



Pleasington
GOLF CLUB

good 2 great programme

Good2Great

Maintaining Momentum

Additional Funding Proposal

Pleasington Golf Club 5 year Strategy:

Ensuring our long-term survival & becoming an England Top 100 course



Good2Great Report

Main objective of G2G

“To ensure our Club is sustainable in the medium and long term”

Why is it needed?

- Lack of investment over the last 30 years in our course
- Significant changes in the golf marketplace – loyalty & green fees
- Differentiate and elevate away from the competition

Key benefits

- Much better course for Members all year round (when complete)
- Better facilities – bar, terrace, driving range
- Higher Member retention through higher satisfaction
- More attractive to new Members who will pay a joining fee
- More attractive to visitors at a higher price



HOW ARE WE DOING SO FAR?

IS GOOD2GREAT WORKING?

Full Membership in all main categories

Joining fees being achieved (£1,200) for all new Members

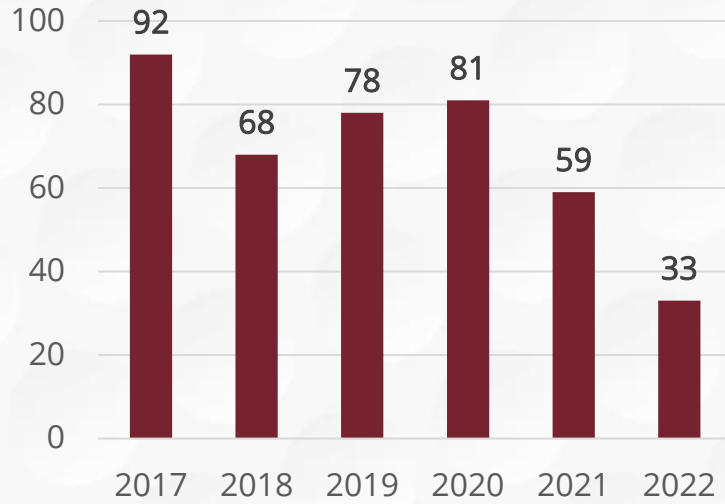
Lowest attrition (leavers) rate in 10 years

Green fee price rising – standard rate now £75

Course greatly improving

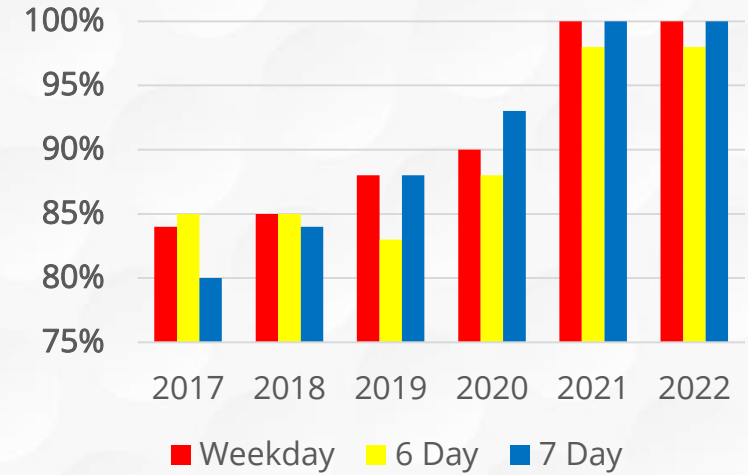
It's working!

