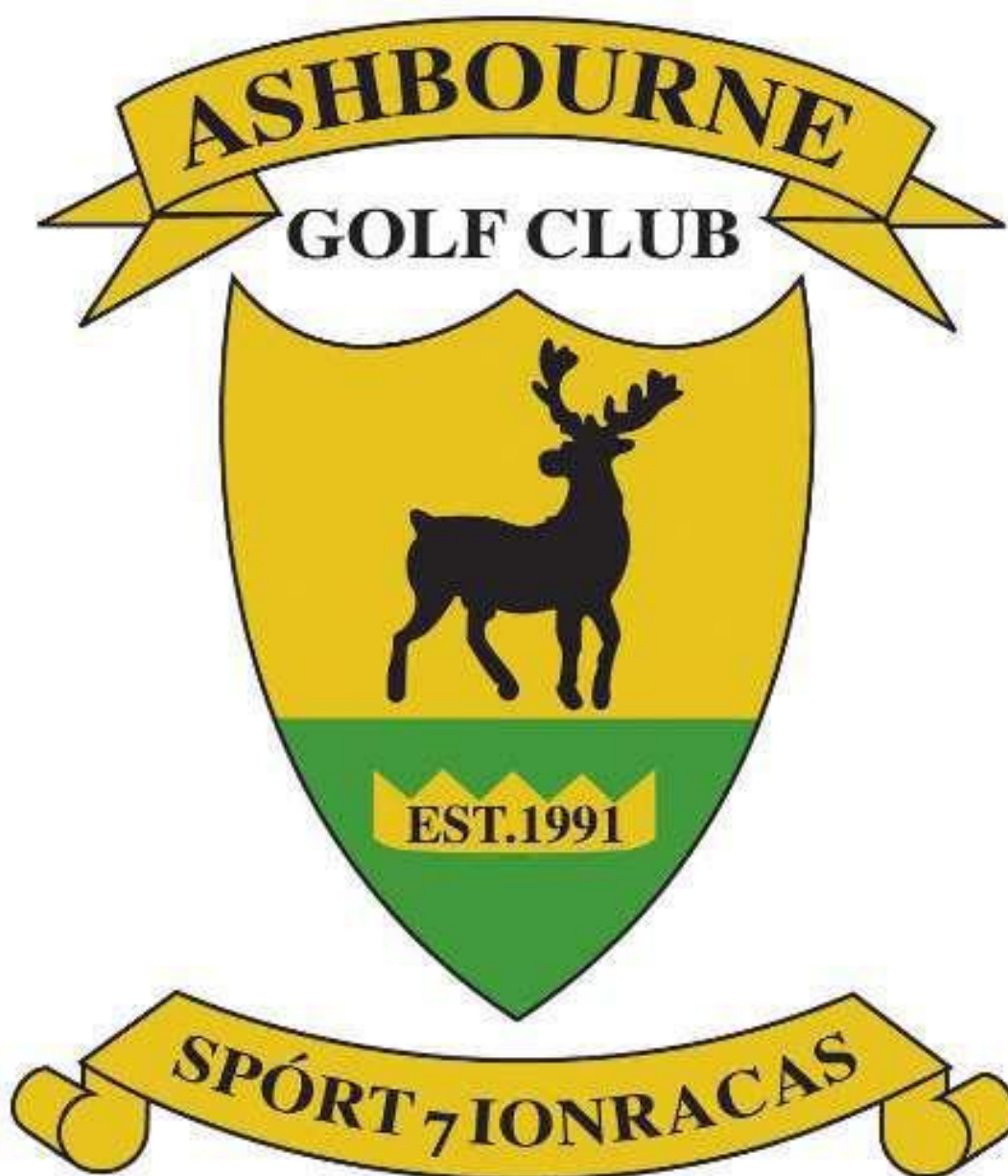


ASHBOURNE GOLF CLUB



JOINT CLUB

Annual Report And Financial Statement Year Ended 30th September 2021

Notice of Joint Club AGM Tuesday 23rd November 2021

Notice is hereby given that the twenty-ninth Annual General Meeting of the Joint Club will be held on Tuesday 23rd November 2021 at 8 pm. The meeting will be a hybrid i.e. held virtually by Zoom and all full voting members will receive an invitation to register and attend or by personal attendance. The meeting is for the purpose of transacting the following business.

1. Opening of the Meeting.
2. To approve the minutes of the twenty-eight AGM held on 24th November 2020
3. To consider and adopt the Financial Statement for the year ended 30th September 2021.
4. To consider and adopt the Annual Report for the year ended 30th September 2021.
5. To elect Office Bearers and members of the Committee of Management.
6. To elect Auditors for the current year.
7. To consider any amendments to the Constitution.
8. To consider any Notices of Motion.
9. Any Other Business.

Nominations for Office Bearers and Members of the Committee of Management must be made to the Honorary Secretary, Committee of Management at least 14 days before the meeting, i.e. not later than 9th November 2021.

Proposed Amendments to the Constitution and Notices of Motion must be made in writing to the Honorary Secretary Committee of Management at least 14 days before the meeting, i.e. not later than 9th November 2021.

All such nominations, amendments or notices must be signed by the proposer and seconder, both of whom must be full ordinary members of Ashbourne Golf Club. These may be emailed to Sandra.devenney@gmail.com, Honorary Secretary by 9th November 2021 stating the names of proposers and seconders.

Sandra Devenney
Honorary Secretary
Committee of Management

2nd November 2021

MINUTES OF TWENTY-EGHT ANNUAL GENERAL MEETING OF ASHBOURNE GOLF CLUB HELD ON A ZOOM PLATFORM ON TUESDAY 24TH NOVEMBER 2020 AT 8.00 P.M.

ATTENDANCE

One hundred and nine members were registered in attendance on the zoom platform. No apologies were received.

ITEM 1: OPENING OF MEETING

The Honorary Secretary, Robbie Robinson, welcomed everyone to the twenty-eight Annual General Meeting. He invited those attending to reflect for a few moments to honour deceased members, and relatives and friends of members. He read the formal notice convening the meeting and handed over to the Cathaoirleach of the Committee of Management (COM), Bob Boxwell, to chair the meeting.

ITEM 2: MINUTES OF TWENTY SEVENTH AGM

The Minutes were agreed to be a true and accurate reflection of proceedings and were adopted on the proposal of Graham Devine, seconded by Dave Dooley and approved by the members.

Item 3: TO RECEIVE AND ADOPT THE ANNUAL REPORT FOR YEAR ENDED 30TH SEPTEMBER 2020

The Cathaoirleach introduced the Annual Report and outlined the significant achievements of this Committee of Management that are listed in the report.

1. The redesign work on holes 1, 2, 4 & 5	(Achieved)
2. The new driving bay facility	(Achieved)
3. Restore financial working capital	(Achieved)
4. Member Bond repayments	(Phase 1 Achieved)
5. Yearly Fairway sanding	(Achieved)
6. Replacement of course machinery & equipment	(Achieved)
7. Sports Capital Grants	(Achieved)
8. Security lighting and CCTV upgrade	(Achieved)
9. Upgrading of our Web Site	(Achieved)
10. Club boundary protection	(Ongoing)
11. Constitution review	(Ongoing)
12. Upgrading kitchen equipment	(Ongoing)
13. Bunker programme	(Ongoing)
14. Improvements in Club house facilities & drainage	(Ongoing)
15. Set up Competitions Purse	(Ongoing)
16. Relocation of practice Putting Green	(Outstanding)
17. Upgrading of Tee Boxes	(Outstanding)
18. Upgrading of pathways	(Outstanding)
19. Automation of our main gate	(Outstanding)

He thanked the members of COM for their hard work and support through the year. He also thanked those who had served on committees of the Men's and Ladies' Clubs and the various sub-committees and encouraged all members to get involved. He noted the following at the meeting.

