

Burhill Team News

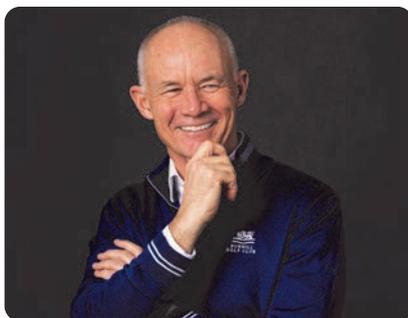
September
2021

BGL

BGL
GOLF

Adventure Leisure

Ninja Leisure



Colin Mayes
Chief Executive

Dear Colleagues,

We have now ended the September trading period which is normally what we consider to be the close of the golfing summer season. Overall, September has been another strong trading period for the BGL Group with all areas of the business trading well. Clearly trading levels have dropped significantly within our Adventure Leisure (AL) business with the school children going back to their studies. All three businesses (Mr Mulligans, Bunkers and Ninja Warrior UK) have still traded well, and we do not see any reason for this to change in the immediate future.

October is normally a strong month for this business with the half term period at the end of the month and then we will only have two more months to go before the end of the year.

Our golf clubs have also continued to trade strongly throughout September and are ahead of what we expected, which is also very positive. All of our teams have been working flat out this month coping with many of our student employees returning back to college/university. This has put pressure on the remaining staff coping with higher-than-expected trade through our catering operations.

Our golf courses and all the teams associated with them have also been busy assisted by the reasonable weather conditions throughout the month. Our function/wedding business is also coming back to life with a number of units being under some real pressure to cope with this demand.

I wanted to thank you all for the hard work and commitment everyone has made in looking after our business and delivering some great service standards, we have had some wonderful letters/comments back from our customers and guests which is a credit to you all.

It is important to mention that due to the pandemic nearly all of us couldn't celebrate Christmas normally last year. In recognition of this and the wonderful work everybody has done throughout the year, we will be closing all our clubs and venues across the UK on Christmas Day meaning those clubs that in the past have provided our customers a superb Christmas Day will close. All we want for Christmas is for our teams to spend quality time with their family & friends wherever they may be.

We recently hosted General Managers meetings at Burhill Golf Club with Guy and Andy leading discussions with their senior teams about our business objectives and focus for the rest of this winter and into 2022.

CEO Update



I also took the opportunity to speak with all the General Managers about the business and the fact we have weathered the Covid -19 storm considerably better than I could have ever hoped for when the pandemic first emerged back in March 2020. We should all congratulate ourselves on the way we have managed to navigate ourselves back to near normality. However, I also wanted to make sure we keep everyone on their toes in case we suffer a setback or further unexpected turbulence.

Only this week we have seen the impact of the fuel shortages caused by the lack of skilled drivers in the country. I am convinced there will be a few more twists and turns as we try and manage our business back to normality in the months ahead. My message to all our General Managers was to expect the unexpected, try and remain as nimble/flexible as possible and work very hard to retain the great people we have within our business. Where possible, make sure we are all completing and undergoing continuous training either through our own BGL Academy or through external sources such as local colleges etc. Making sure we develop our own skills and our team members and having an attitude that I am never too old to learn new skills is very important attribute and one we must all work on to be the best we can.

Next month our new Head of People & Culture, Claire Boulden will join us, and you can rest assured we will be putting a greater emphasis through this important appointment to how we retain, train and develop the great talent we already have within the BGL Group.

I am determined that the business must continue to grow and with that growth comes opportunities for our people to progress and develop themselves. For those that have the desire to progress within our business we will make sure opportunities will be available, they may not be on your doorstep but

those that are willing to adapt/change/take on new challenges/relocate, they will be there for you.

After our meetings we had a wonderful dinner delivered by the team at Burhill and one of the things that really struck home to me was the gender diversity we now have within our senior management across the 22 businesses we now own and operate. Seven of our General Managers are females and when we add the number of senior female support staff including IT, Training, Marketing and soon our People, I believe this is something to be very proud of. The BGL board of directors also has three female directors, and I am delighted to say our female greenkeepers are on the increase too. There is no doubt we are a leading business on gender equality within the UK leisure/hospitality industry.

Sadly, our results at this years Ryder Cup did not go our way and we were given a sound beating by the younger USA team. Over the 3 days of competition, it was clear that the USA team deserved their win. Our European Team must now start the preparation for the next match back in Europe with Rome being chosen to be the tournament host city for 2023.

Thank you for your support and hard work throughout this summer and I look forward to seeing as many of you as possible on the run up to Christmas. Let's all hope the weather will be kind to us and the various economic issues the country is dealing with do not stall our recovery back to normality for 2022.

