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WAS QUITE A YEAR
Danny Willett’s victory at the US Masters in April turned the global golfing spotlight on England, highlighting the incredible talent that comes through our club, county and national programmes. This was reinforced again and again through the year as individuals and teams fought magnificently for local and regional honours and brought back an impressive haul of trophies from overseas competitions.

Golf’s return to the Olympics after 112 years saw England Golf Ambassador Justin Rose achieve an inspiring victory. With the debate about golf’s participation leading up to the Games fading once the global media and fans showed their support, it seems safe to say we’ll see more Olympic golf in four years’ time.

All of these players will have cut their competitive teeth in the championships and tournaments we run around the country. We’ve really enjoyed experiencing some of these for ourselves during the year – and hearing first-hand the hugely positive feedback England Golf events get from players, spectators and volunteers.

Underpinning everything, of course, are the golf clubs on whose robustness and resilience the sport relies, and 2016 has been a significant year here too. Nearly half have taken up the opportunity to talk to us about their challenges and work with our regional support staff to get the tailored business support they need.

During the year we also saw some terrific results start to come out of our Golf Express initiative which is now offered by over 200 facilities. It’s good to see that the European Tour and R&A are promoting shorter formats through their own championships and that we’re all aligned on this.

The issue of governance took centre stage in 2016 too. We started implementing the recommendations of our own governance review, produced a Club Governance Guide to help clubs in running their businesses and supported three counties through the merger of their men’s and women’s organisations.

We also started some exciting projects in 2016 that will make a big difference to the way we operate and the way golf is perceived. First there’s a new customer relationship management (CRM) system which will be a one-stop-shop database for all our activity and then there’s our new website, which will go live in the spring of 2017.

There’s a lot to celebrate about the game of golf and I hope you enjoy reading more about 2016’s highlights in these pages – and sharing the satisfaction of a job well done, together.

Graham Yates
Chairman

Nick Pink
Chief Executive
HIGHLIGHTS OF THE YEAR

Our selection of the victories, awards, launches and achievements that helped to make 2016 such a memorable year.

1. **Danny Willett** wins the US Masters in Augusta and leads four other England Golf graduates into the top 10.

2. **Our Training and Education programme** for clubs gained significant momentum, kicking off with 24 Business Growth Hubs attended by 600 clubs.

3. **England’s Women win the European Team Championship** in Iceland for the first time in 23 years.

4. **Girls Golf Rocks** expands into 9 counties, inspiring girls from 5 to 18 to play golf, have fun and discover a new passion.

5. **Bronte Law becomes European Women’s Amateur Champion** with a brilliant closing 66 to snatch a one-shot victory.

6. England Golf’s first-ever **Club Governance Guide** is published, giving advice and support to help clubs realise their potential.
With two counties already merged, a further two decide to **merge their women’s and men’s golf organisations** with assistance from England Golf.

**Golf Week 2016** at Frilford Heath brings 500 club players together in the individual and team finals to enjoy the full championship experience.

The thrilling finale at the end of five glorious days of play saw **Gloucestershire win the 2016 Women’s County Finals.**

**England Golf Ambassador Justin Rose wins gold** on golf’s return to the Olympics after 112 years.

**England wins the silver medal** at the World Amateur Team Championship for the Eisenhower Trophy.

**Scott Gregory becomes British Amateur Champion** at Royal Porthcawl.

**Sophie Lamb becomes British Ladies’ Stroke Play Champion** at Knock Golf Club.
In 2016, county activity resulted in:

135,215 people playing golf
9,428 new memberships

GET INTO GOLF
Get into golf encouraged new players to give golf a try and continue along a pathway to full club membership.

737 clubs engaged
32,595 people were introduced to the game
£1.7m value created for clubs through memberships

GOLF EXPRESS
Golf Express promoted 9-hole golf taking less than two hours to play – and proved a big hit.

250 clubs engaged
inspiring over...
10,300 golfers to play
50% between ages of 30-44

CASE STUDY
As part of its Get into golf programme, Bingley St Ives Golf Club developed a structured membership pathway with flexible offers catering for different working patterns which inspired 70 women to try the game and generated additional revenue of £15,800.

“Flexible membership has definitely helped us attract new players to our club and is something I can only see growing across golf clubs in the next five years.”

Ben Tawell
Club Manager
Newton Green Golf Club
GIRLS GOLF ROCKS

Girls Golf Rocks brought a fresh, modern approach to golf, providing girls with taster sessions and a structured coaching programme – and achieving an impressive retention rate.

110 county squad girls trained as Girls Golf Rocks ambassadors

9 counties adopted the programme

628 girls introduced to golf

37% of participants joined their local club

“This project gave the young county girls the opportunity to develop their leadership and communication skills while their commitment and passion to encourage more girls golfing was clear to see.”

