

DIBDEN GOLF CENTRE UPDATE

INTRODUCTION



New Forest District Council commenced the partnership with Mytime Active on 12th April 2012. Mytime Active are the councils preferred leisure operator to oversee the management of Dibden Golf Course until March 2042. Running 12 Golf Courses across the country, Mytime Active is a registered charity and as an organisation are passionate about wellbeing. Specifically, about helping people live longer, healthier, and happier lives.

KEY ACHIEVEMENTS



The building of a stronger working partnership and understanding between NFDC and MyTime Active over the past 18 months is evident and as coronavirus restrictions have been lifted, the return of golf at Dibden Golf Course has seen an up-turn in participation.

Specifically:



- 47% utilisation of the golf course, despite a monthly average of 1.6inches of rainfall, over the last 3 months.
- Green Fee income has been significant with high pay and play golf uptake since restrictions were lifted in April. 56% of total revenue has come from casual golf participation.
- The return of food and beverage services to the club house has provided welcome revenue for the course.
- The return of golf society bookings and wedding bookings has supported the recovery drive with 18 bookings in July and August.
- The sale and renewal of golf membership subscriptions has been positive with 53 subscription sales between May and the end of July.
- All of this has contributed towards a positive start to the financial year.
- A note to panel that Mytime Active have indicated an uncertainty in golf participation as we go into the autumn and winter months of 2021. This will be monitored monthly through the contract monitoring process with updates provided to the task and finish group and within the next panel report.



FUTURE PRIORITIES

With a lease review due at Dibden in 2022, Mytime Active are preparing a 5-year investment programme and accompanying business plan to shape the vision for Dibden Golf Course. The plans will be sent to the council on 1st September with evaluation from the Dibden Working Group taking place on the 13th September and again on 4th October 2021. The final plans will be presented to cabinet in November/December 2021.

Alongside the planning process, Jon Randall (Leisure Contract Monitoring Officer for New Forest District Council) will meet monthly with Mytime's Area Manager to review the performance of the golf course against the strategic indicators within the contract.

RECOMMENDATIONS

Members, please note the updates within this report. Future updates will be provided at each panel meeting. The next update will be provided in January 2022.