Leavers



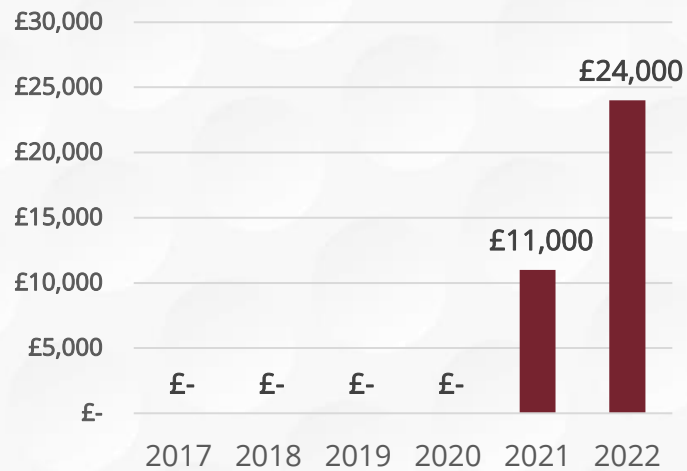
Attrition down significantly

% of full Membership



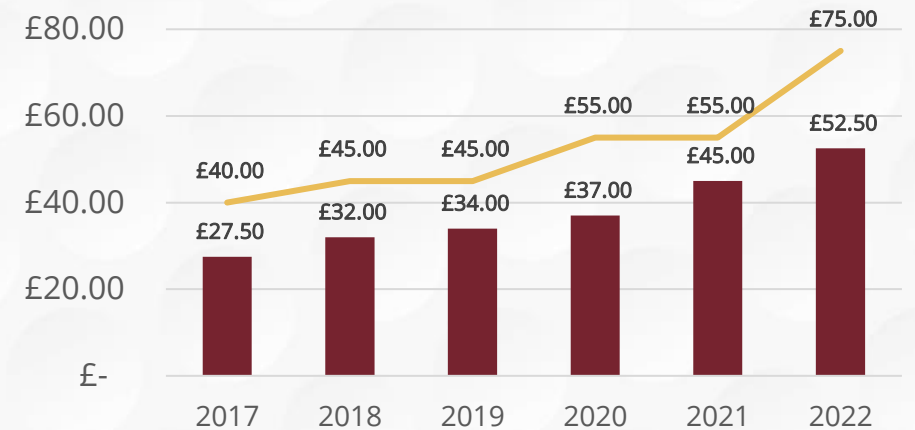
Full membership

Joining Fee by year



Joining fees re-instated

Average & Standard green fee



Green fee price rising

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Achievements so far

Facilities

- Car park expanded
- Improvement to journey to the first tee
- New terrace area
- New signage



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Achievements so far

Course - Greens

- 7 greens drained
- Bent grass conversion begun
- Gordon Irvine engaged
- Improved testing



Greens drainage installed



Vredo seeder purchased to introduce bent & fescue grass on greens, aprons and tees

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Achievements so far

Course - Bunkers

- 28 new bunkers
- Some removed
- All have drainage installed and faces that don't wash down
- In the correct place strategically
- Visually much more impact
- Need to resolve which sand to use going forward



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Achievements so far

Course - Aprons

- Defined areas cut out
- Treated as per greens – cutting, dressing, feeding
- Planned irrigation to get them to great