Katie Moggan
Regional Development Officer
The Golf Foundation

OUR YEAR IN NUMBERS

GETTING WOMEN INTO GOLF

175 clubs set up sessions specifically for women

4,386 women tried golf for the first time

GETTING FAMILIES INTO GOLF

56% of clubs who offered family open days increased coaching sales

89% of clubs offering family open days reported new club visitors

GETTING JUNIORS AND YOUNG PEOPLE INTO GOLF

Juniors and young people were encouraged by clubs, colleges, universities and schools to experience golf and make it part of their lives through England Golf’s work in partnership with the Golf Foundation.

73,000 young people took part in golf for the first time

3,500 students played golf while at university or college

4,166 new memberships
clubs received support to grow their business and membership

£4.2m
invested back into the game from business coaching spend

We produced a...

CLUB GOVERNANCE GUIDE
for counties on merger and incorporation

We achieved the Preliminary level of the...
EQUALITY STANDARD FOR SPORT
as part of our commitment to a consistent, best practice approach to equality in how we operate and how we engage and involve all sectors of the population

CASE STUDY
Business support inspired Gloucester Golf Club to draft a business plan, measure progress, improve volunteer recruitment and induction and introduce a six-week trial membership – which went on to achieve a 25% conversion rate.

“Mystery shopping pointed out areas that could be improved such as how we deal with phone calls. We now have a structured process for handling calls that’s led to the sale of 75 trial memberships, with around 20% being converted to full memberships.”

Adrian Cooper
Club Manager
Henley Golf & Country Club
We implemented the recommendations of our... volunteers assisted in the running of our events. This is an increase of... from 2015.

55 championships and tournaments

13% over 1,000 volunteers assisted in the running of our events

46 national squad players and...

205 regional players were supported by our talent development programme.

We invested...

£1.7m in the talent pathway

“County coaching has been phenomenal and a key factor in my success and development. The environment in the coaching sessions breeds hard work and improvement – you are surrounded by players and coaches all striving to improve and achieve greater things.”

George Gill
County squad player, Warwickshire

GOVERNANCE REVIEW

The governance review created a more modern organisational structure as well as putting in place the process to appoint our first independent Chair in April 2017.

CODE FOR SPORT GOVERNANCE

We developed financial and other internal policies and procedures, putting us in a strong position to adopt the newly-published Code for Sport Governance.

ENGAGED WITH 7 COUNTIES

Engaged with 7 counties around the merger of their men’s and women’s organisations.
Customer focus

Counties continued to develop inclusive hub clubs during the year and we supported 73 facilities in this work. Hub clubs provide opportunities for disabled people and also help clubs consider the customer experience by using tools such as access audits. They also improve the image of the game locally by working with their communities.

We launched Golf Express in May to encourage busy people to play more often. We ran a national campaign supported by England Golf Ambassador, Justin Rose, promoting 9-holes as “a great way to play all the game in half the time”, set up a dedicated website where clubs connected to the programme by posting their 9-hole green fee and other offers and produced marketing materials for local promotions. Over 335 offers developed by 205 clubs inspired over 10,000 golfers to get involved.

High standards

Our 2016 Golf Club Membership Questionnaire showed that 30% of clubs had increased their membership – and highlighted successful trends and ideas which will inform our work in the future. The year also saw a lot of interest in our updated GolfMark national accreditation, which helps clubs achieve high performance standards in areas including member recruitment and retention. Over 725 clubs engaged with the scheme, with 552 working towards it and 59 gaining accreditation via the new online version.

National initiatives resulted in 135,215 people playing golf for the first time and 9,428 new memberships were reported April to September 2016.

In 2016, our Get into golf programme, offering structured activities for beginners, played a big part in increasing participation. Over 730 clubs got involved, supported by good practice guidance and a national marketing campaign. The introduction of a promotional calendar to focus attention on different audiences through the year proved its worth, with the family Get into golf promotional month reaching 7,117 family members. We also enabled people to experience informal coaching activities in parks and leisure centres through Get into golf in the city of Nottingham and Golf for U in Warwickshire.
SUCCESS STORY

STONE GOLF CLUB

Golf Express

Having been unable to maximise its green fees despite seeing its 9-hole course as a unique selling point, Stone Golf Club embraced the Golf Express concept. Eight months later green fees had increased by £9,500 compared to the same period the year before and 22 participants had converted into club members.

The club worked with England Golf’s Staffordshire County Development Officer (CDO) to implement and promote the programme, which included a loyalty card giving regular visitors a free round of golf for every five they played.

The club met with the CDO every month to report on Golf Express progress, identify adaptations that might make it even more effective and assess the marketing plan put together by the club at the start of the process. Over the course of these meetings, the CDO was also able to advise the club about membership, retention, community partnership work and raising the club’s profile.

