**Chairman’s Report for December 2018**

I have structured my Chairman’s Report around the 5 main areas of our 5 year strategic improvement plan:

1. Business administration, Leadership and Management
2. Financial viability
3. Course standards – maintenance and improvement
4. Marketing – maximising revenue
5. Training, Development and improving golf Skills – improving and developing current facilities.

**Activities and progress throughout the year**

**Area 1**

**Business administration, leadership and management.**

**To ensure that we have efficient and effective systems, people to fulfil roles, processes and procedures**

The business management and day to day running of the club has been a priority.

1. We have been very fortunate this year that Peter Ward, our Captain, stepped in and took over the role and responsibilities of the Secretary of the Club. In addition, Phil Daniel agreed to step in as Treasurer, providing the Club with the higher level financial control, with Peter also agreeing to carry out the day to day financial tasks, including wages. During the year, we advertised for any member who was prepared to take on the Secretarial role on a voluntary or a paid basis. We had no response, but fortunately Peter and Nicola have offered to take on the current role of Secretary including the day to day financial tasks on a paid basis. I strongly recommend that we accept this offer.
2. HR Matters and Health and Safety - staff contracts have been brought up to date and signed for the majority of the workforce. There is still work to be done to the contracts covering our Steward and Stewardess. Contract monitoring, staff appraisals and performance reviews are also now in place. A full health and safety review has taken place and all actions clearly identified and addressed. We also addressed the legal requirements under the GDPR regulations, which all businesses had to comply with in 2018.

The Executive Committee has taken the decision not to pursue incorporation at this time. We are confident that we have proper procedures in place, with professional support from our consultants Xact, together with good indemnity insurance.

1. IT systems - in order to facilitate flexible working, IT systems required remote access for key people. This process is underway. Finance packages have been upgraded and migration of information is completed. The new package is more detailed in terms of monitoring and reporting, providing us with all the necessary audit trails to ensure we meet legal requirements.
2. Website - it is now over 12 months since our new website was launched. We are very pleased with the look and feel of the new website and have received many positive views from our members about the way it now looks - much more professional, more dramatic and appealing to browse. Many of our members have registered to both the website and howdidido.com, allowing for complete coverage of diary events and competition results to be easily made available. A complete overhaul of our website images has been undertaken and implemented, focusing on image quality and content, to the extent that our suppliers often use our website as an example when introducing new customers. Our website is now much more flexible and relatively easy to update and implement new features. The ‘Home’ page design and choice of images is quite dramatic and definitely has impact to all who view. Recently it has been possible to load up the website with a flyover video of each hole, taken from a drone camera and set to music; we are really pleased and impressed with the look achieved. We monitor Google Analytics for information on who is looking at our website which suggests that the number of hits achieved is rising! My thanks to Geoff Snape and the Marketing group for taking this matter forward and in particular thanks to Dick Perry who has put a great deal of work into developing the new site and is now our Webmaster.
3. Facebook - a complete review and revamp of our FB page has been undertaken. Starting off from zero likes, we have now achieved in excess of 400 and growing in a short space of time. It is much more business focused and is used as a shop window to ’sell’ Cardigan Golf Club products outside of the golf club. The availability of a small amount of funds has encouraged ‘promotion’ of a number of significant ‘Posts’. We see the use of FB growing as an enabler to increase membership, tee time bookings and attendance of a number of events. Evidence would suggest that this is happening but we are still new to using this technology which we hope to develop further.
4. Monthly Newsletter - my thanks must go to Aled for the monthly newsletters which are being sent to our members, with an average circulation of around 470. Newsletters are also sent to visitors. Current visitor circulation is in excess of 800.

**Area 2**

**Finance**

**To ensure we are a viable club providing a value for money experience of the highest standard for members, visitors and societies.**

As you can see from the balance sheet, we have had a good year financially. Income from Greenfees is once again up on the previous year as is our membership. We have 20 people on the New2Golf Scheme this year, 8 ladies, 5 men and 7 juniors, and hopefully everyone will welcome them and encourage them to become an integral part of the club.

Many thanks to those people who have helped with funding through personal loans. Cash flow is always an issue at the end of the year and whilst the bank is supportive with overdraft facilities this is expensive. The member loan scheme seems a ‘win-win’ situation for all concerned – a better rate for members and a lower rate for the club.

**Area 3**

**Course**

**To ensure we continue to maintain and improve the standard of course presentation.**

Without our course we have nothing. Maintaining standards, making improvements and balancing this with budget constraints has been the priority.

1. Health and Safety and legislation – the installation of the wash down tank has been completed, ensuring we comply with environmental legislation.
2. Course Development Projects
	1. Course signage – our course signage has significantly improved the golf course and we have received many compliments from members and visitors. We are very grateful to our sponsors for their continued support.
	2. Covered Hitting area – funding has been granted by Sport Wales towards this facility. We are currently reassessing our requirements with regard to this facility, and also investigating the possibility of providing an access to the academy area directly off the adjacent highway.
	3. New 11th tee – on hold currently, subject to finance
	4. Bunker revetment
	5. Rabbit Control
3. Staffing – our new Head Greenkeeper, Stuart Adams, has settled in well, and Stuart and his team have worked hard over the past year to provide us with a course which is the envy of other courses in West Wales. We lost Jake Kallenberg this Summer, who decided on a career change, and have recruited Ben Walsh and Henry Malloy onto the team.
4. Consultant’s Report on the state of the course – Stuart, together with the Greens Committee, have studied the report commissioned last year, and have taken on board the consultant’s comments in our course maintenance practice.

