



# BURHILL

Dear Member,

We are now coming to the end of what has been an extremely refreshing golf season. Despite difficult moments earlier in the year, with government enforced closures, we have been delighted to see so many members enjoying the club, its facilities, and playing competitive golf on both courses. Whilst being extremely challenging, the pandemic also presented an opportunity for the golf industry, with demand surging as many realised the health benefits of the game. It has been a delight to welcome so many new faces to the club in the last 12 months - rest assured that my team and I are continuing to work hard to make the experience at Burhill Golf Club as welcoming as possible, and we are constantly striving to improve service levels. To help keep you informed, please see below some updates from around the club which we hope you will find both interesting and useful as 2021 draws to a close.

## GOLF COURSES



As mentioned numerous times before, our golf courses remain the number one priority, and Course Manager, Rob Surgey, and his team will continue to work on projects and maintenance programmes designed to deliver consistent improvement to overall playing conditions.

Despite the increased number of total rounds played this year, progress across both courses has continued. The greens are showing impressive consistency and the fairways are reaping the rewards of last year's investment in overseeding, with a much more resilient grass seed. It has been great to hear such positive feedback about course conditioning throughout the summer and autumn months, even after a deluge of rain in October. We are in very good shape as we enter the winter and, as ever, we will look to avoid course closures as much as possible.

As part of our continuous improvement programme, I am pleased to inform you of the following planned greenkeeping projects for this coming winter:

1. The continuation of the Old Course bunker renovation programme on holes 8, 13, and 17 (pictured below).



Old Course – Hole 8  
20 September 2021

LOBB + PARTNERS  
GOLF COURSE ARCHITECTS

1954



Existing hole



Proposed design

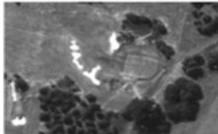
**Key:**

- A – Remove bunker to allow for more generous landing zone for slower swing golfers.
- B – Lift sand higher and move slight more into fairway.
- C – Refurbish bunkers to same size and location. Add heather top to restore heathland landscape in location.
- D – Refurbish greenside bunkers in same location and size.



Old Course – Hole 13  
20 September 2021

1954



LOBB + PARTNERS  
GOLF COURSE ARCHITECTS

Existing hole



Proposed design

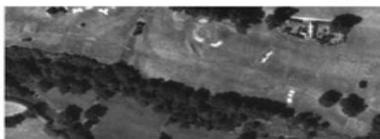
**Key:**

- A – Remove forward bunker and extend approach cut.
- B – Enlarge left bunker and slightly reduce right bunker. Heather top bunkers and remove birch trees behind them.
- C – Remove encroaching Oak trees to promote healthier turf growing conditions and restore open landscape.
- D – Cut through ridge at green to create walk down. Maintain turf in hollow to playable standards.



Old Course – Hole 17  
20th September 2021

1954



LOBB + PARTNERS  
GOLF COURSE ARCHITECTS

Existing hole



Proposed design

**Key:**

- A – Refurbish bunker in same location and to same size.
- B – Remove approach bunker and create small mounding to push play back.
- C – Remove smaller Oaks and scrub to open view and allow for enhanced light and wind movement to green.

2. The sleeper edge pathways on holes, 4, 5 and 14 will be replaced, and the pathways topped up with fresh stone.
3. The steps to the 10th white tee on the Old Course will be replaced.
4. Levelling and reshaping of the white tees on the 2nd, 3rd, and 5th holes on the New Course.

The major project relating to the long-term upkeep of both courses is our application to secure additional flood water abstraction from the River Mole during the winter periods, and the construction of an additional water reservoir. This will aid our ambition of being self-sufficient with our water resources in the future. The investment in this vital project is currently estimated to be circa £300k. This, together with our continued investment into plants and machinery for Rob and his team, reflects our desire and commitment to provide all members with two top quality golf courses.

