secretary of the Club.	48		1
6. To re-elect Bernard Jones as Gentlemen's Captain of the Club	45	1	3
7. To re-elect Mrs Angela Smith as Lady Captain of the Club.	48		1
8. To re-elect Mrs Anne Wakelam as Ladies Vice Captain of the Club	47		2
9. To re-elect Christian Shotton as Gentlemen's Vice Captain of the Club	45		4
10. To elect Mark Jeff-Johnston as Assistant Handicap Secretary of the Club	45		4
11. To re-elect Mrs Jill Bullock as Committee Member of the Club	47	2	
12. To re-elect Mrs Gail Hewitt as a Committee Member of the Club	49		
13. To re-elect Jeff Rushton as a Committee Member of the Club	45		4
14. To re-elect Lee Machin as a Committee Member of the Club	45		4
15. To re-elect Wyn Watley as Senior Gentlemen's Captain of the Club	44		5
16. To re-elect Deryck Hall as Senior Gentlemen's Vice Captain of the Club	45		4
17. To re-elect Luke Bimson as Junior Captain of the Club	46		3
18. To re-elect Harry Hawkesford as Junior Vice Captain of the Club	46		3
19. To re-elect Steve Bimson as Junior Organiser of the Club	45		4
20. To re-elect Mark Jeff-Johnston as Junior Committee Member of the Club	45		4
21. To elect Gary Hawkesford as Junior Committee Member of the Club	45		4

In respect of Resolution 1 – the Treasurers Report was adopted by the meeting and a copy is included below.

In respect of the nominations for Committee – Resolutions 2 – 21 – these were all duly elected and will serve until the 2022 Annual General Meeting.

Due to the restricted programme of events in 2020 due to the pandemic there was little to report and therefore the usual reports from the various Sections were dispensed with for 2021.

A report from the proprietors summarising the past 12 months is shown below.

Any other business:

1. Raised by Mark Hawkins - My question is related to the current accounts and I can see that we have well over £12k in the pot of members money and wanted to know why the competition entries are being maintained at £3 and if the relatively low percentage of entry money that goes to the prize funds can be increased such that more of the money is released back to the members....especially in

a year where there is little external competitions being played, as they have all been suspended until next year.

I applaud the idea that every year the committee needs to add to the pot however i cannot remember in the 13 years since I held the post when that pot has been seriously threatened by a major outlay, even for the 25 year anniversary which was well financially managed and it would be good to release some members funds back to us.

I remember when I was captain, Dave Went as Secretary at the time announcing from the EGU that they stated that an ideal club members fund to keep in reserve would be between £6k and £10k....so if the committee was to keep £10k as the target that would enable a good release of members money back to them this year in the form of higher winnings and/or lower entry money for the comps.

Whilst it sits in an account somewhere the members can't enjoy it.

Treasurer's response – The issue of the appropriate level for the Club reserves is something that has been discussed at Committee over the last few years and it has been agreed that we should aim to keep reducing the balance to a target of £10k. It should be noted that back in 2010 the balance was £17k and we have steadily reduced this by setting deficit budgets each year. We have kept comp entry fees unchanged at £3 for several years and match fees at £2 also for several years. Obviously over the years costs have increased for green fees, entry fees, food etc. so this is slowly reducing the balance and will continue to do so. We have recently agreed to introduce a gross winners prize for medals and stablefords starting in July and also a gross winner prize in certain trophy competitions such as the scrambles and some others. We will also look at increasing the % of comp entry paid out this year - historically this has been approx 50% and I agree that increasing this % is a good way of reducing the balance.

2. Raised by Deryck Hall - Competition Winnings

Why is there a significant delay in the payment of prize money to those:

- a) winning club competitions
- b) recording a two at a par 3

When entering club competitions through How Did I Do, entry fees are automatically deducted from your Member Card. However, there are several occasions when the payment of prize money has taken well over one month to appear on your Member Card.

As I write, I and the rest of my team have still not received prize money from the Fun Day competition we won in mid-May.

It does not seem unrealistic to expect prize money to be paid within one week of the competition results being posted on How Did I Do or the club website.

What systems will the Club put in place to ensure that winnings are paid promptly in future?

Response by the Chairman - Thank you Deryck for your query regarding Competition Winnings.

Fun day Competition May

You are right to say payments have been delayed. Errors in both the BRS booking system and HDID entry system, caused many problems. These resulted in the original competition having to be reconstructed, a process that has taken several weeks.

I believe this reconciliation, has resolved, outstanding issues and payments should have been made to the winners Members cards.

All other competition payments are up to date and have been paid out.