- Despite the difficult challenge presented by the pandemic, COM had significant success in controlling finances so that we have a small surplus going into 2021. This had not been achieved for some years.
- Membership numbers have increased helped by the contribution of the WIGS Programme.
- The course is presented in remarkable condition and DBD Design have been very supportive in this difficult year.
- During the lockdowns considerable improvements were made in the clubhouse and it's surrounds thanks to teams of volunteers led by Captain John.
- The Cathaoirleach referred to the retirement of Joe Brennan as course ranger earlier in the year and informed the meeting that in recognition of his contribution to the club over it's first 25 years Joe has been awarded Honorary Annual Membership for the year 2021.
- He thanked members for their support and understanding throughout this difficult time for the club.

The Annual Report was adopted on the proposal of Gerry Harpur, seconded by Seán Murphy and approved by the members.

ITEM 4: TO CONSIDER AND ADOPT THE FINANCIAL STATEMENT FOR THE YEAR ENDED 30TH SEPTEMBER 2020.

The Honorary Treasurer, Colin Farquharson introduced the Financial Statement by saying that it had been an unusual and challenging year. He gave an overview of the key points by discussing the following slides.



Ashbourne Golf Club
Joint Club AGM – 24 November 2020
Sport & Integrity

Finance Report

	Notes	Report	Accounts	Difference
Members Subscriptions	1	602,164	560,779	41,385
Other Income	2	120,845	148,014	(27,169)
		723,009	708,793	14,216
Annual Running Costs	3	694,641	708,446	(13,805)
Less Depreciation		67,596	69,364	(1,768)
		627,045	639,082	(15,573)
Net Income Ex Depreciation		95,964	69,711	
Net Income after Depreciation		28,368	347	28,021

1. Change in Accounting Policy over subscription income
2. €27k relates to Lotto income with is consolidated with COM accounts
3. Interest charges not booked in accounts. All payments recorded for cash flow



Ashbourne Golf Club
Joint Club AGM – 24 November 2020

Spórt & Ionracas - Sport & Integrity

Finance Report – Main Points

1. €56k – Received Sport Grant
2. Driving Range income €11k July - Sep
3. Costs savings due to closure of the Club
4. €59k savings passed to Club – DBD
5. Meath Co Co support €5,569 (€1,670)
6. 3 month payment break to AIB

1. Computers & Software upgrades €11k
2. Professional fees – development and boundaries €16k
3. Driving range balls €5k
4. Electrical works €6k
5. Kitchen equipment €8k
6. Ranger Buggy €4k

	2020	2019	2018
	€	€	€
Society Income	19,771	24,563	33,706
Green Fees (Inc Wigs)	20,977	16,694	11,875
Driving Range	11,450		
Fundraising & Classics / Bond Donations	9,420	15,100	23,765
Total	61,618	56,357	69,346

1. Golf Ireland – Sport Grant €4,500 received Oct 2020. Further grants to be announced.
2. Lost income March – June €57k



Ashbourne Golf Club
Joint Club AGM – 24 November 2020

Spórt & Ionracas - Sport & Integrity

Finance Report – Cash position

1. €84k cash on hand end of December 2020
2. Further costs savings due to Level 5 lockdown
3. €7,500 p/m savings for Nov – Dec passed to Club by DBD
4. €45k due from AIB
5. Final netting costs €30k to be paid
6. €42k subscriptions paid in advance for 2021 – adjusted out

Funds in place to fund the Club into 2021 with a potential rainy day fund of €54k.

Lot done – more to do

Next Year

1. Start the year in positive cash position
2. Unknown Covid impact on membership renewals
3. Completed CCTV / External lighting – Lotto
4. New main gate and security fencing
5. Consider the locker rooms
6. Reaction to Covid vaccines – marketing, new members
7. Deal with the unknown

The Financial Statement was adopted on the proposal of Gerry Harpur, seconded by Michael O’Braonáin and approved by the members.

ITEM 5: TO ELECT OFFICE BEARERS AND MEMBERS OF THE COMMITTEE OF MANAGEMENT

The following members were proposed by the Committee of Management to serve as officers and members of the Committee of Management for the coming year.

Cathaoirleach:	Colin Farquharson
President:	Angela Smyth
Honorary Secretary:	Sandra Devenney
Honorary Treasurer:	Adrian McManus
Course:	Pat Murtagh
Facilities:	Tony Higgins
Sales & Marketing:	Joe Elliott

All were approved individually by a majority vote of the members in attendance.

The Captains and Vice Captains were automatically elected to the Committee of Management having been elected at the AGMs of their respective clubs.

Captain John Gorman

Lady Captain Orla Laird

Vice-Captain Denis Walsh

Lady Vice-Captain Helena Boxwell

The Cathaoirleach thanked the outgoing Committee of Management for their service to the club and their commitment and dedication in a difficult year. He remarked on the dedication of President Brendan and Honorary Secretary Robbie who were stepping down having completed their terms in office. He thanked the newly elected members for taking on the responsibility and observed that the club will be in safe hands under the stewardship of Colin Farquharson as Cathaoirleach.

Cathaoirleach Bob then invited Lauren Farquharson and Thomas Smyth to present Colin and Angela with their respective jackets.

On his election as Cathaoirleach Colin thanked the members for placing their faith in him. He had not considered when he became Honorary Treasurer that it might lead to this, but when asked it felt right as he understands the importance of continuity. This was a major reason for accepting the position. Colin noted that the achievements of the club over its 26 years have been remarkable. He has made many friends in the club and is fully committed to shaping our future.

On her election as President Angela thanked the members for this huge honour. It is twenty years since she was Lady Captain and she is still just as enthusiastic about the club. She will act as an ambassador for the club and is especially hopeful that interclub competition will return in 2021. She believes that there is a great team in the incoming COM and that the club is in good hands with Colin as Cathaoirleach. She thanked outgoing President Brendan whose shoes will be difficult to fill. She thanked her husband Thomas for his support.

He thanked Cathaoirleach Bob for his exceptional service to the club. On first joining COM he quickly became aware of Bob's total immersion in the affairs of the club and his drive to improve our financial position from which he never shirked.

He also thanked President Brendan and Honorary Secretary Robbie for their incredible commitment and dedication. The last few years have been exceptional and this year hardly a week went by without a pressing matter needing attention.

Colin had pre-arranged for Lady Captain Helena, Eileen Ward and Marian Robinson to present Bob, Brendan and Robbie with a small token of appreciation from the club.

Outgoing Cathaoirleach Bob thanked COM and the members for the thoughtful presentation. He noted that it had been an eventful three years, especially 2020. He thanked members for their support and said that he was happy to have contributed.

Outgoing President Brendan also thanked COM and the members for the presentation. It had been his honour to have worked with this COM who were never found wanting. He extended his good wishes to Angela as President.

Colin was delighted to welcome the new members to COM and thanked those who are remaining. He felt that there is a lot of creative talent in the team and looks forward to working with them.

ITEM 6: TO ELECT AUDITORS FOR THE CURRENT YEAR

HSM Chartered Accounts and Registered Auditors were re-elected as auditors to Ashbourne Golf Club for the year 2021.

Proposed by the Committee of Management

Motion Carried by majority vote of members in attendance.

ITEM 7: TO CONSIDER AMENDMENTS TO THE CONSTITUTION

There were no proposals for amendments to the constitution

ITEM 8: TO CONSIDER NOTICES OF MOTION

Motion 8.1

That a Capital Levy of €70 shall apply to all Voting Members and all Five-Day members and shall be paid in accordance with the rules applicable to their membership.

Proposed by the Committee of Management

Motion Carried by majority vote of members in attendance.

Motion 8.2

That the Annual Subscription for 2021 shall be as follows

Category	Amount
Full Ordinary Member	€1,199.00
Family Membership (Two Full Ordinary Members)	€2,039.00
Five Day Membership	€699.00
Annual Membership	€1,199.00
Country Membership	€350.00
Overseas Membership	€250.00
House or Social Membership	€25.00

Proposed by the Committee of Management

Motion Carried by majority vote of members in attendance.

Motion 8.3

That the Annual Subscription for 2021 shall be as follows

Category	Amount
Under Thirty Full Ordinary Member	€699.00
Under Twenty-five Member	€350.00

Proposed by the Committee of Management

Motion Carried by majority vote of members in attendance.

Motion 8.4

That the Annual Subscription for 2021 for Junior Members shall be as follows

Category	Amount
Junior Member	€150.00

Proposed by the Committee of Management

Motion Carried by majority vote of members in attendance.

