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RAVENMEADOW GOLF CENTRE

Short to Medium Term Development “a 5 year Plan”

Vision/Mission

This document aims to provide our customers with an idea of the vision for improvements and direction of the golf centre over the coming years

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Director of Golf

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Document Outline

This document is an outline and indication of the plans for the facilities at Ravenmeadow. It doesn't intend to be a list of promises but a framework for improvements depending on economic and industry conditions. Some of the improvements are already committed to whereas others are planned.

Work will start on various projects at various times and where appropriate customers will be informed, particularly if there is to be any disruption in day to day activities or service.

Golf Centre Overview:

The golf centre must be a leisure and entertainment facility that is an attraction to the whole family offering a diverse range of activities.

The future at Ravenmeadow is dependent on the continual creation of new golfers and finding new ways to encourage people to try this great game whilst offering fun and engaging activities.

Our ethos has always been accessibility and affordability. At its core, Ravenmeadow is a golf facility, but with the changes to people's lifestyles and interests, it is no longer possible to attract enough people to try golf with traditional methods.

The experience at Ravenmeadow must be one that encourages new people and there should be no barriers or fear for people to come down our driveway. Unfortunately in the past, and in fact still in some cases now, golf clubs, although they say visitors welcome, with all the written and un-written rules, are not welcoming or comfortable to new people.

We will have an offering and welcome that ensures all people who come will feel comfortable and hope to offer a facility that they will enjoy. I hope that those customers who come for any of our facilities will feel comfortable here so when they are ready to try golf we will be the first place they think of.

Our facilities will aim to have a wide appeal but I am not naïve to think that we can be all things to all people, however, we will endeavour to ensure that all of our facilities, green fees and memberships offer good value for money.

Summary of Improvement Plan

Car Park

The car park will be improved with a tarmac road to service the parking bays. Drainage will be included in the plans to try to deal with as much of the surface water as possible. The edges will be kerbed and banked to then plant dividing hedges to keep maintenance down to a minimum but be aesthetically pleasing.

Additional parking will be created alongside the driving range with an appropriate path to and from the clubhouse and to the Footgolf course

The Golf Course

We will continue to ensure that our pricing is competitive within the area and will offer a membership structure and green fee pricing strategy that will allow as many people as possible access to the golf course.

The normal maintenance of the course will continue and am sure that with the consistent approach to the whole course the join of the 2 9's will become seamless. We will be looking at the machinery and investing to ensure we have the right tools for the job so that we don't have to hire in equipment for the various major works that we undertake. This will ensure the flexibility of the green keeping team meaning they can plan effectively but also be able to react as conditions dictate.

The budgetary constraints of our pricing strategy and indeed the wide demographic of ability of golfers that will be using the course creates its own challenges. We need to set the course up in a way that is challenging and appropriate for the competitive member whilst remaining playable enough for a beginner and all of those abilities in-between. The improvements we plan for the golf course have this ethos at their core. The course will be made more challenging in subtle ways with green shaping, hole lengthening, narrowing at landing areas whilst keeping the rough to a minimum. The bunkers will be rebuilt and those that are particularly problematic or bring little to the aesthetics of the holes will be removed and replaced with different challenges such as run offs and mounds or grass bunkers. It is our aim to ensure that hazards are playable and consistent.

Drainage systems will be constructed to keep the holes which suffer more playable and passable. This will hopefully extend the use of buggies for those customers who need one to play.

Particularly on the back 9, trees will be moved/planted to try to give some shape to the 4 holes flat and shapeless holes of 11, 12, 13 & 14.

A new competition tee on the 8th will be constructed making it a Par 5 increasing the total to 70 with another new tee on the 13th improving the shape of the hole and with the 2 tees increasing the total length of the course by some 130 yards.

The paths will be improved by edging and suitable surfaces applied. The entrances and exits will be wider to minimise wear and tear.

The approaches to the greens will be levelled where required and the approaches improved to allow for the winter greens, where possible to be the front of the existing green, therefore keeping temporary greens to a minimum.

The perimeter and internal path will be strengthened and identifiable to ensure that members of the public will be as to no doubt where they should and shouldn't walk. The various walkways and through paths will be blocked off. Where possible, it will be very difficult for the public to access the golf course.

Short Game Practice Area

The old 10th hole will become a short game area.

The green will be maintained and the surrounding area cut with a variety of grass heights to test/practice different types of shots.

A suitable sized practice bunker will be introduced

Putting Green

A new putting green will be built by the grass bays of the driving range. The green will be divided by a thick rope which will mark an area for putting and the other for chipping.

Driving Range

Planning permission will be sought for lighting. This will enable evening practice to continue through the winter. The outfield will be improved with better and more interesting targets. We will also continue to look for the newest innovations to make the range more appealing.

