



WELLINGBOROUGH
GOLF CLUB

STRATEGIC VISION 2030

HISTORIC PAST - AMBITIOUS FUTURE

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CHAIRMAN'S FOREWORD

Dear Members

The Board are delighted to present to the membership, the Strategic Vision for the next five years.

As you will have seen over the last few years the Board, through prudent financial planning, has been able to invest in our ageing irrigation system to the state-of-the-art system that we now have today. This has allowed our green staff to start to significantly improve the tees, greens, approaches and surrounds - and even at this early stage it would appear that this has been a game-changer throughout.

Equally, we have been able to enhance our clubhouse experience with a full social calendar of events and wide variety of successful members' functions to support and enjoy of which we will continue to expand on this strategy going forward.

Several progressive and ambitious projects are tabled in this document: more work will be required on these over the next few years to ensure that The Club continues to have aspirational plans to improve the facility for future generations of members, whilst ensuring that a stable and secure financial foundation is maintained.

The intention is that there will be a greater degree of member input on these plans over the next 5-year period.

As a Board, we have an ongoing responsibility to continually review and implement strategies to ensure we strive to offer the best facilities and golfing experience for our members and visitors but accepting that there are reasonable financial parameters within which the Membership and Board have to work.

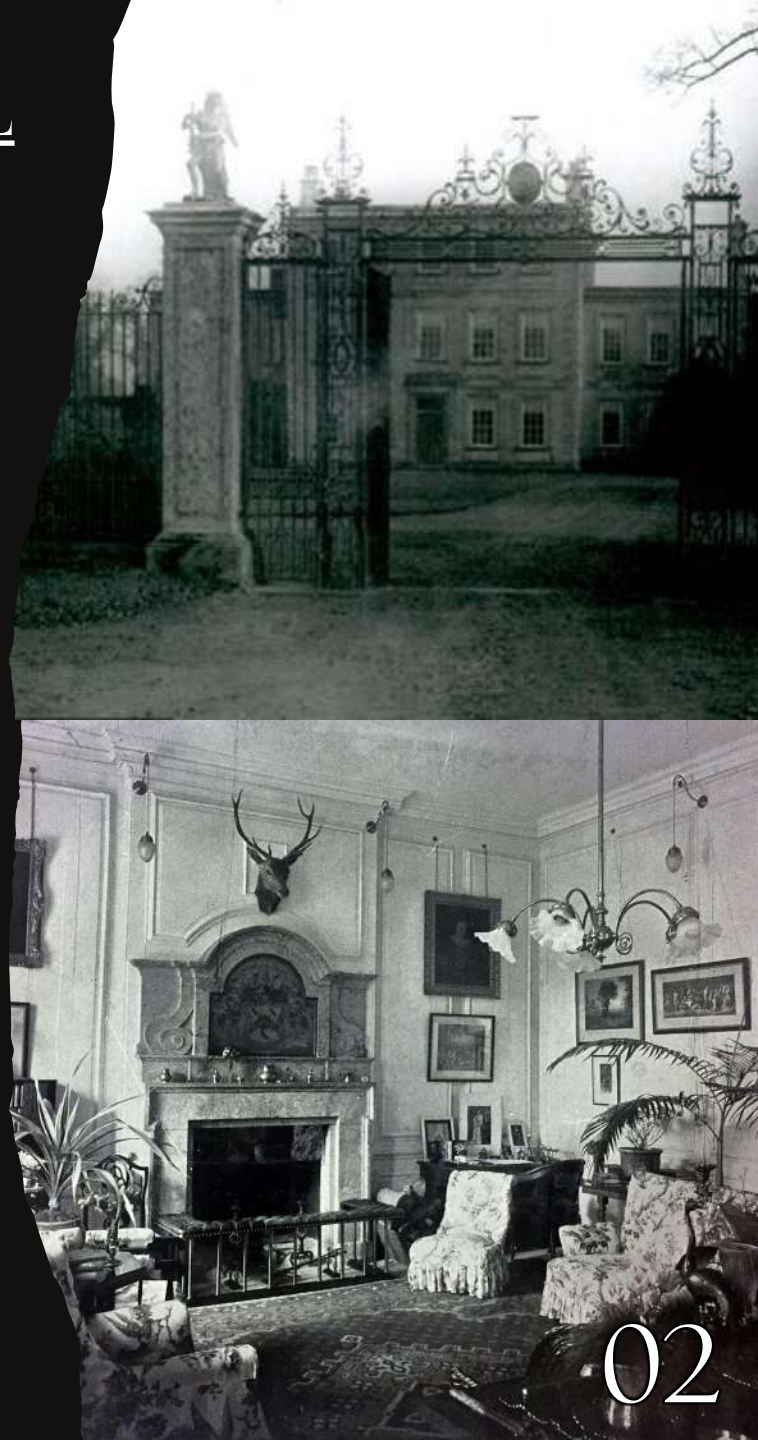
We hope you enjoy reading the document and take pride in being a member of our wonderful club

