

REPORT TO: CABINET MEMBER FOR LEISURE AND TOURISM

DATE: 6th January 2010

SUBJECT: SOUTHPORT GOLF LINKS – CONCESSIONARY BOOKINGS

WARDS AFFECTED: All

REPORT OF: Graham Bayliss, Director of Leisure and Tourism

CONTACT OFFICER: Rajan Paul, Assistant Leisure Director
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**EXEMPT/
CONFIDENTIAL:** NO

PURPOSE/SUMMARY:

To consider a number of requests for the use of the Southport Municipal Golf Course (Southport Golf Links) from the Clubs based there to stage a number of fixtures and Charity Days during 2010.

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 for –
 - (a) The Sefton Junior OpenSubject 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 Services.

If Members agree to waive the fees for the Sefton Junior Open and for the Southport Charity Disabled Day, there could be a potential maximum loss of income in the region of £1,600. This loss can be accommodated as it has been in previous years.

Financial:

<u>CAPITAL EXPENDITURE</u>	2006/ 2007 £	2007/ 2008 £	2008/ 2009 £	2009/ 2010 £
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:

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 23rd October 2009
Letter from Alt Golf Club dated 18th October 2009
Letter from Southport Ladies Golf Club dated 4th October 2009
Letter from Sefton Junior Golf Club dated 15th October 2009
Letter from Southport Golf Club dated 16th October 2009

1.0 BACKGROUND

- 1.1 A number of clubs are based at Southport Golf Links. During the course of the year, most of 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 have 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
- 3.3 The Leisure Services 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 Services 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 2009, 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 most improved 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 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 2 school holiday competitions
 - b) The Family Fun Golf day
 - v) 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 26 th May 2010	8.00am – 4.00 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
	18 Hole School Holiday competition	Monday 19 th July 2010	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
	18 Hole School Holiday competition	Monday 30 th Aug' 2010	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 26 th Oct' 2010	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 20 th June 2010	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 15 th Aug' 2010	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 18 th July 2009	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 •
	(Previously applied for and agreed last year)	South Lancashire Municipal Golf Club Championships	Sunday 4 th July 2010	7.00 am to 3.00 pm	<ul style="list-style-type: none"> • Reserved tee off times

Club	Event	Date	Times Requested	Concession Requested	Comments
Southport Ladies Golf Club	Captains Day	Tuesday 22 nd June 2010	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 7 th Sept' 2010	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 5 th June 2010	8.00 am to 3.00 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/Open Day	Saturday 7 th Aug' 2010	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 4 th Sept' 2010	11.00 am - 11.45am	<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 2010	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 6 th June 2010	10.00 am – 1230pm	<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