FootGolf

The Footgolf course will be improved with better signage, tee markers and pathway to the course

Pitch & Putt

Along with the improvements to the FootGolf course we will improve the pitch and putt layout. Mats will be laid for the tee off area and will use the larger "fun Golf" holes. Pitch and putt is the introduction to a golf course. It was certainly mine, however, golf is difficult and success is hard to come by. Unlike a bowling alley or other equivalents, the thrill of holing out is difficult for an accomplished golfer, let alone a beginner. One of the reasons FootGolf is so popular is that with very little skill, a player can experience the elation of holing out from considerable distance. For our players to want to come back and get the "bug" we need them to feel that enjoyment as soon as possible.

Adventure Golf

Adventure golf has been growing in this country for the last 15 years. At the early stages they replaced the old crazy golfs at the seaside, then a few driving ranges invested. Now, particularly in the South East many golf centres have built them with huge success. The facilities have a wide appeal and I am sure will open the doors of the golf centre to a much wider demographic. I have wanted to build Adventure golf for some years and the Council are keen to see the development as it will be a great facility for the city.

The existing putting green and short game area will be used. The area will be landscaped and planted, therefore, as well as being a fun facility, provide a nice outlook for those enjoying our clubhouse and patio areas

The Clubhouse

We will continue to evolve the clubhouse depending on the demands of our foot traffic. Although not in our immediate plans, we may look to adding a second floor to create a function room and balcony overlooking the green space.

In the short to medium term, the bar will be decorated, service extended and menu changed.

The outdoor area will be extended to give an extension to the existing patio and a new patio which will be accessed by new double doors at the end of the clubhouse. This will make a wonderful setting overlooking the newly landscaped area.



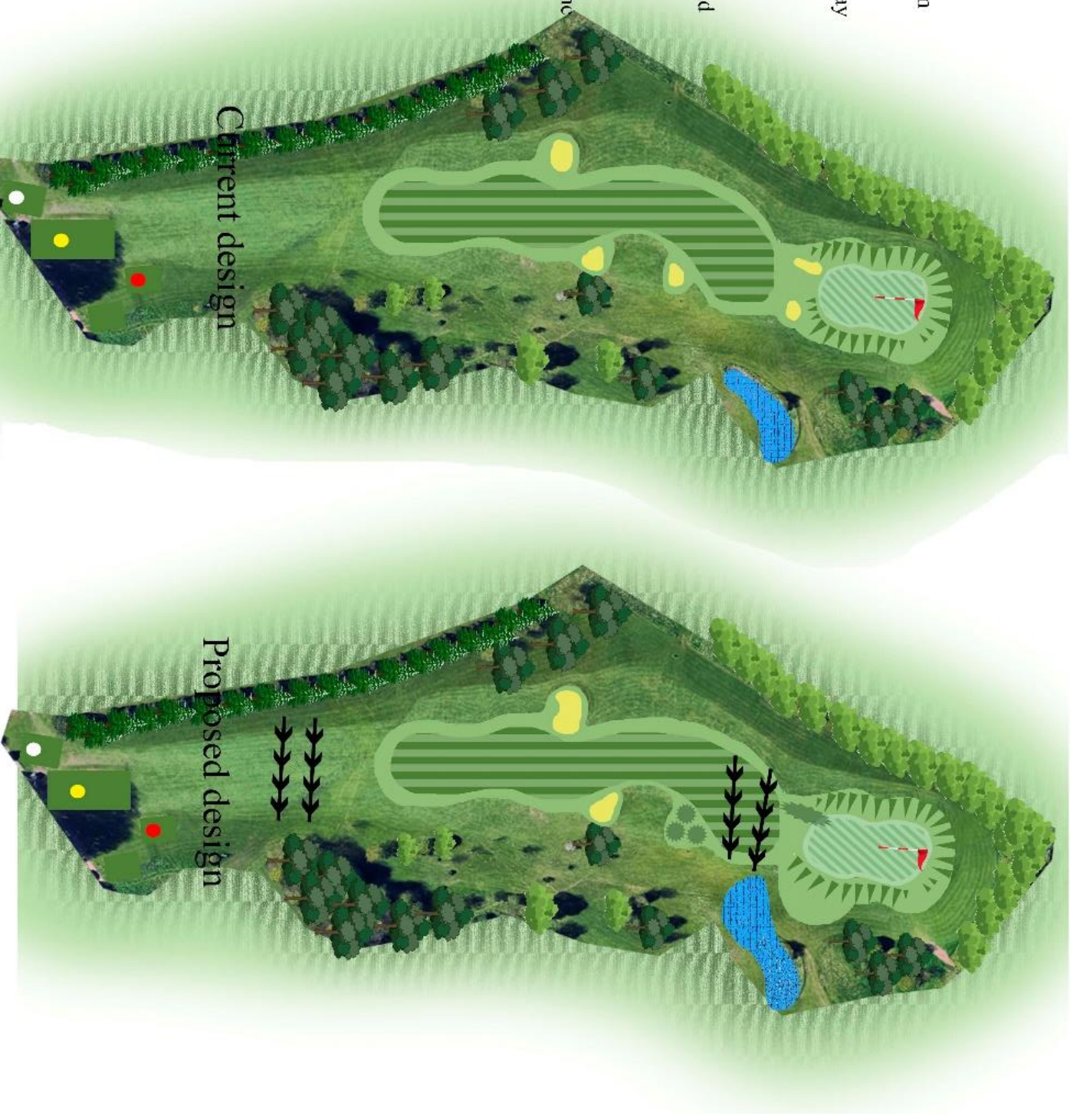
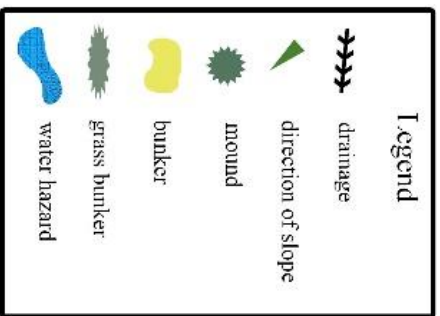






