

REPORT TO: CABINET MEMBER FOR LEISURE AND TOURISM

DATE: 5th January 2011

SUBJECT: SOUTHPORT GOLF LINKS – CONCESSIONARY BOOKINGS

WARDS AFFECTED: None Directly Affected

REPORT OF: Graham Bayliss, Leisure & Tourism Director

CONTACT OFFICER: Rajan Paul, Assistant Leisure & Tourism Director
Tel: 0151 934 2373

**EXEMPT/
CONFIDENTIAL:** NO

PURPOSE/SUMMARY:

To consider a number of requests for the use of the Southport Municipal Golf Links (Southport Golf Links) from the Clubs based there to stage a number of fixtures and Charity Days during 2011.

REASON WHY DECISION REQUIRED:

To allow programmes and timetables for the operation of the golf course to be finalised.

RECOMMENDATION:

It is recommended that as in the past, the Cabinet Member agrees to:-

- i) The events listed in Annex A being held;
- ii) The tee off times being reserves;
- iii) The fees being waived/reduced for –
 - (a) The Sefton Junior Open
 - (b) The Kevin Wall 36 Hole Competition
 - (c) The Family Fun Day

Subject to these concessions being recognised by all the event organisers at the very minimum in their publicity as (part) sponsorship of their event.

KEY DECISION: No

FORWARD PLAN: No

IMPLEMENTATION DATE: Following the expiry of the “call in” period for the minutes of this meeting.

ALTERNATIVE OPTIONS:**IMPLICATIONS:****Budget/Policy Framework:**

This meets the department's objectives to work with the community to deliver a valued service and to promote Leisure & Tourism Services.

If Members agree to waive/reduce the fees for the Sefton Juniors events there could be a potential maximum loss of income in the region of £600. This loss can be accommodated as it has been in previous years.

Financial:

<u>CAPITAL EXPENDITURE</u>	2010 2011 £	2011/ 2012 £	2012/ 2013 £	2013/ 2014 £
Gross Increase in Capital Expenditure	Nil			
Funded by:				
Sefton Revenue Contribution to Capital Resources				
Specific Capital Resources				
<u>REVENUE IMPLICATIONS</u>				
Gross Increase in Revenue Expenditure	Nil			
Funded by:				
Sefton funded Resources				
Funded from External Resources				
Does the External Funding have an expiry date? YES	When?			
How will the service be funded post expiry?				

Legal:

None

Risk Assessment:

Approval of these requests helps foster good working relationships. To do otherwise would risk alienating those good working relationships for little gain.

Asset Management:

This will help promote the golf course asset.

CONSULTATION UNDERTAKEN/VIEWS:

FD 597 – The Head of Corporate Finance & Information Services has been consulted and has no comments on this report.

CORPORATE OBJECTIVE MONITORING:

<u>Corporate Objective</u>		<u>Positive Impact</u>	<u>Neutral Impact</u>	<u>Negative Impact</u>
1	Creating a Learning Community	✓		
2	Creating Safe Communities	✓		
3	Jobs and Prosperity		✓	
4	Improving Health and Well-Being	✓		
5	Environmental Sustainability		✓	
6	Creating Inclusive Communities	✓		
7	Improving the Quality of Council Services and Strengthening local Democracy	✓		
8	Children and Young People	✓		

LIST OF BACKGROUND PAPERS RELIED UPON IN THE PREPARATION OF THIS REPORT:

Letters from Park Golf Club dated 20th November 2010
Letter from Alt Golf Club dated 19th November 2010
Letter from Southport Ladies Golf Club dated 7th November 2010
Letter from Sefton Junior Golf Club dated 20th November 2010
Letter from Southport Golf Club dated 26th November 2010

1.0 BACKGROUND

- 1.1 A number of clubs are based at Southport Golf Links. During the course of the year, these clubs organise events, club fixtures and competitions. Some of these competitions are special events, such as the Sefton Junior Open Golf competition.
- 1.2 In the past requests to use the facilities have been received on an ad hoc basis throughout the year and reported to committee as and when necessary. This has made it difficult to get an overview of all the events taking place during the year.
- 1.3 Now all the clubs have been invited to submit their requests for the whole year. This year this invitation has been brought forward to the end of November to allow for better planning.

2.0 REQUESTS AND COMMENTARY

- 2.1 All the clubs have now responded. Their requests are summarised on the attached schedule (annex A) along with officers' comments.
- 2.2 In many instances, the requests for reserved tee off times are only requests to extend reserved tee off times that are already offered as a concession to resident clubs at Southport Golf Links, and therefore the impact is not as great as it may first appear.
- 2.3 The Golf Professional (who is the Department's on site manager) has been advised of the applications that have been received and is supportive of them.
- 2.4 This year, as in the past, the Sefton Junior Golf Club has requested that fees should be waived /reduced.

