

**MINUTES OF A BOARD MEETING HELD AT EXETER GOLF AND COUNTRY CLUB LIMITED,
WEAR HOUSE, COUNTESS WEAR, EXETER ON WEDNESDAY 1ST OCTOBER 2014
AT 5.30 PM**

Present: Will Gannon (Chairman)
Paul Dukes (Vice Chairman)
John Coombs (Finance Director)
Chris Harris-Deans
Max Goodison
Deborah Stevenson

In Attendance: Hilary Weatherley (President)
Chris Jones (General Manager)
Jenni Davies (Marketing & PR Manager) (left meeting at 6.15 pm)
Irene Gilbert (Secretary)

At the start of the meeting Jenni Davies presented her Autumn Marketing Report which is detailed below.

Responsibility

<p>1. APOLOGIES Apologies for absence were received from Geoff Pascoe.</p>	
<p>2. MINUTES The Minutes of the meeting held on 27th August 2014 were confirmed by the Board and signed by the Chairman.</p>	
<p>3. MATTERS ARISING The Chairman and directors extended their best wishes to Geoff Pascoe and wished him a speedy recovery. The GM had arranged for flowers to be sent to Geoff and Helen.</p>	
<p>4. FINANCIAL MATTERS The P & L Account for the 5 months ended 31 August had been circulated to the Board. The half year results will be available for the next meeting and it was agreed that a profit protection plan should be drawn up.</p>	CJ
<p>5. GENERAL MANAGER'S REPORT Health & Safety A full list of accidents for September had been circulated to the Board. This totaled 13 incidents, including 6 Staff, 0 Riddor A Health & Safety Audit review was conducted at the health and safety committee meeting on 25th September with Richard Hookway from Amarisk in attendance. He was very impressed with the professionalism of the committee and commented that it was one of the best committee meetings that he had ever been invited to attend. The team have made the slight improvements as requested in the Health and Safety Audit that took place in July. Human Resources A full list of training, new staff and leavers was circulated to the Board.</p>	

A personal profile on the new Head Chef, Adam Little, is being compiled and will be circulated to members. Adam commences his employment with the Club on 20th October.

Marketing Report

General membership

Since the last presentation, we have established that membership of sections is lower than it was historically, yet the number of new members joining just for swimming (club) has increased.

Events

Christmas parties, lunches and dinners. All Saturdays and Fridays are fully booked in the evening, we are also doing well with weekday Christmas dinners. Lunch times are picking up slowly. Leaflet dropping starts as of tomorrow.

Tennis Dinner 4th October – 23

Fashion Show 14th October – 2

President's Night 16th October – 39

Golf Presentation Evening 17th October – 12

Halloween Murder Mystery 31st – 4

Annual Golf Dinner Dance 22nd November – 55

Gym Curry Night December 4th – none

Christmas Ball December 5th – 53

Black and White Ball December 20th FULL

Current promotion: Free gym or rackets for 30 days when you join
End of the first 30 days has come up – Sam has contacted 5 people who took up this offer and got through to one who has extended their fitness membership and joined.

Banners at entrance, billboards, remarketing, social media, Exeter Living, Devon Life, Google adwords, SEO

Facebook: 2027 against 1712 likes / 27,900 average post reach – due to recent promo re spa / 4,200 people engaged /

Twitter: 3238 followers / 3114 last qtr report

Member email open rate 51.5% average (47% average last qtr)

SPA

Announcement of brands via email to members, ex members, business and personal contacts (approx. 6,000) Facebook, Twitter, Exeter Daily, Express and Echo plus online spa publications.

Retail available to purchase and bookings for December opening, from end of October.

Christmas parties will have a leaflet on each seat (approx. 5000)

Food and Drink Devon leaflets with offer on 6th October – and South West Chef of the Year

Launch event on Tuesday 2nd December with Christmas gift promos and mini treatments

Golf launch in Sports Bar following Tuesday (ladies day)

Express and Echo

Launch story

September

Express and Echo	Launch event	27th November	ber
Express and Echo	Review by Anita	6th December	
Devon Life	Launch story	November	
	Review by		
Devon Life	Gemma	December for	January/Feb issue
Spa Business magazine			
Leisure Media / Management			
Exeter Daily			
EX1	Advertorial		
Devon life	competition	November	
Modern Spa Magazine	review	December	
Professional Spa and Wellness	Launch story	September	

Maintenance

Next Projects

- Fixed wiring checks to be initiated Oct / Nov.
- Mews Bar & Function Room Decorate.
- PAT Testing Oct / Nov.
- Exterior painting continuing, Wear Park gable end complete one side of Wear Park to be completed by end of October.
- Pointing and capping of outdoor pool perimeter wall to be started.
- Initiate costing of works to be completed post flood damage.
- Relocate server room and make secure.
- Decorate and fit out our new spa facility, install plumbing and lighting.

Contractors Works Completed

- CCTV install completed.
- LED light trial started reception area and gym corridor (Sky tiles)
- Refrigeration to wine store installed (New Cellar location).
- Fitting of floodlights to yard area.