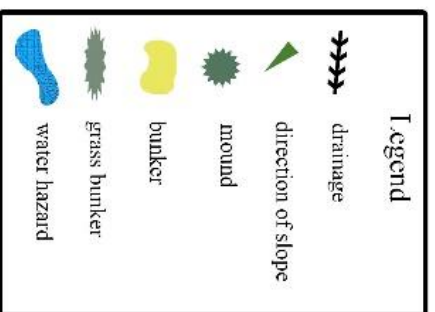
Hole 1

- Re-shape and lift fairway bunkers from the subsoil
- Remove furthest right hand side fairway bunker and replace with mounds
- Enlarge water hazard
- Remove left hand greenside bunker and replace with grass bunker
- Remove right hand greenside bunker
- Create run off and catchment area to the right side of the green
- Green to be shaped close to the right edge to bring the run off area into play
- Drainage to the fairway



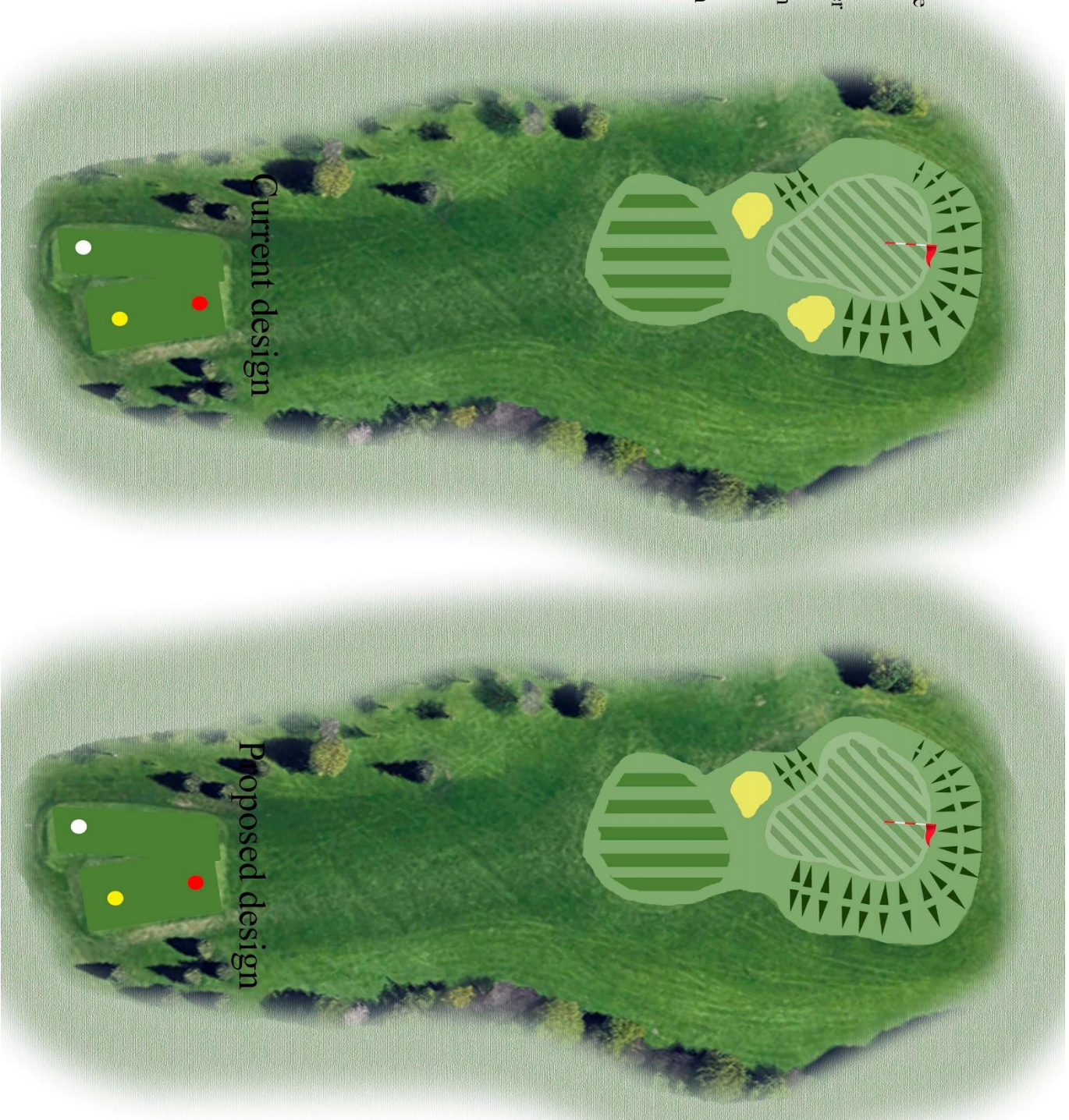
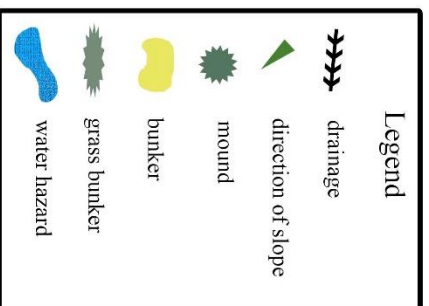
Hole 2