Motion 8.5

That a compulsory non-refundable spending charge of €100 shall apply to all Voting Members, all Five Day Members and all Social or House Members to be used in the year ended 31st December 2021 within the restaurant and bar only and shall be paid in accordance with the rules applicable to their membership.

Proposed by the Committee of Management

Motion Carried by majority vote of members in attendance.

ITEM 9: ANY OTHER BUSINESS

Peter Kane asked if COM had considered introducing a further discount to members who used the practice range extensively. Honorary Secretary Robbie confirmed that a further discount was now available. 200 tokens could be purchase for €300.

David Dooley thanked the incoming and outgoing COM. He suggested that we consider aligning any new Lotto term to coincide with annual subscription payments.

Darren Dempsey suggested that we look at an on-line facility for the weekly Lotto. President Brendan informed the meeting that this had been considered but was so expensive that we would be working for the service provider.

There being no other business, Cathaoirleach Bob thanked those who attended and formally closed the meeting at 9.11 pm.

Robbie Robinson
Honorary Secretary

COMMITTEE OF MANAGEMENT – REPORT FOR YEAR ENDED 30TH SEPTEMBER 2021

Background:

Articles 7.1.3 of the Constitution and Rules of the Club provides that the business and affairs of the Joint Club shall be under the jurisdiction and control of a Committee of Management (COM). The article also sets out the composition of COM as follows: The President, the Cathaoirleach, The Captain and Vice Captain of each of the Men's and Ladies' Clubs and five members elected at the AGM.

During the year under review, COM consisted of Colin Farquharson (Cathaoirleach), Angela Smyth (President), Sandra Devenney (Honorary Secretary), Adrian McManus (Honorary Treasurer), John Gorman (Captain), Orla Laird (Lady Captain), Denis Walsh (Vice Captain), Helena Boxwell (Lady Vice Captain), Pat Murtagh (Course Convenor), Tony Higgins (Facilities Convenor) and Joe Elliott (Sales and Marketing). The Committee held 12 formal monthly meetings during 2021 by Zoom and latterly in person and numerous ad-hoc virtual meetings. These were required to deal with issues associated with the pandemic and the operation of the golf club.

The Committee of Management's main responsibilities are the administration of the financial affairs of the Club, Bar and Catering facilities, Course and Clubhouse and any other matters arising from time to time in the general interest of the members. Much of this work is done through various sub-committees and the main activities of these are detailed hereunder.

2021 Report of An Cathaoirleach - *A year of many changes*

Covid – Return to golf

Throughout the Covid lockdown and since reopening, the Committee of Management (COM) have worked on keeping members informed as much as possible. It is great that so many members read our messages, newsletters and provided COM with feedback. I make no apologies for the length of this report, there is a lot to cover in what has been a very busy year.

The return to golf is most welcome and hopefully lockdown and travel restrictions will be assigned to history. As Cathaoirleach I can assure you that Ashbourne Golf Club became a pain in the side of Sport Ireland, Golf Ireland and local TD's with our representations to allow golf to resume with no county restrictions and "*Play your Home Course*". Golf resumed on the 26th April 21 and our future is looking positive.

I sincerely thank every member for their support, understanding, patience and help during these most difficult of times. It was much appreciated by me and COM and did help us manage our way through unprecedented times.

Membership renewal

Membership renewals and new members have been very positive again this year. As I write this report, we are dealing with 15 expressions of interest from past and new members seeking information about joining from January 2022. There are twelve members on leave of absence, and we hope to see them return for 2022. For the first time in a long time, COM are reviewing the number of playing members to see how many more we can admit to the Club. We are quickly approaching full capacity and considering the introduction of a "*Waiting list and Joining on Fee*" such is the level of demand.

In recognition of the level of disruption experienced by members during 2020 and into 2021, COM agreed by letter to all members that a credit of eight weeks equivalent of your subscription paid would be applied against your 2022 subs. In addition, a further eight weeks would be applied if a county restriction was reintroduced. Various other concessions were also outlined around your bar account and green fee vouchers. As matters were so uncertain in terms of the number of members who would renew, the easing of Government restrictions, when golf would resume, COM felt it was appropriate that members should apply for these credits and if they did not apply, they would be taken as sponsorship to the Club.

Given the tremendous support COM has received from members, the opening of golf at the end of April and no county restriction, COM will automatically apply the eight weeks credit to all members who renewed by the due date. You do not need to apply for the credit.

In addition, COM are extending the date for the use of your bar credit for 2020 and 2021 to the end of February 2022.

Changes to membership classes / Social / Pavilion membership

Given the level of new members who have joined and the continued level of demand, COM are introducing the following changes which will be applied to new applications for 2022.

We are reintroducing the “*Under 23*” membership for those aged 18 to 23 with no condition on being in full time education or apprenticeship. There will be no change in the level of subscription. As you will see from the motions to be passed, we are changing the constitution of the Club to allow members in this category participate and vote at their respective Club’s AGM only. Should the member stay with the Club and progress into the under 30 category they will be entitled to participate and vote at all Club AGM’s.

The biggest change is in the category of “*under 30*” (24 – 29). COM is introducing a graduated increase in subscriptions annually to reflect the fact that many golfers in this category are playing regular golf as their chosen sport along with progression in their chosen careers. This will only apply to new members from the 1st January 2022. The graduated fee will be considered as a motion during the AGM.

Due to the high level of demand for memberships generally, the Under Twenty-Four category will be closed to new members on the 24 November 2021 with the exception of application from existing juniors or current members children to the extent that there are spaces available. COM is capping the total number of members in this category at the current level from the 1 January 2022.

Due to the overall increase in playing members in the past two years and the need to manage available course playing time, COM is completing a review of total membership numbers with a view to capping new entrants. To that end, the numbers who will be entitled to join the Under Thirty category will also be capped as part of this exercise.

COM has been considering a Social or Pavilion Membership targeting past members who can no longer play golf and people in the local community who may wish to use our facilities. We have a number of proposal documents prepared and will focus on this in the coming months.

Catering & Bar

During April I entered discussions with Gourmet Catering about their post Covid future plans. This was after periods of closure during 2020 and 2021 and at the time there was no clarity around the easing of Covid restrictions. It has been a very difficult time for many in the bar and catering sector with many businesses still not fully open or able to resume trading. After several meetings and emails and a detailed request for information, Gourmet reflected on their position and decided that it was in their best interest to resign as service providers to the Club. As Cathaoirleach I fully understood and supported their decision.

As Cathaoirleach and former Hon Treasurer I felt that the catering model in operation was no longer fit for purpose and did not reflect the plans COM had for our future. The model worked on the basis that the Club paid for all utilities and costs associated with running the kitchen and bar with no contribution from Gourmet towards costs. In addition, Gourmet were entitled to the forfeiture unused bar credit (initial €100) on members cards at year end. This was costing the Club circa €30k pa when you include all utilities and services.

COM immediately started the process of sourcing a new catering and bar service provider. A detailed information memorandum was produced and issued to seven interested parties. After a couple of weeks this was narrowed down to two companies, *Bliss Cuisine* and *Cater4U*. After an extensive period of reference checking, meeting with both teams, speaking with other golf clubs, COM agreed that we should appoint Aidan Irwin of Cater4U. Aidan accepted the position to provide catering food services however they were not in a position to take on the responsibility of managing the bar.

From day one, Aiden and his team have hit the ground running, being fully engaged with COM, stepping up to the plate on Presidents and Captains days and generally getting to know members. We wish Aidan every success and ask all members to support Cater4U by holding at least one family celebration in the Club each year. COM encourages all members to provide feedback to COM around catering which will be provided to Cater4U during our monthly meetings.

One of the challenges with the change in catering service provider was the management and control of the bar. While the Club had previously managed the bar, this was over ten years ago. Since then, the village of Ashbourne has come to the Club, footpaths mean it is safer to walk to the Club and many members now live within 10-minute walk of the course. Taking the above into consideration and the general reaction from members in supporting the Club, COM agreed to take on the management of the bar with the understanding that any surplus generated each year along with the retention of forfeiture amounts would go towards the payment of service and utilities.