As a club we run a large number of competitions on behalf of members. Sometimes payments may be delayed, but we have to remember the people dealing with these matters also have other jobs and undertake these positions on a voluntary basis. So, a degree of patience may be required by members.

You are correct in saying entry monies are deducted from cards automatically. Unfortunately, the system is not live and issues arise for coordinators when members change teams. It collects a new fee but does not return funds for those replaced.

If we take the Summer Scramble, the Centre collected £375 from members. The coordinator collected £336 from the number of players. Only when we get the audit trail from the Centre, can we find the difference, and refund players who entered but did not take part on the day. It would help if members entered the correct starting line up into the HDID application.

Therefore, this will cause minor delays in paying out prize money. The Club Systems HDID app is not interactive, as many members think.

I am happy the Club has the right systems in place to ensure payouts are made in a timely fashion.

There being no further business the Chairman closed the meeting at 07.45pm.

Bromsgrove Golf Club
John Brothwood,
Secretary

Club Treasurer's Report

I have prepared the Club's accounts for the year ended 31 December 2020.

The accounts consist of a statement of receipts and payments for the year for each of the 3 funds which we manage:

- firstly the Golf Club or Members Fund (which is the biggest component);
- secondly the Captain's Charity; and
- thirdly the Golf for Disabled Children appeal (which started in 2013).

The Golf Club Fund

2020 was obviously an exceptional year in which the Covid-19 pandemic had a significant impact on the Club's activities. Lockdown measures placed restrictions on golf and most of the Club's external league fixtures were suspended and internal competitions did not take place. This is reflected in the accounts for the year.

The Fund started the year with an opening balance of £12,031.48 and closed the year with a balance of £12,654.97; an increase of £623.49 over the year.

Total income was £3,220.06, a significant reduction against the previous year (£12,282.87). The main reason for this was the decision to defer receipt of the Members Levy of £4,000 into 2021. The Levy is collected by the Golf Centre from the Members but was not needed in 2020 due to the Club having a much reduced range of competitions to fund. Income from competition entry fees was also significantly reduced due to most of the clubs 'trophy competitions' not taking place.

Total expenditure for the year was also significantly reduced from £13,946.53 in the previous year to £2,596.57. The main area of reduced expenditure was on external competitions which did not take place so the Club did not incur the costs of visitors green fees.

The Club has therefore carried forward a balance of £12,654.97 into 2021. This balance has been built up since the inception of the club and is held in reserve primarily to mitigate one-off costs the Club may need to fund going forwards, for example:

- Replacement of the Club's Honours Boards which are housed in the main reception area downstairs.
- Costs associated with hosting of external leagues eg. mens 17-24 league and ladies droitwich inter-club league.
- Visitor green fees if we reach knockout stages of external competitions eg. West Midlands League.
- One-off costs that arise from time to time eg. Software charges associated with the introduction of the World Handicapping System.

The Committee will continue to keep the level of reserves under review as part of the annual budget setting process.

Captain's Charity

Due to the pandemic, the Captain's Charity did not operate in 2020. The accounts show a closing balance of nil at the end of the year.

Golf for Disabled Children Appeal

Page 2 of the accounts shows that the Appeal raised no further funds during 2020 as no fundraising activities were able to take place. £330 was spent on coaching for disabled children during the year, leaving a balance of £1,882.64 carried forward into 2021 for this cause.

The balance carried forward should ensure that golf coaching for the local special schools will continue to be funded at least another 12 months.

Thank you to the Golf Centre, the Committee, the Captains and their team Captains for their assistance in helping me keep the accounts up to date over the course of the year.

Annual Accounts for the year ended 31 December 2020

2019 £	Golf Club Funds	2020 £	2020 £
13,495.14	Opening Balance at 1 January		12,031.48
	<u>Receipts</u>		
4,022.00	Members Levy (collected by Golf Centre)	-	
2,481.41	Competition entry fees (medals/stablefords)	2,145.90	
3,542.00	Competition entry fees (other club competitions)	1,091.00	
765.00	Profit from Opens	-150.00	
1,024.00	Fundraising (raffles/sweepstakes etc)	-	
107.78	Bank Interest	111.16	
540.68	Miscellaneous income	22.00	
12,482.87	Total Receipts		3,220.06
	<u>Payments</u>		
3,467.35	Mens external competitions (net of match fees)	210.00	
1,268.50	Ladies external competitions (net of match fees)	-14.00	
1,063.00	Senior Mens external competitions (net of match fees)	-	
798.60	Juniors external competitions (net of match fees)	-	