- Re-shape and lift fairway bunkers from the subsoil. Enlarge and shape to give a narrowing look to the fairway from the tee
- Remove furthest right hand side fairway bunker and replace with mounds
- Create an open drainage ditch across fairway as a drain and hazard
- Remove front greenside bunker and replace with rough and mounds



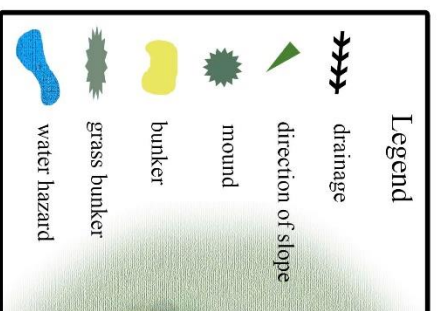
Hole 3

- Re-shape and lift left hand greenside bunkers from the subsoil
- Remove right hand greenside bunker
- Create run off and catchment area in place of removed bunker
- Re-shape the green to give more pin positions on the left side behind the enlarged bunker



Hole 4

- Re-shape and lift fairway bunkers from the subsoil. Change the shape to give the impression from the tee that there is one large bunker
- Remove furthest right hand side fairway bunker and replace with mounds
- Drainage to fairway
- Remove left hand greenside bunker and replace with run off and catchment area
- Re-shape the green to create a wider but shallower target, this bringing the run off into play and a wider variety of pin positions



Current design

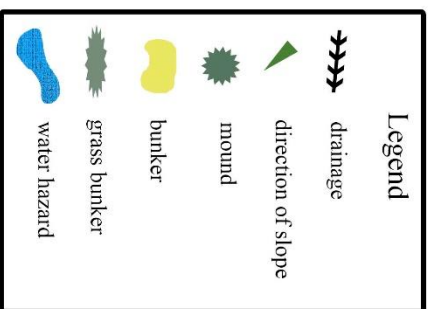
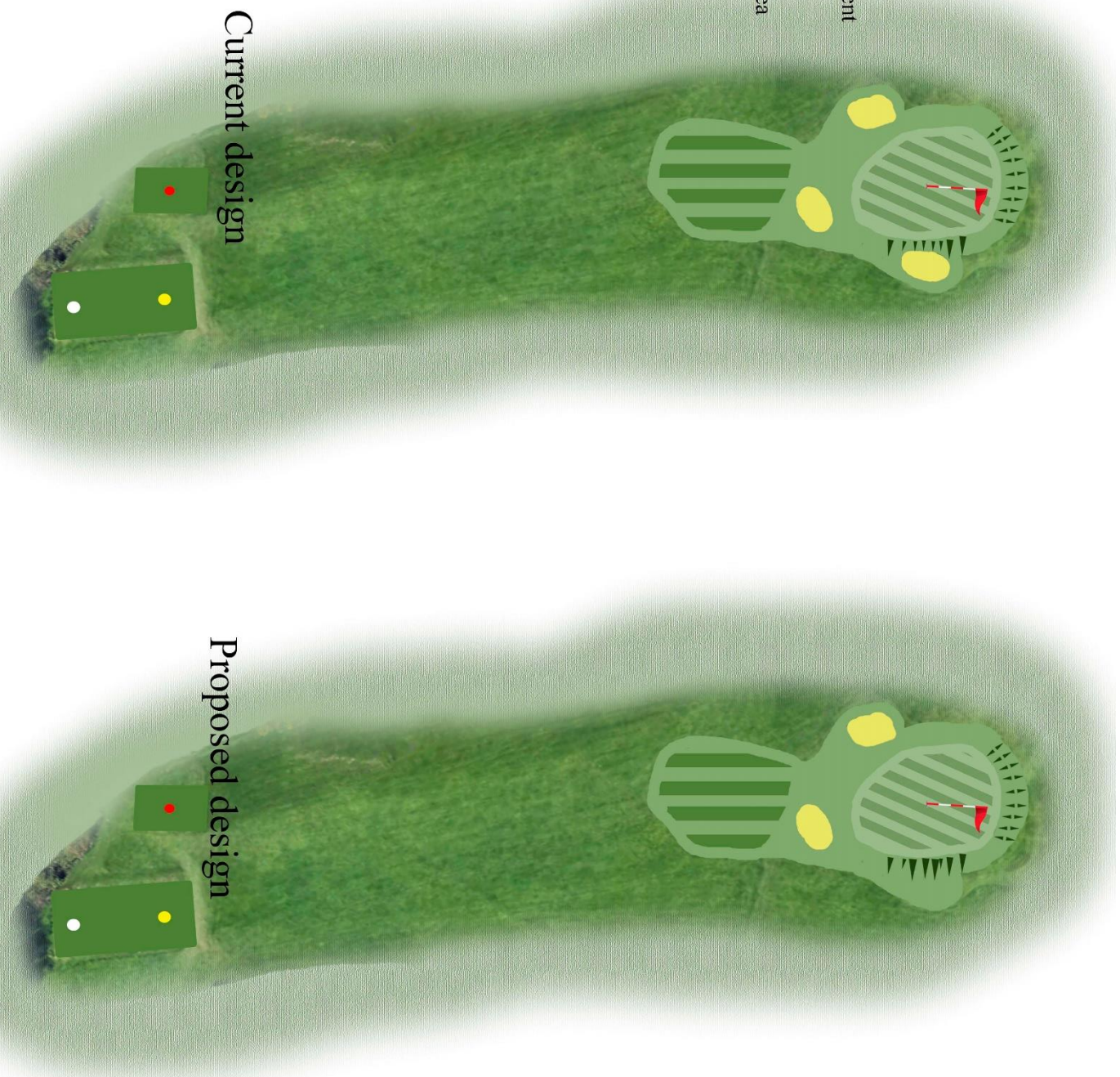


