



Club Newsletter

Issue 10

www.goringgolf.co.uk

October 2011

EGM – Tuesday 18 October

I hope you will all have received the email or seen the notices announcing that an EGM will be held next week. There is a single proposal for the evening – to increase subscriptions above 5% for the next three years.

The GMC has given a great deal of careful thought to the situation in which we find ourselves.

For a number of years we have held down subscriptions (in 2010/11 there was no increase at all). We hoped to maintain our levels of membership and produce enough income to run the club. In fact we have run short on members for the last three years yet balanced our budgets by cutting costs wherever possible. Some cost-cutting was easy – delaying machinery replacement - some tedious - renegotiating contracts with suppliers or finding new suppliers – and some painful – reorganising the staffing of the restaurant and losing a member of staff. But eventually, we have had to face the fact, the number of members we have does not produce the subscription income we need.

It was as a result of this we held the Consultation evening last month. The GMC wanted to find out what sort of club you wanted to belong to. I suppose the choice is stark: if we want to continue playing golf on a course with the playing values of Goring and Streatley, then we need to pay more. If we want to hold the subscriptions at their current levels or only a small increase then we have to accept a different sort of golf course.

The GMC felt that the message that came back from this meeting was that members wanted their golf to remain the same. They didn't want to turn into a Wentworth but neither did they want to be a pay-and-play. The GMC has been asked to look at costs – which we have done again – and also other ways of generating income – we have applied to extend our licence which will enable us to hold some additional functions but we have to recognise we have very few dates left when we can host weddings etc. The fact is we have too few members for the income we need to generate. Our remaining option is to increase subscriptions.

Rather than have one huge increase we have gone for a sliding scale over the next three years. Next year would still see us making a loss but at least turning the corner. By Year 3 we do begin to generate a surplus which will help us to build up our reserves for those known unknowns: the bore-hole pump failing or the clubhouse boiler expiring.

We recognise that these are not easy times for any of our members: we all know how our household costs have increased against a climate where incomes have remained static. It is never easy to ask for an increase that is greater than inflation but the GMC believes it will be delivering what the membership wants.

The GMC looks forward to meeting you and answering your questions next Tuesday at 7.30 pm.

Margaret Berriman, Chair, GMC

Captain's Log

The golfing year as well as becoming distinctly autumnal has also turned towards serious matters, with particular focus on money. The efforts of your G M C, in producing a 3-year strategy, have been considerable, but the Committee needs the support of you the members at the forthcoming E G M if we are to feel the benefits of their labours three years from now.

The Nominations Committees have completed their deliberations and I thank them for recommending two worthy members for Vice Captain 2012 and President 2012 – 2014. Congratulations to David Slater and Bill Harrison on being recognised for these Offices. I am sure they will bring credit to Goring & Streatley Golf Club in their respective roles. Let's have a good turn out at the A G M and endorse these nominations.

There's been some golf too!

A successful match for the Captain's Team against the EGGS but a disappointing Mixed Match against Calcot Park saw us lose our grip on the Bohanna Trophy.

Well done the Gentlemen for retaining the Catherine Lesley Cup. Not that the result is all that important. More so is the spirit in which this annual event is played. We had great fun from first to last. There was much discussion about Bisques and tees and courtesy shots, in fact all the usual stuff. Thanks Betty and thanks Ladies for another thoroughly enjoyable meeting.

There's plenty coming up too. More matches, Fur and Feather, 1896 Putter, Am – Am, knockouts and a lot more.

As the days shorten make the most of all the upcoming events. Before we know it we'll be changing the clocks, playing on the winter greens and shopping for Christmas. Now there's a thought!!

Jack Rainsden, Captain

Poker Night

£20 to "Buy in", 10% of which will go to the Ladies Captain's Charity which is the Thames Valley & Chiltern Air Ambulance Trust.

Cash prizes and opportunities for players at all levels.

Details on the club web site.

POKER NIGHT

WEDNESDAY 9TH
NOVEMBER



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New Course Photos This is a sample photo from a series shot by Geoff Ellis, commissioned by the club to improve our portfolio of course pictures for use on the web site and in advertisements. The shots were taken a couple of weeks ago in late evening as the shadows lengthened. Geoff will take more shots in the Spring. **Geoff Ward**

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News from the C Team

As the trees shed their leaves and the last fixture comes into sight the C Team is reflecting on another fun season. In all 27 players have turned out this year for our 13 matches – only Calcot left to play on the 28th October. The Team have successfully upheld the Club's honour by winning all their home games. Success on the road was harder to come by with only one win away at Henley. We were delighted to take third place in the Teams Challenge, but less delighted to find that there were only prizes for first and second!