As the club had hoped, Golf Express led to more people playing golf more often, increased revenue and grew membership. It proved effective in encouraging lapsed and older golfers to continue to play but most importantly it attracted young people between 25 and 30 - a group the club was particularly keen to recruit into membership.
GETTING WOMEN AND GIRLS INTO GOLF

At the start of 2016 we were busy targeting women and girls through Get into golf, working with clubs to test different ideas for recruiting female players. A buddy scheme giving women new to a club an enthusiastic, trained supporter was particularly successful. We also created a welcome pack for clubs to give out as well as factsheets to help clubs attract and retain female players, which cover topics from the club environment to membership offers.

Removing barriers

In June we encouraged clubs to upload details of their Get into golf taster sessions, open days and beginner courses to the dedicated website. Over 380 activities from 129 clubs were posted, inspiring 322 women to book online. By the end of the year, 140 clubs in 16 counties were delivering the programme and we had gained some valuable insights into how to turn women beginners into regular golfers.

Our other big focus in 2016 was the roll out of Girls Golf Rocks, a recruitment initiative for girls which has achieved an 87% conversion rate from taster to structured activity. Based on research which identified barriers to the recruitment of girls and the fact that players like to give back to their sport, the scheme uses county junior girls as ambassadors. The initiative is now running in 15 counties and over 100 girls have been trained to inspire the next generation.

Continuous development

As the season came to an end we organised a special day for some of these girls, and county girls’ squads, at the Ricoh Women’s British Open, where they enjoyed meeting players from the Ladies European Tour. The close of the year saw a decision to extend another new idea – Academy Away Days – beyond a project which was delivered in Hertfordshire. These give women with a bit of coaching behind them a fun, sociable way of growing their confidence out on the golf course with lots of others in the same situation.

175 clubs set up Get into golf sessions specifically for women, resulting in 4,386 women playing golf and 22% taking up club membership.
The enthusiasm and commitment with which a group of junior county girls embraced the seed of an idea for getting girls into golf led to the inspiring Girls Golf Rocks initiative. This has gone on to be rolled out in 15 counties – and to give the girls an experience of volunteering they’ll take through their lives.

When the 12 girls first got involved, the project had no name, no structure and no personality. As part of a partnership led by England Golf and the Golf Foundation, they helped shape the programme, developing a new approach to recruitment that’s all about creating opportunities for girls to play golf in a fun, lively environment with their friends. The name was down to them too.

After Girls Golf Rocks was launched, the young ambassadors played a pivotal role in its promotion and engagement with non-golfing girls, at their schools, other sports clubs and via social media and radio interviews. They also helped run the programme’s taster days, follow-on coaching sessions and fun competitions.

The group of Essex girls got involved, with typical enjoyment, in Golf Foundation Leadership Training and continued to support the programme through the year as it gained national recognition. These terrific role models for our sport went on to win the Golf Foundation’s Laddie Lucas Award for creating opportunities for girls.
During 2016 our newly-launched Training and Education programme really got going, providing bespoke business development support for clubs to help them identify their needs and get expert advice and practical assistance to achieve their goals. During the year, the programme reached over 1,000 decision makers from 769 clubs and facilities.

Following business development focus sessions and club consultations with our regional and county teams, a series of tailored workshops were run around the country. These were based on themes clubs told us they were most interested in: marketing and social media, food and beverage operations, culture and business planning, customer service, golf course management and increasing revenue.

Significant studies
To help us develop the volunteer strategy we’re aiming to launch in 2017, we undertook research in partnership with Manchester Metropolitan University which focused on five key volunteer decision makers within clubs and facilities. We also conducted a golfing segmentation study and facility strategy work to develop practical tools that can help clubs understand their market better. A wide range of clubs and multi-course operators started using these tools to inform their future investment, development and marketing.

Purposeful partnerships
Over the course of the year we developed relationships with a broad range of multi-course operators. This partnership work has focused on four areas: supporting our Get into golf and Golf Express programmes, engaging BAME (Black, Asian and Minority Ethnic) communities, making good and full use of GolfMark and carrying out research into the health benefits of playing golf.

The 72 workshops and 92 educational events we ran as part of our business support programme reached over 40% of clubs.
Aware that the club didn’t have a shared vision and goals for the future, and that everyone was working independently as a result, Great Barr invited England Golf’s business support team in to help. A year later, the club had turned an £8,000 loss into a positive turnover of £19,000.

An initial meeting with our County Development Officer (CDO) and business support team helped to bring issues out into the open, clear the air and get ready for a fresh start.

It was agreed that there was work to be done in every area of the business to get the club back on an even keel.

Subsequent meetings every four months helped guide the club’s work as it went about reviewing the staff structure to make sure the right people were in the right job, developing a business plan, setting up a members’ forum and regular staff meetings and instituting a better reporting process and committee structure.