Proposed design



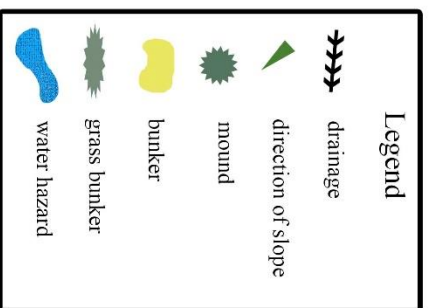
Hole 5

- Re-shape and lift greenside bunkers from the subsoil
- Remove furthest right hand greenside bunker and replace run off and catchment area
- Re-shape green to bring catchment area into play



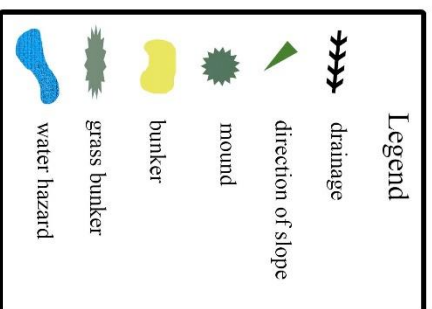
Hole 6

- Enlarge water hazard and bring into play for longer tee shots
- Improve bridge surface
- Drainage to fairway
- Re-shape and lift greenside bunker
- Level approach to the green to allow for extension in winter months
- Re-shape green to allow more pin positions on the left hand side behind the bunker



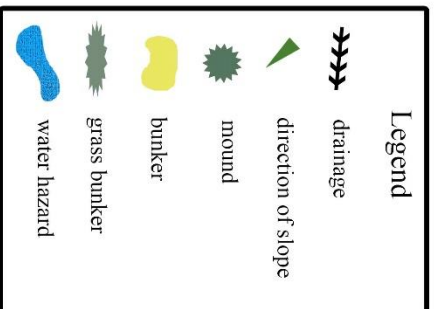
Hole 7

- Clear and improve “higher” tee area
- Clear smaller trees around water hazard to make it more visible from the tee
- Drainage to fairway
- Re-shape and lift greenside bunker bringing it more to the front of the green to create a tougher approach



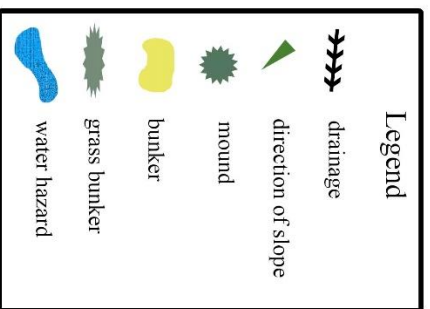
Hole 8

- Construct new competition tee to extend hole to 500 yards and therefore a Par 5
- Tree work to hazard to allow for new tee to be playable
- Remove 1st fairway bunker
- Re-shape 2 right hand fairway bunkers to catch approach shots to the green. Faces will be visible



