

Dibden Golf Course Task Finish Group Review 3rd September 2013

Mytime Active took over the management of the Golf Centre on 1st April 2012 for a period of 30 years and included a variant bid which would result in a significant level of capital investment in the facilities by Mytime.

This review comes after 17 months of Mytime's management, observations from the Leisure and Employment Service is that Mytime has built a good relationship with The Council and users including members of Bramshott Hill Club, and that the golf courses have been well maintained.

The Review then focused on the following areas more specifically.

- Working Relationships
- Financial Performance
- Operational Performance
- Mytime Active and Users
- Capital Investment

Working Relationships

Mytime has appointed a Centre Manager, Mr. Roger Tomey, which is seen as a positive move by staff and is welcomed by customers, as he is able to take immediate action to solve problems as they arise. Jeremy Rickard meets Roger on a monthly basis and is kept informed of progress, financial information and any issues coming down the pipeline. Although Roger also manages Mytime's Southampton course he spends more of his time at Dibden Golf Centre as it offers Function and Restaurant facilities as well as a range of Golf facilities. Jeremy also attends the quarterly user forums which is greatly appreciated by Mytime as it very useful in promoting a partnership to the users.

Financial Performance

Monthly figures are submitted to the Council. Golf performance for 2012/2013 has been the worst on record due to very high levels of rainfall which has meant that the casual golfer income has suffered together with the spend in the Clubhouse. Dibden G.C. forecasted a loss of £28K in the first year but in fact the loss amounted to £262K. Luckily pre booked societies and functions held exceeded expectations as a result of extensive marketing and increase in service and quality. The Christmas period exceeded budget by over 270% and proceeds from a charity champagne raffle held each night over the period were donated to Naomi's House Childrens Hospice.

The council has received all monies for the Annual Rent.

Operational Performance

The transfer of the staff under TUPE went smoothly and Mytime have been pleased with the quality of staff they inherited. Mytime have improved customer service by increasing staff training and on site management. This has been measured in three ways

1. **Bi-Monthly 3rd party mystery shoppers** - 'bar' score increased from 63% in April 2012 to 87% in April 2013

2. **Annual Customer Survey**

Scores of 7 or above out of 10 were counted from 144 respondents.

Overall Centre scored 72% - Staff Interaction scored 86% - Cleanliness scored 81%

3. Feedback comments to General Manager

Personally answered within 48 hours and put on the feedback board in the foyer for all to see.

Mytime have increased the casual workforce by 11 to increase customer service. 4 members of the Clubhouse are studying for a NVQ in Customer Service or Hospitality. All staff have a 1-2-1 with their line Manager monthly.

Mytime Active and Users

The relationship with the regular users and particularly the Bramshott Hill Golf Club is very good.

A quarterly users forum is well attended with usually 50-60 people present most of which come from the Golf Club. The General Manager guarantees an answer to all questions raised.

A monthly e-newsletter is published to all contacts on Mytime's database.

It was inevitable that prices would need to be increased but the new price structure is still very competitive with local courses. The 2013/14 Memberships now have the ability to play 13 courses for free and a 20% discount at 5 others. Season Ticket holders now have the 9 hole course and the driving range added for £2 per week which increases value for money. Casual users have also benefited from offers encouraging them to use the course at less busy times.

A new scheme has been launched for new or improving golfers called "Get Active in Golf". It is a 6 week course, currently they have 4 sessions per week, one seniors, one ladies and 2 for juniors.

Mytime have completed a Golf Mark award for Southampton and intend making a similar submission for Dibden. They also intend applying for Range Mark and are in discussion with Hampshire Golf Partnership to progress this.

They have held the Hampshire Junior Development Day and this summer held the prestigious Hampshire Girls summer training camp for aspiring county players under 16. Whilst these events do not bring in any actual income to the Golf Club they do help immensely in raising Dibden's profile in community spirit.

Capital Investment

It was decided to combine all the planning requests into one application. With hindsight perhaps this was a mistake, NPA were particularly unhappy with the "signature hole", it was too big, they did not like the fountain etc. etc.

The works include:- 3rd Green and Pond, 9th & 10th Fairways, 16th & 17th Greens and the 11th hole drainage issues. Upgrades to Driving Range and the Clubhouse changing rooms. Signage at the Entrance and resurface the 9 hole car park. Some internal changes to enlarge the Solent Suite to enable two functions to be held simultaneously.

Never the less permission has now been granted and the works will now be done in autumn of this year.

Mytime are very pleased with their acquisition and look forward to fulfilling their programme of changes and improvements to the Golf Course.

Cllr Sue Bennison

5th September 2013