

OVERVIEW AND SCRUTINY COMMITTEE

Task and Finish Group Title	Golf Working Party
Membership of Working Group:	<p>Cllr Anne Mellor (Chairman) Cllr John Barrott Cllr Cymone de Lara Bond Cllr Chris White – Portfolio Holder (observer)</p> <p>Rose Winship – Head of Cultural Services Graham Redfern – Contract Manager</p> <p>Recommendation: membership of the group be increased by a further 2 elected members given the workload and complexity of task to be undertaken</p>
Area for Investigation: (Directorate and Service Area)	Living, Lifestyles and Resources Cultural Services
Key Officer Contacts:	Rose Winship 01926 456223 Graham Redfern 01926 456217
Scoping form completed by:	Rose Winship
Scrutiny requested by:	
Criteria for inclusion in work programme	(If yes please provide details)
Customer Feedback	No
Poor performance	Yes Trend of reduced golf rounds has been a cause for concern for a number of years. Despite this being a trend for many courses, consideration is required on how it can be halted or reversed in the future
Area requiring policy development	No
Value for Money Concerns	Yes Income from course effected by decline in the number of rounds being played. Re-tendering for contract from April 2010 must consider options for best value for money for the authority
Emerging issues; Executive Referral, CAA etc	Yes Re-tendering of the contract for the golf professional from April 2010 and the ground maintenance contract from 2013
Long term financial benefit anticipated	Yes See above
Corporate priority	No
Summary of overall anticipated benefits and intended outcomes <i>[Give a brief description of what we hope undertaking the review will achieve e.g. Improved performance, amended policy, efficiencies or increased footfall]</i>	Full consideration of future development of the golf facilities provided at Newbold Comyn leading to a thriving golf facility for local residents and visitors that is fit for the future. Thorough preparation for new contract(s) to manage the course from April 2010
Indicators of success <i>[Include details of desired indicators of success and how these can be measured]</i>	Improved performance (attendances, income) Successful re-tendering and appointment of contractor from 2010

Policy Context	
National or Regional Policy Implications	
Impact on local people	<p>Green Space Strategy – strategic view on future development of Newbold Comyn</p> <p>Opportunities for local people to participate in physical activity</p>
Scope	
<p>In Scope</p> <p><i>[Define what the scope of review]</i></p>	<p>Consideration of options for future development of the golf facilities provided at Newbold Comyn</p> <p>Preparation for new contract(s) to manage the course from April 2010</p> <p>Ongoing performance of the golf course</p> <p>See attached action plan for proposed timetable of tasks for the existing group.</p>
<p>Excluded from Scope</p> <p><i>[Define the exclusions from the scope of the review]</i></p>	<p>Due to the existing lease conditions on the Newbold Comyn Arms, this and related issues are excluded from the scope of this group.</p> <p>Other recreational facilities on Newbold Comyn are excluded unless directly related to the golf facilities.</p>

Council and Partner Involvement	
<p>Who would need to be involved from the Council?</p> <p>Which of our partners, stakeholders and Members of the community should we discuss this with?</p>	<p>Cultural Services</p> <p>Neighbourhood Services</p> <p>Planning</p> <p>Legal</p> <p>Finance (procurement)</p> <p>Glendale</p> <p>Elected members/ward councillors</p> <p>Newbold Comyn Golf Club</p> <p>Golf Professional</p> <p>Local residents (dependant on recommendations in respect of driving range)</p>
Review Resources	
<p>Evidence</p> <p><i>[Background Information and documents to look at]</i></p>	<p>Previous minutes of Golf Working Party</p> <p>Trading figures and attendance records</p> <p>Benchmarking data from other facilities (where available)</p> <p>Business case/costings of proposals (when available)</p>
<p>Witnesses</p> <p><i>[Who to see and when]</i></p>	<p>Officers from other local authority golf facilities</p> <p>Expert advice as required re golf provision</p> <p>Planning advice as required</p> <p>Regular updates from David Playdon (Golf professional) on the performance of the course and Greville Clues (Newbold Comyn Golf Club) on issues effecting club and joint projects with WDC</p>