416.00	Mixed external competitions (net of match fees)	-	
636.40	Club competition subsidies	65.00	
2,536.43	Prizes (Trophy competitions and Junior trophies)	971.71	
1,058.00	Presentation evening	-	
2,488.25	Running costs	1,363.86	
214.00	Miscellaneous	-	
13,946.53	Total Payments		2,596.57
12,031.48	Closing Balance at 31 December		12,654.97

2019 £	Golf for Disabled Children Appeal	2020 £
3,303.64	Opening balance at 1 January	2,212.64
559.00	Receipts from grants and donations	-
-1,650.00	Payments for coaching	-330.00
2,212.64	Closing balance at 31 December	1,882.64

2019 £	Captain's Charity	2020 £
2,054.95	Opening balance at 1 January	1,539.20
-2,054.95	Payment over of opening balance	-1,539.20
1,539.20	Receipts re current year's charity	-
1,539.20	Closing balance at 31 December	-

2019 £	Summary of Fund Balances as at 31 December	2020 £
	Closing fund balances:	
12,031.48	- Golf Club Funds	12,654.97
2,212.64	- Golf for Disabled Children Appeal	1,882.64
1,539.20	- Captain's Charity	-
15,783.32	Total	14,537.61
	Represented by:	£
4,436.58	Current account balance (Barclays Bank)	3,190.87
11,346.74	Deposit account balance (WBBS)	11,346.74
15,783.32	Total	14,537.61

I present the accounts to you as a true and fair summary of the Club's finances for 2020 and I recommend them for your approval.

Matthew Dale

Treasurer, Bromsgrove Golf Club, 8 July 2021

PROPRIETORS REPORT

It has been a long time since our last AGM, held at the beginning of 2019, and who would have thought of how popular golf has become compared to 18 months ago. With so much happening over this time and so many changes, this report provides the opportunity to give you an update.

As you are aware, due to the restrictions currently in place, the 2021 AGM is being conducted through unusual channels with all the reports posted electronically. While this allows us to share the various developments at the golf centre, it means we cannot connect with our members in the way that we would prefer. Hopefully, in the coming weeks and months, we can look forward to speaking with you at the golf centre and discussing the various refurbishment plans we need to undertake or answer any other questions you may have.

The pandemic and its impact

Firstly, we can all agree that our General Manager Mark has done a tremendous job in keeping you updated throughout the various lockdowns over the past 12 months, and continues to do so, particularly with regular golf course updates and daily reminders. Many members have said how appreciative they are of the continuous updates and how important they have been. Thank you, Mark for all the hard work you have put into the running of the centre.

While we are starting to return to a new normal it is important to reflect on how the pandemic has impacted on the golf centre. Throughout 2020 and early 2021, our gates were closed for a total of 160 days, with our catering and hospitality departments subjected to even greater closures and restrictions. Although it is obvious how popular the golf centre has become since those restrictions have eased, recovering from the financial impact that of COVID will take time. Fortunately, various Government and Council support schemes available have been gratefully received, allowing us to continue operations even during those difficult times.

There have been many times during the past year when we have had to make tough choices, including the initial decision to hold and refund all direct debit payments during the height of the pandemic. We want to thank everyone for their patience and understanding during this unprecedented process. Our goal is always to treat our members with the utmost respect and consideration, and we endeavour to always meet this standard in customer service. With the lockdown now easing and people returning to their pre-COVID habits and hobbies, we feel an immense relief at operations resuming at BGC. We are constantly striving to offer all types of members the best possible experience and looking to make continual improvements to the running of the centre.

The current landscape

Golf exploded during lockdown, initially being one of the few outdoor activities allowed as restrictions eased. Many of you will have experienced this first-hand, with tee times in high demand and car parks busy every day of the week. The credits and refunds passed back to members during lockdown encouraged us to take in many new members as lockdown eased. We appreciate our established members welcoming these new joiners into the centre and remaining patient as tee times continue to be in demand.

Our facilities, combined with the superb work that the Members Committees and PGA Teaching Academy achieve make BGC an attractive proposition for membership which has led to unprecedented demand. The results of this have led us to introduce a waiting list and a holding area for Pending Members which we imagine will remain in place for the foreseeable future.

As restaurants reopened, our catering team were also hard at work and our outdoor seating has seen a massive surge in popularity. New menus and table service have helped create new experiences for members and guests which we hope to embrace in the long-term. Golf Society bookings are once again being taken but for the meantime on a limited basis. Many of the bookings being taken are still those that we are holding deposits for but have been unable to visit due to the restrictions in place, their attendance does help our turnover as Clubhouse income has seen a dramatic downturn over the past 12 months, and we do not see this returning to pre-COVID levels for a some-time.

We are proud to say that our careful planning during lockdown has allowed us to avoid making any staff member redundant and we have retained all our key core personnel throughout this period. In the current landscape, we consider this to be a remarkable achievement, considering the diverse nature of our business.

