



1903

Members' Information Evening 6th December 2021



Welcome

- **Strategic Plan**
- **2020/21 Financial Highlights**
- **2021/22 Financial Outlook**
- **Courses**
- **Masterplan**
- **Q & A**



Strategic Plan



2020 - 2025



Vision

“We shall be a welcoming, progressive and vibrant members’ club; providing an exceptional golfing and social experience for members, guests and visitors alike.”



Core Areas

Club Membership	Council & Management
Club Finances	Golf Courses & Practice Facilities
Clubhouse Facilities	Food & Beverage Provision
Golf Professional & Pro-Shop	Customer Service
Visitors & Other Club Revenue	Competition Golf
Club Social Events	



Strategic Projects

- **Club Membership**
- **Club Finances**
- **Golf Courses & Practice Facilities**
- **Clubhouse Facilities**



Clubhouse Facilities

- **Enhancing the external dining/seating area**
- **Toilets and showers**
- **Electric vehicle charging points**



2020/21 – Financial Highlights

- **Provisional Profit & Loss Results – Profit before tax of £185k**
 - Gain on sale of old equipment of £81k
 - F&B – profit of £11k includes government incentives
 - Rates exemption and rebate £30k
 - Various cost savings £37k
 - Guests/Visitors £67k
 - Golf Operations – net loss £15k
- **Members and Subscriptions**
 - Full members – 793
 - New members - 10
 - Subscription income £1.18m
 - Entry/Waiting list fees £19k



2020/21 Financial Highlights

- **Balance Sheet at 30 September 2021**
 - Fixed Assets - £5.5m cost; book value £4.25m
 - New equipment in year - £507k
 - Including £408k for replacement machines (acquired on finance lease)
 - Balance outstanding on finance lease £310k
 - Clydesdale Bank Balances £528k
 - Other Deposits/Accounts £474k
- **Cash Reserves**
 - Recommended level c£500k
 - Balance available for capital improvements/investment £500k



2021/22 Financial Outlook

- **Overview**
- **Members and Subscriptions**
 - Target 800 full members
 - 20 new members – entry fees of £25k
 - New rate for 30-34 age group (80% of full rate)
 - Increase in subscriptions of 4% (below inflation)
 - Subscription income £1.195m
- **Other Income Streams**
 - Guests/Visitors income £90k
 - F&B - £15k profit before members' discount
 - Golf Operations – break even before members' discount



2021/22 – Financial Outlook

- **Capital Expenditure**
 - Planned expenditure - £70k
 - Ongoing monthly finance lease cost - £68kpa
- **Budget for the year to 30 September 2022**
 - Net profit - £2k
 - Cash surplus for the year - £80k
- **Funds required for Long term Improvements and Investment**
 - TBC - depends on extent of proposed changes
 - Financial Planning Projections to be introduced



Golf Courses - General

- **Haughton:** Path work at 3rd Tee; Bridge and burn work on 13th; Bridge work on 18th; Install drainage on 10th fairway.
- **Blairs:** Bridge work on 9th; Install drainage on 7th fairway.
- **General:** Returf and repairs to worn areas at bunkers; tree thinning; Routine winter maintenance incl. verti-draining all areas and clearing and collecting leaves.
- **Winter layout** has been reviewed after members' feedback; we have taken on board many suggestion and welcome any further suggestions for next year.
- **Biodiversity.** such as long grass at 9th green.



Golf Courses – Bunker upgrade

Why do we need to upgrade bunkers?

- Minimise repairs after floods
- Get bunkers back into play faster
- We need to reduce time and cost of bunker maintenance

Status

- Capillary liners to bunkers (12th, 14th & 17th) – design proven.
- EDI (Architects) to be requested to develop updated bunker designs – size and shape without impacting course rating.
- Develop schedule to implement capillary liners as part of ongoing annual winter work.



Golf Courses – Maintenance Shed

Why do we need a new Maintenance Shed?

- Current space inadequate/Not fit for purpose.
- We need to protect investment in green keeping equipment.

Status

- Initial design completed and 3 tenders received.
- Initial negotiation to reduce price completed; reduced size from 48m X 15m to 36m x 12m; option to extend in future if required.
- Planning Permission granted (right hand side of Driving Range).
- Master Plan needs finalised to confirm final position of shed; may result in need to seek amendment to planning permission or reapply.
- Latest cost estimate based on reduced floor plate circa £200K.