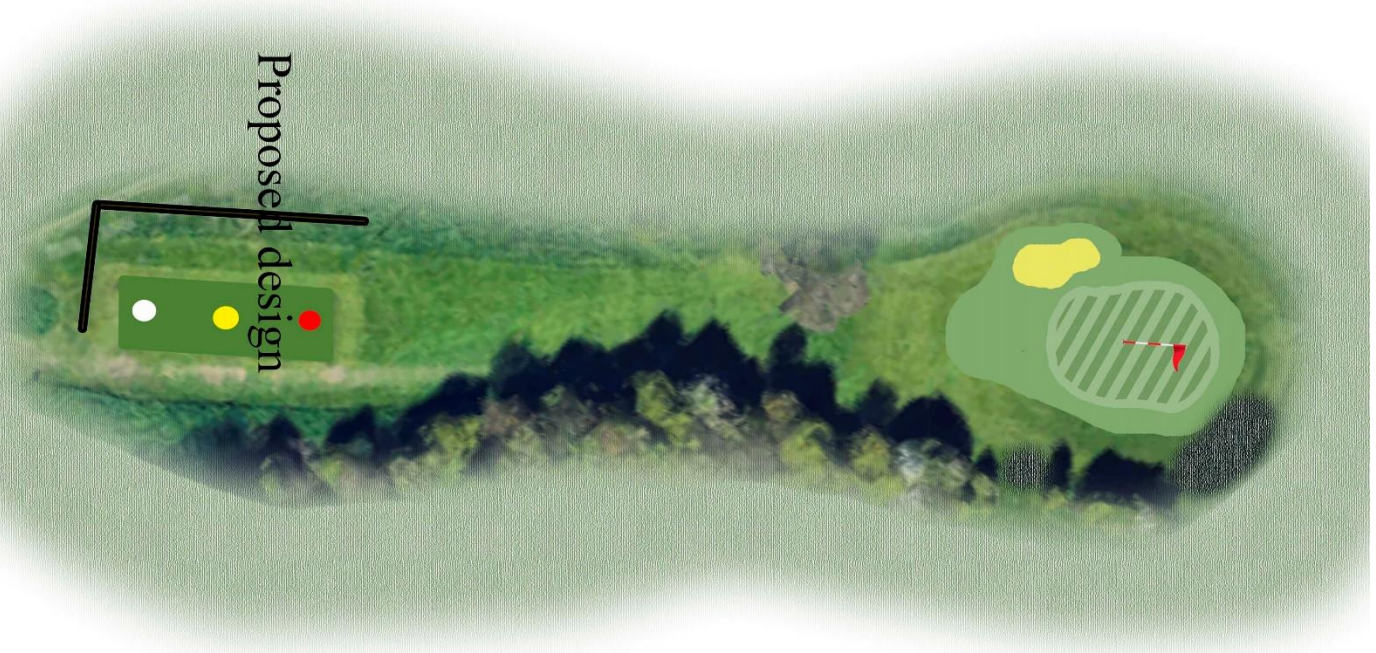
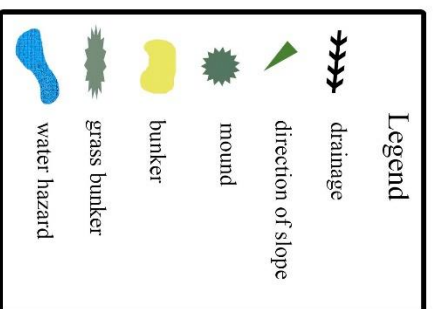
Hole 9

- Plant and improve barrier to the left side of the hole
- Remove greenside bunker
- Create new hazard to stop players attempting to drive the green



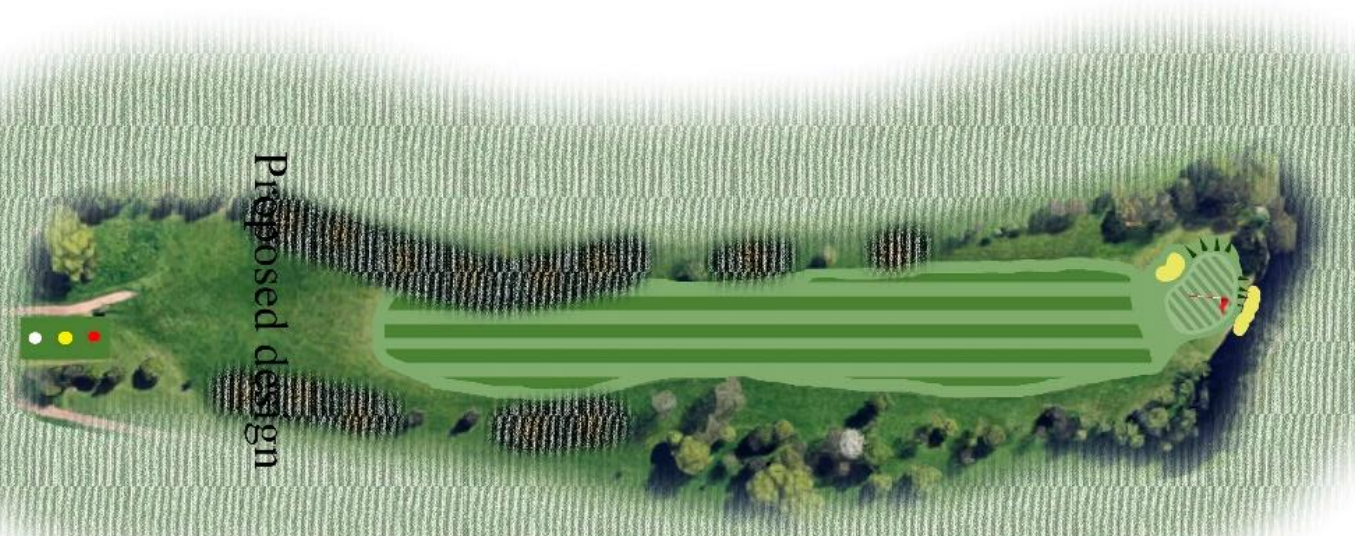
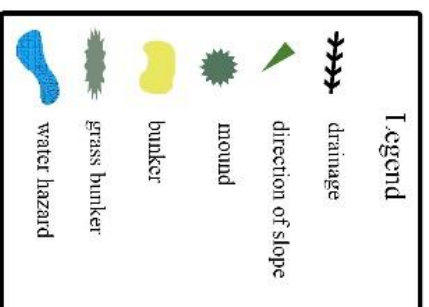
Hole 10

