



## Minehead and West Somerset Golf Club Newsletter

### Newsletter No 18 March 2016. Club News

This month I want highlight the work that the Marketing Group has been doing and its accomplishments. As Golf membership has been declining across the UK as a whole, it has been necessary to be more pro-active in bringing in revenue.

The Marketing Group was set up in order to meet this challenge. During its short time it has accomplished a great deal. Here is a short list of some of the initiatives taken by the Marketing Group. The complete re-writing, keeping up to date and new graphics of the clubs website, without any costs to the club. The installation of the course signs, again at zero cost to the club. These signs not only acts as information for visitors but also provides the club with a steady income. Other initiatives include the entrance banner, promoting memberships. Facebook and Twitter promotions. Google map promotions. Google search promotions. Membership survey and feedback. Promotions to visiting players. Promotions on specialist golf sites. Review by Golf Empire. Promotion with Golf Now and Tee Off times. Promotion days

for memberships. Taster or introduction memberships. Promotions with Butlins. Groupon promotions. New members welcome packs. Meet and greet initiatives. Extended club free Wi-Fi. The introduction of this monthly newsletter. Local clubs and sports promotions. Links to Somerset County Cricket Club. Invitational events. Functions that bring in income.

This winter there has been a special promotion to attract visitors and also to build our database for future marketing initiatives. We managed to take advantage of the wet weather that has effected some local courses. The promotion has been a huge success bringing in more green fees in one month than we have taken in 3 months during previous winters! On the 2nd of May the Club will be hosting the National Disabled Golf Association. This will bring golfers from all over the country to our club and although this is not the primary reason to hold this event it may also give our club a higher profile. Any golfer, including our members, are welcome to enter this event as long as they qualify for a disabled parking permit/badge.

I would also like to mention the work done by the clubhouse staff to promote outside events (we have a wedding fair this year organised and run by Steve A and Marie O). The marketing group have not had a direct input, but I think they have created the climate where such events are welcomed

The list of marketing initiatives goes on. Of course we realise that this can sometimes inconvenience members with more course bookings or the clubhouse being occupied but this would be the case if we had a larger membership. We hope that you will be able to see these promotions as positive helping our club provide revenue to ultimately keep our annual fees at reasonable levels for all our members.

Should any member have any ideas or have any marketing expertise and would like to join the marketing group your input would be very welcome. Just drop me a line, anytime. There is much work yet to be done.



### Phil Bowden, Club Captain

Spring and Summer are fast approaching, although you wouldn't think it with the wind and rain we have had this

month. The course is standing up to it well though.

The Captains winter 4 ball has now finished and the winners this year were Marc Johnson and Richard Glenn who came in with 44 points in the final, beating Dougie Hayhoe and Gareth Latham by a single point.



The first Tuesday Swindle of February saw 40 members playing, and with a format of 3 scores to count all the way round the winning quartet with a score of 103 points

(5 over par) were Geoff Fewings, Nick Bangs, Michael Shortland and Dave Shambrook. Lowest score of the day came from Chris Peters, Ray Milton, Jeff Bird and one of the winter 4 ball champions Marc Johnson with 89 points. In bitterly cold conditions 27 members turned out for the swindle



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played on the 9th February, and with a format of 2 to count all the way the winning group with a score of 75 points were Vince Wheeler, Mike Bowater and Paul Beck. The plonkers of the day with a score of 44 points (28 over) were Francis Hewson, Chris Bingham and John Murray. With the best turnout so far this year, 50 members played in the final swindle of February and with a format of 3-2-2 the winning team this time were Mike Smith, Trevor John and Jeff Bird with a score of 84 points. They beat Gary Greens team by 1 point, and Gary is wondering where they could have picked up that shot. Lowest score of the day came from the last group in, which consisted of Derek Dascombe, Dan Day, Dougie Hayhoe and Bob Fossey with a score of 66 points.

Hopefully with the weather improving we can all look forward to some good golf days to come?