The club also got involved in our Golf Express initiative, promoting the 9-hole game to improve cash flow and attract new players and potential members. At the end of the year, the club was clear that England Golf’s support had allowed it to see where it was as a business and establish clear structures with members and staff for its future.
More counties have embraced the need to develop county action plans and we continued to support their development and implementation in 2016. As counties are discovering, these action plans are an effective way of introducing a more co-ordinated approach to growing the game and strengthening county networks to help create a healthy sport at local level.

**Merger support**

Our encouragement of counties to merge their unions and associations, prompted initially by the merger of our own men’s and women’s bodies in 2012, became even more relevant with the 2016 merger of The R&A and Ladies Golf Union. Northamptonshire and the Isle of Man took up the mantle early and in 2016 we were invited to assist several more counties considering or progressing merger.

For some counties the time is not right for merger, although several nonetheless reviewed their governance and concluded that a modern structure and formation as a limited company best reflected their needs. We supported these counties through this process and also produced information guides on county merger and incorporation. To help clubs looking to improve their own arrangements, we launched a Club Governance Guide, produced in partnership with the Golf Union of Wales, Scottish Golf, the PGA (Professional Golfers’ Association), the GCMA (Golf Club Managers’ Association) and the NGCAA (National Golf Clubs’ Advisory Association).

**Safeguarding focus**

During 2016 we developed template safeguarding, disciplinary and handicapping policies and procedures for clubs to adopt to ensure compliance within the game is as strong as it can be. We also supported a number of counties in disciplinary appeals and handicapping reviews and provided significant training for counties and clubs, particularly around safeguarding, which we intend to roll out more widely in 2017.

By the end of 2017 we hope that a further 5 counties will have one strong, unified, organisation for golf in their area.
When the Middlesex County Golf Union and the Middlesex Ladies’ County Golf Association first looked into merging they saw the benefits for golf in the county – and a steep learning curve for themselves. With support from England Golf, the process has been smooth and the impact of modernisation clear.

Early recognition that the proposed change is both inevitable and potentially very positive quickly led to a unanimous conclusion. Creating one county organisation would, everyone agreed, enhance efficiency and services to clubs, improve the image of golf and enable the county to speak with one voice at national level.

During a series of meetings to discuss what the new organisation might look like, England Golf’s Director of Strategy and Governance was on hand to answer questions and give best practice advice. Following presentations to clubs about the plan and its benefits, a vote showed their support and lawyers got to work drafting new articles and rules.

As advised, the main board is simple and modern. It’s made up of 10 people – at least 30% of each gender – with men and women working together for the good of all golf in the county. In addition, one of the big benefits to come out of the whole process has been that the new body is incorporated which means that, for the first time, board members are protected from personal liability.
Our golfers achieved notable successes in 2016, led by Bronte Law who was victorious at the European Ladies’ Amateur Championship, Scott Gregory who became British Amateur Champion at Royal Porthcawl and Sophie Lamb who became the Ladies’ British Stroke Play Champion at Knock Golf Club.

**Prestigious wins**

Other significant wins included Alfie Plant in the Lytham Trophy, Jamie Bower who won twice in South Africa and then became the Brabazon Trophy champion, Emily Price who won the Scottish Girls’ Open, Jack Yule the Biarritz Cup, Olivia Winning the Scottish Ladies’ Open (Helen Holm Trophy) and Marco Penge and Sophie Lamb who combined to win the prestigious Sunningdale Foursomes.

In team golf, England’s Women won the European Ladies’ Team Championship in Iceland and England’s Men won our very first medal at the World Championship for the Eisenhower Trophy, claiming silver after a nail-biting finish in the heat of Mexico. Our Senior Women’s and Men’s teams won bronze medals at their respective European Senior Team Championships.

**National pride**

England’s players contributed to international team success for Great Britain & Ireland. Five players represented GB&I in the historic Curtis Cup victory in Ireland, three helped GB&I retain the St Andrews Trophy and two were part of the European Team that defeated Asia/Pacific for the Bonallack Trophy.

Also in 2016, we introduced agreements providing opportunities for fledgling professionals on the Challenge Tour. Ashley Chesters, Nick Marsh and Ben Stow were the first beneficiaries. Ben gained full Challenge Tour status as a result and Ashley gained a European Tour card for 2017 via the qualifying school.

2016 saw some great successes among professional golfers who all came through the England Golf Talent Pathway, including Justin Rose who embraced the Olympic spirit in Rio to win gold.
MEGHAN MACLAREN
Winning gold and turning professional

Meghan MacLaren made the transition from amateur to professional in 2016 after an historic year of big wins at home and abroad.

Twenty-two year old Meghan went to her first England regional training session at the age of eight – and has never looked back.

During a great amateur career she became British stroke play champion, won eight times on the US college circuit, was ranked in the world top 20 and won a professional event on the Ladies European Tour Access Series, an opportunity she says wouldn’t have been possible without England Golf.

