



2025 Property Report

This year has focused on strengthening the club's finances while continuing essential maintenance after a challenging period of high expenditure. Working within a tighter budget, we've concentrated on protecting the clubhouse, meeting compliance obligations, and delivering improvements through careful planning and the fantastic support of member volunteers.

Laying the Groundwork

Despite financial constraints, steady progress has been made, and we've laid the groundwork for refurbishment projects scheduled for early 2026. A recent RICS survey confirmed last year's roof repairs were completed to a high standard and highlighted areas needing attention. Quotes have been secured, and work is being phased to keep costs manageable. Targeted repairs are underway, and the Blue Room roof lanterns will soon be replaced, followed by internal redecoration. Maintaining roof integrity remains a priority given the building's age and the complexity of its flat roof system. We've also continued discussions with a national supplier on a potential solar carport project. Terms have been reviewed, and a site survey initiated. This remains a key opportunity to cut energy costs and secure long-term financial benefits for the club.

Repairs & Upgrades

General maintenance this year included fire safety and emergency lighting inspections, electrical upgrades in the kitchen, and HBC hygiene checks for a renewed rating. We replaced urinal pipework in the men's toilets, repaired ceilings, installed new signage, and made cosmetic improvements such as lounge lamp replacements. A new amenity block for the greenkeepers was completed, and the dining room was fully redecorated and deep-cleaned, bringing it back into service for club events. On the furniture front, the Captains' chairs were refurbished this year, and quotes have been gathered for wider upholstery work in the lounge, Blue Room, and snooker area. These will be scheduled as funds allow and aligned with redecoration plans. Wherever possible, member working parties have helped to reduce costs and speed up progress.

Keeping Secure

Security remains a concern as our CCTV system is largely non-operational, with outdated cameras and failing recording equipment. This leaves us without reliable coverage or secure

video storage, including the green shed area where high-value items are kept, a clear risk that could affect insurance claims. Quotes have been obtained for a full upgrade, including new cameras and recording equipment, which will be a priority for early 2026. Security keypads at the players' entrance also need replacing after repeated damage left the system out of service.

Thank You

Volunteer support has been invaluable in improving the clubhouse's presentation despite limited funds. Working parties have tackled redecoration, lighting replacements, and general repairs, making a visible difference. I want to thank everyone who has given their time so generously, your contribution has made a real difference, and I appreciate all the help and support. I also want to thank the Club Manager and Committee for their continued support. Balancing club duties with work, family, and trying to play some golf is a challenge I enjoy, and your support makes it possible. The property working group has been invaluable, and we'll continue building on that next year.

Christopher Gilbraith
Property Chairman

Highlights of 2025

- Ranked #2 in England for value-for-money by National Club Golfer, effectively making Seaton Carew the best value-for-money links course in the country.
- Climbed to #41 in NCG's 'Top 100 Courses in England.'
- Secured inclusion in Today's Golfer 'Top 100 Courses in GB&I.'
- Hosted the inaugural North England Women's Amateur Championship (WAGR).
- Launched a brand-new website and simplified booking systems.
- Brought dynamic pricing in-house to improve yield and control.
- Welcomed influential golf bloggers and media to the course, expanding our reach.
- Reintroduced selective print advertising while strengthening social media impact.

Rising in the Rankings

One of the standout achievements this year has been our continued ascent in independent rankings. We're proud to have been recognised as the #2 value-for-money course in England, the best-ranked links course in that category, while also rising to #41 in National Club Golfer's prestigious Top 100 list. These accolades are a direct reflection of the quality of our course, the work of our amazing greenkeeping team, and the welcoming experience our staff offer every visitor.

Events and New Opportunities

2025 also saw the successful launch of the North England Women's Amateur Championship, a 54-hole World Ranking event held across Seaton Carew and Goswick. Backed by sponsorship from Plastic Processing Ltd, the event was fully underwritten allowing the Club to retain green fee revenue and strengthen its profile on the amateur circuit.

Our open competitions continued to thrive, with many selling out well in advance and our fantastic volunteer starters once again played a key role in delivering a first-class experience to competitors and visitors alike.

The list of top-quality courses offering our members discounted rates continues to grow with the latest addition being the prestigious Royal Adelaide Golf Club in Australia. We will continue to evaluate the reciprocal courses and try to find others of a similar or even higher standard.

Digital Growth and Communication

We launched a completely new website this year, improving how visitors discover and book with us. The move from ClubV1 to BRS, including the transition from Loyalty Cards to BRS Wallets, made the booking journey simpler and more intuitive for members. Meanwhile, our social media strategy continued to evolve, with regular high-quality content produced by Cookie Jar Golf keeping us top of mind for golfers across the UK and Europe.

Looking Ahead to 2026

As we look to the year ahead, our focus will remain on building upon this momentum, driving yield, expanding our reach into new markets, and enhancing the visitor experience while protecting the value of membership. We'll continue to refine pricing, develop new partnerships, and leverage our growing reputation to ensure Seaton Carew remains not just a great links course, but one of the most desirable golf destinations in the country.

Thank You

Finally, a heartfelt thank you to all of our members for your ongoing support. It is your passion, loyalty, and pride in Seaton Carew Golf Club that continues to drive everything we do. We look forward to sharing another successful year with you in 2026.

Roy Leonard

Chairman of Marketing