Another consequence of managing the bar means that we are now involved in a valuable activity which means the Club can now recover elements of VAT associated with the provision of bar services which is a cost saving.

I would like to thank Mick Curran for his work, guidance and supporting COM in this transition period, and to everyone on COM who rolled up their sleeves to clean out the bar and kitchens and get them into shape by the 24th July when trading started. Captain Orla, President Angela, Vice-Captain Helena, Tony Higgins, Mick Curran and Sandra Devenney can all attest that this was a lot of work.

Upgrading of facilities and bar

Behind the scenes a lot of work was undertaken painting the bar and kitchen, fixing lights, replacing ovens which stopped working on the Presidents Day, and so much more. Externally we have a fully operational CCTV systems, upgraded LED lights thanks to the Lotto fund, and have had to undertake repair works to our heating system. Many thanks to Tony Higgins, Tom Cline, Captain John and Vice-Captain Denis for their continued support with all these projects.

Many members will have noticed that Vice-Captain Denis Picasso and helper Captain John painted the outside of the Club House which was in bad need of a face lift. Super job gents.

COM used the period prior to opening the bar to complete a deep clean of the bar and keg room and to complete a review of the aging equipment. Honorary Treasurer Adrian McManus arranged a survey of the bar equipment which identified that we needed to upgrade the cooling system, python and glass washer the cost of which came in at €15k. Adrian entered discussions with both Diageo and Heineken who both came on board and agreed finance the majority of the costs. This was tremendous support during our reopening. Along with the super painting job by Terry Cooney, upgrade of taps and counter, I hope you will all agree that the bar looks and feels warm and welcoming.

The efforts of both Honorary Secretary Sandra and Honorary Treasurer Adrian in establishing the bar and catering services, arranging supply contracts, getting in stock, sourcing staff, arranging employment contracts and all the associated administration was in my view extraordinary. To achieve what they have in the time available, on a voluntary basis along with their normal day jobs

demonstrates a genuine love and passion for this Club. I thank them so much for the countless hours they and Mick Curran gave to getting the bar up and running. COM is delighted that Petra Hronova has joined the team as Front of House in charge of the bar and food services to members. Petra will manage the overall offering including all staff matters. We wish Petra every success.

We ask members to be patient and considerate with all our staff throughout the Club. Many are new to roles and need time to settle in and develop. A consequence of Covid is that thousands of experienced staff in the bar, catering and hospitality sector have left the business. Sourcing experienced staff is exceptionally difficult. I can assure all members that all our staff are working hard to deliver services to members and all our staff deserve respect in the same way as members respect each other. I am disturbed by a report that some members believe that because they are members, they are in some way better than our staff. This I can assure you is not the case and any mistreatment of staff will not be tolerated by COM.

Courtyard and Balcony

As a consequence of Covid Government restrictions, much of this year was spent out-doors as this was deemed safer. Ironical that outdoor non-contact sport such as golf took so long to resume. When it did, our courtyard with the Horse Box became a new *“living space”* for members. The joyous sound of human conversation was ever present and what a pleasure it was to hear laughter in the courtyard before and after golf or was that about the golf. COM would like to thank Allen & Liam Harrington and Adrian Dillon for arranging the Horse Box at short notice which was a great success for members. COM will be considering a number of suggested plans for the development of the courtyard to remain a vibrant living space going forward.

With the removal of the benches from the balcony, we quickly realised that the space available, even with Government Restrictions was considerable. As out-door dining was going to be with us for a while, COM was keen to establish an out-door eating area which could be used all year long. With that in mind, the fixed roof structure with wind blockers and heaters was created mostly down to voluntary work by members and paid for by member sponsorship.

Round of applause to Eamonn Stewart, Jimmy Walsh, Steven Ronan who built the structure for the cost of materials only, assisted by Mick Curran. A special thanks to President Angela and Thomas Smyth and Mick Curran for their kind sponsorship of the new furniture. Special thanks to all those who provided financial support towards the development. COM have written to all and thanked them personally for their support many of whom wished to remain anonymous.

COM have investigated and will continue to evaluate the possibility of developing a second out-door dining area over the men's locker room which is possible. We have been in discussion with Meath County Council planning office and have submitted a planning application for a development. COM will revisit this in the New Year along with the future use of the courtyard.

Constitution review – One Club Model

President Angela kindly agreed to take on the role of overseeing the revision of our Club Constitution which is necessary for many reasons including the merger of GUI and ILGU into Golf Ireland. A considerable body of work has already been completed by the sub committee of Eamonn Laird, Brendan Ward, Martin Farrell, Pauline Gleeson, Sandra Devenney, Aidan Punch and Sheila Cooney.

In addition to the review of our constitution, Golf Ireland have launched a document around a “*One Club Model*”. This, in my view, is more focused on clubs that would not necessarily have an open and inclusive membership structure as ours. That said, there are aspects of the *One Club Model* which may well benefit our Club and should be considered. To that end, an Information Memorandum has been prepared and will be issued to members in the New Year along with links to Golf Ireland publications.

Due to the level of changes identified in the constitution, and the potential for further changes around the *One Club Model*, COM have agreed that an EGM will be held early in the new year to consider both the Constitution and the One Club model. Further communications will follow.

Facilities Management & projects

Tony Higgins leads the Facilities Management and once again, has had a very busy and challenging year as you will have established from this report. I thank Tony and all his helpers for all the work completed which means the Club can function properly.

In addition to the upgrading of the bar, we have completed a full refurbishment of the restaurant area. Special thanks to Betty Pennington, Josephine Farrell and Hon Secretary Sandra for project managing the upgrade. Super job ladies.

The upgrade of the bar and the restaurant have exposed the poor condition of the entrance, hall stairs and landing which need to be upgraded. COM has made this a priority for 2022 and will be making plans to undertake this work subject to available funding early next year.

As you know we secured a grant as part of the Government Sports Capital Programme for €29k for the refurbishment of the locker room toilets. Quotation have been received and we hope to start this work early in the new year.

With the development of the balcony, refurbishment of the bar and upgrading of our computer systems we have identified a need to upgrade our electricity supply to the first floor and bar area. This work which involved the installation of a new fuse board behind the bar has been completed.

We have a schedule of capital and major projects to be completed in the years ahead including the upgrade of the gate to allow member access by phone app, extend the footpath under the balcony, replacement of the course irrigation system. I am sure other projects will be identified and will be tackled as funds allow. We have replaced a lot of capital equipment in the bar and kitchen in the past number of years so hopefully, no need for further investment for many years.

Finance report

Honorary Treasurer Adrian McManus report outlines in some detail the financial position of the Club and the ongoing work around changed accounting policies, creation of annual cash flow templates and projections for the next number of years. The introduction of changed financial policies around cash management is going well and fundamental to good cash management going forward.

Recognising income in the year it relates to, separating funds into trust accounts such as members bar credit account, members purse and savings towards future subs, are all in place to protect members interests.

Adrian's report outlines a strong financial position going into 2022 along with plans to develop a Capital Reserve Fund for future major capital projects. As can be seen from his report, Adrian has been instrumentally involved in many projects during the year not least of which was the commencement of trading in the bar.

Sales & Marketing

Joe Elliot has led this new role and pulled together a sub-committee full of experience and interest in developing the Club. Notices to members, Newsletters, Social Committee, surveys, societies, and Social Membership are all focus points for Joe and his team.

My thanks to President Angela, Captains Orla and John, Vice Captains Denis and Helena and Gerry Rooney and many others who have taken time out of busy lives to attend the Club and welcome meet and greet societies to the Club. This has been very well received and shows societies that we are interested in them and want them to have a great experience, and return.

Course and major projects

I do hope that you all read our newsletter which introduced our "*Green Team*" of Ronan Branigan, Alan Mooney, Robert Reddan, Shane Burke, Brian Purcell and Conor Howard who have delivered a super course in excellent condition under extreme pressures of Covid. Nothing but compliments from members, societies, and guests on the condition of the course and greens. Highlights during the year include the renovation and development of bunkers, repairs to irrigation systems, considerable clearance of wild areas and removal of dead trees which have enhanced the look of the course. Much of this work will continue next year.