In the summer we were saddened by the loss of our past Captain Roger Tipple but decided to honour Roger in a style that we are sure he would have approved of – a round of golf followed by beer & curry! On the 8th October 17 "C Teamers" gathered to play for the Roger Tipple Trophy which will be played for annually for the title of C Team Champion, the Trophy was won by Kevin Bell who just edged out Graham Edey.

Contact Peter or Paul if you would like to join in the C Team fun!

Peter Ireland (Captain) 07747 803634
Paul Alcorn (Vice Captain) 07507 512558



Kevin Bell (right) receives the Roger Tipple Trophy as C Team Champion 2011 from Team Captain Peter Ireland.

Separated at Birth???



Paul Alcorn



Jack Black

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New Course Photos Another example from the new portfolio, coming soon.

Ladies' Section News

Season of 'autumn mists & mellow fruitfulness' did not manifest itself but yielded to a month of great weather almost an Indian Summer. What a way to end the golfing season and prepare for the advent of AGMs.

The Ladies Open

The Ladies Open played on 13 October enjoyed the benefits of this fine weather and all those who played loved our course but were not so enamoured with the greens (thank you, Brian). The winners from Donnington Grove Country Club (Jan King, Julie Davies and Gill Lane) had 74 Stableford points from the "1,2,3" format.

September competition results:

1 September – **EWGU Medal and President's Cup**
Vicki Hooper

1 September – **9 Hole Stableford**, Mary Griffiths

2 September – **EWGA medal**, Margaret Berriman

24/29 September r – **Autumn Bowl**, Silver – Margaret Berriman, Bronze – Hazel Nixon

22 September – **Daily Mail Foursomes** Janet Billing/Pat Honey,

The 2011 Knockout competitions all completed within the final date:

Summer Foursomes Kellie Hadland & Jean Webster,

Scratch Cup Helen Jacobs,
Runner up Margaret Berriman

Silver Challenge Cup Charlotte Cornwallis,
Runner up Kellie Hadland

Bronze Challenge Cup Gail Miles,
Runner up Wendy Cassingham
Round Robin Rita Rainsden,
Runner up Gail Miles

Friendlies

The final Ladies Friendly matches of 2011 left the Sonning, Temple, Huntercombe and Reading ladies opposition in pole position.

The keen but 'friendly' rivalry the Ladies and the Gentlemen of the Club was felt in the final Eggs & Legs match of the series on 5 October when the ladies overcame a 3 hole deficit to win the Pam Bohana Trophy. However our euphoria was short lived when we came second in the Catherine Leslie Cup on 8 October.

Tuesday Rollups

The Ladies Tuesday rollups continue on Tuesdays throughout October & November; meeting 9.00. This is an opportunity for all members especially the 'Academy' girls to join in.

October date for diary:

Ladies' AGM on 27 October will be preceded by a vote on proposed merger of EWGA and EGU.

Coming events:

10 November- Ladies Captains v Vice-captains team

17 November - Winter Fours and

24 November - first Club day of the winter!

Betty Johnston
Ladies' Captain 2011

The Club's Greatest Asset

The Club's greatest asset is you! Don't get me wrong, the course is a pretty good asset too but what makes a club is people. We have 936 members of the club if you count up all the different categories including social members and those absent or medically suspended. That is 936 people who can promote the club and help us improve our revenue position; over 2,000 people if you include family members too.

We are currently advertising the club in Round and About and in local village newsletters. In December we will have an advertisement in Golf Monthly and we feature in their "Hidden Gems" article. However, this advertising will not be as effective as our members promoting the club.

Just think of the contacts an individual has - family, friends, work colleagues, even if you are retired, there are still contacts with past colleagues. There are also the organisations people are in touch with - work, social clubs, village clubs, pubs. All of these contacts are potential customers of the golf club.

Now, I am not asking you to do a hard sell. Far from it. Mention the club to your contact, tell Mike or Helen in the office that they might be interested and give them a contact number or e-mail address and they will follow up for you.