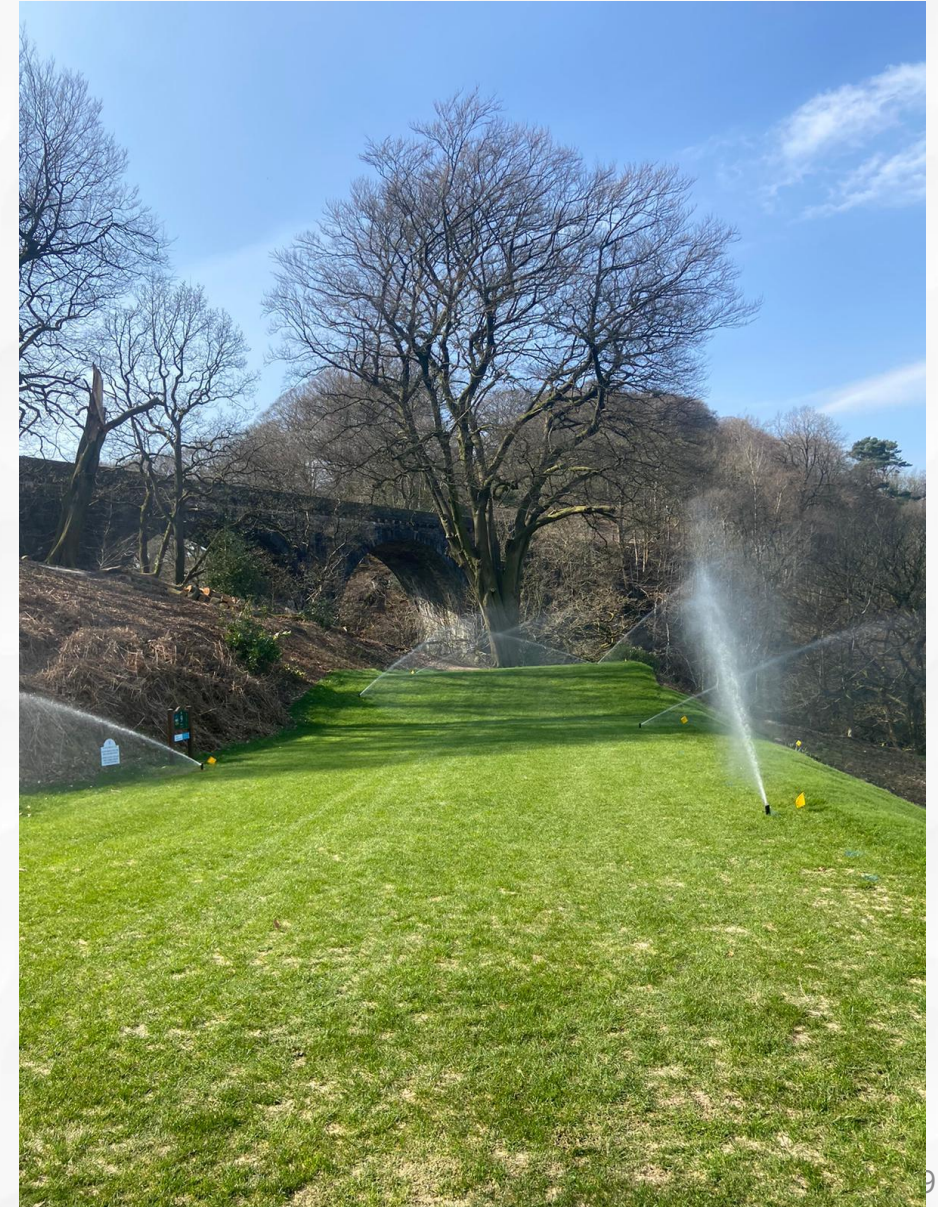


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Achievements so far

Course - Tees

- 12 new tees built including:
 - New back tee on the 3rd
 - New red tee on the 9th
 - New raised back tee on 9th
- 9 tees now with irrigation installed to improve health & performance
- New green tees built



