



# WELLS GOLF CLUB

## Quarterly Newsletter - Summer 2017

### “Les Jeune Fils”

The nerve centre of our business is run and operated by two of our most gifted ladies, around which the business side of our Club operates and is managed on a daily basis.

Eira has been on our staff for the last 9 years having joined us on the 1st September 2008. Having started her working life with EMI she left after 7 years to start a family in Weston super Mare before returning back to Wells and ThornEMI. Then followed a period working for the Journal whilst the kids, Louise, Kate and Lewis, became well established in school. She then rose to stardom being appointed as the Secretary at our Golf Club in 2008.

Her recreational time includes teasing Colin whilst testing gins and bathing in Proseco.

Sue started her working career working for computer companies on accounting packages, which included getting use to the Pegasus system background, a major competitor to our SAGE system.

Once the family were on the horizon Sue worked freelance from home until Ben and Lori-Ann worked their way through school. Robin keeps her on the straight and narrow, or thinks he does, whilst for the last 18 month she has transformed our accounting process through use of that very same SAGE system.

When not working Sue can often be found with her ‘air guitar’ singing Diana Ross records under her apple trees.



### Investments

Our greenskeepers are now the proud owners of new front line greens cutting



machinery which will enable them to provide and maintain our reputation of having great putting green surfaces.

Other course maintenance equipment is also being considered for replacement including the tees machine which is now over 10 years old and its ‘wear and tear’ has a direct reflection on the finished product.

Our 4 new buggies are becoming very popular with visitors and members, having weather covering for the golf bags, an improved battery configuration resulting in safer braking and divot bottles for those ‘occasional’ mishaps when striking the ball off the fairways.

We have also purchased moveable steel framed raised winter tees, initially for the 10th and 17th tees, which suffer more than most from the wet weather. These will be in place for the winter and we will await feedback on there benefits before considering extending this option to other tees around the course.

## 12 Hole Course

Feedback from some younger members confirmed they struggled to find the 4 hours in their busy life style to get round the course, and some of the more senior members find it difficult to play more than 1 round of 18 holes a week, especially on cold ,wet winter days. So we have now produced score cards for a shorter course being the first 12 holes, finishing back at the Clubhouse. Your choice therefore..... do I want to play 18 or 12 holes !!

Qualifying for handicap purposes, the 12 hole shorter course should take no longer than 2.5 hours and we are hoping to arrange 12 hole competitions and tournaments next year.

We are launching the new 12 hole course with a Par 3 shotgun competition, off the junior tees on Wednesday 13th September for a 5.30pm start. It is specifically aimed at the working members who struggle to play a game during the week, but all members can take part, although being a Shotgun event, it is limited to the first 36 players applying. This will become an annual event and a Trophy will be awarded and passed onto the winner each year.

## Practice Nets

The driving nets on the driving range side of the first tee hedge, are now wearing completion and will be ready for members to warm up with a few practice shots, on the chilly winter mornings.



Once again, a big thank you to the 'Tuesday Boys' who found the time to complete the work along with all their other jobs around the course.

## Marketing Strategy

The biggest challenge facing the Club is financial sustainability in the face of a dwindling golf membership and forever rising costs. Resolving this issue will require changes in our approach to delivering the services the Club offers, investment in our facilities and commitment from all our members and staff to raising our standards, on and of the course.

A marketing group has been established to identify our specific aims and objectives, and has agreed the following 'Mission Statement' for monitoring and focussing on developing preferred options:

***'Wells GC is committed to delivering an exceptional golf, dining and social experience for members, visitors and guests around a sustainable and challenging premier golf course facility'***

*So...we have a fair way to go..... but as well as looking at target markets to increase membership, meetings are ongoing with the green staff, catering and Pro Staff to look at how we can do things better. to improve our service and turnover.*

## IT Systems Update

Improving our systems is a necessity in going forwards and the Internet system was high on the list.

Recent changes have not only improved internet access in the Clubhouse, with members and visitors no longer requiring a password, but significantly improved confidentiality of members records by the inclusion of a firewall between public access and the office systems.

Transactions have benefitted from new credit card machines in the Pro Shop and behind the bar, whilst a virtual payment terminal has been installed in the office. Members and visitors can now pay for opens etc in the Pro Shop as opposed to only in the office as before...and Eira no longer has to walk up and down stairs to take credit payments.