The financial support received from Declan Branigan Design during the Covid restrictions in 2020 and 2021 has been significant and certainly helped us manage our way through Covid.

I thank Pat Murtagh and all his helpers for his continued position on COM managing Course, for arranging additional new signage (*societies were getting lost*), arranging working parties to cut back hedging and flower beds and much more. Pat was ably assisted by many members throughout the year and is always looking for more helpers' men and women to assist with projects. Big opening here for all our gardeners.

In February the Club applied to the Sports Capital Grants Programme for the costs associated with moving the putting green to a new site between the driving range and the first tee. My thanks must go to Mick Reidy and John Finnegan for their help in preparing and submitting the application. Fingers crossed.

Many thanks to Pauline Gleeson, Carmel Ryan and Michael Reilly who work away without being seen, and others for their sponsorship of and looking after our hanging baskets and flowers around the clubhouse.

End of an Era

As many of you are aware, Mary Ellis who has been with the Club looking after our accounts for over 25 years has decided the time has come to play more golf. Mary has been a rock in the Club both for the Ladies Club, COM and me as Hon Treasurer on two occasions. She has seen many changes over the years and overseen many system developments and upgrades. Everyone I have spoken to about

Mary only has positive complements about their engagement with Mary. I personally and COM wish Mary a very happy retirement and lots of great golf.

COM are very fortunate to have found a replacement for Mary who started with the Club on the 4th October. Mary Fay is a qualified accountant, is local to the Club and known to many of our members. The two Mary's have been working together on a handover during October. We welcome Mary Fay and wish her all success with her new role.

My thanks

Special thanks to all for an extraordinary amount of voluntary work around the facilities and course during lockdown. Many thanks to everyone who helped us, with the big tidy around the facilities in advance of opening on the 26th April. Paths were power hosed, our *Deer's* and gates painted, carparks swept, bin area painted and so much more. Our Starter Hut was cleaned and painted ready for *Santa* who unfortunately due to Covid cannot make it to the Club this year.

Captain John, Captain Orla, President Angela, Vice Captain's Denis and Helena, Hon Secretary Sandra Devenney, Mick Curran, Angela Walsh, Tony Redmond, Tom Cline, Josephine and Martin Farrell, Eamonn Laird, Lauren Farquharson, Bob Boxwell, Tony Higgins, Billy Doyle, Christina Lynn, Niall Byrne, Robbie Robinson, Brenda Ward, Pat Murtagh and so many more. (sorry if I missed anyone)

To all the many members who volunteered throughout the year, I thank you so much. This is what makes our Club so special.

I sincerely thank **Ciaran Carroll** for his financial support to the Club during lockdown, for his quality coaching with the WIGS and Juniors and willingness to get involved in Club events such as our engagement with Club Ash Special Olympics athletes. I would like to thank Ciaran, Sue, Cian and their staff for all their help, and I would encourage everyone to support the Pro-Shop whenever possible.

My thanks to **Aoife Driver** in the office for all her work during these challenging times. Aoife's friendly disposition, willingness to take on tasks and all-round support to Hon Secretary Sandra Devenney and COM has been tremendous.

Our Club **Lotto** has been suspended temporarily because of Covid. I have been speaking with John Finnegan and known that his committee have a plan to get the lotto up and running again. Over the years the lotto helped fund so many projects the most recent of which was the new CCTV system and the upgrade of lighting around the facilities. I would appeal to all members to support the Lotto on its return.

After three years on COM I am delighted that both **Captain Orla** and **Captain John** managed to hold their Captains prizes and can go into retirement for a couple of months. Not even the weather or catering challenges could stop either day. Two super days and great celebrations for both Captain's. I valued their support, guidance and advice both as Hon Treasurer and Cathaoirleach and wish them many days playing golf.

Thank you to all the members who served on COM, the Men's and Ladies Committees & various Sub-Committees. Your voluntary work behind the scenes is vital to the success of running the Club, and often goes unnoticed. I would encourage every member to get involved in the running of the Club.

You can do this in many ways without taking on a formal role on a committee. Bring your experience, expertise, your time to the Club, there is so much you can do, and it is so satisfying to be an active member.

The contributions from our various sponsors are invaluable and represents a significant part of our annual income. Without their support the Club would find it more challenging to run competitions, have successful fund raisers or fund special projects. On behalf of the Membership of the Club I would like to thank all our sponsors most sincerely for their contributions.

Thank you as always to the Club's Trustees, Tom Keenan, Tom Lonergan, Larry Whelan and Pauline Gleeson for their continued help and support and engagement around the appointment of Cater4U and other formal matters.

COM

I trust you will have gathered from this report and by experiencing many of the changes over this past year that once again, COM has had a very busy but rewarding year. Many on COM were new this year and all have embraced their roles and made them their own. Everyone on COM have given considerable hours of work to the Club in very practical ways. It is hard to explain what goes on behind the scenes, but it is no different to running any business.

My special personal thanks to Honorary Secretary Sandra Devenney who has had an extraordinary year and given so much to the role. Sandra has been a rock to me as Cathaoirleach and I do lean on her so much. She has delivered such a professional job this year and very much has my trust and admiration. Sandra's engagement and running of activities with Club Ash Special Olympics and your support as members was truly a special event.

On behalf of the Club I would like to extend our sincere condolences to those members who experienced the loss of a Family member, friend, neighbour or colleague during the past year. **'Ar dheis Dé go raibh a n-anamacha'**

Colin Farquharson
Cathaoirleach
23 November 2021

Presidents Report 2021

As my first year of office as President of Ashbourne Golf Club draws to an end, it is time to reflect on the past year.

As I took up office we were still in the grips of Covid 19 and it was the unknown we were dealing with. Zoom became an everyday word and emails seemed to contain links to even more Zoom calls. What would we have done without it? The running of the club continued via zoom and all obstacles were met head on and dealt with, with such professionalism, that I was in awe of the work put in by my colleagues on COM.

It was a great delight to everyone when we were allowed back to play golf again. Inter Club Competitions were back on the agenda but due to a late start the matches were played to a very tight schedule.

I enjoyed representing the club at as many matches as possible and I was delighted when teams got through to the second and third rounds. However the highlight of the Inter Club matches was the Ladies Minor Cup who having won The Leinster North Region were only narrowly beaten in the All Ireland semi-final. It was a terrific boost to the Club and indeed heightened the profile of our Club and secured a coveted pennant for the wall.

I was on hand to welcome the Leinster boys under 16 which was held in Ashbourne. It was a pleasure to witness such talent and to see how they managed our course. The compliments for how the course was presented were flowing from organisers, parents and players alike.

The day of my Presidents prize was another highlight. The weather was fantastic and 201 players turned out to play. Congratulations to the winner Jimmy Kavanagh who had a truly outstanding score. A huge thanks to all involved in making the day memorable, in particular my husband Thomas and my family, who helped out on the day. It was wonderful to have them share my day in particular my grandchildren who know from an early age "if Granny is not at home she is playing golf".

We have all been through a very tough time and please god there is light at the end of the tunnel. Things are getting back to normal, and whoever thought normality would be something to crave.

I would like to extend a huge thanks to my colleagues on COM who have navigated us safely through the turbulent times and we all look forward to more sociable and safe times ahead.

Finally my condolences to anyone who was bereaved this year and I hope your friends at Ashbourne Golf Club will help you during these hard times.

Angela Smyth
President Ashbourne Golf Club

FINANCIAL REPORT YEAR TO SEPTEMBER 2021

(This report is based on best information available and is subject to completion of the final audited accounts which will be published in the coming days)

2021 brought back the opening of our exceptional facilities on a permanent basis. This was a much sought-after milestone but with it brought challenges and thankfully, opportunities for us as a Club.

I would like all our members to take away from this report, all the achievements we have accomplished during the year.

- The unity we have as a Club evident from the 90% renewal of membership with 12 requests for Leave of Absence, in a time of the unknown
- The positive growth in new members
- The positive cash position
- The investment in our facilities for the long-term benefit of members and guests
- The upgrading of much-needed aspects of our clubhouse
- The offering we now present to our community

Working Capital (subject to final audit adjustments)

We continued the policy changes introduced last year by pushing revenue into the year it relates to. Up to then, our accounts reflected a cash receipts basis, where income was accounted for in the year in which it was received. Further enhancements were introduced this year by the opening of two new bank accounts to ringfence funds such as members bar credit and subs purse funds.