Jan Ferris

Wellingborough Golf Club CO LTD Chairman

TIMELINE & HARROWDEN HALL

- 1500s – Great and Little Harrowden villages were acquired by William Vaux.
- 1511 – King Henry VIII visited Harrowden.
- 1523 – Sir Nicholas Vaux is created Baron Vaux by King Henry VIII.
- 1600s – Many local aristocrats met on the grounds of Harrowden Hall to conspire and develop the Gunpowder Plot.
- 1605 – After the Gunpowder attack, the Hall was surrounded by 100 armed men so the house can be searched, however only a priest hole filled with books was found.
- 1647 – During the English Civil War, King Charles I visited the house while under arrest.
- 1695 – Thomas Watson acquired the estate.
- 1719 – The present Harrowden Hall was built.
- 1876 – An all girls' boarding secondary school was established at the Hall, attended by Head Girl Princess Kaiulani of Hawaii.
- 1895 – The house and grounds were purchased again by the Vaux family.
- 1975 – Harrowden Hall became the home of Wellingborough Golf Club.
- 1988 – Two of the four angels that were located on the top of the front gate pillars were stolen, thought only to be made of lead and of no value other than that as heritage items. The two that remain were moved inside the hall for safe keeping.
- 2009 – The remaining angels were identified as being made of bronze, dating from the 1500s and of significant national importance, that being the "Wolsey Angels". In 2015 they were reunited with the rediscovered stolen angels in a simultaneous acquisition by the Victoria & Albert Museum in London, where they remain to this day.
- 2018 – All bunkers on the course were reconstructed.
- 2023 – New course irrigation was installed.



OVERVIEW OF STRATEGIC VISION

Wellingborough Golf Club is proud of its growing reputation as one of the best golf clubs in the Midlands and seeks to advance and develop the members golfing experience both on and off the course with an ambitious Five Year Strategic vision.

Key Areas With our rich heritage and solid financial base it is essential we continue to identify key areas for development whilst considering our thriving membership.

Safeguard an engaged and supportive membership.

Enhance and develop the course and member's experience.

Continuous work to raise the standards of our ever-improving hospitality services.

Respecting and maintaining our heritage asset.