3.0 CONCLUSION

- 3.1 Most of these events and fixtures were staged last year and many have been held for a number of years. Some attract visitors who then patronise local shops and accommodation.
- 3.2 In the past, Members have agreed to similar events and reserved tee off times have been given. In some instances, green fees have been waived or reduced.
- 3.3 The Leisure & Tourism Department seeks to respond positively, where appropriate, to such events as they present opportunities to:
 - a) Market the department as one that is supportive of such events being held in the Borough
 - b) Gain good publicity for the Department
 - c) Attract visitors to Southport

- 3.4 In essence, what was previously given as a concession is now marketed as (part) sponsorship of the events by the Leisure & Tourism Department; or alternatively as the department working in partnership with the clubs. A minimum requirement for this sponsorship is an appropriate acknowledgement in any publicity material. Individual clubs may extend this to include representation at tee offs, presentation of awards etc.
- 3.5 In 2010, as in past years, the Council has received through participating clubs acknowledgement in promotional material and in the local press, Council representatives present for photo opportunities, presentations etc. This publicity has helped to promote the course to its current standing as being thought of by everyday users and visitors alike as one of the premier municipal golf courses in the North- West.

4.0 RECOMMENDATION

- 4.1 Due to the financial loss that would be incurred by Sefton should the green fees be waived/reduced for all those requesting them; it is considered that the fee concession should as in previous years be restricted to the Sefton Juniors Golf Club.
- 4.2 It is recommended that as in the past, the Cabinet Members agree to:
- i) The events listed at Annex A being held;
 - ii) The tee off times being reserved;
 - iii) The fees being waived for;
 - a) The Sefton Junior Open Golf Competition
 - iv) The fees being reduced for,
 - a) The Junior 36 hole Kevin Wall Competition
 - b) The Family Fun Golf day
 - iv) Subject to these concessions being recognised by all the event organisers at the very minimum in their publicity as (part) sponsorship of their event.

Club	Event	Date	Times Requested	Concession Requested	Comments
Sefton Junior Golf Club	The Sefton Junior Open	Wednesday 1 st June 2011	9.30am -1.30 pm	<ul style="list-style-type: none"> • Waived green fees • Reserved tee off times 	<ul style="list-style-type: none"> • Has run since 1990 • Local juniors compete with players from the N.W. • Green fees previously waived
	36 Hole Kevin Wall competition 1 st round	Monday 1 st Aug 2011	12.00pm-2.00pm	<ul style="list-style-type: none"> • Reduced green fees for Juniors only • Reserved tee off times 	<ul style="list-style-type: none"> • Promotion of Junior golf
	36 Hole Kevin Wall competition 2 nd round	Monday 8 th Aug 2011	12.00pm-2.00pm	<ul style="list-style-type: none"> • Reduced green fees for Juniors only • Reserved tee off times 	<ul style="list-style-type: none"> • Promotion of Junior golf
	Family Fun Golf day	Monday 15 th Aug 2011	12.00pm-2.00pm	<ul style="list-style-type: none"> • Reduced green fees for Juniors only • Reserved tee off times 	<ul style="list-style-type: none"> • Promotion of Junior golf
The Alt Golf Club	Invitation Day	Sunday 26 th June 2011	8.00am – 10.30am	<ul style="list-style-type: none"> • Reserved tee off times 	<ul style="list-style-type: none"> • Similar event held previously • Attracts visitors to Southport as guests of club members • All green fees will be paid
	Captains Day	Sunday 21 st Aug 2011	8:00am – 11.00am	<ul style="list-style-type: none"> • Reserved tee off times 	<ul style="list-style-type: none"> • Similar event held previously • Attracts visitors to Southport as guests of club members • All green fees will be paid
	Open Golf Competition	Sunday 31 st July 2011	8:00am – 12.00 pm	<ul style="list-style-type: none"> • Reserved tee off times 	<ul style="list-style-type: none"> • New Event • All green fees will be paid •
					<ul style="list-style-type: none"> •

Club	Event	Date	Times Requested	Concession Requested	Comments
Southport Ladies Golf Club	Captains Day	Tuesday 21st June 2011	9.00am – 11.00am	<ul style="list-style-type: none"> Reserved tee off times 	<ul style="list-style-type: none"> All green fees will be paid
	Ladies Invitation Day	Tuesday 27 th Sept 2011	9.30am – 11.00am	<ul style="list-style-type: none"> Reserved tee off times 	<ul style="list-style-type: none"> Similar events held previously All green fees will be paid
Park Golf Club	Founders Day competition	Saturday 4 th June 2011	10.00 am to 1.00 pm	<ul style="list-style-type: none"> Reserved tee off times 	<ul style="list-style-type: none"> Similar events held previously All green fees will be paid
	Invitation/Mick Fletcher Charity Day	Saturday 13 th Aug 2011	8.00 am – 3.00 pm	<ul style="list-style-type: none"> Reserved tee off times 	<ul style="list-style-type: none"> All green fees will be paid
	Finals Day	Saturday 3 rd Sept 2011	11.30 am – 12.00am	<ul style="list-style-type: none"> Reserved tee off times 	<ul style="list-style-type: none"> All green fees will be paid Adjustment of team league allocation
	Easter Competition	Friday 2 nd April 2011	8.00pm – 1.00pm	<ul style="list-style-type: none"> Reserved tee off times 	<ul style="list-style-type: none"> All green fees will be paid 2 Public-2 Park G.C. Tee times
Southport Golf Club	Captain's Invitation Day	Sunday 3 rd July 2011	10.00 am – 1200pm	<ul style="list-style-type: none"> Reserved tee off times 	<ul style="list-style-type: none"> Similar events held previously All green fees will be paid