The change to an accrual basis, now accounts for our income in the year in which the related expenditure will be incurred. Our subscriptions received during the current financial year, which includes subscription income relating to the end of 2022, has been ring-fenced proportionately.

This policy change has had a very positive impact on our cash position where we see ourselves with cash reserves that will carry us through into 2022.

Our subscription income, accounted for under the new policy, amounted to €591k, up €30k on the year ended September 2020. Other income of €181k increased dramatically this year, mainly due to COVID-19 Government Supports, the return of summer green fees, summer societies, our practice bays and generous donations by members to club projects.

2-month credit for all members as of 28th February 2021

COM wrote to all members in early 2021 with a proposal of 2 months credit, upon application, to all members who renew their subscriptions by 28th February 2021. The subsequent positive reaction by members to renewals was extraordinary. Based on the results for the year, COM has decided to implement this credit to all members on 28th February 2021 without application. On that basis, it is prudent to defer the estimated cost of the credits amounting to €73k of subscription income from 2021 to 2022.

	2021	2020	2019	2018	2017	2016	2015
	€	€	€	€	€	€	€
Members Subscriptions	590,712	560,779	575,602	557,125	558,281	561,651	531,712

Provision for 2022 subscriptions	(72,872)	-	-	-	-	-	-
Other Income	181,482	148,014	133,839	137,724	175,580	187,086	165,7
Total Income	699,322	708,793	709,441	694,849	733,861	748,737	697,4
Annual Running costs	709,710	708,446	733,179	721,202	753,581	738,780	726,0
Less Depreciation	76,164	66,533	66,795	65,643	83,387	98,441	105,9
	633,546	641,913	666,384	655,559	670,194	640,339	620,1
Net Income all sources (Ex Dep)	65,776	66,880	43,057	39,290	63,667	108,398	77,3

The annual running costs for the year amounted to €633k (excluding depreciation) which is €9k less than in 2020. The increase in pre-deferred income, and the enormous voluntary work of our members, presented us with the opportunity to carry out the necessary upgrading works on our clubhouse. This upgrading had been put off for years and contributes substantially to the expenditure during the year.

Summary of main income and expenditure during the year:

- We drew down the final €45k from the bank loan in relation to our course development. Of this amount, a balance of €30k was paid in final development costs during the year.
- Similar to 2020, we have moved €190k (2020 - €180k) of the subscription income into next year to reflect income from Oct-Dec 2021 and membership deals up to December 2022 because of our accounting policy change last year.
- Our Driving Range generated €15k for the seven months it was open this financial year. Our newly installed contactless point has increased activity to date, and we anticipate that the range will be a positive contributor of income in the future.
- During lockdown closures, we continued to suspend as many services as we could which resulted in costs savings to the Club.
- Of considerable benefit to the Club was the continued reduction in course maintenance costs because Branigan Design continued to pass onto the Club, savings they secured because of employee payment supports received from Government.
- In Government supports, the Club received €24,500 to end of September and we await €5k from grant applied for.
- Continued great support from Lotto by funding the upgrading of our external lighting and CCTV system amounting to €12k.
- Generous donations of €17k from members towards bar and balcony upgrading and re-opening has been a substantial catalyst to work undertaken on our clubhouse.
- The value of members time given to the Club with services and workmanship has been astounding. Once again, without the time and effort of these members, much of the work you see could not have been undertaken.

As anticipated, green fee income was strong in the summer months from when we reopened in May.

	2021	2020	2019	2018	2017	2016	2015
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	€	€	€	€	€	€	€
Society Income	33,711	19,771	24,563	33,706	39,691	37,298	36,403
Green Fees (Inc Wigs)	28,478	20,977	16,694	11,875	17,122	25,825	30,690
Driving Range	15,403	11,450					
Fundraising & Classics / Bond Donations	-	9,420	15,100	23,765	30,177	34,166	15,244
Total	77,592	61,618	56,357	69,346	86,990	97,289	82,337

Major Costs

We incurred substantial expenditure during the year which we must account for as expenditure in the profit and loss account

1. Settlement payment to previous caterer - €11k
2. Extra external electrical work due to COVID-19 - €5k
3. Internal electrical work undergoing at end of September - €11k
4. Upgrading and decoration of downstairs dining room - €6k
5. Course upgrading projects - €2.5k
6. Additional banking costs because of “contactless payments” – Covid impact but here to stay
7. The cost associated with upgrading the balcony for outdoor dining was largely funded by member donations
8. Upgrading the bar equipment at a cost of €15k, subsidised by contributions from Diageo of €11k and Heineken of free stock amounting to retail value of €1.5k

Capital & Other Costs

Other than the previously mentioned final payment of €30k on the driving range development funded by the final drawdown on the bank loan, other capital costs incurred during the year include:

1. New bar & restaurant equipment - €25k
2. New ball collector for practice balls on range - €4k
3. Balcony - €7k

Our focus is to drive down Club debt to members and to continue with the repayment of bonds to members. This year we repaid €25k with a further €39k scheduled for next year. Depending on cash flow reserves, we will consider additional payments.

Cashflow planning

A fully integrated cash-flow planning and management system has been implemented this year. New bank accounts have been opened to ring-fence members funds such as Subscription purses and Spending Levy funds.

Cashflow planning and management is undertaken each month as part of COM meetings. The cash flow planning, ring-fencing of deferred income and members funds have played a very positive part in ensuring that we have sufficient financial headroom into 2022 and beyond. This planning and management will assist us in increasing a cash provision bank account or “rainy-day fund”, to take on more capital projects in the future. One of the major projects we must start planning for is the replacement of the irrigation system which will cost in the region of €250k.

Based on our projections to 31 December 2021, after eliminating Members Bar Credit funds estimated to be on hand at that time, we are estimating a cash surplus of €165k at the end of December. With the club now operating the bar, we would hope that circa 50% of the spending levy funds on hand will end up through the bar till, resulting in a bar contribution to the Club in its entirety. This is a positive outcome given the level of projects undertaken and completed and considering the impact Covid restriction has had on the Club at the early part of this year.

The goal of building a reserve has been outlined in the past and it is encouraging to see that materialising considering the COVID-19 impact on the club since March 2020.

With the importance of the cash management comes the resources required. As you may be aware, after 25 years, Mary Ellis has retired to focus on her golf. With that in mind, we have recruited new personnel to maintain and manage the day-to-day operation of these newly implemented cash management systems. With the management of the bar, we are approaching a €1m business, and we must ensure that we have these resources in place. We are delighted to introduce Mary Fay who has come on board recently.

Covid 19 supports

In addition to the savings obtained on course maintenance thanks to Ronan Brannigan, we received €4,500 from Golf Ireland, €20,000 from the Club Resilience Fund and at end of September, we were awaiting receipt of the €4,000 Outdoor Dining Grant and €1,000 from the Club Participation Grant.

COM submitted a request to our insurance brokers to present a claim for lost income because of Covid to our insurance underwriters. Unfortunately, our claim was not successful.

Course Development – AIB Loan

All loans in relation to our course development have been fully drawn down. We resumed full payment of all three loans after the three-month payment holiday ceased at the end of June 2020.

COM appreciate the continued support from AIB in relation to all financial matters during the year.

Driving Bay Development

The driving bay reopened for use in May 2021 after being practically closed from October due to COVID-19. Income for the seven months to September 2021 amounted to €15,403. In late August, a contactless point was installed at the range to encourage use of the facility outside of clubhouse and Pro-shop opening hours. This has proved very successful.

The range is managed by Ciaran Carroll, our Club Professional. Ciaran waived his monthly management cost of the range to the Club for five months when the range was opened in support of the Club during COVID-19. This was of great assistance while we were reopening during COVID-19.

Other than normal sanding and general maintenance, COM has not committed to any further major investment in the coming years until the management of COVID-19 is more predictable.

