

REPORT TO: LEISURE SERVICES COMMITTEE – 19 FEBRUARY 2001

REPORT ON: GOLF MEMBERSHIP – GUEST CARD

REPORT BY: DIRECTOR OF LEISURE AND PARKS

REPORT NO: 119-2001

1. Purpose of Report

To seek approval for the introduction of a Guest Card Scheme as part of the Golf Membership on a trial basis whereby individuals purchasing the full membership will be allowed six discounted passes which can be used by a guest and will allow a reduced entry fee for a round of golf.

2.0 Recommendation

It is recommended that the Scheme be introduced on a trial basis for 2001/02 financial year allowing a full senior membership 6 discounted passes which can be redeemed by their guests over the season, allowing discounted entry, the guests being present with the member.

The reduction is as item 6.3 where the proposed fee would be £7 for a resident and £9 for a non-resident for a single round of golf.

3. Financial Implications

It is anticipated that the scheme will lead to increased usage and therefore income levels should not fall. This will be assessed at the conclusion of the trial.

4. Local Agenda 21 Implications

None

5. Equal Opportunities Implications

None

6.0 Report

6.1 Most golf courses around Scotland operate Membership Schemes and one of the benefits of Membership is often the option for the Member to sign a guest onto the course for a reduced visitor fee. This privilege is usually extended for a specified number of occasions during the year. In addition to adding value to the Membership Scheme the initiatives can be a taster for individuals for courses and may in the long-term lead to increased membership.

6.2 Another incentive is that the guest would have been unlikely to play outwith the invitation from the golf member and so their visitor fee, although a reduced entrance fee, will nonetheless be additional income.

6.3 It is therefore recommended that on redemption of the ticket the charges for the reduced resident guest visitor fee be £7 and £9 for a non-resident. In addition during the traditional winter period from mid October to March it is recommended that the reduced fee would be £5 for all categories per round.

The 'guest ticket' would be available to those taking out the full senior membership option

6.4 In respect of the administration of the system each of the members will be given a unique 'visitors count down card'. On each occasion of use the cards will be signed and dated in the appropriate box registering the use. The methods of administration will be considered as part of the trial.

6.5 An assessment of the success of the Scheme will be undertaken towards the end of the new financial year and the recommendations and outcomes reported to a subsequent Leisure Services Committee.

7.0 **Consultation**

The Chief Executive, Director of Support Services, Director of Finance and Director of Corporate Planning, Director of Personnel and Management Services and the Director of Economic Development have been consulted on this report.

8.00 **Background Papers**

None

9.0 **Signed**

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Director of Leisure and Parks

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Date