Warmest regards.

Colin Mayes
Chief Executive



The idea of regretting not doing this seemed insane to me. Sitting in the corner at a bar at age 60, saying: 'I could've been Bond. Buy me a drink.' That's the saddest place I could be. At least now at 60 I can say: 'I was Bond. Now buy me a drink.'

— Daniel Craig —

Latest News



BUNKERS!
CRAZY GOLF & DRINKS

MR
MULLIGANS.
EAT DRINK GOLF

I am sure by now you will all know that this year we had a new addition to the family, Ninja Warrior UK. We have been delighted to see the success of both Ninja Warrior UK Southampton and Sheffield and it is due to this success that we are thrilled to be opening Ninja Warrior UK, Milton Keynes in Q1 next year.

To add to the excitement and our commitment to grow and develop the business further, we will also be opening Mr Mulligans, Bristol and Bunkers! Cardiff in 2022. We are very much looking forward to continuing our aggressive expansion plan and equally creating much needed jobs and opportunities in these areas.

If you see a potential venue that is a minimum of 15,000 sqft, feel free to email a.scholey@adventureleisureltd.co.uk as you never know, it could be the perfect fit!



Thornbury Golf Centre is set to embark on an exciting £600,000 irrigation investment project which is designed to amplify the look and playability of both golf courses, while also dramatically improving maintenance efficiency.

The project represents our unwavering dedication to facility improvement and enhanced member and customer experience, while also reflecting a surge in membership numbers at all 10 clubs in recent years.

The first phase of the project will cost around £275,000 and will see the foundations laid across both golf courses for the installation of a new high-tech irrigation system that will include tee boxes, fairways approaches and greens. Crucially, the new system will allow the club to better manage the amount of moisture in the ground, making the courses more playable, all year round.

Once completed, the new irrigation system will be controlled via mobile device or computer, allowing maintenance teams to control the conditioning of the golf courses, 24-hours a day. This will make a huge difference to staff efficiency and will also help to deliver an exceptional golf experience that can be

enjoyed by club members, guests, and visitors.

Tim Good, General Manager said: "We are delighted to have been afforded this opportunity by BGL, to make further enhancements to our facility. We are committed to delivering the very best golfing experience for our members and guests, and this is the next step along our road of continuous improvement."

This comes immediately after Thornbury has been officially awarded with the SafeGolf Accreditation and has been recognised as a GEO Certified venue. These awards reflect the club's commitment to health and safety, the local environment, social responsibility, and sustainability.



Our People



Stuart Perry, General Manager,
The Shropshire

We are studying towards a certified club managers qualification through the Management Development Program (MDP) with the aim to become certified club managers (CCM) through the Club Managers Association of Europe.

We are just over halfway through, the final stage being a 7-hour final exam.

Self-reflection has really helped with completing the course and writing the assignments, although adapting to online sessions has had its challenges.

With other GM's from Dublin, Spain, Bermuda and to Saudi Arabia it's sometimes been tough coordinating diaries, but we have managed and it's proving very worthwhile.

We cannot wait to become certified!



Sarah Blunden, General Manager,
Wycombe Heights



Jessica Carter, Sales Advisor,
Wycombe Heights

I am currently studying an Events & Business Management Postgraduate Diploma which takes 18 months to complete. It entails weekly lectures, live lectures in London, 2 solo & 2 group projects followed by a live final event & exam.

This Diploma is giving me an in-depth understanding of the key sectors within the Events & Business Management industry.

It has also massively helped me expand my knowledge in Sales & Marketing.

I look forward to utilising the course to help me progress into a Management role within BGL.



Richard Wood, General Manager, Mr
Mulligans

Adventure Leisure are proud to support Richard Wood, the General Manager at Adventure Leisure Newcastle, who is studying Strategic Leadership Level 7 at Newcastle University.

"I am passionate to develop my skills and increase my knowledge regarding leadership theories and strategies. With a stronger understanding & skill set, I can make educated decisions which will benefit myself and BGL.

I have witnessed the evolution of the hospitality industry from the community pubs and bars to the merger of leisure and social activity.

Learning strategies and theories involving diversity and equality, global impact and sustainability is imperative to making educated decisions with the businesses.

AL is expanding, and I'd love to have the opportunity to be part of the decisions which continue to shape us. Achieving a master's qualification alongside the knowledge and experience I have already gained would help me make these decisions. Assisting in the future development of AL and BGL. Empowering our people is essential to growth and expansion, taking learnings from all cultures and backgrounds.