## MEMBERSHIP

We have welcomed many new members over the last year, which has seen the average age of our membership continue to drop as our clientele continues to diversify. Members should also be aware that we are currently operating a waiting list for further new members - a situation we do not see changing for some considerable time.

It is also great to see so many new members already integrating well into club life which, partly, has been made possible by the wonderful job done by our Captains Andrew, Viv and Elliot, and their Committees. I would like to take this opportunity, on behalf of everybody at the club, to thank all the Committee members for the wonderful job they do for the entire membership. I would like to encourage all members to embrace club life and join in as many social events and participate in as many competitions as possible. Great golf clubs are about the people that are in them; having good facilities and great golf courses certainly helps, but the atmosphere is created by the members and their guests. Here at Burhill, we are incredibly fortunate to have so many members that contribute so much to the general wellbeing of the club and long may that continue. For my part, we will continue to help support you all so that you can continue to enjoy the club to the full.

Like nearly every hospitality business in the country, Burhill has endured staffing challenges throughout the year. This, together with supply chain issues from key suppliers, unfortunately caused a few disruptions to our operations. Our teams have been working hard to provide you with the best possible service, and we thank you all for taking time to provide feedback when completing our Net Promoter Score (NPS) questionnaire which was emailed to you individually. NPS measures member loyalty, and gives us the opportunity to continue to put you first.

## SUBSCRIPTION FEE AND LEVY

Now for the news that I know many of you have been waiting for. Our average increase in subscription for 2022 will be 5.7%. 7 Day membership will increase by 5%, with 5 Day membership increasing by 7%. Levy will remain at £350. These increases fall directly in line with similar clubs in the area and are a reflection of the huge increases we have seen to our staff costs, food, beverage, energy, and increases to nearly all costs of goods, particularly those related to our greenkeeping department - all of which are running at double digit inflation.

As in the previous year, 12 weeks of your 2021 subscription, covering the lockdown closure this year, will be credited onto your member's account to compensate for the closure period experienced in the first quarter of the year. A fully itemised renewal request will be sent to you by email on 1st December. If you wish to make any changes to your category or if your bank details have changed, please contact Helen Firman, in writing, at [h.firman@burhillgolf-club.co.uk](mailto:h.firman@burhillgolf-club.co.uk).

Please be reminded that any unspent compulsory levy from this year and compulsory levy brought forward from 2020 due to the pandemic must be used by the end of 2021 as no further extensions will be given. If you have any queries on your levy, please contact the office, and speak to Andrew Palmieri [a.palmeri@burhillgolf-club.co.uk](mailto:a.palmeri@burhillgolf-club.co.uk).

## TEE TIMES

The number of rounds played by members this year sits at an all-time high, and we are anticipating a similar trend as we head into the winter.

Traditionally, Burhill operated with no tee time booking system, and many members enjoyed the opportunity to turn up and play. However, since the pandemic, views have changed and there are many members who like the certainty of knowing when a round would start. There is no doubt that the pandemic has changed how many people operate their working lives and, like many, we who operate golf courses must adapt and move with the demands of our members. Throughout our many years operating nine other golf clubs, we have also seen that having designated tee times directly relates to an improved pace of play.

As many of our members continue to use the club more frequently, and views are split on the positives and negatives of having tee time bookings, we will continue to monitor the courses and demand, and react accordingly. As you know, we have been trialling a mixture of bookable and non-bookable (open play) slots in our hybrid system, which seems to have worked very well.

## BOOKABLE COURSE AND OPEN PLAY (MORNINGS)

From 1st January 2022, we will be offering one course as fully bookable and one course for open play with no tee times. We will operate this system in the mornings, from 8am to 9:30/10am only, and the 'open play' course will revert to being bookable after this time.

Please respect our starters, marshals, and greenkeepers as they are there to make everyone's experience as enjoyable as possible.

Please respect other members and, if you are unable to make your tee time, please contact the club to cancel or revise your booking. Consistent offences will result in a disciplinary hearing so please do cancel, even if at the last hour.



