

**Minutes of the CGLMC Ltd Pro Shop Sub-Committee Meeting held in the CGLMC Committee Room at 20 Links Parade on Tuesday 28 October 2014**

Present: W Thompson (Pro Shop Convenor), P Sawers, J McLeish, G Murray, C Yule, R Gillespie

In Attendance: G Duncan (General Manager), C Sinclair (Head Professional)

Meeting began 19.00 hours

**1. Apologies**

L Gordon, G Paton

**2. Head Professional's Report**

C Sinclair said the visitor season was now coming to an end but had been a very successful season with member interaction being stronger due to the checking in procedures at the Pro Shop.

He mentioned that Ryder Cup week had particularly successful with an increased average spend and that Dunhill was better than normal due to inclement weather .

C Sinclair mentioned that the Pro Shop staff had been a huge asset to the business this year and have performed well individually and as a team.

C Sinclair mentioned that he felt there was an issue with Tour Operator parties due to the drivers predominantly checking in their groups with the consequence then that a large majority of the group did not step into the shop.

Discussion then took place with regard to incentives which might encourage the Tour Operator customers to come into the shop similar to the process at St Andrews.

W Thompson said it would be important to meet with the Tour Operators to determine how Carnoustie could work with them to improve their business and also the business opportunities for Carnoustie Links.

**3. Financial Performance Year to Date v Budget**

W Thompson said the year to date figures were excellent and C Sinclair said this had been the Pro Shop's best ever year.

C Sinclair said the October figures were also good and W Thompson said this would put the Pro Shop approximately £60,000 ahead of budget.

P Sawers said the increase in members' sales where the member received 10% discount was very good and encouraging for the future. Discussion took place on VIP programme and how it could be adjusted so that more people would join. W Thompson said he had two proposals which he would return to later in the agenda.

W Thompson said the figures showed that club rental was very successful as was both manual and power trolley rental. However a custom fit programme had not been successful and it was probable that the inability to sell hardware was a significant issue.

C Sinclair said that, despite efforts at the start of the season, other professionals were not sending customers down to get fitted.

J McLeish asked where these customers would be going if they were not coming to Carnoustie and W Thompson replied that there was a major fitting centre at Linlithgow which did have a driving range capability and a larger number of clubs but it was unknown whether they were taking the bulk of customers. W Thompson said it was important to go back to Taylormade and meet with them to discuss this matter in some detail and see if anything could be done.

A large floor space in a prime location was being allocated to the custom fit and once discussions had taken place with Taylormade he would report back to the Committee.

#### **4. Winter Hours and Retail Programme**

C Sinclair said the normal winter hours would be operated for shop opening.

He said that the shop operated mainly a "stock service" which meant that the stock was not fashion buys and therefore would be able to be sold next season.

Fashion items only had a small supply left and these would be placed in a sale bay in due course.

C Yule asked if the winter hours for the shop would be placed on the website. G Duncan said this would be done. W Thompson said the Ecco shoes were now on a sale or return basis so there was no requirement for them to be placed as sale items.

A one night sale was discussed but W Thompson said in the past attendance for these things had not been good.

C Sinclair said the checking in of people playing the Buddon had gone well throughout the season and this had brought in a number of people who had never previously come into the shop. The CCTV system was working although it was not always possible to be viewing the screen all the time. However all footage was recorded and could be reviewed if necessary.

It was agreed that the CCTV should be mentioned in the November newsletter.

## **5. 2015 V I P Proposal**

W Thompson said that he had two proposals to be considered with regard to the VIP programme. One was that the £120 could be paid along with the Season Ticket as a monthly Direct Debit payment. Secondly, the 12 months period for being a VIP member should begin from the date of joining. In other words, a rolling 12 month period rather than a fixed April to March timescale.

He said he had spoken to both the Finance Manager and the auditor who had indicated that both of these options were acceptable. P Sawers said she was fully supportive of the VIP package but that she had some concerns about the Direct Debit method where a VIP member would gain the full benefits of the system without having paid the full joining fee. However it was felt that because it was linked to the Season Ticket, CGLMC would always have a sanction available if the system was being misused.

P Sawers said that the rolling programme could potentially give a customer access to two years' worth of fashion items but this was felt to be a reasonable use of the programme.

J McLeish asked if a member joined the VIP scheme after April, whether they would be able to use the Direct Debit facility or would have to pay the £120 upfront. It was agreed that anyone joining after April would not have a Direct Debit option and would require to pay the full amount at the time of joining.

## **6. Junior Coaching**

W Thompson gave an update on the Junior Coaching proposal which will come before the full board in due course.

## **7. Any Other Competent Business**

R Gillespie asked if it would be possible to investigate the taking of photographs of visiting groups which could then be collected from the Professional Shop after the players had completed their rounds. He said this would be an excellent facility to offer visitors and would also encourage them to go into the Pro Shop.

W Thompson said this was done at Prestwick and would be an excellent service to offer the customer.

It was agreed to investigate this proposal and report back in due course.

W Thompson said he felt it would be worthwhile during the season if the Head Professional and Links Superintendent could go out and meet visiting golfers, introduce themselves and gather some feedback as well as engage the customer in conversation.

There being no other business, the Meeting closed at 20.05 hours