**Area 4**

**Marketing**

**To raise our national and local profile attracting new visitors and societies**

Many thanks to Geoff Snape who continues to chair this Sub Committee. The Marketing Group has undertaken various projects during the last 12 months with a view to uplifting the public face of Clwb Golff Aberteifi.

1. DRONE - thanks to Behind the Lens Media, we have a very detailed video of all 18 holes.

 This has been one of our major projects this year and at a minimal cost to

 the Golf Club. Our next aim is to include all our tee sponsors’ details on the

 hole they sponsor with a link to their website.

2. ADVERTISING – we have established a small advertising budget, and this is being used to look at the areas that might benefit us most

 when advertising. Both Today's Golfer and Golf World have done a

 feature on the golf club, so we have taken the opportunity of placing

 an advert in the same magazines. We have also looked at advertising more

 towards the Border regions.

 Green fees increased in 2018 and we hope that is due to getting our name

 known further afield.

3. OPENS - we have continued to increase numbers for our Opens, in particular the

 Winter ones. Each one has been well supported by visitors, contributing in

 the region of 70% of total income.

 We have decided to have an Open Week in 2019. This will be between

 10th & 15th September and will include Seniors, Ladies, Mens, Mixed and

 Team Opens. We will be promoting this extensively, starting in the New

 Year, using the facilities Golf Empire offer. We are currently looking for

 a major Sponsor to support the event.

4. WEBSITE – once again, thanks to Dick Perry, we have continued to develop the website.

5. TEE SIGNAGE - we are aware that our tee sponsors are integral to our income

 source and besides adding their details to our hole by hole video, we are

 looking at other ways we can add value to their sponsorship package.

6. SOCIAL MEDIA - we have 3 sources of Facebook communication: the Cardigan

 Golf Club Members, Cardigan Golf Club Public and Cardigan Golf

 Club. The latter 2 are the public Facebook pages; the former has just

 under 1000 members and the latter just over 400 members. This enables

 the Club to promote its activities to a wider audience.

7. BUSINESS SUPPORT - besides our tee sponsors, we have attracted some local

 businesses to support our projects. BV Rees Ltd and Teifi Valley

 Building Supplies have been particularly supportive.

8. INITIATIVES - to help raise funds, we undertook two additional fundraising

 Initiatives: we raffled off 2 vacant car park spaces, and we

 also organised a raffle with 3 major

 prizes on offer, which was particularly successful. We also received a generous donation.

 The Club successfully hosted the Nolan Charity Golf Day and due to the

 excellence of our course and hospitality they have committed to return

 in both 2019 and 2020.

 We are in discussions with the Cliff Hotel to promote a play and stay

 package, the Hotel are in the process of producing marketing material.

The Marketing Group are continually looking at improving the image of Cardigan

Golf Club with a view to increasing income, mainly through visitors but also with

local business support. We are fortunate to have an excellent product to offer.

**Area 5**

**Training, Development, Improving golf skills**

**Continue to develop our existing facilities to become a recognised training club for Wales Golf enabling greater use by new and existing members as well as the wider golfing community.**

Many thanks to Emyr, Julia, Aled and the team of helpers who provide support for our Junior and New2Golf people in all kinds of weather. Maintaining young and new members is critical to the future of the club and we are proud to say that their work has been recognised as exemplary by Wales Golf. The Golf Roots programme is engaging new players and our phased subscription scheme has been successful in maintaining interest and enthusiasm. This year, 8 ladies and 5 men attended the New2Golf adult programme and all have remained on year one of the scheme. Hopefully we can convert these to full members next year. Thanks must also go to Steven for his teaching, and Helen and Richard for their support.

**General**

What a year. Months of rain were followed by the beast from the east, and then the hottest summer for years. But through it all we were able to play.

My thanks go to Stuart and his team for all the hard work they have put in over the year!

Also, my thanks go to Pat, Lil and their staff and to Steve, Helen and their team for all they have done to welcome our visitors, and support us throughout the year.

On the international front, the year really started with the Ireland - Wales Boys and Girls international. A great win for Wales, but also for our course - less than two weeks after being covered in snow. On the national front, we hosted the Wales Golf Centenary Foursomes, held in horrendous conditions; our two junior girls, Marni and Dwynwen, came a creditable sixth out of 42 pairs competing.

Henry and Jac got through 3 rounds of the Daily mail foursomes.

Both Ping teams managed to beat first round competition but unfortunately got no further.

Rich and Dyfed had a bad day at the office, falling to Neath at Tenby in the Victory shield.

The Tigers were relegated to division 4, despite all Henry’s hard work; let’s see if we can get back up next year.

The Ladies unfortunately failed to qualify for the team championships.

