

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

MINUTES OF THE MEETING OF THE BOARD HELD AT LUTON HOO HOTEL, GOLF & SPA,
THE MANSION HOUSE, LUTON, BEDFORDSHIRE, LU1 3TQ ON FRIDAY 8th SEPTEMBER
2017 AT 8.00 AM

PRESENT:

MR N COWARD	CHAIRMAN
MR N PINK	CHIEF EXECUTIVE OFFICER (CEO)
MR S WILSON	FINANCE DIRECTOR (FD)
MR M PASK	INDEPENDENT DIRECTOR
MRS C ALFORD	ELECTED DIRECTOR
MR A BOOTH	ELECTED DIRECTOR
MRS P CROWSON	ELECTED DIRECTOR
MRS J DEAN	ELECTED DIRECTOR
MR R HARRISON	ELECTED DIRECTOR
MR J PETERS	ELECTED DIRECTOR
MR D POOLE	ELECTED DIRECTOR
MRS C WAIGHTS	ELECTED DIRECTOR
MR I J WATKINS	ELECTED DIRECTOR
MR R FINDLAY	COMPANY SECRETARY (CS)

IN ATTENDANCE:

MR T ALLEN (IN PART)	INSIGHT MANAGER
MRS T ALLEN (IN PART)	MARKETING AND COMMUNICATIONS DIRECTOR
MR W HUTCHINSON (IN PART)	ELSE
MR M PAYNE (IN PART)	ARRIGA

The Chairman opened the meeting and welcomed both Martha Brass and Michael Pask to the Board as Independent Directors, noting that Martha Brass had always been unable to attend this meeting.

1. APOLOGIES FOR ABSENCE

Martha Brass, Les Wilson

2. DECLARATIONS OF INTEREST

The Company Secretary asked that Board members review the conflicts register when circulated to ensure that all possible conflicts were included.

ACTION: CS

The FD and Mrs Alford declared an interest as Company Secretary and Board member of Woodhall Spa Golf Management respectively. Mr Watkins declared an interest as a Trustee of the England Golf Trust. No further declarations of interest related to the agenda were made.

3. MINUTES OF THE BOARD MEETINGS HELD ON 27th JUNE AND 31ST AUGUST 2017

The Minutes were approved as an accurate record of both meetings.

The following matters were not on the Agenda:

- The Chairman felt that the Board safeguarding training had been well done and been beneficial. Those members who had been unable to attend would be invited to a further session which was likely to be with the senior management team or leadership team.
- Mr Poole asked for an update on the EGA. The CEO had met with them at The Open.
- The CEO explained that there was an update on disability golf in the Board pack. Mr Watkins asked whether or not there was engagement with the armed services and the CEO explained that England Golf does have a relationship.

4. STRATEGIC PLAN REPORT

a. General

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

- The relationship with Bridgestone was working well and there were several stories coming out of the #ChaseYourDream Challenge. The CEO hoped that the relationship might develop further in 2018.
- An update on the IMP Pilot was included in the report. Mrs Waights had a number of questions. The Chairman asked for a full session on this at the next Board meeting with the Executive Summary in the papers and a copy of the full report available if required.

ACTION: CS

- A report on disability golf was in the pack and there was now a strategy in place. The Chairman asked for more detail on the plan to implement this. The CEO agreed to ask the Disability Golf Manager to present at a future Board meeting.

ACTION: CEO

Mrs Crowson asked for a future report on women and girls golf and the work of the steering group. The CEO explained that there was also some work with the R&A and this might be a wider discussion but he would bring this back to a future Board meeting.

ACTION: CEO

Mr Pask asked if there was an overarching framework for commercial programme, which the CEO explained.

Mrs Alford asked about the County Advisory Group. The Company Secretary explained that the first meeting had taken place and the purpose of the group had been agreed. The Company Secretary further explained that the first meeting focussed on the proposed County Governance Guide.

b. Digital Strategy – CRM and Website

The Chairman noted that the purpose of this item was to agree, or not, the project recommendation, subject to sign off on the specification by the Digital Working Group. The Board agreed this.

The Board considered the presentation from Arriga and the proposal and unanimously agreed to go ahead, subject to sign off on the specification by the Digital Working Group and Mr Peters signing off the contract terms on behalf of the Board.

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5. ENGLAND GOLF BUSINESS MATTERS

a. Finance Directors Report

The Finance Director presented his report and the management accounts to 30th June 2017.

The FD explained the background to and the discussions around the England Golf Trust administrative support. A proposal to provide support at a cost, agreed with the Trust, was approved by the Board.

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

b. Woodhall Spa Golf Management

The Board approved the appointment of Mrs Alford and Mr Craig Wagstaff as Directors of Woodhall Spa Golf Management and the Finance Director as Company Secretary of that company.

c. Governance

The Chairman, Mr Pask and Ms Brass were appointed to the Nominations Committee in place of Mrs Crowson and Mrs Waights as well as Mr Weir, who had retired as a Director.

The Company Secretary updated the Board on where England Golf was in relation to the Code for Sports Governance Action Plan.

d. Committee Reports

Mrs Waights updated the Board on the recent People Strategy Working Group and mentioned that the work of the group had now been finalised and it would be left to the Executive to deliver the plan. The HR Manager would be asked to present a report to a final working group meeting in November, which would then be reported to the next Board meeting.

6. ANY OTHER BUSINESS

Mr Booth raised the information requested by Voting Members Representatives for the 2018 election of Directors and it was agreed that more information should be provided.

ACTION: CS

At this point of the meeting the Chairman left.

The CEO hosted the final presentation from Mr Tom Allen on the youth segmentation research, commissioned by England Golf.

7. DATE AND TIME OF NEXT MEETING

9.00am on Thursday 30th November 2017 at The National Golf Centre, Woodhall Spa, LN10 6PU

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Chairman

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8th September 2017