



## **Chairman's Report – May 2015**

### **Club Facilities**

The main improvement to Club facilities in the last year is the addition of the 2 new floodlit multi-sport pitches. These are already receiving good levels of bookings, with forecast income nearing £35,000 per annum. This should achieve payback within 3 years. The hope is this will also attract new members to The Holbrook Club (THC) and generate additional food & beverage revenue.

Last year we also obtained planning permission to convert the rifle range into a new gym, and to use the old gym as a new studio for health and fitness classes. Whilst there are no immediate plans to start this development, this is still something we will consider once the HFC lease position has been resolved.

### **Horsham Football Club (HFC)**

The plans of our landlords, HFC, received a significant blow earlier this year when HDC declined planning permission to build new houses at the Holbrook site & build a new stadium at Hop Oast. It is unclear if HFC/Croudace will appeal. The full impact on THC is therefore unclear, except that without a long-term lease we are unable to benefit from available funding from grants, and this will likely delay some development plans.

### **Finances**

Significant steps were taken in 2014 to reduce our cost base (fixed overheads) and improve our financial results. I'm pleased to report the poor result of 2013 was not repeated in 2014. Ignoring depreciation, we roughly achieved break-even, which was a £30k improvement on the 2013 result. We still need to monitor our costs but, with additional income from the new pitches, 2015 should see us back in the black.

I'm also very pleased to announce that THC now has a Treasurer, Anil Ahluwalia, a Career Banker who has spent over 22 years with Barclays and 13 years with Lloyds Bank (to date). During his career he has worked closely with businesses of various sizes and in a wide range of industries. Anil is a longstanding member of The Club and we are delighted he has agreed to come on board to work closely with our finance team as well as contribute to the Executive Committee as Treasurer of The Club.

### **Membership**

Club membership numbers continue to reduce, as they have done year-on-year since The Holbrook Club started trading. This is a concern but we still boast over 2000 members. We will be stepping up our advertising to attract new members, and we still remain competitively priced. Adding new facilities should also boost membership.

I would again encourage all Members to tell friends and neighbours about all the great Club facilities.

### **Club Staff**

I'd like to thank all our staff for their commitment & hard work throughout 2014, which was not an easy year, with staff reductions to reduce our fixed-costs. My thanks also go to Club Manager Paul Felgate who has now moved on to a challenging new role. And finally, I'm pleased to welcome back Matt Russell as the new Club Manager.

Simon Charman  
The Holbrook Club Chairman