As part of the course I will learn theories and strategies which will enable me to discuss and influence actions to continually achieve this.

Sustainability and global impact have never been more prevalent than it is now with areas across the globe facing devastating impacts from global change. As part of my learning I would like to be involved with decisions which influence our impact on the environment around us.

My aim is to continue my career into a senior role within Adventure Leisure, helping to make decisions which will benefit the company financially, and maintain the company's core values.

I am grateful for the opportunity that Adventure Leisure has given me to embark upon this study, and I look forward to applying what I learn both at Newcastle, and within the wider BGL Group.

Our People



Duncan Purcell, Head Professional,
Wycombe Heights

WYCOMBE HEIGHTS

Events • Golf • Family

Congratulations to Duncan Purcell at Wycombe Heights Golf Centre on his promotion to become their new Head Professional.

Duncan joined Wycombe Heights in January 2018 as their Junior Academy Manager and was promoted to Assistant Head Professional in October 2020.

He has always enjoyed interacting with customers, which shows in his feedback from lessons and is also very passionate about Custom Fitting and ensuring members and visitors alike have the right equipment for them.

Duncan has spent the past year learning more about the Head Professional role, including financial control, stocktaking and leading a team.

Sarah Blunden, General Manager of Wycombe Heights said:

‘This promotion is very well deserved and I am looking forward to working with Duncan in his new role and seeing him progress our Golf and Pro Shop team even further.’



Brian Bailey, Course Marshal at Ramsdale Park has been assisting Janice Moore, Learning & Development Manager, Support Office in creating a training course specifically for Course Marshal.

The Course Marshal is often the first point of contact for members and visitors to the club, and works in tandem with the golf services team to ensure all members and visitors receive a warm welcome, and experiences

high presentation standards throughout the golf reception and first tee.

We realise that the job of Course Marshal is one that requires extraordinary tact and diplomacy, and that superior interpersonal skills are often needed. This training covers the essential functions and duties of a Marshal, although each venue will generally have their own individual additional requirements.

This training resource, and the customer service module accompanying it, is all about excelling as a Golf Marshal so that our customers become ambassadors for the club!

The course features an introduction, key responsibilities, basic golf etiquette, player

assistance, pace of play, Marshal's travel kit, weather and safety & finally a quiz.

“We are hoping to get the course live and assigned to all Course Marshals by the end of October, so watch this space!” said Janice.



Sustainability & Environment

Some of you may have heard about GEO certification and some may not, so, this month we are focusing on this key area for the Golf Division.

GEO Foundation for Sustainable Golf is an international not-for-profit, that helps to inspire, support, and reward credible sustainability action and to strengthen and promote golf's social and environmental value. The organisation remains the only one in the world entirely dedicated to this mission.

All of our 10 golf clubs are GEO certified with 3 clubs being reverified between now and the end of the year. This underlines the continuation of our concerted environmental efforts across our clubs and solidifies our place as the only major multi course operator to gain GEO certified status across all clubs.

The accreditation designates a golf facility has met a credible standard in the areas of Nature, Resources, Climate Action and Community continually improving sustainable golf practices.

"Each club has developed a unique maintenance programme designed to achieve more sustainable and efficient practices, by making improvements to the courses and club facilities wherever possible. BGL showed early leadership in sustainability with its first facility GEO Certified in 2013.

They are now one of the most committed management groups worldwide – and the only group with every facility certified. We look forward to working with them on their endeavour to extend their sustainable practices even further," commented Jonathan Smith, Executive Director GEO Foundation.

"In a world where it is more crucial than ever to operate in the most environmentally sensitive way possible, to be awarded with GEO certified status is a testament to the incredible work ethic of every member of the team at BGL." added Colin Mayes, CEO Burhill Group.



Congratulations & thank you to our BGL Team celebrating 5+ years with us this month

Kevin Lock, Burhill GC, 5 years
Thomas Holland, Birchwood Park, 5 years
Hayden Beebee, The Shropshire, 5 years
Karen Frise, AL Support Office, 5 years
Guy Riggott, BGL Support Office, 7 years
Jason Fallon, Thornbury, 7 years

Kuljit Tatla, Hoebridge, 11 years
Adam Dawe, Wycombe Heights, 13 years
Rob Surgey, Burhill GC, 14 years
Philip Jones, The Shropshire, 15 years
Carol Seamons, Burhill GC, 20 years
Ross Edmonds, Abbey Hill, 20 years

Coming Up Next Month...

- World Mental Health Day: Sunday 10th October 2021
- Cyber Security Month: October 2021
- Long Service Dinner: Wednesday 20th October 2021
- Introducing Claire Boulden, Head of People & Culture