



HOUGHTON-LE-SPRING GOLF CLUB

2020 CLUB SHOP NEW ARRANGEMENTS - UPDATE

Following the departure of the club professional, the committee have been working hard in developing ideas for our future shop management arrangements with the aim of providing a sustainable, cost effective model, while not diminishing the quality of service for its members.

The club's objectives have focused on delivering a new service model which will maximise revenues while keeping costs to a minimum.

We can now announce, after formal interviews with interested parties, that the club committee have taken the decision to enter into a Co-operative Agreement with Eureka Golf Ltd. The committee all agreed that the proposal put forward by Eureka Golf met all the club's objectives in providing a modern, innovative and cost-effective service for its members.

Benefits of this new cooperative approach for the club will be:

- Houghton Golf Club with the support of Eureka can focus on maximising green fee, buggy and society revenues with all monies retained by the club;
- Professional retainer and commissions eliminated (cost to club £22,138.00 in 2019);
- Comprehensively stocked shop including all essentials, clothing, waterproofs and selected golf equipment;
- 50/50 profit share scheme on all golf shop sales;
- Eureka employees to staff shop on Saturdays at no cost to the club (cost benefit to the club circa £2,720.00 per annum);
- Club shop to be staffed by fully trained club employees responsible for ensuring the highest level of service to its members;
- Eureka golf to invest in and install a new cloud based till system allowing real time syncing of members accounts in both the club shop and Team Valley premises;
- Access for members to a qualified PGA professional sourced by Houghton le Spring Golf Club to facilitate internal group coaching programmes and individual lessons.

The club, with the assistance of Eureka Golf, will now embark on organising and implementing its plans. We will keep members updated of progress and expected completion in the coming days. Until that time our valued club volunteers will continue to manage the club shop.

The committee believes this mutually beneficial co-operative is another positive step in meeting the club's aims of maximising its revenues, whilst minimising costs in the fast-changing scene for golf clubs like ours.

Finally thank you to all our members, old and new, for your support and understanding during this period of necessary change.

John Walvin

Chairman of Houghton-le-Spring Golf Club.