- Create barrier around tee
- Re-shape greenside bunker
- Strengthen / plant right hand side of the green to protect from 17th tee and to encourage the correct exit from the green



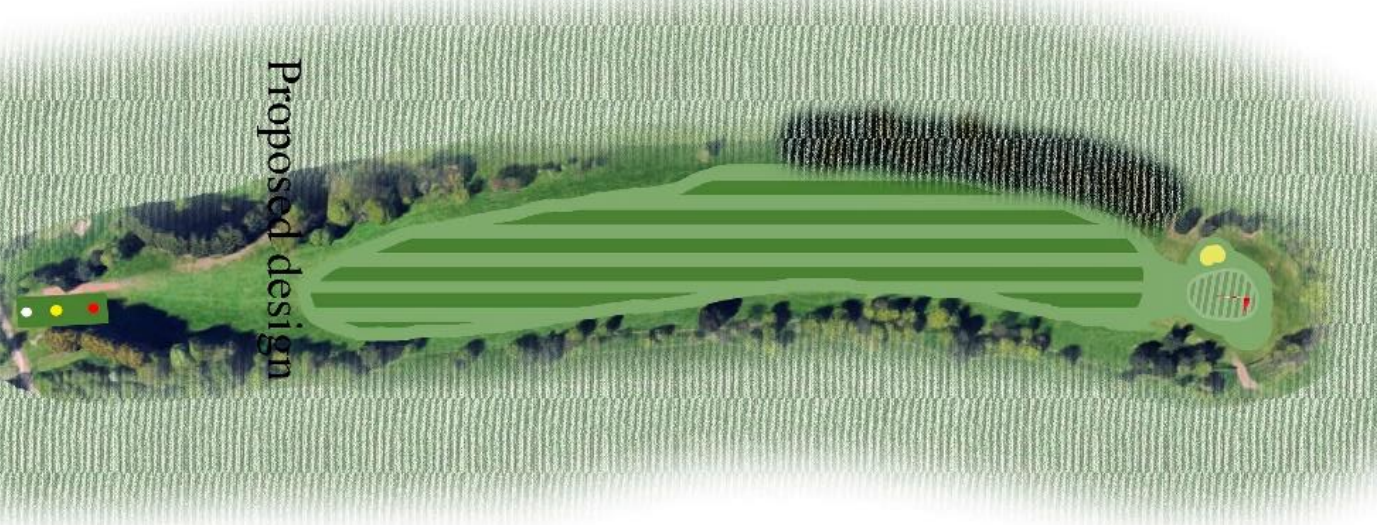
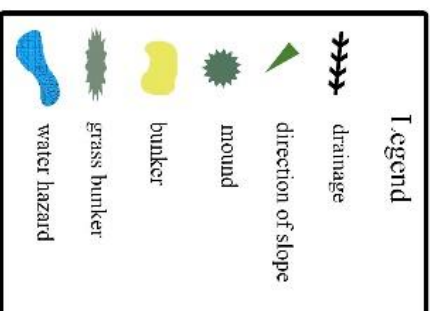
Hole 11

- Plant and shape left hand side of the hole to break up the current open look
- Improve planting on right hand side



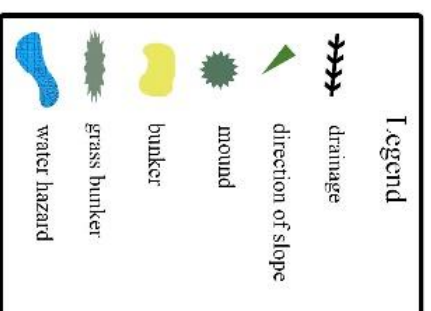
Hole 12

- Plant left hand side of the hole to break up the open view on the hole.
- One of the planted trees to be a focal point for the line from the tee
- Remove back bunkers and create run off and catchment area



