

CLUBHOUSE DESIGN
HEALY PARTNERS ARCHITECTS

November 2019



CLUBHOUSE ANALYSIS APPROACH



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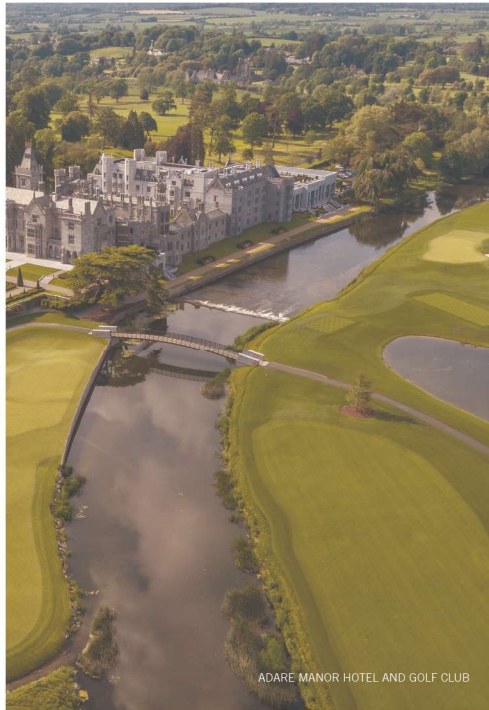
We normally divide clubhouses into the following USER categories:

- Members and non-members
- Golf visitors and social visitors
- Male and female
- Staff & building users.

Within these categories, there is a series of considerations which require careful analysis about how each user is accommodated within the building and how an emerging design or a reworking of the existing building is considered towards these user types.

Consultation with the club on their priority and ethos is important to consider and, in some cases, challenge the club.

As an example, a clubhouse having a member's bar. In many more modern clubhouses, the members bar has emerged into the main bar and not exclusively for members.



ADARE MANOR HOTEL AND GOLF CLUB

CLUBHOUSE ANALYSIS APPROACH

CLUB - WHAT CATEGORY:

There are many different categories of golf courses.

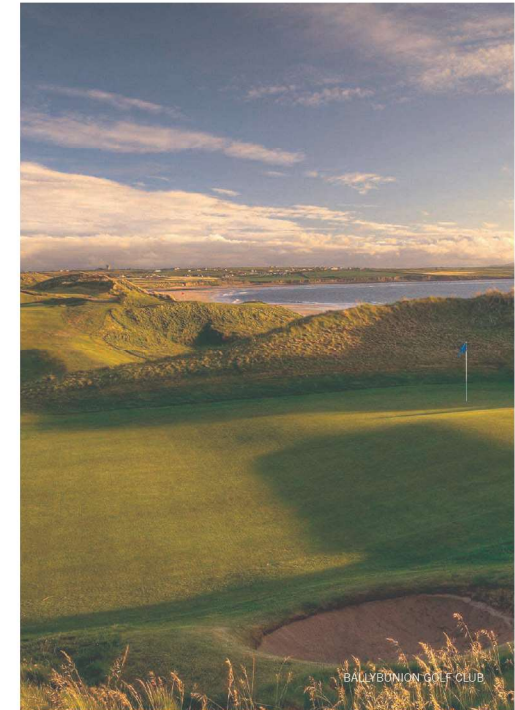
Typically, they can be identified under the following headings:

CHAMPIONSHIP QUALITY COURSE:

Course which attracts professional tournaments, and is frequently referenced in the media.

This course typically has a membership burdened with a high membership fee (exclusive,) and can rely of a very strong green fee income which permits the club to finance from cashflow for clubhouse or course reordering.

The golf visitor is a VIP here.



BALLYBUNION GOLF CLUB

CLUBHOUSE ANALYSIS APPROACH

LOCAL GOLF CLUB COURSE:

The opposite end of the scale where there is limited green fee income and a membership fee which is generally modest.

Typically, these courses, depending on the number of members and the ability to host sponsored event days require a lot of encouragement to develop their facilities and buildings. If they are within an urban area, they are evidently more robust than a similar club based at a small rural town.