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Achievements so far

Course - Paths

- New paths on 3, 5, 9, 12, 14
- New buggy path on 9th

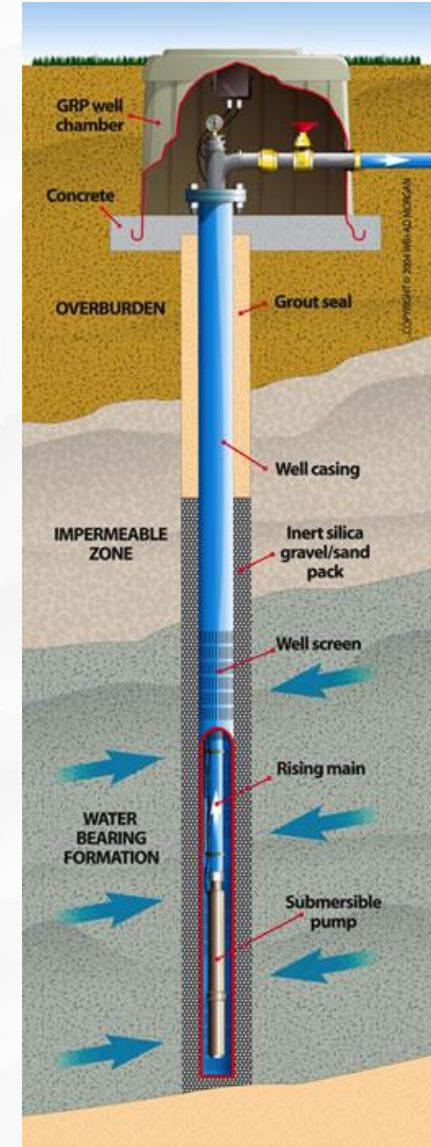


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Achievements so far

Course – Bore Hole

Essential to our goal of being great – this investment has already paid off during the extremely hot periods - as we expand our irrigation to tees, and potentially aprons, this infrastructure investment has been a massive breakthrough



Good2Great Report

Achievements so far

Course - other

- Massive tree removal to restore original design
- New fairer landing area on 7th
- New fairer landing area on 8th with the new plateau
- Hill lowered on 9th
- Back tee on 3rd



Financial Challenges

Inflation has gone from being extremely low for many years, to over 10% and had big impact on costs: **£109,049 estimated overspend by the end of the project in 2024**

- a) Turf has risen by 30% from £2.70 to £3.70 (we use 1000's of square meters)
- b) Sand risen by 32% rising from £32 per ton to £45
- c) Diesel risen by 38% - we use thousand of litres fuelling all contractor and our vehicles.
- d) Contractor costs gone up due to increased market demand

As the project has progressed, additional work has been suggested to be done now to avoid future disruption and to enhance the course of **£193,000**

- a) 7 extra greens drained
- b) Apron Irrigation installed
- c) New pathway on first tee where it is failing
- d) Concrete bays for dressings
- e) New tees – 12th and 18th
- f) Tee irrigation (significantly under-costed)
- g) Road movement on 13 and 15

Total extra funding including the effects of inflation required: £302,149

Funding Structure

Members Levy

- Full Members would pay an additional £300 either up front or £100 every year from April 2023
- Intermediate / Student Members will pay £200 up front or £66 per year
- This will raise **£165,000**

Club funding

- Required total **£137,000**
- 6 additional 10 year Memberships at £12,500 **(ALL NOW SOLD)** - £75,000
- 4 x 3 year extension of 10 year Membership **(AGREED)** £15,000

- Current Gap to raise **£47,000**
- Fundraising £20,000
- Funded from surplus £27,000

- Any future shortfall to be met from any future Club surplus

- Commitment that no further levy to be introduced for G2G

What other options have we got?



1

Not do last 3 holes

Not achieve our goal
Course will look unfinished
Won't be great – this will affect our business plan

2

Cancel Greens & Aprons work

Greens will never be Great
Aprons will never be Great
Course will never be Great

3

Don't do some extra jobs

No yellow tee on 12
Don't move roads
Won't make big difference to costs

4

Don't reduce Members

Busy tee times
Club less desirable
Goes against a key principle of G2G

Key Course extra improvements

Move 13th road



Hole 13 - Proposals

Remodel green-side bunkers.

Rebuild track further over and create some mounding to separate it from the green.

Build new grass bunker with heather-clad ridge beyond.

Fill in bunker.

- Make entrance fairer and remove unpredictable bounce
- Improve look of hole
- Improve quality of turf near the green

Key Course extra improvements

Move 15th road



Hole 15 - revised

Replace bunker with mounding.

Fill in rear third of bunker and reshape, extending a yard or two to front-left.

Create more receptive lower tier falling towards fairway at front of green.

Remove birch trees and establish heather either side of new road

Realign road to take it further from the greer edge to improve fairness

Thin trees & widen fairway.

- **Make entrance fairer and remove unpredictable bounce**
- **Improve look of hole**
- **Improve quality of turf near the green for chipping**

Key Course extra improvements

Apron's irrigation



- Great aprons and greens surround add massively to both the look & playability of a course
- Gordon Irvine our Course Consultant says this is ESSENTIAL
- We need to irrigate them to get the right grass growing and maintain a high level
- We have fantastic green complexes – we need to make the most of them!

