

## AGM 2025: Princes Risborough Golf Club Season Recap

Dear Members,

As we gather for this year's AGM, we're proud to reflect on a season of meaningful progress, exciting developments, and shared success across every corner of PRGC. From our people to our practice areas, from machinery to member experience—2025 has been a year of investment, improvement, and momentum.

### Investing in People

One of our greatest assets remains our people. We have strengthened both the clubhouse and greenkeeping teams, fostering growth and excellence. Luke completed his apprenticeship with flying colours and now leads the Pro Shop as Manager. Sarah also added Paul and Bronwyn to the clubhouse team—both have settled in brilliantly and made a real impact.

On the course, Jack continues to work hard and closely with Mark. The growing team includes apprentices Evan and Daniel, alongside Chris, who continues to add value and sets a great example for them.

We are super proud of our team; their individual talents, personal growth and the contributions they have made to help us grow share in a highly competitive market. Thank you.

We are also proud and grateful to have such amazing people working with the club, especially the outstanding Bruce Loomer (PGA Pro) and Trish Harwood (restaurant). A massive thank you to them for being so amazing this year, and to all of you who support their businesses.

### Investing in Machinery

We've made significant investments to support our growing Greenkeeping Team with top end machinery:

- **Toro Greensmaster** - cutting-edge Toro tech for precision mowing in close mown areas like tees, surrounds and greens.
- A new **Cobra** for enhanced bunker maintenance
- A premium **Ransomes** rough mower and **Toro ProCore** aerator to elevate turf health across greens, tees, and even fairways!
- **Two brand-new lithium buggies** to enhance member and guest experience

### Investing in the Course

One of three strategic pillars is **improving the course each year**. Highlights include:

- A new aeration programme for tees and greens using our new ProCore aerator
- Ongoing bunker enhancements with truckloads of new turf and sand being delivered
- Countless small upgrades that collectively elevate play and presentation

### Investing in the Practice Area

Our second strategic pillar is building **a culture of learning**. Key upgrades:

- A robust new warm-up net solution

- Enhanced practice bunkers, new tee block areas and ever improving greens
- Premium signage (launching soon) to support learning and enjoyment

### **Investing in the Car Park**

With growing membership and demand from events, conferences, business meetings and Trish's award-winning Sunday lunches, we've renovated the car park—freeing up space at the lower end and alongside the enhanced practice area. As we move out of peak, we will also be trialling opportunities to improve access for people with mobility challenges.

### **Investing in the Clubhouse**

We're trialling an upgrade from TNT to Sky Sports, and have invested in creating a dynamic multi-screen, multi-sport experience. The kitchen now boasts a new utility area to create the capacity for growth, and we've added new loft storage to streamline the clubhouse operations. Our meeting room formats have been refined to host from 1 to 100, offering flexible, professional space for all occasions – this is a growing new revenue source for PRGC which will help support the ongoing investments in the club.

### **Investing in Customer Service & Member Voice**

Our third strategic pillar is **delivering outstanding customer service**. This year we've:

- Launched a popular out-of-hours menu
- Improved Pro Shop presentation, range and service
- Focused on an ever-improving course management and course etiquette programme which has helped smarten the environment, speed up play and decrease the complaints on divots, pitch marks and bunker raking - it's not perfect, but it's getting better!
- Promoted the **Customer Service Book** and “**You Said, We Did**” programme, encouraging more people to come forward with things that matter to them

### **Looking Ahead**

Launching this November: the **PRGC Member Forum** (expected to be quarterly) to amplify your voice and ideas. This is another positive, friendly, relaxed and informal opportunity to explore improvement themes including:

- Clubhouse, customer service & member experience
- Course development
- Coaching & practice
- Competitions & participation
- Social events & engagement

... prioritisation and how they all contribute to the 3-year plan

### **The Role of Committees**

Most proprietary clubs do not have committees beyond the Handicap Committee. As a management team at PRGC, we love working in a collaborative style with members and want to keep as many channels open as possible. The key learning this year has been the

need to better define the roles and goals of additional committees or positions on them in line with England Golf guidance.

With the General Committee members stepping down this year, we welcome the opportunity to discuss how an evolved committee, with clear roles and goals, might continue to add value alongside the Handicap Committee and other members' voice channels. We would also like to take the time to say a big thank you to those leaving the general committee who have given so much of their time as volunteers to help the club become what is today.

**All core club functions will continue seamlessly — including handicap and competition management**— even if some traditional general committee roles remain unfilled. Our evolving model will encourage collaborative thinking, reduce any likelihood of misunderstanding and encourage still more member-led innovation, supported by:

- New member forums
- The Customer Service Book and 'You said, We did'
- Management's open-door policy for one-to-one or group conversations

### **New Processes & Policies**

We've worked closely with England Golf across their multiple resources to identify best practices and evolve policies; from protecting our staff, to elevating members' voices, to being coached on how to complete your first card, to understanding the journey towards playing in your first competition! These are being introduced at the earliest opportunity, and you will see work already emerging on making competition eligibility more transparent (a big thanks to Al Bowyer for his handover notes) and making Handicapping and Card Completion part of the initial onboarding experience for new members (a big thanks to Steve Williams for his handover notes). We have also looked hard at processes we know can be improved, for example optimising communications when parallel running golf and external functions.

### **Thank you**

Last ,but not least, a massive thank you to you, the membership, for the kindness and courtesy that you offer every time you visit the club. Golf Club lockers are a great place to lock the door on all that work stuff and politics, there's no room for that at PRGC. We are here to provide all the key ingredients for you to play your best golf, to build your deepest friendships and for you to maximise your enjoyment from the club and this wonderful game. And... if there is something missing, to offer a listening ear and a potential solution.

We're excited for the season ahead and we are committed to making PRGC even better— together.

We are happy to take questions on the season's re-cap, above, at the AGM or one to one or by email.

Please also join us at the first Members Forum on **Saturday 29 November at 16:00 hrs** to help kick start the improvement journey for 2025/6 season and beyond.

**Kind regards,** Mark and Gary Tubb *Joint Managing Directors*