In 2016 Meghan gained the winning point for Great Britain & Ireland at the Curtis Cup, came home with a gold medal from the European Team Championship – and capped the year by turning professional and vowing to work hard enough to join the best players in the world.

ALFIE PLANT
Breaking through and collecting trophies

2016 will stay with Alfie Plant forever. It was the year he was picked for the England men’s squad, travelled the world and came home with a haul of trophies.

As a youngster, Alfie had trials with three football clubs, but after being told he was too short he hung up his boots and got out his golf clubs instead.

Now 24, he’s part of the England men’s squad and will be forever grateful for England coaching which, he says, has taken him to another level in every area of the game. In particular, it’s helped him deal with his tendency to over-train and try too hard, with the inevitable loss of form.

2016 was his breakthrough year. He won the Lytham Trophy, holed a birdie putt to secure England’s World Championship silver medal in Mexico, toured South Africa and made his debut for Great Britain & Ireland in the St Andrews Trophy at Prince’s Golf Club in Kent.
RUNNING COMPETITIVE EVENTS

There was exceptional golf at some of our major championships during 2016. New course records were achieved at the Brabazon qualifying, with Ben Brewster posting 64 (-8) at Fulford Golf Club; Denmark’s Jacob Olesen 62 (-10) at the Carris Trophy at Hunstanton Golf Club and Will Enefer scoring 64 at Scarborough South Cliff Golf Club in the stroke play stages of the English Amateur Championship.

Relative success

Our events for club handicap golfers were, as ever, an important and hugely enjoyable part of the championship programme. The PING Family Betterball Tournament was held for the first time alongside the very popular PING Women’s Betterball Tournament at Gainsborough Golf Club. The event, in which each pair must be related, was won by husband and wife duo Spencer and Julie Gooderson from Spalding Golf Club.

Our championships took us to some of England’s best golf courses through the year, including Ganton, Formby, West Lancashire and Hunstanton. With their enthusiastic support, we saw over 1,000 people volunteer to assist in the running of our events. This year, the role of our Championship Panel members extended beyond providing rules assistance to competitors to also implementing our new pace of play policy. Designed to combat slow play, evidence suggests the policy is resulting in quicker round times. We’ll monitor this further in 2017.

Rules first

Also in 2016 we introduced The R&A three-tiered Rules education programme for the first time in England, which means we can now offer delegates the opportunity to graduate through the stages to develop their Rules knowledge while also getting training recognised throughout The R&A’s jurisdiction. We launched the programme with a Level 2 Rules School, where 38 of the 45 delegates achieved at least 80% and gained the nationally-recognised status of County Referee, taking the total number with this status to 207.

In 2016 over 6,300 competitors took part in 55 championships and tournaments, an increase of 13% from 2015
As the hosts of the 2016 English Women’s County Finals, Waterlooville Golf Club created an exceptional experience for players, officials and spectators. It wasn’t just the warmth of the welcome and the can-do spirit of the volunteers that made the event special. The club had even bigger ambitions.

Waterlooville Golf Club took the event to its heart, planning ahead expertly and creating an army of well-drilled volunteers who not only had clearly defined roles but carried them out with enormous enthusiasm. They helped with starting and scoring. They waited at tables. They looked after the teams. They kept track of meal tickets. And they saw any problems simply as challenges waiting for solutions. Which they always found.

Hosting such a memorable event might have been enough for the club. But it had always set its sights higher, seeing the Finals as an opportunity to stimulate interest in the game in the wider community and encourage more women and girls to get golfing. A comprehensive marketing campaign meant that information and excitement about the event, and about special sessions put on specifically for women and girls, was spread through the local press and clubs and dedicated web pages.
CHAMPIONSHIP RESULTS

Men

England 14 v France 10
England

English Men’s Open Amateur Stroke Play Championship (Brabazon Trophy)
Jamie Bower
Meltham GC

English Men’s Amateur Championship
Dan Brown
Masham GC

English Men’s Open Mid-Amateur Stroke Play (Logan Trophy)
Jorg Paulus
Germany

Men’s County Champion of Champions
Ben Amor
Malborough GC

English Champion Club
Hayling GC

English Men’s County Championship
Yorkshire

Boys

English Boys’ U14 Open Amateur Stroke Play Championship (Reid Trophy)
Conor Gough
Stoke Park GC

English Boys’ U16 Open Amateur Stroke Play Championship (McGregor Trophy)
Rasmus Hojgaard
Denmark

English Boys’ U18 Open Amateur Stroke Play Championship (Carris Trophy)
Angus Flanagan
St George’s Hill GC

Boys’ County Champion of Champions
Oliver Clarke
Lancashire

Boys’ County Championship
Wiltshire

Senior Men

English Senior Men’s Open Amateur Championship
Richard Latham
Woodhall Spa GC

Senior Men’s County Champion of Champions
David Niven
Newbury & Crookham GC

Senior Men’s County Championship
Lancashire

Senior Midlands Tournament
Michael Howell
York GC (Nett)
Steve Cullington
Stoke Rochford GC (Gross)

