

# Golf Managers Report 14<sup>th</sup> January 2026 (Rearranged)

## **AGM report / Directors Update**

In preparation for the forthcoming AGM, can we provide you with an overview on the contents of our Proprietors Report, in particular, an update on the progress being made by our Land Promoter (Blenheim Strategic Partners) which they provided us with just before Xmas. This section of our report will also act as a reminder of where we are to date using what we posted on our website as a template for our AGM report

Our Promoter has acknowledged that detailed surveying work is ongoing having made a start in July. Due to the sensitive nature of our site, an Environmental Impact Assessment will be required by the Council which our Promoter will be required to provide once they have obtained a ruling from them.

Regarding the timescale, we can confirm that Blenheim is currently in the stages of producing a planning proposal. The next step, and prior to submitting this proposal, Blenheim will be required to undertake a Pre-Application Consultation which they are aiming to commence sometime in February. This will likely be led by a company called Cavendish who we understand will be handling the consultation process. More details will be shared about this process in due course.

## **Business Update**

A recent update of our accounts gave us a worrying insight on how increased overheads are impacting the business. Any increase in profits gained from new initiatives are quickly being swallowed up by rising overheads such as energy costs, staffing, and National Insurance. To give you an inkling of the challenges we face, a review on our financial performance up to the end of December, showed that although we have seen good revenue growth, this is dwarfed by the increase in expenditure. This is starting to impact our profits which now look set to be down year on year. These costs are hugely disappointing and are beyond our control, for example, our rateable value for business rates this April look set to jump by about 40%, although there are reports that this increase maybe be watered down.

Regarding membership fees for the forthcoming season, we are mindful of the uncertainty surrounding the future of the golf centre and greatly value your continued loyalty. Our intention had been to once again limit any fee increases and keep them below those rates of neighbouring competitor clubs. However, given the current financial pressures, it is anticipated that membership fees will need to be adjusted, reflecting similar percentage increases implemented by those clubs in the region. We remain sincerely grateful for your continued understanding and unwavering support as we navigate these challenging times together.

## **Bain Marie.**

The new Bain Marie was delivered punctually as scheduled and installed with minimal disruption to our service. During the installation, our electricians upgraded the power supply and fitted a new power breaker, which will make any future relocations much simpler. The Bain Marie is now fully operational and has already proven to be an excellent addition to our facilities.

## **Golf Course Maintenance.**

Happy new year from the greenkeeping team and hope you've all had a great Christmas. As this update is compiled the course is currently closed due to a blanket of yet more snowfall, this time from storm Gorette.

Although this snowfall may disappear within a couple of days, the soil profile will more than likely remain frozen for much longer. Then as the frost comes out of the ground different layers form [ thawed layer in the upper profile & frozen layer still below ]. This can then lead to root shear if the greens are played on and its for this reason playing surfaces will go on temporary greens until fully thawed. (Adam has subsequently posted an informative FB post on root shear)

Since our last update we have done yet more tree works. This time we have thinned out the tree line between the 5th and 7th greens along with the tree line between the 5th green and 8th tee. All the removed material was chipped down and spread across the area.

Once again, this work has been carried out to improve airflow and light to the surfaces which will help improve turf health going forward.

We have also started repair works on the irrigation system. Two irrigation heads have been dug out on the back of the 16th green and will be replaced when the weather allows.

Our immediate plans on the course are to carry out our monthly aeration programme when the weather allows. This month aeration will include a verti drain along with the normal procure and slitting practices. The verti drain will aerate down to 10 inches, procure down to 4 inches and the slitter will target the top inch of the profile.

Tree works will continue. This time the putting green will be of focus where we will once again thin out the surrounding tree line.

The red posts surrounding the 16th lake will be replaced along with the safety aids which are going to be replaced with two new life buoys.

Finally at this time of year there's also plenty going on off the golf course. Machines are getting their winter service, cutting units are getting sharpened and plans are being written for the season ahead.

As always, they will be posting regular updates on social media, please follow.

## **SafeGuarding Policies.**

### **Adult Policy**

<https://www.bromsgrovegolfcentre.com/wp-content/uploads/2024/04/BGC-Safeguarding-Adults-Policy-Approved-December-2019.pdf>

### **Children and Young People Policy**

<https://www.bromsgrovegolfcentre.com/wp-content/uploads/2025/08/children-young-people-.pdf>

### **PGA Safegolf Register**

<https://safegolf.org/wp-content/uploads/2026/01/SafeGolf-Accredited-PGA-Professionals.pdf>

These are the updated policies that have been adopted by the club

## **Women's Social Golf Community.**

The final gathering of the Women's Golf Community for 2025 was a festive, Christmas-themed range evening, brimming with a variety of enjoyable golfing challenges. The festivities continued with a wonderfully sociable hour in Edwards Bar, where new friendships blossomed and plenty of golfing tales were exchanged. Special thanks go to Rob and the Academy for his hard work on this initiative throughout the year. We're already looking forward to even more memorable events in 2026!

## **Trackman Food Ordering App**

We are delighted to announce that our ongoing trials of the Range food ordering app have been highly successful, with all functions performing well. Building on the positive response to our festive season offerings and the soft launch of our breakfast bap menu and assorted drinks—delivered directly to the range bays by our dedicated clubhouse team—we will shortly be unveiling the complete range menu available through the app.

This full menu rollout is designed to further enhance your Trackman experience, making it easier than ever to enjoy a variety of delicious food and beverages while you practise or play. Simply place your order via the app, and our team will ensure prompt delivery straight to your bay. We look forward to seeing you make the most of this convenient and enjoyable service throughout the season ahead.

## **HDiD Update**

The new HDiD app launch on Monday 12<sup>th</sup> January saw an overwhelming number of new Club Systems members. High demand caused a temporary club linking issue for some users, who may have received a “no clubs found” message. The problem is now resolved, and our account is linking to the app. The Club Systems technical team continues to monitor and improve performance to meet strong community engagement.

### **Guinness 0.0%**

We have recently had a Guinness 0.0% Microdraught dispenser installed in Edwards

The secret to how Guinness Microdraught produces beautiful Guinness every time is the world-first patent-finding double coaxial piercing of a unique, specially designed can, which is filled with the very same Guinness that is kegged in St James's Gate and poured in pubs around the world.

### **Carlsberg Price Increase**

This is customary at this time of year, the brewery has just released its updated price lists, which unfortunately include price increases. While we are still in the process of reviewing and negotiating the potential impact on our business, it is likely that there will be a subsequent price adjustment taking effect in early February. We will keep you informed of any changes and appreciate your understanding.

### **Returning Member Staff**

We are thrilled to announce that Rae Sawyer has returned to the hospitality team at Edwards Bar following a short sabbatical. Rae's warmth and personality have been greatly missed, and it's wonderful to have her back with us. Please join us in extending a warm welcome to Rae as she resumes her role and continues to enhance our customer experience.