### **Jenny Holland, Lady Captain.**

We started the month off with a friendly match, Town v Country, result 5 all. In the afternoon we had coffee and cake

fund raising, with new lady members invited in aid of St Margaret's Hospice, and raised £148 for my charity. Nice to meet some of the new ladies that came along, hopefully they were encouraged to join in with us. Thanks to everybody for their help.

Jayne Webber Captained the Mail on Sunday match, away to Mendips Springs, unfortunately we lost, hard match to play, our thanks to Jayne and the team.

On Monday 29th Lesley Davis and Jayne Webber played Enmore in the first round of the Daily Mail Foursomes, winning 4 & 3. Well done, good luck in the next round.

February Stableford was won by Gill Hurley with 35pts.



### **Stephen Kaye, Seniors Captain.**

During February the Seniors were busy playing their winter games and a match with Long Sutton. The Trafalgar is an ongoing game played over 7 rounds and is yet to conclude. We are also about half way through our winter knock out, The Porlock Cup.

I was very pleased to conclude my Captaincy with a halved match

against Long Sutton. This meant 2 wins and one half for our winter matches well done to all the Seniors who took part.

The Seniors held our AGM at the end of February at which our new Captain was introduced. We wish him well with his year. Bring on the fine weather we are looking forward to a great golfing year ahead.

### **Graham Wright – The Warreners**

We Warreners hope everybody at Minehead golf club has enjoyed a good start to 2016. As far as the Warreners are concerned January is a quiet month with our members playing various formats when weather permitted.

On February 24th the Warreners played their first match of the year against a team of 14 from Enmore Golf Club. Many of their members have been playing golf at Minehead due to the closure of Enmore due to the course condition because of the weather. Some of them have become familiar with our course in this period and the match was drawn 3 1/2 to 3



1/2. The match was followed by an excellent carvery and delicious crumble from Susan and her staff. We look forward to our next match against Minehead seniors in March with matches becoming more frequent in April.

We all hope for an improvement in the weather soon although I am sure we have benefitted at Minehead from the adverse weather causing the closure of several other courses.

### **The Course, Graham J Wells**

We'd like to thank all members for continuing to avoid boggy areas in the proximity of greens when using carts or buggies in the recent damp conditions. Also our thanks for also continuing to conscientiously repair pitch marks on greens and divots on fairways – it all helps in small ways to keep the course in better repair!

We are just about controlling the rabbit damage but we're failing to eradicate them and steps will be taken to improve the situation in the coming month. We are not repairing or marking large areas of rabbit damage as rabbits always return to





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repaired areas to repeat the damage! To mark all such areas as GUR would involve significant work which would have to be continually repeated as any markings always wash away. So please be aware of the rules of golf which allow free relief for any ball or stance which is interfered with by such damage.

There is no further update as to when we will be able to recommence landfill deliveries and we will update you as soon as we have news – we're working on it! In the absence of this income we've been unable to reconstruct the bunkers on holes 1, 18, 9 and 10 as we would have liked at this time. However, we've started the improvements to paths on the 14th hole. The standard of path you see there is that which badly needs to apply on all paths on the course especially as we now have to accommodate the 2 seater buggies for hire.

Please keep looking on notice boards for comments on any new course issues arising.

### Next Club Night.

Friday 18th March 2016 will be first Club Night of the year.

The theme will be Italian Food and Quiz.

The cost of the night will be £10 for two courses or £12 for 3 courses. This also includes entry into the quiz.

Also on the night, the Members Jackpot Draw will take place. The Jackpot on the night of this event will be £150! \*You must be here on the night to win the Members Jackpot.



### *The Menu for the Italian Night is as follows:*

#### To Start

- Arancini (Rice Balls) with marinara sauce.
- Minestrone soup.

#### Main Course

- Fettucine Alfredo (a creamy butter and cheese sauce)
- Spaghetti with meatballs.
- Meat or Vegetarian Lasagna

(All served with Garlic Bread and Fresh Vegetables)

#### Desserts

- Tiramisu
- Trio of Italian Ice Creams

**Please sign up and pay at the bar.**

# Bon appetito!