Golf Courses – Flood Management

Issue

- We cannot stop the course flooding.
- We are experiencing an Increased number of days course closed due to flooding.
- Addressing flooding has become more critical since we embarked on the Strategic Plan.



Golf Courses – Flood Management

Concept being considered

- Protect greens, tees, approaches and fairways and create sacrificial area for flood water to recede into after initial flood.
- Council is proposing that EDI and STRI carry out a study to develop this concept; topographical survey now completed.

Benefit

- Open the courses more quickly after a flood event.
- Reduce silt left after flood.



Golf Courses – Driving Range

Issue

- Range is not long enough and balls landing in neighbour's garden.
- Some immediate action required; practice areas are included in EDI Brief in developing Master Plan

Option

- Prohibit use of woods on the range
- Erect more fencing (subject to planning permission)
- Longer term, relocate the driving range (EDI)



Brief for Master Plan

Overview

- **Brief** was to develop a Master Plan for both courses
- **10 to 15 year** plan for future success of club
- **Haughton:** Members' feedback was minimal change; improve 16th and 17th
- **Blairs:** Members' feedback was that 7th and 8th spoil experience
- **Practice:** improve facilities
- **EDI** appointed to produce Master Plan
- **James Edwards** and **Stuart Gillett** of EDI

Members' Information PRESENTATION

Monday 6th December 2021



OVERVIEW

- Deeside is clearly a progressive and forward-thinking Club that has members who are supportive of the Club investing in the future.
- The Masterplan project offers the Club and its members not only a vision of what the future could look like for the Club, but also an immediate plan of action to continue improving the facilities that the Club has to offer.
- The commitment to future proof the Club with this Masterplan will allow the Club to develop and build the Deeside Golf Club brand and position itself as one of Scotland's best.

THE BRIEF

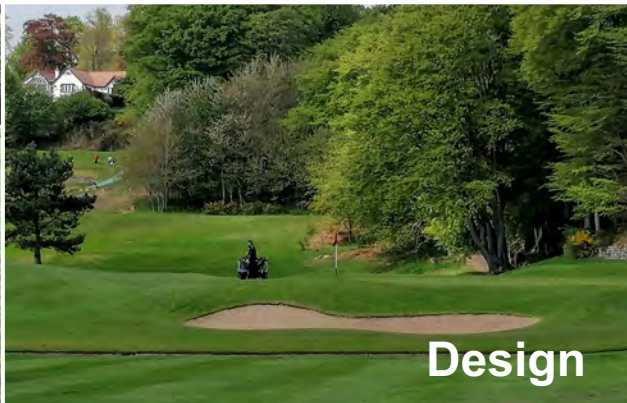
- Review of the existing courses to identify strengths and weaknesses.
- Develop a long-term master plan for development of the golf courses.
- Review and develop a short to medium term masterplan for the practice facilities.
- Review and develop a strategy around the flood water issues facing the Club.
- Review and provide recommendations for associated land management for the golf courses and grounds specifically:

Flooding & Drainage | Agronomic Considerations | Irrigation & Water
Woodland & Natural Area Management | Landscape & Environmental

KEY AREAS FOR REVIEW

- I. Flood Water Evacuation
- II. The Haughton Course
- III. The Blairs Course / Practice Facilities

SITE VISIT



We looked at all areas of the courses and wider facilities to analyse all the aspects of what makes up Deeside Golf Club.

FLOOD EVACUATION



FLOOD WATER EVACUATION - SHORT / MEDIUM TERM

- The biggest challenge facing Deeside is clearly the impact of the ongoing and increasingly regular flooding of the River Dee.
- There is no clear prevention solution and therefore the Club must work on how best to manage the flood water.
- Plans need to be put in place to manage this & implement a strategy that takes the water away from the playing surfaces to ensure golf can return more quickly.

What needs to be done?

- A detailed survey needs to be carried out to help establish the precise levels across the site.
 - This will allow an understanding of where the water is likely to go.
 - Use historical data / evidence (pictures) to help build up an understanding.
- Identify areas across the site that can be used for containment of flood water. Possible to incorporate these into features across the courses.
- Using the levels survey identify what ground works will be needed to encourage the flood water into these identified areas
- Carry out a trial on a specific area during the winter of 2021.