Senior South Tournament
Ian Readman
Meon Valley Golf & Country Club (Nett)
John Cox
Kirtlington Golf Club (Gross)

Senior North Tournament
Les Kenny
Moor Park Golf Club (Nett)
Mark Reynolds
Newark Golf Club (Gross)

Men’s Gold Medal

Regional Qualifying Winners
Scott Colquhoun
Hanging Heaton GC

Robert Dickinson
Sudbrook Moor GC

Women

English Women’s Amateur Championship
Samantha Giles
St Mellion

English Women’s Open Amateur Stroke Play Championship
Emily Price
Cleobury Mortimer GC

English Women’s Open Amateur Match Play Championship
Gemma Batty
Moffat (Scot)

Women’s County Finals
Gloucestershire

Women’s County Champion of Champions
Catherine Roberts
Pleasington GC

PING Women’s Fourball Betterball Grand Final
Georgia Mitchison & Sue Young
Beedles Lake GC

PING Women’s Fourball Betterball Plate Final
Helen & Rachel Boulton
Springwater GC

PING Family Fourball Betterball
Spencer & Julie Gooderson
Spalding GC

Women’s Par 3 Championship
Fiona Todd
Gosport & Stokes Bay GC
Girls

English Girls' Open Amateur Stroke Play Championship
Cloe Frankish
Chart Hills GC

English Girls' U14 Open Amateur Stroke Play Championship
Ffion Tynan
Minchinhampton GC

English Girls' U16 Open Amateur Stroke Play Championship
Lily May Humphries
Channels GC

Girls' County Champion of Champions
Alice Barlow
Newton Green GC

Senior Women

English Senior Women's Amateur Championship
Catherine Rawthore
Sale GC

English Senior Women's Open Amateur Stroke Play Championship
Jackie Foster
Bishops Stortford GC

Senior Women's Brenda King Foursomes Tournament
Amanda Mayne
Saltford GC
Jo Shorrocks
Bigbury GC

Senior Midlands Tournament
Sue Hatton
Beau Desert GC (Nett)
Carol Gibbs
Wellingborough GC (Gross)

Senior South Tournament
Lorraine Twinning
Wortham Heath Golf Club (Nett)
Gabi Heuchel
East Berkshire Golf Club (Gross)

Senior North Tournament
Debbie Finch
Mere Golf & Country Club (Nett)
Carol Gibbs
Wellingborough GC (Gross)

Women’s Grand Medal

South Region Medal Final
Samantha Rowan
Drift GC

South West Region Medal Final
Lyn Withey
Mendip Spring Golf and Country Club

East Region Medal Final
Nicky George
Theydoyn Bois GC

Midlands South Medal Final
Jane Adams
Kenilworth GC

Midlands North Medal Final
Tilly Garfoot
Spalding GC

North Region Medal Final
Joanne Beech
Runcorn GC

Grand Medal Final
Alex Forrest
Longridge GC

Mixed

Club Team Championship
Regional Winners
Lambourne GC
Edgbaston GC
Downes Crediton GC
Whitby GC

Club Team Championship Final
Whitby GC

Mixed Junior Events

English Schools’ Team Championship
Baines School

English Junior Champion Club
Long Ashton GC

Captains

England Golf Captains
Chris Bartley
Tidworth Garrison GC

John Fulton
Woburn GC

Dennis Hazlewood
Prestwich GC

Nick Baker
Shrewsbury GC

John Wallis
Leigh GC

Yim Kong
Nene Park GC

England Golf Captains Final
Alan Richardson
Scarborough North Cliff GC
## MAJOR PERFORMANCES AND RESULTS

### Team Results

**European Team Championships, EGA Events and Team Competitions**
- **European Men’s Team Championship**: 13th
- **European Ladies’ Team Championship**: 1st
- **European Boys’ Team Championship**: 13th
- **European Girls’ Team Championship**: 5th
- **European Senior Ladies’ Team Championship**: 3rd
- **European Senior Men’s Team Championship**: 3rd
- **World Amateur Team Championship for Espirito Santo Trophy**: Women’s Team T17th
- **World Amateur Team Championship for Eisenhower Trophy**: Men’s Team 2nd
- **Boys’ Home Internationals**: 1st
- **Girls’ Home Internationals**: 3rd
- **Men’s Home Internationals**: 2nd
- **Women’s Home Internationals**: 1st
- **Senior Men’s Home Internationals**: 1st
- **Senior Women’s Home Internationals**: 1st