Every member of our team is a huge asset to BGC and we are grateful that they have remained with us during this difficult time. It is not an understatement to say they have been utterly amazing; with greenkeepers working throughout lockdown, sometimes voluntarily, the bar staff working tirelessly to provide food and drink as well as the reception team that has gone over and above the call of duty to meet the needs of both members and guests. We have a fantastic group of people here and their continued efforts have not gone unnoticed.

The future of BGC (Directors Update)

We know everyone is keen to hear an update on the announcement we made back in 2017.

Although Bromsgrove District Council has continued to work on the District Plan through 2020 and into 2021, progress was delayed while the Government undertook a review of the planning process. As this has now been completed, we understand that the Draft Timetable now needs to be formally endorsed in a revised Local Development Scheme. As a result, the process is still ongoing and as of now, there are no further updates to share. It is easy to imagine that with the current explosion in the popularity of golf, our plans may have changed. However, we are still committed to seeing this opportunity through and await further updates from Bromsgrove District Council.

We do not need to look too far back to see the high number of golf clubs that were permanently closing their doors, due to ever-increasing overheads at a time of reduced participation and reduction in membership numbers. This scenario has played out over many years and there is no assurance that the recent interest in golf will remain. Financial concerns have required us to look at other opportunities which will revitalise BGC, creating a sustainable, forward-looking viable golf and leisure facility. This will ensure we can continue to offer a facility and services to our community for many years to come.

It is important to us that we keep our members updated on any developments and we continue to do so through the Management Committee Meetings held each month, any direct enquiries we receive and those who approach us. This is lengthy progress, and while the Council deliberates on this matter, we are working to deliver the best possible golfing experience for all our members.

In the meantime, we continue to be grateful for the continued understanding and support of our members, the various golf bodies, and the local community.

Challenges ahead

While recent months we have witnessed this surge in popularity, we are only too aware of the immediate challenges to the golf centre as we have a vast number of expenses on the horizon. Course machinery replacements – which have also been delayed due to the pandemic – as well as other sundry costs required to maintain the high standards of the centre.

Utilising the right machinery has always been a priority for us to give our members the best-golfing experience. We are dedicated to keeping the facilities organised and the equipment maintained. Aside from keeping our current machinery in great working condition, we also want to make sure we use the latest tools at our disposal to improve the course and increase efficiency.

To maintain our standing as a leading golf centre and not get left behind, we need to invest in the latest technology on our golf range, providing all our customers with an enhanced experience. By introducing an advanced system like the Trackman Range it will allow players of all levels to track their range shots and engage in a variety of different game modes from the comfort of each driving range bay. Although a huge investment, giving our golf range this upgrade to keep will allow it to remain one of our most important, all-weather activities.

When funds allow, we also plan to refurbish Edward's Bar & Restaurant to give our guests the most enjoyable dining experience – whether they are golfing or just popping in for a drink. While plans are in the early stages, we will aim to provide a fresh, modern environment, with replacement furniture and a whole new look.

As many of the improvements that are visible to members, there are as many that are not. An example of this is the need to fully replace the irrigation system that was installed on our first nine holes over 30 years ago. With many of the bonded joints of the underground pipework now becoming brittle and starting to fail, it now requires a major overhaul. This, combined with the need to adapt to new best practices being brought on because of climate change, hotter summers and wetter winters presents a real challenge to course maintenance.

John Brothwood (Club Secretary)

During the last lockdown, the company regretfully received the resignation from John Brothwood from his role working with the management team here at Bromsgrove Golf Centre.

Since the start of his employment in March 2000, John has performed several key roles here at BGC, always working with great integrity and diligence. We are delighted, to confirm that he continues his other role as Club Secretary. Seldom do you have the benefit of such a longstanding member who has been so instrumental in the set up and operation of a club. John's role both at BGC and working with Worcestershire as the County Union rules official is hugely valued.

In recognition of John's service to Centre and Club, we are delighted to provide him the rare privilege of Honorary Life Membership of BGC and hope that you will all join us in wishing him a happy retirement and many happy, healthy years golfing.

Closing remarks

It has been strange and a unique period, full of challenges and achievements. However, we are proud of our team and the relationship we have with our members. We are sure you can all agree that the golf course is looking and playing superbly. We hope you share our gratitude to our hardworking team of greenkeepers and the management team who are doing a remarkable job in providing a well-maintained course with first-class greens.

We take this opportunity to thank all our staff, department heads, committee members and of course our members who have supported us and one another over the past year and use this moment to send you our very best wishes for deservedly better times ahead.

Philip Morris
Proprietor

Adam Morris
Proprietor