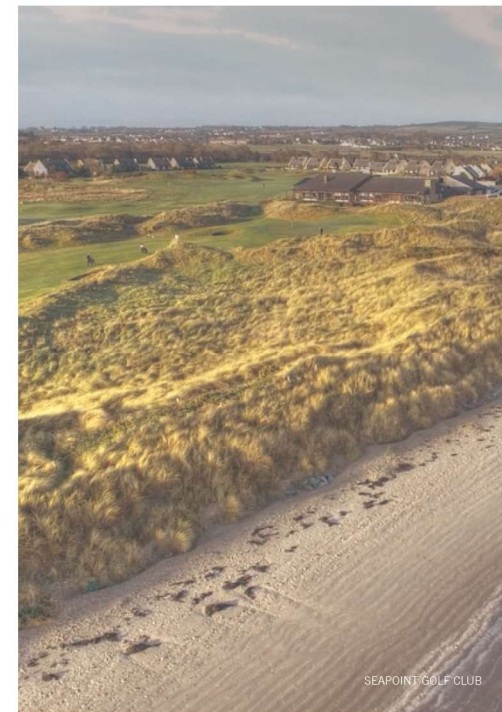
The golf member is the VIP here.



CLUBHOUSE ANALYSIS APPROACH

SUMMER HOLIDAY COURSES:

Golf clubs at a holiday destination have the opportunity to benefit from green fees during peak summer season and offer non-resident memberships.



CLUBHOUSE ANALYSIS APPROACH

'RETIREMENT' COURSES:

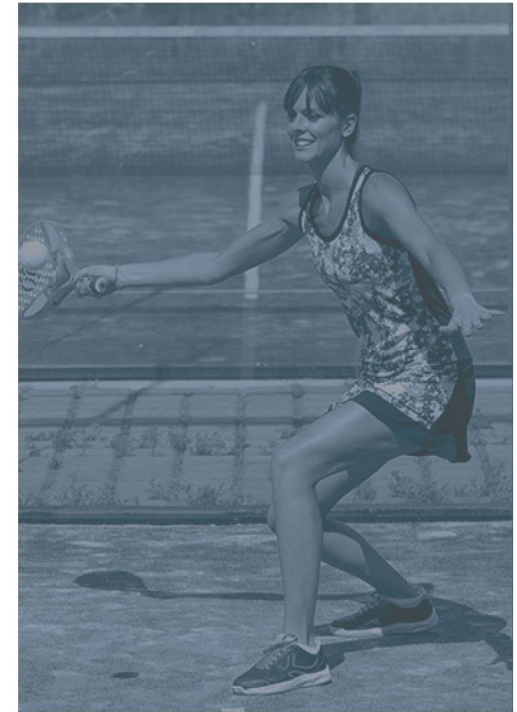
In looking at courses in say Portugal or Spain, there are a lot of courses that operate where there are large ex-pat retired communities.

The peak season is September to May, and members would normally have a requirement to have clubs stored on site all year round.

As the membership demographic can be elderly, their desire to contribute to a clubhouse project is diminished and therefore accommodating events and attracting younger membership (perhaps more local) becomes a priority in order for the project to progress.



CLUBHOUSE - CHANGES FOR THE FUTURE



CLUBHOUSE - CHANGES FOR THE FUTURE

To attract a wider membership base, the Golf Club could consider to facilitate sports people other than golfers:

- Tennis
- Paddle tennis
- Gym
- Fitness suite
- Bridge & card club
- Swimming pool



CLUBHOUSE - CHANGES FOR THE FUTURE

HOW TO RETAIN THE GOLF VISITOR:

We observe all too often the golf visitor:

- Arriving with a group in a bus
- Playing a round of golf
- Having one drink
- Not even a shower
- Leaving with a group in a bus



CLUBHOUSE - CHANGES FOR THE FUTURE

MAYBE CONSIDER:

Overnight accommodation:-

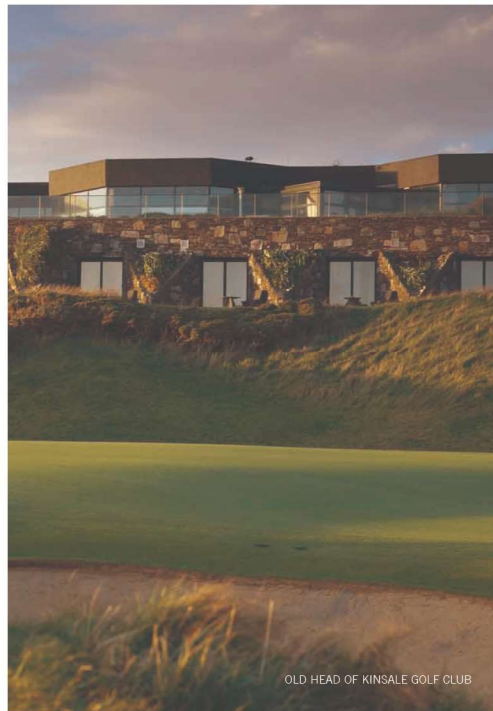
- Royal St. George, England
- Old Head, Kinsale
- Hotel on the Resort K-Club
- Mount Juliet

Additional Overheads:-

- Initial investment in a building
- Managed by Golf Club
- Cleaning staff
- Late hours!

Possible Clubs in Ireland that could consider accommodation:-

- Ballybunion, Co. Kerry
- Tralee, Co. Kerry



CLUBHOUSE - CHANGES FOR THE FUTURE

The role of the golf professional and the many computer analysis equipment items which work to assist golfers of various handicaps.

- Golf Academy & Practice Area
- Golf Simulator

Ballybunion Golf Club, Co. Kerry, Ireland.

Adare Manor Hotel and Golf Resort, Adare, Co. Limerick, Ireland.



CLUBHOUSE - CHANGES FOR THE FUTURE

Up to recently the Irish golfer was happy with the :

- Piping hot shower
- Good steak
- Good pint



CLUBHOUSE - CHANGES FOR THE FUTURE

There may be scope to consider how to improve the food and beverage offer in order to make the clubhouse more of a social destination and attract local residents to dine there.



CLUBHOUSE - CHANGES FOR THE FUTURE

- Opportunities to increase revenue
- Multi-functional external space
- Business Events:
 - Meeting in the morning
 - Golf in the afternoon
 - Dinner in the evening

Requirement to invest in good quality meeting rooms and conference screen etc.

The overall message would be what services can be provided for relatively modest money, but can generate income for the club.



HOW TO GET A DESIGN THROUGH AN EXISTING MEMBERSHIP



HOW TO GET A DESIGN THROUGH AN EXISTING MEMBERSHIP

Steps to get the project through a protracted membership voting / approval process.

The following are the suggestions I would make in terms of having a good platform to navigate such a project through a membership process.



HOW TO GET A DESIGN THROUGH AN EXISTING MEMBERSHIP

COMMITTEE

There must be a selected committee who are mandated to serve on the Building Committee for the duration of the project.

From our experience, these must be people who are favourably disposed towards the investment in a new clubhouse or a refurbishment of same, and have some degree of experience in the process or function of constructing a new clubhouse.

The committee should have the Golf Club Manager as part of the committee.



HOW TO GET A DESIGN THROUGH AN EXISTING MEMBERSHIP

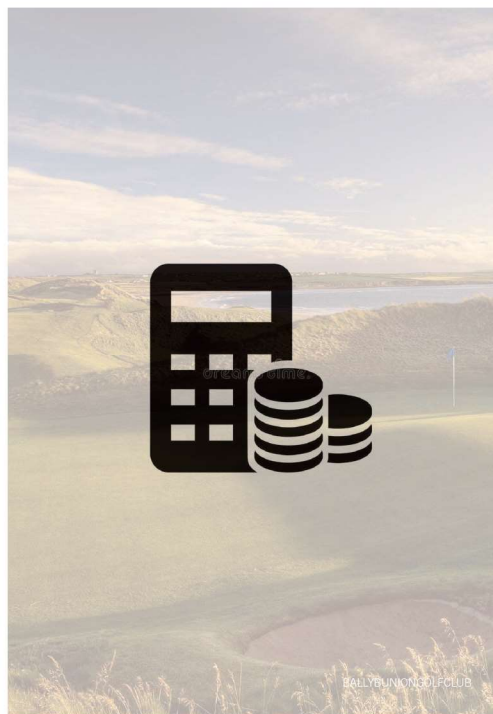
GOLF COURSE:

In every golf club, there are people who wish to not progress with a clubhouse project.

Their first point of order is to focus on the investment required for the course.

In the courses we have been involved in, there is normally an annual budget and a 3 to 5-year action plan in place for the course and these plans are normally costed.