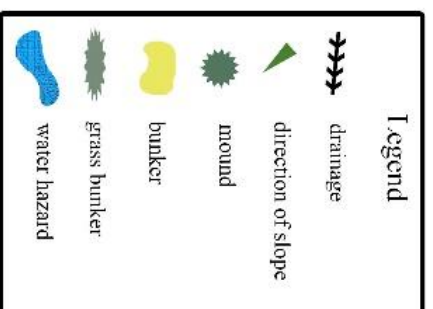
Hole 13

- Construct new competition tee adding length and shape to the hole
- Plant and strengthen left hand side of the hole
- Re-shape and enlarge fairway bunker



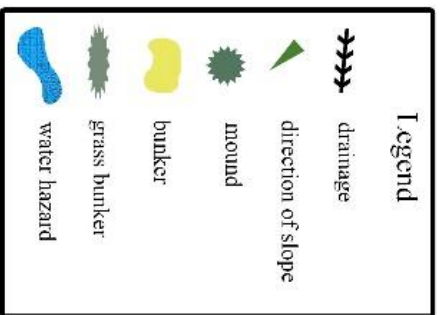
Hole 14

- Plant shrubs and bushes to create a more intimidating and visually pleasing tee shot
- Re-shape greenside bunker



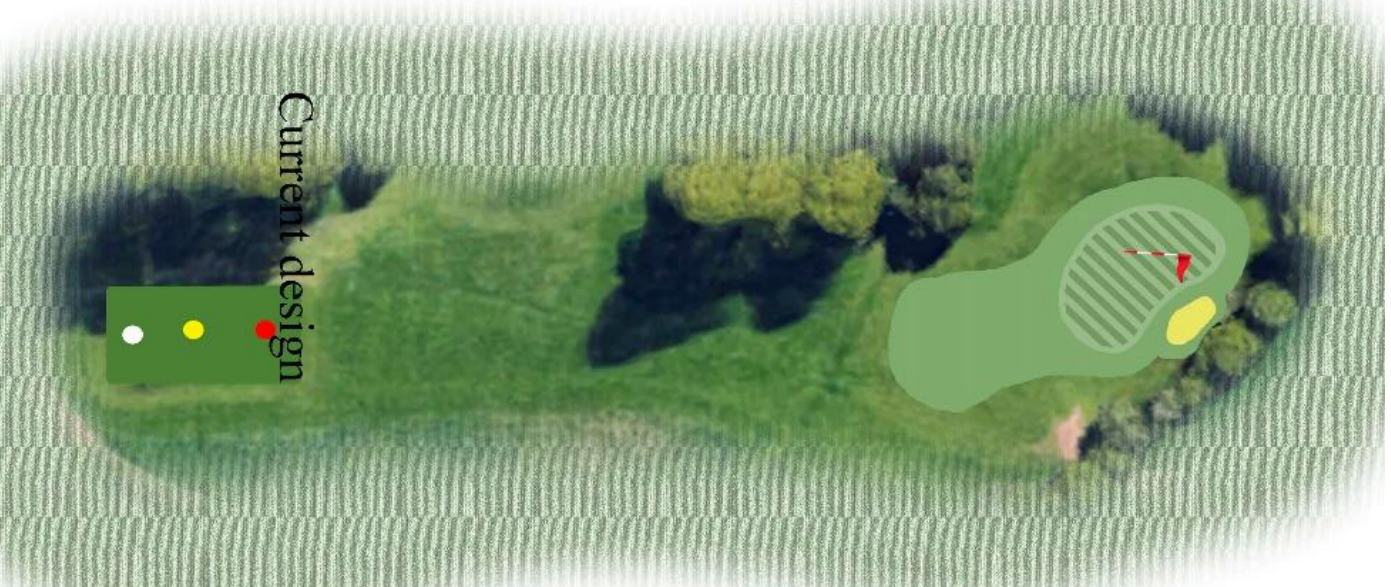
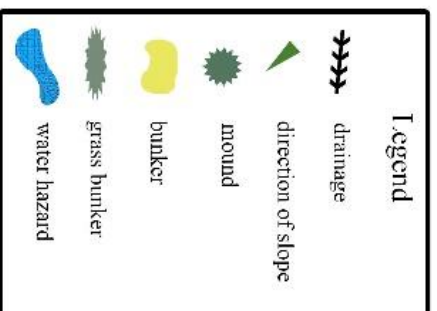
Hole 15

- Enlarge competition teeing area
- Remove right hand side fairway bunker
- Re-shape greenside bunker



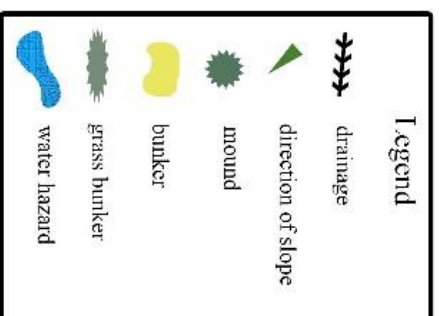
Hole 16

- Drainage work to green. Possibly “sand banding”



Hole 17

- Drainage to green. Possible “sand banding”
- Remove left hand side fairway bunker



Current design



Proposed design

Hole 18

- Enlarge competition tee
- Drainage to fairway
- Construct bunker area to approach of green
- Thin and remove trees to left hand side of tee shot to allow shortest line to carry the brook