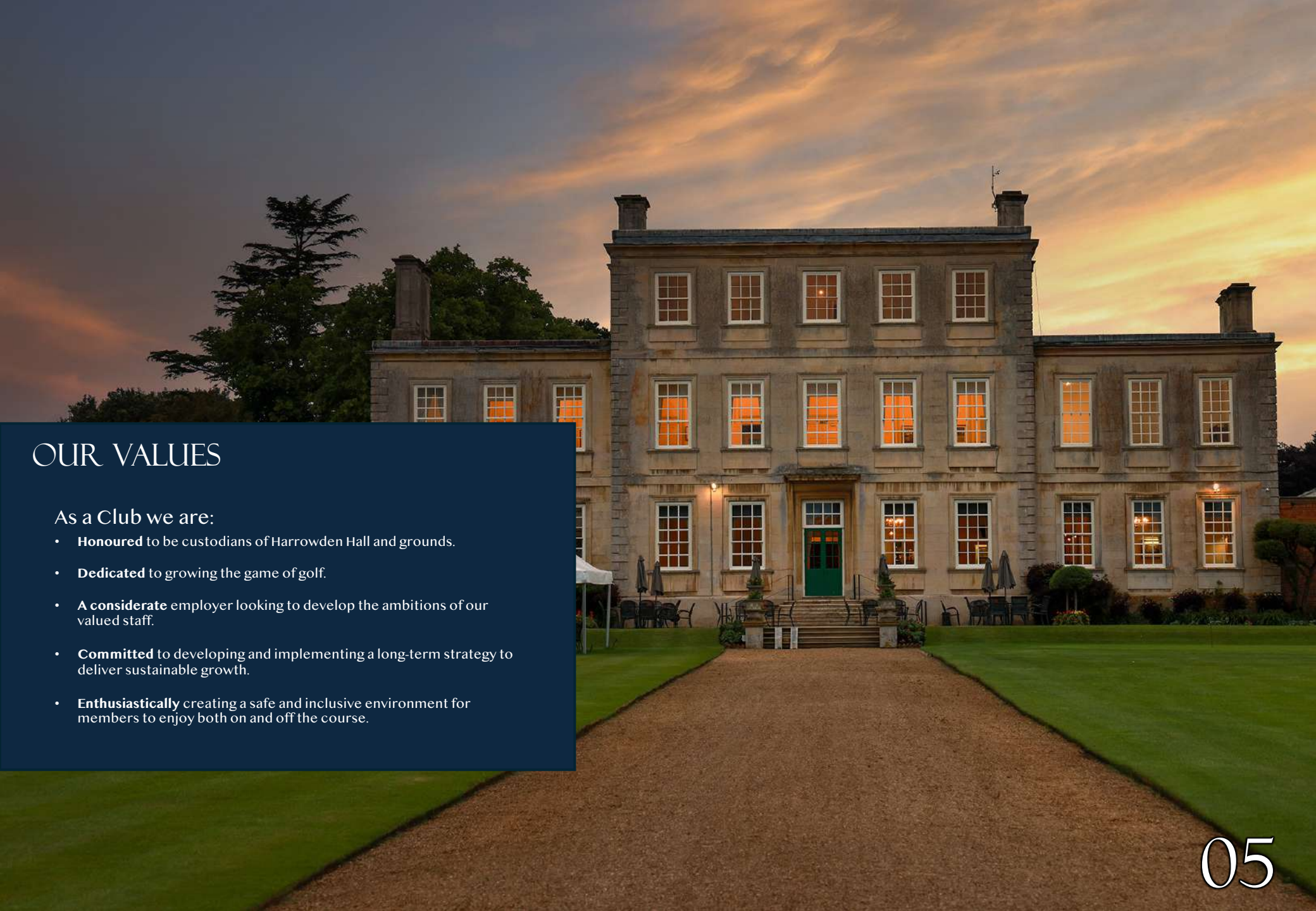
OUR MISSION ... OUR VISION

Our Mission

To create a memorable golfing experience.

Our Vision

Establish our beautiful venue where members and guests will be welcomed in a warm, friendly and inclusive environment.



OUR VALUES

As a Club we are:

- **Honoured** to be custodians of Harrowden Hall and grounds.
- **Dedicated** to growing the game of golf.
- **A considerate** employer looking to develop the ambitions of our valued staff.
- **Committed** to developing and implementing a long-term strategy to deliver sustainable growth.
- **Enthusiastically** creating a safe and inclusive environment for members to enjoy both on and off the course.

TARGET AREAS

We have identified six target areas to focus on in this strategic plan.

Engaged
Membership

Golfing
Experience

Course
Development

Clubhouse
Experience

Governance
&
Finance

Preserving
Our
Heritage



ENGAGED MEMBERSHIP

- Encourage new members and existing membership retention across all categories and further recruitment to our Ladies Section.
- Explore ways to keep all sections of the membership connected and engaged in club affairs.
- Continually review all aspects of club communication.
- Board updates covering finance, strategy and governance.
- Provide regular course bulletins.
- Increased Pro Shop news – on personnel, tuition, merchandise, equipment and latest industry trends.



GOLFING EXPERIENCE

- Provide an engaging and varied member competition schedule.
- Consult course architects to provide recommendations and guidance to elevate our practice facilities and course requirements.
- Review and consider the development of the Pro Shop.
- Encourage WGC competitive golf both regionally and nationally.
- Ensure an appropriate balance of member and visitor tee time access.
- Profile Harrowden Hall and Wellingborough Golf Club across our website and social media platforms.