We have recently received an opinion that the driving range income is liable to VAT. We are currently undergoing a project to recover the VAT on the development costs to date which will result

in an overall refund position to date. As this project has not yet been completed and therefore quantified, no provision has been made in the accounts to date in relation to this recovery.

Club Lotto

This year we received €12k from the Lotto fund towards the upgrading of our CCTV system which is a very welcome contribution. This project was essentially forced on us early, due to anti-social behaviour. Considering the times we were in, without lotto support, this work could not have been done so quickly.

	2020	2020	2019	2018	2017	2016	2015
	€	€	€	€	€	€	€
Lotto funded projects	12,623	14,709	2,927	14,079	34,033	7,018	41,409

While the Lotto has been suspended during Covid, there are plans to relaunch in the coming weeks and an on-line option is being considered. I would encourage all members to give it their support.

Men's & Ladies Club contributions

Contributions from both Clubs came in at €25k (€24k - 2020) which as in 2020, given their lost revenue partially during the year, because of the course closure and suspension of competitions is still a very credible and appreciated contribution. On the understanding that Covid will be under control during 2022, COM would expect to see the joint contributions recover next year.

Bar Trading

COM made the decision to take back control of the bar after lockdown in July. The Club has not controlled the bar facilities in a long time. We felt that the position of the Club with recent access developments would be beneficial and for once in a long time, the bar could make a worthwhile contribution to the overheads of the club.

The bar has been operating at a small profit so far, with substantial upgrading of equipment, fixtures and fittings being invested to date. Thank you to Mick Curran in assisting us with this project. Petra Hronova has recently taken on the day-to-day management of the bar and restaurant, and I encourage all members to use our facilities when they can.

COM focus points for year 2022

COVID-19 is starting to be behind us. With further easement of restrictions in October, the future looks bright for golf, with many new members using COVID-19 to find their calling in golf. The upgrading of surrounding roads to our club makes us one of the very few clubs embedded in our community. With that comes opportunities to grow and improve further.

COM's focus for next three years includes the following:

- Sanding of the course or parts of the course
- Electrification of the main gate with phone access for members

- Consider options to fix path to the left of the 5th Green
- Upgrade our clubhouse entrance hall, stairs, and landing
- Market the Club in terms of membership, green fees, societies, and the driving range
- Development of a new putting green between the driving range and the 1st tee, for which a grant application has been made
- Upgrading of the locker rooms, showers, and toilets to utilise Sport Grant approval received
- Identify a course works programme for the next three to five years to include the replacement of our irrigation system which is past its sell by date, bunker upgrades, drainage repairs or changes, tee box upgrades and other course works identified by Declan Branigan Design. The replacement of our irrigation system is going to cost in the region of €250k, the very reason why we need to build up a capital reserve fund
- Develop and expand our bar and catering facilities
- New fountain at 18th green
- Lighting up of 18th and 10th greens
- Development of golf programmes with local schools and Club Ash Special Olympics Team

As always, income generation is at the heart of all projects. Growth in societies, green fees, driving bay income and our bar/catering facilities play a massive part in this generation. We are on a very positive path, but it needs to continue. I encourage all members to use our facilities when possible.

The future

Our accumulation of reserves to plan for the future has started and is progressing well. As outlined in the past, the Club is too big and important to be living hand to mouth as it did in the past. Thankfully, when COVID-19 hit us, there was no major work planned for our course. We had completed the two biggest projects since our foundation in development of three new holes and our practice range.

While COVID-19 made plans to keep people apart, we as a Club made plans to consolidate our members with upgrading our clubhouse project by project. The loyalty of members was evident throughout this strange period in our history that will never be forgotten.

We must not stop here. Plans have been made and personnel have been recruited to make us better and stronger with more to come. COM is giving serious consideration to having a Club Secretary / Manager again as the level of work needed to run this Club is now beyond the incredible amount of voluntary work by COM. However, income generation remains our biggest challenge each year. To reach our target in terms of resources, we need some positive years ahead, where minor projects can be undertaken one by one while increasing our reserves for the long-term projects.

Many hands make light work

Join the Lotto – and why not help with its management

Support both Club's by entering competitions and sponsoring an event

Encourage new members to join

Bring your experience to COM /Men's or Ladies Club's – join committees or work in the background

Help with voluntary course work

Join a sub-committee for Course, Sales & Marketing, Facilities & House

Bring your society & friends to the Club – small or large all are welcome

Thank you

Many thanks to COM for all their assistance with the Clubs finances during a difficult year once again. The year started off with the unknown extent of the pandemic that the club was facing.

COM is most grateful for the support we have received from Ciaran Carroll, Cater4U and Ronan Brannigan throughout the year.

Thank you to all those who provided their services and workmanship to the Club over the year at no cost on many occasions. Your contribution made decisions a lot more financially palatable when they needed to be made on what projects were to be undertaken.

Our Finance Oversight Committee of Nuala Summers, John Finnegan, Gerry Harpur and Terry Quinn provided constructive feedback and comment during the year.

Mary Ellis, Mary Fay and Aoife Driver have provided me with endless assistance throughout the year. Whenever support was needed, they all made themselves available which I am most grateful for.

Adrian McManus
Honorary Treasurer

COURSE REPORT 2021

We had another challenging, but successful year in The Golf Club. The course staff who often work in difficult conditions to maintain and present the course to a high standard have once again come up trumps. We have had great compliments (and not just from members) throughout the year on how well the course looks. Alan Mooney and the course staff do a fantastic job and work extremely hard for the club.

We thought 2020 was difficult because of Covid, however we had to face another challenging lockdown in 2021. In some respects it helped us and gave the course staff time to tackle other projects on the course as listed:

1. Clean up the bank at the back of the 12th
2. Clean up at the right hand side of the 16th which will become a nursery area.
3. New pathways to the 5th tee box and the Ladies tee box on the 14th.
4. Remodel the large bunker on the 12th making it into two smaller ones.
5. Clean out a number of blocked drains in several other bunkers on the course.

Lots of other jobs were carried out in the quiet time which would have been dangerous with golfers on the course.

Along with the course staff we also had number of our members carrying out projects during the lock down. The projects are as follows:

1. New handrail and timbers on the bridge at the 5th spearheaded by Eamon Stewart, Diarmuid Golden and Tom Cline. It was a job that was badly needed to be done. Many thanks for great work.
2. Painting the inside of the starter hut, thanks to Martin & Josephine Farrell. Also thanks to Lady Captain Orla Laird and Eamonn for painting shelter hut on 10th.
3. Nice bedding plants in various areas around the car parks, thanks to Michael Reilly and Carmel Ryan who work away quietly without any fuss.
4. Big clean up around the car parks, driveway with lots of cutting back of ivy around trees and neglected shrubbery.
5. New Beech hedge and posts & chains installed in top car park, new security fence at front gate entrance and several other jobs carried out by Captain John Gorman, Vice Captain Denis Walsh, Tony Higgins, Tom Cline, Bob Boxwell and myself. Many thanks to everyone for all their hard work.
6. The openings at the stone wall at the 4th, 11th and 12th are been widened and are presently being re-constructed by Kevin Barry.

The Practice Bay Area is proving to be very successful. We had to increase the height of the nets as practice balls were still clearing them. A restricted use of woods while members are out playing on the course has been introduced. Target mats have been installed to provide target practice. My thanks to Ronan Kelly who still takes a keen interest in the success of this project.

Last year I mentioned a number of improvements that I would like to see on the course. A primary area needing attention is the on-going planting of trees. The area running alongside our signature 12th hole could be greatly enhanced by developing the natural amenity of the Broadmeadow River, that we are fortunate to have flowing through this tract of land. With this in mind I requested Ronan Branigan to cost a programme that would involve lining both banks of the river with boulders / rocks which would eliminate weeds and scrub from this area of potential enhancement. A similar project has been successfully undertaken by Ronan in St. Margaret's Golf Club

The overall cost of this work would come to €45 - €50,000. This is quite a hefty sum but I feel it could be carried out in stages. The sooner we are in a position to start the better, thus giving the whole golf club an Index 1 hole we could all be proud of.