**England v Switzerland**
- U16 Girls: England 5 v 1 Switzerland

**England v Wales**
- U16 Boys: England 15 v 5 Wales

**England v Scotland**
- U16 Boys: England 17.5 v 7.5 Scotland

**England v Ireland**
- U16 Boys: England 7.5 v 8.5 Ireland

### Appearances

**GB&I win Curtis Cup**
- 5 English players selected to represent GB&I in Curtis Cup:
  - Alice Hewson (Berkhamsted GC),
  - Bronte Law (Bramhall GC),
  - Meghan MacLaren (Wellingborough GC),
  - Rochelle Morris (Woodside Hall GC)
  and Charlotte Thomas (West Surrey).
- GB&I 11.5 v USA 8.5

**Bonallack Trophy**
- Europe v Asia/Pacific:
- Bradley Moore (Kedleston Park) and Ashton Turner (Kenwick Park) selected to represent Europe.
- Europe 21.5 v 10.5 Asia/Pacific

**Patsy Hankins Trophy**
- Europe v Asia/Pacific:
- Meghan MacLaren (Wellingborough) selected for Europe.
- Europe 15 v 17 Asia/Pacific

**St Andrews Trophy**
- 3 English players selected:
  - Jamie Bower (Meltham),
  - Scott Gregory (Corhampton)
  and Alfie Plant (Sundridge Park).
- GB&I 12.5 v Continent of Europe 12.5

**Jacques Leglise Trophy**
- 5 English players selected:
  - Toby Briggs (Dunston Hall),
  - Alex Fitzpatrick (Hallamshire),
  - Harry Goddard (Hanbury Manor),
  - Marco Penge (Golf at Goodwood)
  and Charlie Strickland (Ham Manor).
- GB&I 11.5 v Continent of Europe 13.5

**Costa Ballena Quadrangular**
- 1st

**England v France**
- England 14 v France 10

**England U16 v Spain U16**
- England 9.5 v Spain 14.5

**NCAA Championship**
- Charlotte Thomas part of the winning University of Washington team.
Individual Results

- **Jamie Bower** (Meltham GC) 2 wins in South Africa
- Sunningdale Foursomes - 1st Marco Penge (Golf at Goodwood) & Sophie Lamb (Clitheroe GC)
- Scottish Girls U18 - 1st Emily Price (Cleobury Mortimer GC)
- Helen Holm Scottish Women’s Open Championship - 1st Olivia Winning (Rotherham GC)
- Fairhaven Trophy - Girls 1st Lily May Humphries (Channels GC)
- Lytham Trophy - 1st Alfie Plant (Sundridge Park GC)
- Welsh Open Youths - 1st Bailey Gill (Lindrick GC)
- Sir Henry Cooper Junior Masters: Girls 1st Annabell Fuller (Roehampton GC) Boys 1st Michael Gilbert (Chelmsford GC)
- English Women’s Closed Championship - 1st Sammy Giles (St Mellion)
- Biarritz Cup - 1st Jack Yule (Middleton Hall GC)
- English Boys’ U18 Open Amateur Stroke Play (Carris Trophy) - 1st Angus Flanagan (St George’s Hill GC)
- English Men’s Amateur Championship - 1st Dan Brown (Masham GC)
- English Girls’ Open Amateur Stroke Play Championship - 1st Cloe Frankish (Chart Hills GC)
- English Girls’ U16 Open Amateur Stroke Play Championship - 1st Lily May Humphreys (Channels GC)
- English Boys’ U14 Open Amateur Stroke Play (Reid Trophy) - 1st Conor Gough (Stoke Park)
- Scottish Girls’ U14 - 1st Caitlin Whitehead (Kendal GC)
- Scottish Girls’ U16 - 1st Hannah Screen (Berkhamsted GC)
- English Women’s Open Amateur Stroke Play Championship - 1st Emily Price (Cleobury Mortimer GC)
- RICOH Women’s British Open 2016 - Bronte Law (Bramhall GC) played all four rounds
- Meghan MacLaren (Wellingborough GC) won on LETAS tour as an amateur

Major Individual Championships

**Men**

- The Amateur Championship
  1st Scott Gregory (Corhampton GC)

- English Men’s Open Amateur Stroke Play Championship (Brabazon Trophy)
  1st Jamie Bower (Meltham GC)

**Women**

- European Ladies’ Amateur Championship
  1st Bronte Law (Bramhall GC)

- British Ladies’ Open Amateur Stroke Play Championship
  1st Sophie Lamb (Clitheroe GC)

- Senior Ladies’ British Open Amateur Championship
  2nd Julie Brown (Trentham GC)

- British Girls’ U18 Championship
  2nd Isobel Wardle (Prestbury GC)
INCOME AND EXPENDITURE