<p>Site visits</p> <p><i>[Details of site visits and when they will be held if appropriate]</i></p>	<p>Site visits already held:</p> <ul style="list-style-type: none"> - Newbold Comyn Golf Course (April 08) - Hatchford Brook Golf Centre (June 2008) <p>Birmingham City Council facility</p> <p>Further visits to be arranged as required</p>
<p>Consultation</p> <p><i>[Is there any consultation which needs to be undertaken to feed into the review]</i></p> <p><i>[consult with CMT on draft outcomes for any issues they may have]</i></p> <p><i>[Do findings need to be published for consultation before making final recommendations?]</i></p>	<p>There will certainly be public consultation required should the working party consider a driving range and /or other facilities as possible future developments.</p> <p>Internal consultation with Planning, Legal, Finance, Neighbourhood services is ongoing.</p>
<p>Expert Advice</p> <p><i>[Do the task & Finish Group require expert advice support due to the nature of the review]</i></p>	<p>Officers consider expert advice may be required should a driving range be considered for the future.</p> <p>Expert legal and financial advice will be required at the point that the tendering process commences for future management of the course.</p>
Dangers/ Barriers/Risks	
<p>What are the risks to the review?</p>	<p>Lack of officer experience and knowledge in the area of golf and golf course management</p> <p>The final solution may be compromised by the need to hit deadlines for contract renewal. This may result in the final specification not proving to be the optimal solution in the longer term.</p> <p>Competition from other providers of golf facilities and lack of knowledge of their plans for future developments.</p>
Timescales	
Anticipated Review Start Date	Group already established and work ongoing
Anticipated Reporting Date	<p>Spring/summer 2009 – discussion of options and any planning issues to be addressed</p> <p>July 2009 - Agree specification</p> <p>Dec 2009 – Evaluation of tenders</p> <p>Feb 2010 – New contract awarded</p>
Frequency of Meetings	Every 2 nd month (ie 8 weeks)
<p>Date to evaluate impact</p> <p><i>[A review in six to twelve months (dependent on outcomes) at this point deciding to either re scrutinise this matter, with a different task and finish group, or sign it off as the indicators of success have been achieved.]</i></p>	February 2011 (12 months after contract awarded)

Newbold Comyn Golf Course

Forward Planning towards new arrangements from April 2010

1. Key Dates

Summer 08	Research other golf courses (and driving ranges); site visits etc
April '09	Decision on scope of the contract – whats in/whats not ?
Summer '09	Specification finalised
1/9/09	European Journal advert placed
Oct/Nov/ Dec 09	Evaluation of tenders
Feb '10	New contract awarded
1/4/10	New management arrangements commence

2. Short term actions

Action	Comments	Date	Who to lead	Progress update
Clarification on current Glendale contract re maintenance of course			RW	
General improvements to the course to include: <ul style="list-style-type: none">- ball washers- bells- dropping zones- red stakes on 8th	As agreed with Newbold Comyn Golf Club and the working party.	Summer 08	GR	
Raise profile of Pitch and Putt course – signage and advertising	Also consider links with Leisure Centre to promote as family activity		GR & MC	

Business Plan until March 2010 from David Playdon	Support for David in producing this from Mark Croston	By 16 th July meeting	DP	

3. Medium term actions

Action	Comments	Date	Who to lead	Progress update
Draft specification to be commenced – considering what we would expect to see in the contract and what would be excluded	Consider: <ul style="list-style-type: none"> - course maintenance - golf shop and professional - development of practice area - development of shop/changing room area - consider refreshment provision 	July 08	RW	RW to bring to 16 th July meeting
Discussions with Planning officers regarding option for driving range	See item below – until outline specification of design of driving range available – Planning officer unable to comment other than general comments at meeting on 21 st May	21 st May meeting – Planning officers invited to attend working party	GR; DP	
Outline specification for proposed driving range	Details re lighting columns and dimensions of bays would be needed prior to receiving any formal comments from Planning. Basic dimensions and specifications of lights etc to be obtained. Useful website: www.ogro.org (Organisation of Golf Range Owners) – useful information on specifications etc		GR; DP	

	Colin Jenkins (consultant) – useful contact but at a cost			
Officers to share data with colleagues from other authorities to undertake benchmarking on number of rounds, income etc where available.	Peter Howard – Birmingham City Council Newcastle Keele Wigan		GR & MC	
Business Case for driving range to be drafted to include “needs assessment”	Use data from other local authorities; needs assessment to be supported by information from English Golf Union and Sport England		MC & GR	
Site visits with Working Party members to other driving ranges, courses		Ongoing – before Sept 08	GR	