

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS

1.	Meeting:	Cabinet Member for Culture, Lifestyle, Sport & Tourism
2.	Date:	12th April 2011
3.	Title:	Grange Park 2011 Fees & Charges
4.	Directorate:	Streetpride

5. Summary

Grange Park Golf Course management have requested an increase in fees above those allowed by the agreed operating terms in order to allow the course to remain financially sustainable.

6. Recommendations

That the Cabinet Member approves the fee structure for Grange Park Golf Course as requested by Grange Park Golf Club Ltd.

7. Proposals and Details

The Directors of Grange Park Golf Club Ltd.(GPGC) have proposed increases to Green Fees and Season Tickets above the level of increases allowed in the agreed operating terms. These increases are requested because the existing fee structure no longer reflects the golf market and is risking the financial sustainability of the course at Grange Park.

A report was previously brought to cabinet member for Cultural Services and Sport in July 2010 regarding proposed increases to season ticket prices at Grange Park. The contents of the report were agreed by cabinet member which would allow GPGC to increase prices for existing members at a slower rate than this new proposal and at a level which has not been found to be financially sustainable.

The course fees at Grange Park have fallen some way behind comparable municipal courses and do not reflect the level of investment made by GPGC, which has seen the quality of the course improve over the tenure of GPGC. In order to provide realistic pricing benchmarked against sub-regional municipal courses the following pricing structure is proposed:

	Current Midweek	Proposed Midweek
Green Fee	£13.60	£17.70
Season Ticket	£240.00	£345.00
	Current Weekend	Proposed Weekend
Green Fee	£15.40	£20.30
Season Ticket	£420.00	£552.00

By comparison to the following courses charge:

	Midweek Green Fee	Midweek Season Ticket	Weekend Green Fee	Weekend Season Ticket
Crookhill - Doncaster	£15.30	£375.00	£16.30	£470.00
Normanby Hall - Scunthorpe	£17.40	£453.00	£19.40	£510.00
Bradley Park - Huddersfield	£17.50	N/A	£19.00	£457.50
Barnsley Municipal	£15.00	£430.00	£19.00	£530.00
Tinsley Park - Sheffield	£14.00	N/A	£18.00	£564.00
Lupsett Park - Wakefield	£13.50	£285.00	£16.00	£415.00
Average	£15.45	£385.75	£17.95	£491.08

Although the proposed prices are an increase above inflation it should be noted that the proposals are **maximum** prices and will allow GPGC to introduce “Twilight” tickets, winter reductions and other promotions to increase usage at quieter times.

The management of GPGC believe that although the maximum green fees would be slightly higher than other local courses, the new prices are more reflective of the quality of the course and the local golf market is willing to pay the slightly higher fee as the course quality merits it.

8. Finance

RMBC currently leases the golf course and the club house in two leases to Grange Park Golf Club Ltd at a combined rent of £31,800 per annum plus 3% of retail turnover from 1st July 2009. New heads of terms are currently being negotiated to simplify the current lease situation and extend the lease period. A further report will detail these proposals and be brought for cabinet member approval.

9. Risks and Uncertainties

No new risks or uncertainties have been identified.

10. Policy and Performance Agenda Implications

This continued successful operation of Grange Golf Course meets the following priorities:-

- **Rotherham Alive** by providing high quality golf facilities for Rotherham residents.
- **Rotherham Sustainable** by providing facilities with an ongoing income to RMBC.
- **Rotherham Proud** by encouraging tourism within the borough by providing a venue suitable for tournament golf.

11. Background Papers and Consultation

Officers in Financial Services have been consulted and support the recommendation.

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