The rest of this page provides some ideas of areas where we could increase our revenue and hence the profits to the club.

The Academy Returns

Jason Hadland and his team have a new series of Academy sessions running and planned for the next few months. Last year's series was a great success with virtually all of the Academy graduates joining the club and enjoying their golf.

If you have a friend, colleague or family members interested in learning to play, talk to Jason or the club office. £75 gives them 6 group lessons, each followed by a drink and a sandwich in the clubhouse. Graduates of the academy are offered preferential joining rates.

Corporate golf

Mike Evans, our club manager is poacher turned game keeper. He used to organise corporate golf so knows what businesses want. We specialise in corporate golf and we are at least two corporate days short for the coming year.

Would your company be interested? What about friends' businesses or customers? If you know someone who could be interested, please have a chat with Mike.

Juniors

We have a great Juniors Section and a great reputation for developing our Juniors. There is an ongoing programme of junior academies and it is a great sport for the school holidays. Subscription rates are low. If you know a junior who could be interested, please talk to Jason.

Business Meetings

Goring & Streatley Golf Club is a great place for business meetings. A self-contained facility, free wi-fi access, quiet, beautiful surroundings, ample parking and, of course, the opportunity for a relaxing round and a pint after a busy meeting. Rates are far cheaper than Hotel suites so why not encourage your company, or your contacts to use the club? Mike and Helen have all the details.

Home-cooked Food

Nearly all of the food produced from the kitchen these days is home-cooked. All the meat is sourced from a local butcher. The emphasis is on good quality, fresh ingredients, prepared and cooked by our in-house team. And what a good job they do.

You can be proud to bring guests in for a meal or Sunday Lunch.

The restaurant supports all the other events from bacon butties for a golf society to full dinners for social events, business meetings or weddings.

All menus have been revised recently.

Christmas Parties

It really is that time of year again. People are booking their Christmas parties now. What about your friends and colleagues? Why not suggest the clubhouse. Great food, self-contained function suite with their own bar. A dance-floor if they want it.

This year bookings have already been strong but we will take Christmas party bookings for January and into February if needed.

Winter Warmers

We have put together some great winter society deals and we are hoping that some new groups will be come along and enjoy the course and our hospitality.

The first offer is the Winter Warmer: Bacon butty and coffee followed by 18 holes of golf and then Ham, Egg & Chips, all for £35

The Festive Fun is coffee and mince pies to start, 18 holes of golf followed by a full Christmas dinner with crackers and party poppers for £45.

We are asking pubs and clubs whether they would like to get a society group together.

If you have some ideas who might be interested, please talk to Mike or Helen.

Visitors

The course is in great condition and fairs better than most over the winter. When did you last invite someone as a guest to come and play? Not only does it bring us in some revenue but it increases the number of people out there saying how much they enjoy the course and the friendly clubhouse.

Advertise Here

Advertising in the club newsletter is open to everyone, club members, local businesses or major corporate. The benefit to the club is not only the revenue by the relationship with the advertiser. It could develop into special rates for club members, maybe a corporate event or even sponsorship. Full details are on the web site at http://www.goringgolf.co.uk/latest_news or get potential advertisers to e-mail editor@goringgolf.co.uk

Harry Colt

Our course was designed, in part, by Harry Colt who participated in the design of over 300 courses and is renowned to the point that there are golf societies that only play Harry Colt courses. Wikipedia says that "Colt's courses of note in the UK include Sunningdale (Old and New courses), Rye, Stoke Park Club, Calcot Park, Goring and Streatley Golf Club, Thorndon Park and the East & West Courses at Wentworth Club. We can be proud. We are a members' club and it is down to all of us to help promote it and to help it thrive. What can you do?

Ed

JASON HADLAND - 'YOUR CLUB PROFESSIONAL'

Goring & Streatley Golf Club 01491 873715



MORE FOCUS REQUIRED

In your bag you probably have a choice of 9 clubs covering about 100 yards in distance. Then you get down to the 100 yards that make up the scoring zone. Most of you play with just two clubs (excluding the Putter) for the last 100 yards.

You may have been fitted for many of the Clubs in your bag. But what about the clubs you use in the scoring zone? Were they fitted? Does the technology match your swing? Does the configuration make the most of your game?

A WEDGE FOR YOUR GAME
Do you like to lay your Wedge open or to shut the face? If you do then we need to make sure the head design makes that easier NOT more difficult.