In the development of the clubhouse project, it must be clear at all stages that there is no impact on the course budget or development plan.



HOW TO GET A DESIGN THROUGH AN EXISTING MEMBERSHIP

AUDIT OF EXISTING BUILDING:

This audit is a full review of the existing building which highlights the quality and state of the existing building fabric and schedules out the list of tasks and works that are required to be addressed to make the building operate 'up to standard'.

This report should have a focus on 'Safety in the Workplace' and acknowledge that the club has a responsibility to its employees and building users that the facility is to a safe and functioning standard.



HOW TO GET A DESIGN THROUGH AN EXISTING MEMBERSHIP

Typically, in an older existing clubhouse the issues that arise are:

- Fire Alarm
- Fire Compliance (Fire Doors, Emergency Lighting etc)
- Condition of Electrical Wiring
- Condition of roof
- Workplace conditions (i.e.: slip resistant floors / level changes/ widths of escape routes.

Modernization of facilities (delivery of Part M suites, refurbishment of bar / lounge area, Kitchen etc).



HOW TO GET A DESIGN THROUGH AN EXISTING MEMBERSHIP

The impact of such an audit is that the work to be done, when costed, normally comes to a substantial figure.

To undertake the works means that the club is putting in a lot of money but is effectively not getting anything new, in terms of accommodation.

The membership then make a decision at this point to consider either a larger project which looked to extend the clubhouse or to build a new building.



CLUBHOUSE - DESIGN IN THE LANDSCAPE



CLUBHOUSE - DESIGN IN THE LANDSCAPE

- A golf course is a landscape.
- Design a clubhouse that sits comfortably in that landscape
- Blend in with the existing landscape features
- Scale of the building in the landscape
- Location of the clubhouse - Uninterrupted views:
 - 18th Green & Course
 - Route to 1st, 10th & 18th hole.
 - Putting Area
- Club house synergy with:
 - The district
 - Local materials



BALLYNEETY GOLF CLUB

GLEN, BALLYNEETY, CO. LIMERICK.



WWW.HEALYPARTNERS.COM

WATERVILLE GOLF CLUB

WATERVILLE GOLF CLUB, WATERVILLE, CO. KERRY



WWW.HEALYPARTNERS.COM

SEAPPOINT GOLF CLUB

SEAPPOINT GOLF CLUB, TERMONFECKIN , CO. LOUTH, IRELAND.



TRALEE GOLF CLUB

TRALEE GOLF CLUB, TRALEE , CO. KERRY, IRELAND.



BALLYBUNION GOLF CLUB

BALLYBUNION GOLF CLUB, BALLYBUNION, CO. KERRY, IRELAND.



LIMERICK GOLF CLUB & ADARE MANOR HOTEL & GOLF RESORT

HALF WAY HUTS LOCATED ON THE GOLF COURSE.



THE OLD HEAD OF KINSALE GOLF CLUB

THE OLD HEAD OF KINSALE GOLF CLUB, KINSALE, CO. CORK, IRELAND.



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THE K CLUB

THE K CLUB, STRAFFAN, CO. KILDARE, IRELAND.



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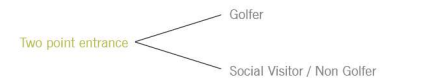
SANDY LANE COUNTRY CLUB - BARBADOS

SANDY LANE COUNTRY CLUB, HOLETOWN, BARBADOS.



GOLF CLUBHOUSE

ONE POINT ENTRANCE V TWO POINT ENTRANCE



One point entrance — Golfer / Social Visitor / Non Golfer

Two point entrance:

- Necessary prior to rubber study / soft shoes
- Tennis footwear never a problem
- Reference Ballyneety Golf Club



BALLYNEETY GOLF CLUB



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GOLF CLUBHOUSE

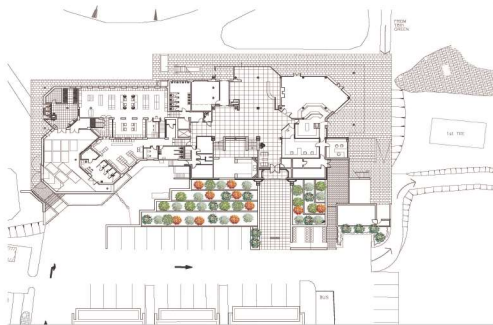
ONE POINT ENTRANCE V TWO POINT ENTRANCE

ONE POINT ENTRANCE:

- Member and visitor experience
- No Confusion
- One control point



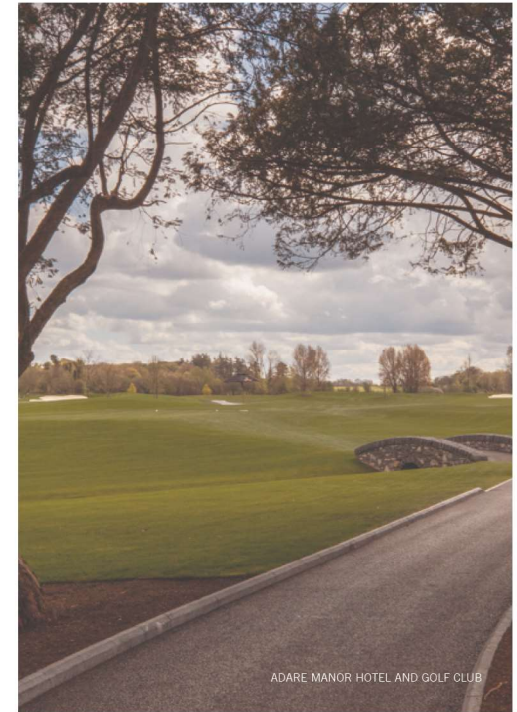
BALLYBUNION GOLF CLUB



GOLF CLUBHOUSE

MEMBER & VISITOR EXPERIENCE

- Route from carpark to 1st tee.
- Route from 18th.
- Route / circulation should be:
 - Obvious
 - No Confusion
 - Enjoyable



ADARE MANOR HOTEL AND GOLF CLUB

GOLF CLUBHOUSE

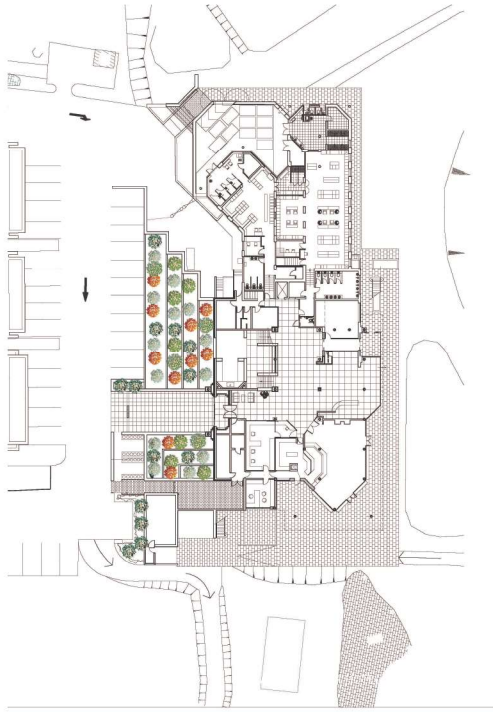
MEMBER & VISITOR EXPERIENCE

STEPS TO BE ADDRESSED PRIOR TO TEE OFF:

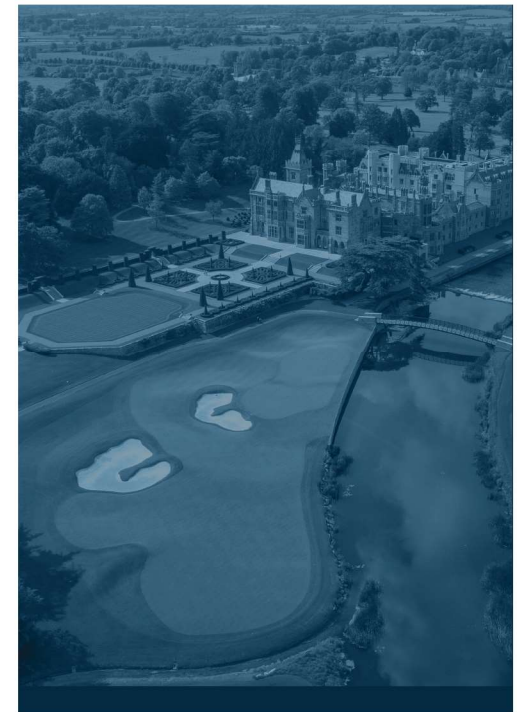
- Golf bag drop off / bag horse
- Entry point with golf gear bag
- Fee pay / sign in reception
- Pro shop obvious
- Changing rooms
- Coffee
- Golf change
- Pro shop again!
- Practice
- Starter