I want to take this opportunity to thank a number of people and groups. Top of my list are all the volunteers who contribute toward the upkeep and running of the club:-

Ciaran Carroll, our Pro and his staff in the Pro Shop for their help in course matters, Aoife in the Office and Mary in Accounts for all their assistance through the year, The Water Squad helpers, Tony Redmond, Brendan Ward, Martin Farrell, Tom Mulcahy, Bob Boxwell for all the work around the course.

The Clean up group co-ordinated by Captain John Gorman.

Mick Curran for his time as Course Ranger.

I would like on behalf of all the members and myself, to thank Ronan Branigan of Declan Branigan Design and all the hardworking and dedicated staff that he has on the course. Head green keeper Alan, Robert, Shane, Conor and Brian must be thanked for their year round efforts. The year had its challenges but the staff performed with great commitment to any tasks they encountered. Many thanks to you all for your enthusiasm and skillful work which is most definitely appreciated.

Pat Murtagh
Course Convenor

Declan Branigan Designs 2021 Course Report.

2021 was a year of two halves for the country and The Club. After the initial Lockdown, members and guests came flooding back to the course in their droves. With childlike anticipation the first ball of 2021 was placed excitedly on the tee peg in early May. Mighty anticipation ensued. Great care was taken with the setup; aim taken; the backswing formed its usual spring like tension and then.....a phone call was made to Ciaran for a lesson. Yes, we were all a bit rusty but it didn't take away from the joy of being back!

On the course we took advantage of the early lockdown. It gave us a chance to take on projects that would have been very difficult to accommodate around golf. We unblocked drains in bunkers, installed paths, cleaned up the out-of-play roughs, cut back areas of scrub, scarified and overseeded the greens and gave the course a good Spring clean. This work set us up for the year ahead and meant that we would not be carrying out disruptive works during the season. Members had suffered enough and we didn't want to add to that.

Operationally, it was a challenging year as the periods of drought and infrequent rain put pressure on our ability to present the course in the manner that we aim for. However, I believe that we achieved our goal as was seen by the speed that was consistently achieved on the greens and the general level of tidiness and attention to detail.

I would like to thank Alan, Robert, Shane, Brian, Conor and Alex for their flexibility, drive and pure doggedness that was displayed this year because it has been a long and tough one. Everyone will be looking forward to their holidays over the coming months that were not taken during the season. Our team has grown and developed through this trying time. Well done.

I would also like to thank the many volunteers who tackled countless jobs this year. For me the work around the carpark and clubhouse has made a significant improvement to the first impression of The Club.

The program for Winter 2021/22 has not been fully agreed upon but we will tidy up any loose ends and will undertake repair work after a busy season. There are plenty of housekeeping issues to address which include sodding repairs, aeration, rough management, path installation, tree planting, bulb planting, pruning etc. This work will result in further refinement of our course that will add to the golfing experience in 2022. The one project that we would urge the members to consider is the tidying up and re-imagining the Broadmeadow River from the 11th to 12th green. This is currently an untapped asset that could Wow every car that crosses the bridge.

Finally, I would like to thank Pat Murtagh, the course committee, the volunteers and all the members for the selfless work that they put into the golf course and the courtesy that is extended to our staff at all times.

Good Golfing.

Ronan Branigan.

SALES AND MARKETING

Background

Covid restrictions remained in place throughout the period which impacted on the activity of the Sales and Marketing Committee. Many of the goals identified were not achieved due to these restrictions.

Membership of golf clubs in general increased due to the positive perception of the sport and similar increases were experienced within Ashbourne GC without any active marketing.

Social Media/Website

An emphasis was placed on use of our Social Media this year. Our presence was greater however there remains scope to improve this. The many successes and events held throughout the year were publicised on the channels.

Our new website went live earlier this year. The site is under constant review and remains a primary source of news and updates. Data suggest that not all members access the site and achieving greater coverage remains a challenge.

Communications

In addition to the website the club has published a number of newsletters, initially dealing with Covid return to play protocols, these have also developed into comprehensive news updates.

The Sales and Marketing committee also circulated a number of short surveys. These were very well subscribed to and responses from almost 2/3rd of the membership were submitted.

A Membership Satisfaction Survey has been compiled with the assistance of Golf Ireland. This will be circulated to the complete membership and responses can be benchmarked against other clubs in Ireland. This will allow us to focus on areas of importance for members.

Social Committee

The Social Committee has been active since the relaxation of restrictions with a very successful Nine and Dine evening. Plans are well advanced for some social activities over Christmas and an event to attract younger members in the Spring.

Community

The club has been active in engaging with the community over the past year, while not directly involved with Sales and Marketing, these events are central to establishing the club as an amenity for residents of the area and promoting membership in the future.

Joe Elliott
Sales and Marketing

FACILITIES AND HOUSE

Over the past year a number of improvements have been made to the facilities of the club. Some of these works were carried out by external contractors and some were undertaken on a voluntary basis by members of the club. The following is a brief summary of works carried out over the past year:

1. Rearrangement of lockers, seating and furniture in the men's locker room (V)
2. Complete painting of locker rooms (V)
3. Waterproofing and repair of all damaged and cracked areas on surface of concrete deck to balcony. Repairs and reduction of step to bar area (V)
4. Complete painting of external façade and window reveals of clubhouse (V)
5. Installation of new set of outdoor wall lights to clubhouse, including balcony area (C)
6. Installation of new CCTV cameras and monitors to cover all car parks, main entrance gate and clubhouse internally (C)
7. Removal of large areas of shrubs and trimming of trees along the main entrance and adjacent to clubhouse (V)
8. Painting of main entrance gates, metal fencing carried out (V)
9. New boundary comprising of metal posts and heavy chain installed at upper car park. New planting at edge of car park and first tee box (V)
10. Upgrade of main heating systems to clubhouse and pro-shop. This was necessary following a complete breakdown of the existing controls (C)
11. Upgrade of compressor and air guns following difficulties with the liability of the existing installation.
12. New signage indicating CCTV operation installed (V)
13. Deep cleaning of kitchen and bar/restaurant carried out prior to re-opening (C)
14. New equipment installed in bar area including new combi-oven and coffee making machine (C)
15. Issues with hot/cold water supply, waste drainage pipe-work in kitchen and leakages in toilets dealt with (C)
16. New opening mechanisms to external doors in bar/restaurant, ground floor function room and kitchen services entrance installed (C)
17. Main water storage tanks in roof area of clubhouse cleaned out and sterilised (C)
18. New heaters installed on balcony area. All cabling, sockets and other electrical fittings in bar area upgraded. A new ELCB board installed to cover above supplies (C)

(V) – indicates work carried by volunteer members of the club.

(C) - indicates work carried by external contractors

Substantial progress has been made this year with the upkeep of facilities for the membership of the club. I would like to thank all those who contributed their time and expertise to make this possible.

Tony Higgins,
Facilities

MEMBERSHIP REPORT

Membership numbers as at 30th September 2021 are as show below. We have been successful in recruiting 72 new members over the last 12 months. Enquiries continue to be strong with members of other local clubs not being satisfied and want to move to Ashbourne.

The profile of the membership has changed with strong demand coming from the Under 25 Age Profile. We currently have 12 members on Leave of Absence and 75 resignations. 8 joined clubs in Dublin, 6 confirmed re-joining in 2022, 10 Health Issues, 30 due to COVID and the balance other reasons.

	2021	2020	2019
Full Members	475	474	484
Five Day Members	114	107	91
Under 25 Members	42	22	15
Country/Overseas	4	6	6
Total	644	609	596

ACKNOWLEDGMENT:

The Committee of Management would like to thank all committees, sub-committees and volunteers for their significant work throughout 2021 which was a very challenging year for everyone. On my own behalf I would like to thank Ciaran, Sue and Cian in the Pro Shop and all the members who volunteered for the ClubAsh Special Olympics Coaching Programme during the Summer. In addition, sincere thanks to the members who gave financial donations to present our new friends with Golf Tops and Hats at the end of the programme. It was a joy for us as volunteers to see how these athletes blossomed over these weeks. This will be an annual activity for us in the years ahead and perhaps more members will get involved.

CONDOLENCES:

On behalf of the Committee of Management, I would like to extend our deepest sympathies to all members who have lost family and friends during the last year. May they rest in peace.

Sandra Devenney
Honorary Secretary