One highlight was the mens team championships where they qualified for the finals, beating Penrhos in the first round but narrowly getting beaten by Southerndown in the quarter final.

Another highlight was Gloria and Nicola getting to the final of the WWLGA Jubilee foursomes, unfortunately losing to Neath.

My thanks to all who participated, thanks to all those who organised, and all those who supported all these events.

On the domestic front, we managed an almost full calendar of competitions, the majority of which were well supported.

Rich Emanuel set a new record in the stroke play championships of 141.

My thanks to Peter for a very successful year as Captain.

**Ladies Section**

The Ladies section has again gone from strength to strength. We have between 20 – 30 ladies playing regularly every Tuesday. They also enjoyed a few trips away. Several of our ladies have represented the club at area and national finals. Our Ladies Open day in July and the mixed open in September were very well attended, many saying how good the course was. This year, the Ladies Section have raised money for Parkinson’s, Cardigan Cancer Care and RNLI.

The Summer BBQ was again a very successful event raising money for the club.

My thanks to Anne for a successful year as Captain.

**Junior Section**

Once again, I would like to thank Emyr James for continuing to give his time to developing the Juniors in the Club. Here are some of the highlights:

Ben James won the Junior Scratch Championship

Bleddyn Morgan won the Junior Nett Championship.

Marni Copeland won the Betty Jones Junior Aggregate Cup for her consistent

performance over the season. She also represented the county girls team.

Dwynwen Holgate also represented the county and with Marni represented the Ladies at

the club.

**New 2 Golf**: Julia den Hartog must be thanked in particular for the efforts she has put in

to this over recent years. I personally and the club thank her very much for the amount of

time and effort she has put in. Big thank you also to Aled Evans for the help over the year.

Also thanks go to Steve, Helen, Janet and all those who helped out with the various new

to golf activities over the year. More volunteers on Saturday mornings at certain times of

the year make it much easier to organise but more are required during the busy periods.

This year we had 7 Juniors who attended the taster sessions, three of whom join in regularly every Saturday and are now starting to play the blue tee course. The others play when they don’t have other sporting commitments.

We attended the Ceredigion Sports festivals where primary schools from our area get the chance to Tri golf as well as other sports. Apparently, we are the only club in Ceredigion who support these events, for which they are very grateful.

This year we received the Insport Wales Award from Sports Wales. This was presented to us by Gemma Cutter with whom we have been working towards achieving this award. We have

now managed to fulfil the criteria required for Cardigan Golf Club to be recognised as a sports facility that is able to deliver golf to both adults and juniors with a range of disabilities.

Not only have we had a young man with Down’s syndrome on our taster days, but we have also hosted a very successful fundraising day for Mia Lloyd, who most of you know is Eurig Lloyd’s daughter, raising over £700 for her. Well done everyone who supported this. It took the form of an adult and Junior competition which was held on the blue course, and Mike Jones the Ambassador for Disability Golf Wales came all the way from Cwmbran to support the day, along with S4C who came here to film Mia and her family. It was televised on Heno which provided the club with good publicity.

We also achieved the Higher Junior Award from Wales Golf for our inclusive status, and we continue to promote the accessibility of the club to everyone.

A consistent turn out of between 12-15 younger boy and girl golfers on Saturday

mornings is now the norm over the winter months. Greater numbers competing in

eighteen hole competitions will now be the aim for next season. The drive will once again be to re-commence and offer the new to golf programme at the end of April 2019.

**Seniors Section**

Once again, the Seniors Section has enjoyed a successful year and provides a steady stream of income into the Clubhouse. There have been increased numbers playing in the roll ups on Tuesdays and Thursdays, although there has been a decrease in numbers playing in the Thursday matches which is disappointing. The Seniors held a successful Seniors Open in early June, which saw over 100 entries and raised over £2000 for the Club. The Seniors also enjoyed several Away Days as well as a Seniors Captain’s tour. Congratulations to Graham Walker for a very successful year as Seniors Captain, and also to Nigel Clarke for his continued efforts in organising the Seniors roll-ups.

Together with the regular swindles and Winter League, the Golf Club provides every opportunity for members to participate in friendly competitive golf most days of the week, so please get involved as much as you feel able. You will be made to feel very welcome by all.

Finally, don’t forget the Turkey Trots and Holiday Texas Scrambles which started last weekend.

**Thanks**

In conclusion, I would like to thank the Staff, Officers, Committee and all members who have worked so hard to the benefit of the club over the last year. I should point out that we were once again shortlisted for Welsh Golf Club of the Year in 2017, so we must be doing something right.

I must thank Muriel for the hard work she puts into preparing the questions for our monthly Quiz Nights during the year, and for the entertaining way our Quizmaster Terry Hammett hosts them. Please continue to support them as often as you can. They are great fun. I would also like to thank Roddy James for his continued support in tending the front flower beds and the pots around the clubhouse.

I should also point out that in 2019 we have the new rules to contend with; I can see some contentious match results.

Finally from a personal perspective, I have enjoyed being the Club Chairman for the last year, and I would be happy to continue, subject ofcourse to reelection.

**Barrie Davies (5th December 2018)**