

**Hatton Rotary Council Meeting 27 February 2018.**

## **Proposal for the future of the Rotary Burdwall Charity Golf Event**

### **Background**

**The Burdwall Golf has been an Annual Event since 1984, and has raised well over £35,000 for deserving causes.**

**I set it up originally with Frank Burdett (Hence Burdwall) and we ran it together, with proceeds going to BHF and HFT.**

**Over subsequent years many other charities have benefited, including Computers for the Disabled (when I ran it with John McFarlane) and the Bansang Hospital Appeal.**

**For the last 15 years I have worked in partnership with Hatton, and the proceeds have been split 50:50 with Hatton Rotary.**

**Hatton has received nearly £10,000 over this time.**

### **The Hatton Rotary/Burdwall Partnership**

**The agreement reached between HFT and Hatton Rotary was that Hatton would get half of the proceeds in return for contributing to the promotion, planning and running of the event.**

**This worked well initially, with Corporate Teams secured by both golfers and non-golfers from the Club, and other major contributions in terms of promotion, donations, hole sponsorship, prizes and help before and on the day.**

**But over recent years the contribution from Hatton has for whatever reason overall reduced.**

**HFT can only continue to run this through myself if we have an active partner, and it would be good if this was Hatton.**

### **The Current Situation**

**Numbers have dwindled and players have come mainly through loyal golfers of many years and promotion by HFT.**

**The format in any event needs to be simplified, with a shorter day and a lower price.**

**Donations, mainly from HFT supporters, have still been very substantial and have made up nearly half the profits.**

**Corporate sponsorship of individual holes was significant but has dried up over the years.**

**In spite of all of this, a profit of £1,200 was again declared for 2017, albeit with some creativity on my part. Given only 25 players this is quite remarkable!**

**The vision is to get the numbers back up to 40 plus, with profits of over £2,000, but this needs an active partner to contribute to the efforts needed.**

To be clear, there have still been some notable and exceptional contributions from individual Rotarians, golfers and non-golfers alike, but for 2017 the main planning team was just two Hatton Rotarians (Nigel Grimmitt and myself) plus two non-Rotarians (Brian Hildreth and Lance Tomlyn), plus the usual major extensive planning inputs from my PA Lesley Robertson and also from Pat on the day, and some help from some Rotarians such as Dennis and Duncan with photos and the post-event promotion, and donations by Rotarians of prizes, which were welcomed.

Lesley will no longer be able to continue her administrative input into the future, and Brian Hildreth is also unable to continue to organise the golf prior to and during the day. We shall miss their tremendous inputs.

I have discussed the situation at length with President Nigel, and we believe that there is a future for Burdwall with Hatton Rotary, but this requires the Club to commit to making a major contribution to the promotion, planning and running of the event, ideally with responsibility and accountability for leading the event sitting with Rotary. In other words to nominate this as a major club project.

### **The Proposal**

The proposal is to move the overall Burdwall responsibility to Hatton Rotary, with support from HFT, as opposed to the current situation where HFT has overall responsibility with support from Rotary.

The key elements of a new Partnership would be:-

- a) Rotary would take on the Burdwall Charity Golf as a designated Major Club Project. We would plan to involve all members in the planning, promotion or running of the day.
- b) There would be a Rotary Project Group to take responsibility. I would be pleased to be Project leader and ensure total continuity in terms of the Brand, and the mailing lists, loyal supporters and other established processes.
- c) The Project would be allocated to an existing Rotary Committee, and so be accountable to Council through this Committee. As with other projects, decisions would be made only in agreement with the Project Team, who would take any issues to Council where needed.
- d) Two additional Rotarians would be nominated as core members of this Project Team. For 2018 we have the agreement of President Nigel, and our new Rotarian Andrew Wainwright. We would of course co-opt other Rotarians, for example to help with leveraging the website and social media, and reaching out to companies and other Rotary Clubs as we have done in the past. I also have the agreement from Lance Tomlyn for him to be co-opted onto the Committee.
- e) Half of the proceeds would go to HFT.

- f) The other half would go to Rotary. The current suggestion is that this goes towards the President's nominated charity (Immediate Past President as the major Presidential support needs to be in the preceding Rotary year).
- g) The Project Team would plan for a 2018 event in the first half of September. The format would be reviewed to make it a simpler, cheaper day (Breakfast (full breakfast optional?), 18 holes of golf, putting and a two-course prize-giving dinner?) A shorter day would enable a later start and earlier finish for distant travellers. (I have players travelling from London, Bristol, Liverpool, Guildford and even Amsterdam!) We would also be able to have more competitive pricing supported by intense promotion to attract greater numbers and ensure a substantial increase in proceeds.
- h) There could also be a putting competition for non-golfers, to extend involvement.
- i) President Nigel has already sounded out The Professional Golfers group, who meet and eat at WGC with a similar format, and they are receptive to potentially joining forces.
- j) Wellingborough Golf Club have been extremely supportive over the years, including golf and meal pricing and provision of prizes, and it is essential that we recognise this and ensure their future support.

**What happens now?**

**President Nigel and myself hope that Council can support this proposal to take to the Club for discussion and agreement.**

**The HFT Committee that I chair are in support of this proposal.**

**If agreed we set up the project team without delay to ensure the future of this valuable event to the good of participants, Rotary and the worthwhile charities supported.**

**Following the brief discussion at the last Council Meeting, I have already booked a potential date of Thursday 6 Sept 2018 with WGC.**

**The existing momentum would in any event produce the usual numbers of 25 to 30 golfers. We would expect this number, and therefore the net proceeds, to probably double if we get our act together and get some corporate sponsors, some other Rotary Clubs, and possibly the Professional Golfers group involved.**

**Any risk to the event and any exposure to Rotary would be no different to previous years. The accounts would be part of the Hatton Rotary accounts and would be fully visible and auditable.**

**The year 2018 event would be seen as a trial run, and fully evaluated by the Project Team with a report to Council for any decision for future years.**

**Alan Waller, Hatton Rotary and HFT 27 February 2018**