[Click here to view the simulated water level video](#)



THE HAUGHTON COURSE – SHORT / MEDIUM TERM

- Course well respected and feedback from members was positive.
- Presentation and playing surfaces exceptional.
- Bunker sizes and shapes reviewed – allow for less maintenance / more playability.
- Holes 16 & 17 weak and coming where they do in the round should be stronger.
- Opportunity for reduced mowing hours through introduction of more areas focused on biodiversity.

Hole by Hole Reviews (Key Points)

1	Tee levels need addressing and sight lines from the back tees	7	Fescue needed to separate 6th green and 7 th tee Banks on left of fairway need features Swale instead of bunker on rhs of green	13	Review tee angle as aim is towards 15 th Reshape lhs fairway bunker in line with hole shape Look to increase size of green
2	Review of fairway bunkers Tree clearance needed in dense areas Reshape greenside bunker	8	Thin out trees on lhs Make approach to green wider	14	Open up trees around back tee as very shaded Big carry for higher handicap players – solution? Make more of the wall as a feature of the hole
3	Fairway bunker shape too round – change Tree copses too dense Increase size of water hazard	9	Feature needed on mounds between hole and 7 th Review bunkers around green – not efficient Fescue area behind green good	15	Long term plan for tree avenue? Extend fairway to top of ridge
4	Bank on left hand side needs to be more natural Fairway bunkers can be reduced and reshaped Create a swale on rhs of green	10	Lose 1 of the fairway bunkers Raise height of ditch on green side Does it need both bunkers in front of green?	16	Green needs raising Full review of the hole needed – weak
5	Review of bunker shape and make sure in line with the green shape Use the tree area on rhs for flood containment	11	Lose lhs fairway bunker as makes hole very narrow Only 1 bunker needed on rhs of green	17	Can you include tee into Blairs 3 Full hole review needed with 16th
6	Push fairway nearer the ditch Review bunker shapes Swale on lhs of green good	12	Lose 1 bunker on lhs short of green Reshape the approach Improve vista of river where possible	18	Reduce bunker sizes by 50% Pathway off green spoils vista

HAUGHTON – HOLES 16 & 17

- The Members' Survey identified these as weakest holes on the course.
- Especially when coming at the end of the round.
- Possible options that could help with the management of flood water proposed.

13 16 17 EXISTING



H13 488Y
H16 189Y
H17 276Y

POSSIBLE SOLUTION



THE HAUGHTON COURSE BUNKER OVERVIEW

- Aim to reduce the sand area in the bunkers.
- Add in efficiencies for bunker maintenance.
- Improve bunker design.

3rd HOLE CURRENT DESIGN



3RD HOLE POSSIBLE REDESIGN



DRIVING RANGE

- The Members' Survey highlighted a desire for a better practice facility.
- The big issue facing the current site is Health & Safety because of the proximity of the houses.
- Modern requirements are 300 yards in length and 125 yards in width.

CONCEPT PLAN FOR NEW DRIVING RANGE



THE BLAIRS

- There is a definite need for Deeside to have a 9-hole course that offers a good alternative to the Haughton which is playable and challenging for all members.
- The current layout and routing of the Blairs is OK and feedback from members is that the course serves a purpose.
- Key issues centre around the layout of holes 7 & 8 - they greatly affect the experience.
- A change to the routing allows the development of other areas.

THE BLAIRS – POSSIBLE LAYOUT



SHORT GAME AREA & 'UP TOP' FACILITIES

- A focus on better practice plus facilities that appeal to a wider audience are key.
- Our strategy has been to create and facilitate additional golf experiences in close proximity to the Clubhouse that can be used all year round.
- The space available is significant and this allows for great opportunities.
- The existing range building could incorporate an indoor type facility with technology.

SHORT GAME AREA & 'UP TOP' FACILITIES



SUMMARY

- Our aim has been to give the Club a sense of what is possible.
- In doing this we have tried to make sure any development can be phased over the long term (10 year) plan and that the projects create as little disruption as possible.
- This allows the Club to take a sensible and measured approach to implementing their Masterplan.

CONCEPT SITE MASTERPLAN





Next Steps

- **Progress toilets/showers refurbishment**
- **Progress with bunker upgrades**
- **Progress with further flood studies**
- **Address health & safety issues at range**
- **Instruct EDI to develop masterplan further**
- **Workshops**



Questions

