



2025 Bar & Catering Report

The primary function of the Clubhouse follows the Bar & Catering strategy which is the serving of members and golfing guests. The Bar & Catering services aim to run at a reasonable profit, and facilities will not be recklessly maximized to the detriment of members' and their guests' enjoyment.

Objectives

During 2025 Bar & Catering key objectives were as follows:

- Improved sales performance.
- Improved member and guest experience.
- Rationalise products offered.
- Enhanced cost efficiency.

Achievements for 2025

- Pizza Oven – “Launch Event” coincided with Masters Saturday plus a Club competition the same day.
- New Food Supplier (Brakes) – Due diligence was completed regarding the forecast savings.
- Drinks/Pizza Promotions – The objective was to encourage members, their guests and families to make greater use of the Clubhouse facilities.
- Kitchen Revised Opening Hours – For a trial period, the kitchen remained open for a further 2 hours on Fridays and Saturdays (7pm instead of 5pm) during the summer months.
- BBQ – We attempted to have BBQs to coincide with Club competitions or events. Unfortunately, the weather more often than not caused us challenges. Hours of

service, particularly on Club Championship Sunday, is something we need to give more consideration to.

- Updated Menu – Implemented early June.
- On-Course Food & Drinks – In October/November we piloted on-course breakfast sandwiches and hot drinks. Initial feedback was positive and something to target, rolling out for the duration of the 2026 season on competition days, albeit with better communication and logistics.
- New Coffee Machine – This became operational late October and initial feedback is positive, despite moving away from the dark-ages in terms of the payment process.

Further Initiatives

- Focus on Functions – On typical Friday evenings, the Bunting Lounge has low usage beyond 7pm all year round, furthermore during winter months the Bunting Lounge is virtually empty on Saturdays beyond 8pm. We will look to encourage functions during periods when facilities are under utilised.
- Refresh Range of Drinks Offered – Reviews are ongoing regarding adding or replacing bar products.

Bar & Catering Financial Performance

High-level comments are as follows:

- Cumulative sales are up £15k / 4% in comparison to 2024.
- Bar sales are up £11k / 6% in comparison to 2024.
- Bar sales equate to £197k / 62% of B&C sales.
- Catering sales are up £5k / 4% in comparison to 2024.
- Catering sales equate to £119k / 38% of B&C sales.
- Cumulative costs are up £15k / 4% in comparison to 2024.
- Staff costs are up £18k / 13% in comparison to 2024 despite a reduction in cumulative numbers of hours expended.

Bar & Catering is operating at a cumulative profit of £4k, the same cumulative profit in contrast to the same periods in 2024. June was the most successful month, achieving a profit of £14k.

Conclusion

Cost saving initiatives were implemented in 2025 to mitigate cost increases beyond SCGC's control. Initiatives included change of food suppliers, revised opening hours during low activity periods plus dynamic staff rota management.

January is typically a moderately performing month for Bar and Catering. Frustratingly, due to a prolonged, excessively cold period of weather, there was reduced on-course activity which transferred into low clubhouse activity. Bar & Catering ran at a £10k in-period loss in comparison to "*breaking even*" in the previous January.

Ultimately Bar & Catering is heavily reliant on golf course activity, periods of poor weather significantly impact clubhouse sales. Adverse weather in January wasn't an ideal start to the year, however the following periods were encouraging and a NET profit was achieved in 6 individual periods in contrast to 4 periods that suffered a loss.

Bar activity suggests periods immediately following playing the golf course, particularly club competitions, is where SCGC should focus efforts (*including promotions*) to effectively try and keep members in the clubhouse to make use of the facilities and services. Late evenings appear to be a challenge we are unlikely to overcome.

Drinks and Food promotions were generally well supported by the membership and will continue to be implemented in 2026. Consideration will need to be given to timing and communications as they were at times "*last minute*" and could have been advertised better.

SCGC admittedly has an ageing asset in terms of furniture and general condition of the Blue Room and Bunting Lounge facilities, however this shouldn't prevent SCGC, as a club, from being ambitious with Bar & Catering and striving to further improve customer experience.

Thanks

I'd like to thank the members, their families, friends and guests for supporting Bar & Catering during 2025. Hopefully the improvements and initiatives have been well-received, although considerable improvements are still within our gift. Feedback is actively encouraged, preferably constructive. This is a member's club and we are open to suggestions.

I'd also like thank the Bar & Catering staff. They rarely get the credit they deserve, particularly when trying to react to the next promotion, the next initiative or angry golfers. Thank you!

Andrew McPartlin
Bar & Catering Chairman