COURSE DEVELOPMENT & SUSTAINABILITY

The course is seen as being the major priority, striving to achieve a continual incremental improvement of all playing surfaces – especially through uplifts in refinement, definition and drainage, thus ensuring a challenging, fair and enjoyable golfing experience.

- **Ensure** our machinery replacement plan is regularly monitored and keeps pace with the course demands and developments.
- **Continued** investment within our planned feeding programmes to tees, fairways, greens and approaches. With the arrival of the irrigation system in 2023, we are now in the position to target investment in many more in-play areas than we did previously. This will be a continual year-on-year process.
- **Retain** our renovation and maintenance weeks pre and post golfing season, with a mini renovation at peak recovery time.
- **Embrace** challenging industry changes and attend national conferences annually.
- **Additional** drainage using a more "scientific" approach by way of a full course survey to allow more accurately targeted drainage works.
- **18th green complex** – Further the investigation into potentially enhancing the 18th green complex.
- **Tree** planning and conservation.
- **Water** – ensure the course has a sufficient water supply in order to meet its irrigation needs.
- **Paths** – continue the improvement of the paths around the course.
- **Explore** options for additional toilet facilities at the half way hut/10th tee.

COURSE DEVELOPMENT & SUSTAINABILITY

Practice Facilities

- To renovate and improve the hitting areas to the short game area adjacent to the 8th fairway.
- Explore options for a new short game area behind the 1st tee where the old orchard was and/or on the "old practice ground" adjacent and to the right of the first green, 17th green and 2nd medal tee.
- Add value to the main practice ground on The Slips, including exploring options for covered practice and teaching bays (subject to planning permission where required)
- To review the long-term location of the practice nets.



CLUBHOUSE EXPERIENCE

Priority Target:

Producing a high-quality standard of food and beverages with matching service in a warm and welcoming environment to be proud of.

- Continue to create a diverse and active social calendar of events building on the successes of our draw nights, Sunday Carvery's, Cuisine themed evenings and Christmas functions.
- To optimise Harrowden Hall for members and visitors for private functions such as weddings, celebrations of life and special occasions.
- Invest in staff development to ensure delivery of an ever-improving service in a friendly and inclusive environment.
- Review our member bar upholstery and furniture.
- Nurture and develop a skilled and committed team.
- Retain our 5* food and hygiene rating.





GOVERNANCE & FINANCE

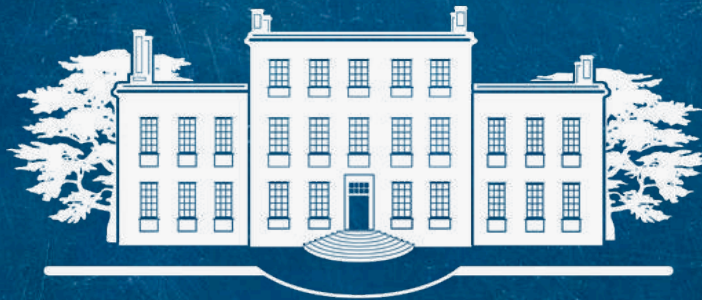
- Initiate continual review of governance practice, risk management and financial planning.
- Ensure compliance with all relevant statutory legislation, Health & Safety and Safeguarding standards.
- Provide timely and relevant communication regarding financial and strategic decision making to members.
- Investment Fund – manage the fund in a responsible manner for the benefit of the members of WGC.
- Annual Subscriptions – Review annually with adjustments appropriate to maintain the liquidity of the whole of the WGC operation, whilst seeking to deliver the objectives of the strategic plan.

PRESERVING OUR HERITAGE

As we strive to protect the heritage of our 18th century clubhouse, course and gardens, the Club and its board of directors are committed to:

- Preserving the Grade I listed Harrowden Hall by undertaking planned maintenance work. This includes painting and decorating the interiors in keeping with the building's history, and reupholstering furniture in the bar.
- Continued maintenance of walls within the estate. Maintaining historic built features, such as the iconic Gazebo in the 1st fairway.
- Protecting wildlife on the grounds by using sustainable practices to conserve natural habitats.
- Collaborating with local authorities to ensure that the cultural significance of the estate is safeguarded according to relevant legislation.
- Showcasing Harrowden Hall as a stunning venue for the local community to enjoy with private functions and events.





WELLINGBOROUGH
GOLF CLUB
