

Minutes of the CGLMC Ltd Pro Shop Sub-Committee Meeting held in the CGLMC Ltd office at 20 Links Parade on Monday 18th May 2015 at 7.30pm.

Present: I Frier (Pro Shop Convenor), P Sawers, G Paton, W Thompson, J McLeish, G Murray, C Yule, L Gordon

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

The meeting began at 1940 hours.

1. Apologies

There were none.

2. Head Professional's Monthly Report

C Sinclair reported that visitors spend increased considerably in April from last year due to the increased tour operator bookings. He also stated that VIP membership has increased from 60 to 73.

C Sinclair said that the new range of Open Championship 2018 merchandise had arrived. He also said that the staff exchange with Brookline will take place at the end of June and the start of July.

C Sinclair said that the service levels from our suppliers has been outstanding and he has conveyed our thanks for this excellent service.

C Sinclair said that an incident had taken place with a member collapsing and our emergency response had worked extremely well. Staff were immediately in attendance and the ambulance arrived within 10 minutes.

Personalised Images

C Sinclair explained that he had identified a company who accepts customers own photographs and then they can frame it, title it and deliver it to the customer's home address.

I Frier said that he had discussed this with C Sinclair and he felt that this was a much preferable process than the one where Links staff would take the photo on the first tee and Pro Shop staff would print out the photograph.

I Frier said that this method would allow the customer to take their own photograph at any location around the course and there would be very little CGL staff involvement. I Frier said that it had been the intention to carry out a customer survey but he felt this proposed system if approved meant there would be no requirement for a survey.

The committee agreed to provide details to the full board and to recommend the system as described by C Sinclair to be adopted.

3. Custom Fitting Report

I Frier gave a short summary of the Custom Fitting report and asked for feedback from the committee members.

G Paton said that it was a very good report but didn't change his opinion that we should go ahead with order fulfilment as a service to customers.

C Yule said that he agreed with G Paton.

W Thompson said the numbers involved were not too large so were therefore not a commercial threat to any other organisation.

G Murray said that he disagreed with this proposal on principle. He advised the committee that a commitment had been made and we were now renegeing on that commitment. He also felt that, although this was being promoted as a service to season ticket holders, it only benefited a very small number.

W Thompson said it was appropriate to revisit decisions regarding today's customer requirements, which may well be different to when the decision was originally made. He said decisions often had to be reset and revisited as the economic climate evolved.

G Paton asked if it was necessary to charge £40 for Custom Fit. C Sinclair said that it would be waived if a customer ordered clubs.

J McLeish asked if this reduced the overall profit margin when this was waived and it was agreed that this was the case.

G Murray commented that he was concerned about the cost of the overall investment up to now, and the additional staffing costs for Custom Fit.

I Frier asked for the opinion of the committee as to whether they were supportive of a custom order fulfilment process which would involve the Pro Shop ordering clubs from Taylormade on behalf of the customer.

G Murray said he was not supportive of this. The other Trustees said they agreed with this proposal.

It was agreed to recommend to the full board that:-

- i) Following a Custom Fit, an order for clubs could be placed with Taylormade by the Pro Shop staff in order that the customer's requirements could be fulfilled.

4. Any Other Competent Business

There was no other competent business

The meeting closed at 2017 hours.