

**ENGLISH GOLF UNION LIMITED (Trading as ENGLAND GOLF)  
Company Number 05564018 ("the Company")**

MINUTES OF THE MEETING OF THE BOARD HELD AT MERCURE BOX HILL BURFORD  
BRIDGE HOTEL, FOOT OF BOX HILL, OLD LONDON ROAD, DORKING, SURREY, RH5 6BX  
ON TUESDAY 27<sup>TH</sup> JUNE 2017 AT 8.30 AM

PRESENT:

MR N COWARD  
MR N PINK  
MR S WILSON  
MRS C ALFORD  
MR A BOOTH  
MRS P CROWSON  
MRS J DEAN  
MR R HARRISON  
MR J PETERS  
MR D POOLE  
MRS C WAIGHTS  
MR I J WATKINS  
MR L WILSON

CHAIRMAN  
CHIEF EXECUTIVE  
FINANCE DIRECTOR  
ELECTED DIRECTOR  
ELECTED DIRECTOR  
ELECTED DIRECTOR  
ELECTED DIRECTOR  
ELECTED DIRECTOR  
ELECTED DIRECTOR  
ELECTED DIRECTOR  
ELECTED DIRECTOR  
ELECTED DIRECTOR  
ELECTED DIRECTOR  
ELECTED DIRECTOR

MR R FINDLAY

COMPANY SECRETARY

IN ATTENDANCE:

MR J WILLIAMS  
MR J CRAMPTON (IN PART)  
MRS T ALLEN (IN PART)

PRESIDENT  
CHAMPIONSHIP DIRECTOR  
MARKETING AND COMMUNICATIONS  
DIRECTOR

1. APOLOGIES FOR ABSENCE

None.

2. DECLARATIONS OF INTEREST

The Directors complied with their obligations under the conflicts of interest policy in the usual way

3. MINUTES OF THE BOARD MEETINGS HELD ON 9<sup>TH</sup> MAY 2017

The Minutes were approved and the following matters arose:

- For the IMP Pilot the final report has not been concluded.
- The Voting Member Representatives Role Description would be discussed at the August General Meeting.

4. STRATEGIC PLAN REPORT

a. General

The Chief Executive Officer presented the report on the Strategic Plan. He drew out the main issues:

- He commended Harry Ellis for winning the 122nd Amateur Championship after a dramatic fightback at Royal St George's.
- Ongoing discussions with the European Golf Association.
- The CEO drew out the possibility of running an English Disability Open from 2019 at the earliest.
- At The Open there would be a Captain's event and details had been circulated to Clubs with a very good response to date.
- An update on Worldwide Handicapping System and the need for a briefing paper for the Clubs when more information was available.

The Company Secretary presented the Balanced Scorecard 2017 and advised the Board of the main issues arising. The Company Secretary also introduced draft Measures of Success for the Strategic Plan including annual targets.

b. Championship Working Group

Mr Crampton outlined the Championships that England Golf run each year and the fact that the Championship Working Group were reviewing the programme.

c. Digital Strategy – CRM and Website

The CEO gave an overview of the project to date and outlined the developments with the digital strategy. The CEO and Mrs Allen gave a presentation to the Board on the Customer Relationship Management (CRM) system and a new website. The Board agreed that the case for a new website and a new CRM system to address all the data management points within England Golf had been made and delegated authority to the Digital Working Group and the CEO.

5. ENGLAND GOLF BUSINESS MATTERS

a. Finance Directors Report

The Finance Director presented his report and the management accounts for the first four months of the year.

Over half of the counties had submitted data on club affiliation fee year starts. This shows likely affiliation income spikes for England Golf in late June and July since most clubs' start date was April in each year. The data suggested that the budgeted and cash forecasted figures were robust.

Club audits being done in 2017 with the first one to take place shortly.

The Finance Director updated the Board on the position with Sport England Funding and the allocation as between projects run by England Golf, the PGA and the Golf Foundation.

It was reported that there were no major Health and Safety issues.

b. England Golf Trust

The Finance Director presented a report on England Golf's support for the England Golf Trust.

c. People Report

The Company Secretary reported on the HR section in the Business Report.

d. Governance

The Company Secretary provided an update on the Code for Sports Governance. The Action Plan had been signed off by Sport England and was now a condition of the funding agreement with Sport England.

The Company Secretary advised the Board that the Derbyshire merger was to take place from 1<sup>st</sup> November 2019 and their application for C Status was likely to come to the Board meeting on 30<sup>th</sup> November 2017.

e. Committee Reports

Mrs Dean presented the Governance Committee Minutes.

The Finance Committee had met the previous day and had been covered in the Finance Director's verbal report.

6. ANY OTHER BUSINESS

The Board considered the following matters:

- The Company Secretary reminded the Board that they were due to undergo Safeguarding training from the Child Protection in Sport Unit at 1pm on 31<sup>st</sup> August 2017 at Woodhall Spa.

7. DATE AND TIME OF NEXT MEETING

9.00am on Friday 8<sup>th</sup> September 2017 at Luton Hoo Hotel, Golf & Spa, The Mansion House, Luton, LU1 3TQ