STEPS TO BE ADDRESSED AFTER PLAYING:

- Shoe & trolley clean
- Golf bag to bag horse / car
- Entry point
- Changing room
- Bar / dining



THE MODERN DAY GOLF CLUB



THE CARRAIGE HOUSE

ADARE MANOR HOTEL AND GOLF RESORT, ADARE, CO. LIMERICK.



THE CARRAIGE HOUSE

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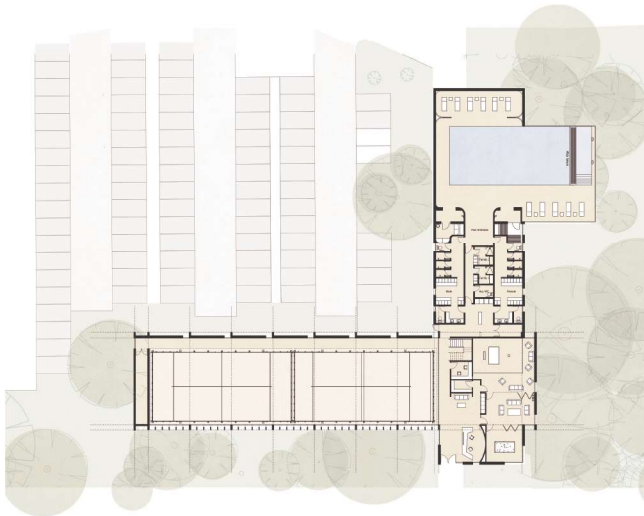
THE PADEL CLUB

ADARE MANOR HOTEL AND GOLF RESORT, ADARE, CO. LIMERICK.



THE PADEL CLUB

ADARE MANOR HOTEL AND GOLF RESORT, ADARE, CO. LIMERICK.



TENNIS CLUBS – FUNCTION & PURPOSE

ANGLESEA RD, BALLSBRIDGE, DUBLIN 4, IRELAND

DESIGN CONSIDERATIONS:

- Direction of Journey for the club...
- Target audience and members to be attracted.
- Appetite for new members and incentives for retaining existing members?
- Clubhouse conceived as an advert for sports and movement / essence of the building is the stimulation of fitness and the fight against obesity and inactivity – see Amsterdam tennis club below
- Linking indoor and outdoor space / adaptability of space provided
- Building designed to overlook and interact with the courts and playing facilities



MERRIOT CRICKET CLUB



MERRIOT CRICKET CLUB

TENNIS CLUBS – FUNCTION & PURPOSE

MERRIOT CRICKET CLUB, ANGLESEA RD, BALLSBRIDGE, DUBLIN 4, IRELAND

DESIGN CONSIDERATIONS:

- Terraces (covered) to encourage viewing of play, supervision of Junior activities – indoor outdoor space.
- Roof as viewing terrace – see example from Amsterdam below
- Club Offering & priorities:
 - Excellent playing facilities : outdoor & indoor courts / practice wall (junior members)
 - Level / standard of comfort in changing facilities : appropriate to membership profile.
 - F&B offering as a means of additional revenue : membership subsidy
 - Club rooms for ancillary functions, games rooms, society rooms



MERRIOT CRICKET CLUB



TENNIS CLUBS – FUNCTION & PURPOSE

AMSTERDAM TENNIS CLUB, ZANDZEGGESTRAAT 1, 1087 SL AMSTERDAM, NETHERLANDS.

"With the Couch, we have integrated sport into society," said MVRDV co-founder and architect Winy Maas. "By turning the roof of the club-house into a tribune, a Centre Court is created."

"Here we celebrate the talent of the amateur players who are challenged to excel in front of the public."

"By covering the entire building in red polyurethane the club gains visibility: an advert for sports and movement," added Maas. "The essence of the building is the stimulation of fitness and the fight against obesity and inactivity."



AMSTERDAM TENNIS CLUB



AMSTERDAM TENNIS CLUB