Darren Wood, Head of Golf Operations, will be sending you further information on the above in due course and we will be referring to his expertise on how we manage this situation in the future - thereby ensuring that we accommodate as many members as possible to enjoy their golf.

#### NEW BAG AND TROLLEY STORAGE

It is our plan to carry out a significant conversion of the old trolley store, commencing in early 2022 (building in front of the Captain's spaces) to offer new bag storage facilities. In addition, we will be offering options to hire electric trolleys on an annual basis. As such, members will have the option to sign up to for an annual bag locker and usage of an electric trolley from 2023.

#### SPEED OF PLAY

Speed of play has generally been very good and is continuing to improve. Please be reminded that we follow the R&A guidelines for priority on the course:

'Priority on the course is determined by a group's pace of play. Any group playing a whole round is entitled to pass a group playing a shorter round. The term "group" includes a single player. It should be remembered that consideration should be shown to others on the course at all times.'

Please always keep up with the group in front of you and, as the R&A guidelines states, if you do lose ground on the group in front, please let the group behind you pass.

Always play 'Ready Golf'.

#### CLUB FUNCTIONS

We will be hosting many members' functions throughout December, and we ask all members to respect others, and please take a lateral flow Covid test the day of, or the day before you attend. With any large indoor gathering this is a sensible precaution to reduce risk and ensure everyone can continue with their socialising in safety.

## CHRISTMAS SUNDAY CARVERY LUNCH



Every Sunday we welcome members and members' guests to come and enjoy our weekly Sunday Carvery in the Barnes Wallis Suite. Our Executive Chef David Hanlon and his team are working hard on preparations for festive Sunday Christmas Carvery's available in December. Please book in advance by calling the club on 01932 227345.

### LOCAL RESIDENTS

Please be mindful of our neighbours and residents within the Burhill Golf Club gates and their right of way. We have recently received complaints from other road users of cars exiting the club and clearly not observing the speed limit of 20mph. The road signs also clearly indicate anyone driving out should give right of way to any oncoming traffic. We do not wish to install further speed bumps along this road, as it would eat into golf course maintenance budgets, so please obey the speed limit for the safety of all.

### TEAM CHANGES

There have been a number of changes to senior team members this year, and I am pleased to say that Darren Wood, our Head of Golf Operations, is settling in well and enjoying his new role at Burhill. Another new edition to the Professional Shop team is Michael Crane, our Retail Manager, who has previously worked within the BGL Group at Hoebridge for many years. If you haven't met either Darren or Michael yet, be sure to say hello next time you visit.



Darren Wood



Stuart Barr

We have also recently welcomed Stuart Barr as Head of Clubhouse Operations. Stuart brings a significant level of operational knowledge having worked at a number of quality private members clubs throughout his career.



Jessica Rosser



Graham Newton

Team development is something we are incredibly committed to across the Group. Please join me in congratulating Jess Rosser on recently completing her two-year Customer Service Course. Studying is hard at the best of times but during a pandemic it is even more challenging. We are incredibly proud of her achievements and look forward to watching her flourish in her career at Burhill. Congratulations also go to “our Graham” for passing his GCMA Golf Management Diploma in record time. I am incredibly proud of our entire team and their commitment to their future development at Burhill.

I would like to end this update to you all with the promise that the entire team here at the club will continue striving to ensure that you enjoy each and every visit, be it for golf, entertaining, or relaxing. Next year it is our aim to communicate with you all significantly more than previously. The club is thriving, and we will always have a full schedule of activities, so we will do our very best to keep you informed with everything that is going on.

We thank you for your continued support of Burhill and I look forward to seeing you at the club again very soon. For any members I have not yet had the pleasure of meeting personally, please do say hello when you next see me.

We hope you have a very Merry Christmas, and may 2022 be a happy and healthy one for you and your families.

Warmest regards,

Dubravka Griffiths

General Manager