Year ended 31 December 2016

Income

<table>
<thead>
<tr>
<th>Income Description</th>
<th>£000s</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Affiliation fees</td>
<td>5,428</td>
<td>62.5</td>
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<tr>
<td>2. Sport England Grants</td>
<td>2,466</td>
<td>28.4</td>
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<tr>
<td>3. AASE Grants</td>
<td>187</td>
<td>2.2</td>
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<tr>
<td>4. Commercial Income</td>
<td>80</td>
<td>0.9</td>
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<tr>
<td>5. Membership Schemes</td>
<td>100</td>
<td>1.2</td>
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<tr>
<td>6. Other Income</td>
<td>419</td>
<td>4.8</td>
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<tr>
<td></td>
<td><strong>8,680</strong></td>
<td><strong>100</strong></td>
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</table>

Expenditure

<table>
<thead>
<tr>
<th>Expenditure Description</th>
<th>£000s</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Development, Membership and Club Services</td>
<td>3,031</td>
<td>36.3</td>
</tr>
<tr>
<td>2. Performance and International Teams</td>
<td>1,721</td>
<td>20.6</td>
</tr>
<tr>
<td>3. Administration</td>
<td>1,858</td>
<td>22.2</td>
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<tr>
<td>4. Championships</td>
<td>736</td>
<td>8.8</td>
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<tr>
<td>5. Media &amp; Marketing</td>
<td>653</td>
<td>7.8</td>
</tr>
<tr>
<td>6. Grants</td>
<td>360</td>
<td>4.3</td>
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<tr>
<td></td>
<td><strong>8,359</strong></td>
<td><strong>100</strong></td>
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Independent Auditors Statement to the Members Of The English Golf Union Limited

We have examined the summary financial statements of The English Golf Union Limited for the year ended 31 December 2016 which comprise the Income and Expenditure Statement and Statement of financial position as set out on pages 28 and 29.

Respective responsibilities of directors and auditors

The directors are responsible for the preparing the summary financial statements in accordance with applicable United Kingdom law. Our responsibility is to report to you our opinion on the consistency of the summary financial statements with the full annual financial statements and its compliance with the relevant requirements of section 427 of the Companies Act 2006 and the regulations made thereunder.

Opinion on financial statements

In our opinion the summary financial statements are consistent with the full annual financial statements of The English Golf Union Limited for the year ended 31 December 2016 and complies with the applicable requirements of section 427 of the Companies Act 2006, and the regulations made thereunder.

JEREMY BEARD, Senior Statutory Auditor
for and on behalf of haysmacintyre, Statutory Auditor
Date: 7 March 2017.
### CONSOLIDATED & COMPANY STATEMENT OF FINANCIAL POSITION

**As at 31 December 2016**

<table>
<thead>
<tr>
<th></th>
<th><strong>Consolidated Statement of financial position</strong></th>
<th><strong>Company Statement of financial position</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Tangible assets</td>
<td>1,277,628</td>
<td>286,664</td>
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<tr>
<td>Investments</td>
<td>3,280,035</td>
<td>3,566,701</td>
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<td></td>
<td><strong>4,557,663</strong></td>
<td><strong>3,783,248</strong></td>
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<tr>
<td><strong>Current Assets</strong></td>
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<tr>
<td>Stocks</td>
<td>108,416</td>
<td>-</td>
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<tr>
<td>Debtors</td>
<td>462,337</td>
<td>375,008</td>
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<tr>
<td>Investments</td>
<td>1,528,250</td>
<td>1,528,250</td>
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<tr>
<td>Cash at bank &amp; in hand</td>
<td>999,960</td>
<td>824,814</td>
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<tr>
<td></td>
<td><strong>3,098,963</strong></td>
<td><strong>2,728,072</strong></td>
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<tr>
<td><strong>Creditors</strong></td>
<td></td>
<td></td>
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<tr>
<td>Amounts falling due within one year</td>
<td>(1,864,478)</td>
<td>(1,750,427)</td>
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<tr>
<td></td>
<td><strong>Total Assets Less Current Liabilities</strong></td>
<td><strong>4,544,346</strong></td>
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<tr>
<td></td>
<td>5,792,148</td>
<td>4,177,846</td>
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<tr>
<td><strong>Provisions for Liabilities</strong></td>
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<tr>
<td>Deferred tax</td>
<td>(134,977)</td>
<td>(20,142)</td>
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<tr>
<td>Other provisions</td>
<td>(355,000)</td>
<td>(355,000)</td>
</tr>
<tr>
<td>Net Assets</td>
<td>5,302,171</td>
<td>4,169,204</td>
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<tr>
<td></td>
<td><strong>Reserves</strong></td>
<td></td>
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<tr>
<td>Special projects fund</td>
<td>704,197</td>
<td>704,197</td>
</tr>
<tr>
<td>Income / expenditure account</td>
<td>4,597,974</td>
<td>3,465,007</td>
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<tr>
<td></td>
<td><strong>5,302,171</strong></td>
<td><strong>4,169,204</strong></td>
</tr>
</tbody>
</table>

Consolidated Statement of financial position

Company Statement of financial position
2017 IS SET TO BE AS PURPOSEFUL AND IMPACTFUL AS 2016