Maintenance Team

We continue to have good weather, allowing us to move forward with the external decoration, I anticipate completion at the end of October. The tennis courts are still being maintained and continue to be in a satisfactory state of repair.

We have received delivery of a lime mortar mix in readiness to start the works on the perimeter wall. The outdoor pool wall being first to be pointed.

The events of Friday the 19th with the flooding have set us back a little, quotes are being raised to complete any works required.

We continue to be understaffed in the housekeeping department due to long term sickness and one resignation. We are working hard to resolve this.

We continue with our health and safety meetings with Richard Hookway joining us for our September meeting, post audit just to see where we are with the audit findings.

Security

The CCTV cameras are now installed. They have already been used to assist with several incidents.

Wear Park Espa Spa



We are delighted to announce the next step of the journey for Exeter Golf and Country Club into an exciting future, built upon our 120 year history.

Wear Park Spa will open in December with two elegant ESPA treatment rooms on the first floor designed to create a luxurious cocoon for those seeking rejuvenation, relaxation or simply some well-deserved 'me-time'.

We are thrilled to have partnered with ESPA as a world leading, international spa brand. ESPA has pioneered the science of natural beauty and created some of the world's finest spas with over 450 in 50 different countries delivering over 3 million treatments a year. ESPA's skincare and body products use the finest extracts to focus on naturally improving the condition of the skin for long-term results as well as outstanding instant benefits. We are incredibly privileged to be the only ESPA spa destination in the region.

With a team of ESPA trained therapists, Wear Park Spa will offer a menu of ESPA face and body treatments, along with manicures, pedicures, waxing and complementary therapy such as reflexology and reiki. Our new spa will also offer a range of pamper packages and spa days, incorporating lunch and afternoon tea in our restaurant downstairs.

As a club we are fortunate to enjoy such a beautiful location so close to the city centre with a grand Georgian manor house at our heart. We

<p>strive to improve the club for you as members while also extending our offering to provide a full complement of health, sport and leisure facilities, making the most of our surroundings.</p> <p>Boxing Day – can I ask the Board about closing. We currently close on Christmas Day and open for 6 hours on Boxing day. Only a handful of members came last year and the spend for the day was £59, the year before was £89. The cost to open the Club with lighting, heating, kitchens open and then staff it with reception cover, lifeguards, chefs and FOH staff is probably ten times more than what we would take that day. I suggest we close for Christmas Day and Boxing Day. If the Board approve then I will ask the Club Committee for their opinion before the final decision is made. The Chairman and Directors had no objection to this request.</p> <p>Can the Board meetings be moved to a different meeting room from next month? I suggest the Musgrave Room at the end of the corridor. The Board Room will become one of the three treatment rooms. The Chairman and Directors agreed to the change of venue for future Board Meetings.</p> <p>The Chairman and Directors extended their thanks to Chris and the team for all their hard work in clearing up the flood damage. It was very much appreciated by all that the Club was able to reopen the next day.</p>	
<p>6. NEIGHBOURING DEVELOPMENTS</p> <p>The Chairman had sent a message to all members updating them on the progress with the Persimmon negotiations. The Board and its professional advisers are in advanced negotiations with Persimmon, and the Chairman was confident that a solution had been reached whereby the future of Exeter Golf & Country Club will be secured in its present form and location for many years to come. The Chairman would update the Board once the contracts had been finalised.</p>	
<p>7. PRESIDENT’S REPORT</p> <p>The President had attended four Committee meetings during the month. The key issue is the Persimmon situation which hopefully will be sorted in the near future. Smaller issues are being handled by Management before reaching Club Committee.</p> <p>The President reported that he was very upset that two Hospice collection tins had been stolen from the Club. The Board agreed that this was disgraceful. The General Manager would ensure that future tins are secured. The improved CCTV coverage would also help the situation.</p>	CJ
<p>8. ATTENDANCE AT CLUB COMMITTEE</p> <p>Deborah Stevenson would attend the Club Committee meeting to be held on 6th October.</p>	DS
<p>9. ANY OTHER BUSINESS</p> <p>The General Manager asked the Directors for their opinion on whether</p>	

<p>the outdoor pool should remain open for the winter months. After discussion it was agreed that the outdoor pool should close at the end of November and reopen on 1st April.</p> <p>The Exeter Room has been reserved for the Brainstorming Session to be held on 25th October from 10.00 am to 2.00 pm. An Agenda to be compiled and Directors to email Chris if there is anything they feel should be included.</p> <p>Deborah Stevenson was very happy to encourage family members to use the facilities and would liaise with Lucy to this end.</p>	<p>Directors</p> <p>DS</p>
<p>10. DATE OF NEXT MEETING Brainstorming Session Saturday 25th October 2015 Board Meeting Wednesday 29th October 2015</p>	

There being no further business to discuss the meeting finished at 7.20 pm

Chairman **Date**