Key Course extra improvements

New 12th Yellow tee on the top level & new 18th tee



- **12th tee is one of signature holes yet most Members and nearly all Visitors play from below**
- **Now the trolley path in place we need to make the most of this and build a new yellow tee**
- **Need to add irrigation**
- **18th tee is far too small and the angle very tight**

Key Course extra improvements

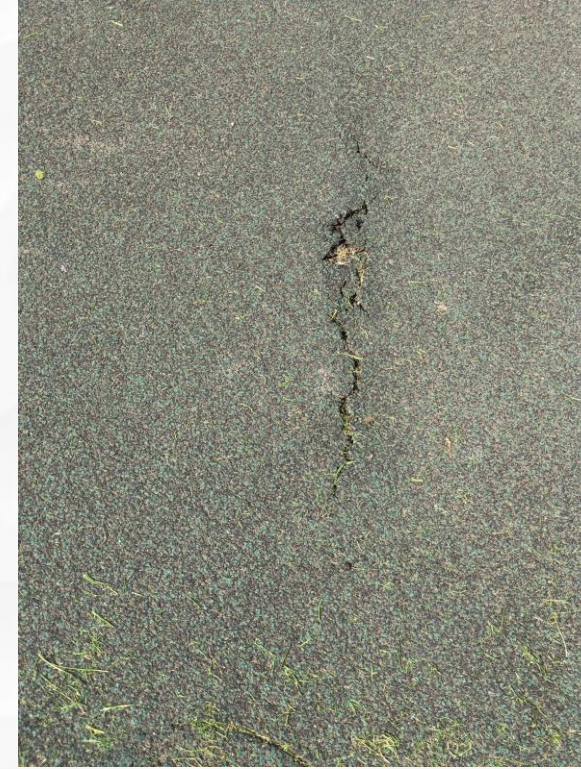
New concrete bays for storing expensive course materials



- Not the most exciting project but really essential
- Need to ensure the expensive dressings we put on the greens & aprons aren't contaminated
- Need to reduce wastage of these expensive materials by dumping on clean areas

Key Course extra improvements

New pathway on first tee



- First impressions count! Our first tee pathway is over 15 years old and is failing
- Let's down whole look and feel
- Needs to be replaced

Key Course extra improvements

Drain an additional 7 greens



- Greens drainage is making greens firmer
- Keeps them open longer during periods of heavy rain
- Much improved in the winter
- Key to our plans to get them Bent grass dominated and reduce the Poa
- Greatly aids the health of the greens
- Need to extend the programme to all but 2 of the greens (4 & 6)

Key Course extra improvements

Tee irrigation



- Has proved to be much more expensive
- Is essential to good teeing areas
- Needed in all main tees
- Tees without irrigation burning off
- Helps to get new seed to germinate

Summary

Our main objective is

To ensure our Club is sustainable and still here in 10, 20, and 50 years – we do accept this will cause some short term pain

Why do we need a 2nd levy?

- Significant inflation
- Additional improvements have been identified
- Avoid future disruption by doing the work now

Key benefits

- Much better course for Members all year round (when complete)
- All main issues will have been addressed
- A course that will be able to be kept to a higher level all year round due to improved infrastructure (irrigation, drainage, concrete bays)
- A course that will attract new Members with joining fees, and visitors who will pay a higher price

Timetable

Date	Action
26 th June 2022	Board wrote out to members re 2 nd Levy
30 th June 2022	2 nd Levy proposed at the AGM & questions answered
July & August	Supplementary information published and further consultation
9-11 th September	Online indicative vote launched for Members to vote
By end September	Board decides way forward
By end September	Board shares way forward with Members

Please send any questions to Mark at gm@pleasington-golf.co.uk

Other Information

- Digital course flyover showing planned changes
- Architects diagrams
- Frequently asked questions – potential questions answered



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Thankyou for your time!