DON'T WANT TO BORE YOU, BUT BOUNCE:
Do you know what bounce works with your swing, your technique, and our conditions. And should it be different Bounce configurations?

WHAT IS THE IMPACT OF YOUR SHORT-GAME SKILLS?
[CLICK TO FIND OUT](#)

THE RIGHT CONFIGURATION
There are any number of loft options available now. I would recommend at least 3 Wedges and if you are prepared to learn good technique for the Lob Wedge, add a 4th.

LENGTH, SHAFT, GRIP SIZE, TECHNOLOGY?
What you looking for?

Most golfers need to place more focus on the scoring zone. Those last 100 yards are where your score is made or is frittered away. Look beyond the noise about 'grooves' and let us make sure you have the right Wedges to make the most of your game, your swing, our course.

FROM 100 YARDS IN

Getting my golfers into the right Wedges is another hobby horse of mine. You play more shots from 120 yards in than you do from 120 yards out, so please place more emphasis on these clubs. Let me fit you properly. Let me match the technology and specification to your swing and our local conditions. Let me take shots off your scorecard by improving your short-game.

A GOOD WALK SPOILED?



Three putting... I can't think of anything more frustrating.

You've safely negotiated hundreds of yards' worth of rough, trees, fairways and bunkers with two good, clean strokes to hit the green in regulation; only to throw it all away in the last 20 feet.

Let's look on the bright side; the card doesn't have a comments section (that's probably a good thing) and it just says "5". But you'll know for the rest of the round, and likely think about it for a while after as well, that you let a straight forward opportunity for Par slip through your fingers... I think poor putting is so frustrating because we all know how easy it *should be*.

Think about it; you don't have to hit the ball in the air, the lie will *always* be perfect, you can't 'shank' it, or hit it 'thin' or 'fat'. It requires the shortest of swings with the least number of moving parts, so it's near impossible to miss it completely; how hard can it be?

It also makes up an enormous percentage of your final score; some 35-40% for the majority of golfers. Take an average 24 handicapper; they will likely shoot 96 with around 40 putts. Get rid of the three putts, hole a few more 3-5 footers and suddenly 40 putts becomes 32 putts – and a 16 handicap. **That's what I call an impact.**

It's my belief that any golfer, at any skill level, can successfully hit a putt with reasonable distance and directional control, yet the Putter rarely gets its share of the available practice time. Are you the exception to the rule? Commit yourself to holing more putts and enjoying yourself more on the greens. Take the next step.

WINTER WARMER 3 FOR 2

Take advantage of this promotion and keep your swing grooved ready for next season. You could even use these lessons to improve your short game technique and lower your scores even quicker!! Call Jason or David on 01491 873715 quoting "WINTER WARMER" to book your improvement process.



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Mike Evans, Club Manager, Goring & Streatley Golf Club

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19+ Section Report

The fortunes of the 19+ section have appeared to follow the stock market up and down during the summer, but at the end of the season to the relief of the chancellor and unlike the European community national debt, results have improved.

Defeats away at Sonning (close) and Maidenhead (as far from close as you can get) were followed by draws away at Henley and home to East Berks.

Successful pairings were Brian Page & John Young and Peter Clegg & Ray Parks at Henley and Brian Page (again!!) & John Kitchen and Eamon Bradley (management helped to steady the ship) & Alan Pyke against East Berks.

The final match of the season was a new fixture against Bradfield College G C consisting of 6½ (following two late absentees) four ball matches.

A very commendable win of 5 to 2 was registered, including a success from Nigel Petter and Alan Gustard drafted in from the junior academy. Roy Patel and Jim McBroom playing for the first time were also successful partnering Paul Strange and Alan Cooper. Other wins were gained by John Kitchen & Alan Pyke and Barry Dixon & John Farrow. Avid readers of this section's news will note the total absence of the captain's name in this report which is certain to be discussed at the end of season stableford post competition meal on 25th October.

Mike Riggall

Decorate your balls for Halloween Golf!



Next Issue

All contributions are welcome. Please e-mail to editor@goringgolf.co.uk, post in the Marketing pigeon hole outside the club office, or telephone Geoff on 01491 873342

Please always include a telephone number, and an e-mail address if possible. Photos are welcome and encouraged. Please get your articles in as early as possible but **deadline for the November issue is Wednesday 9th November latest.**

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