

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

MINUTES OF THE MEETING OF THE BOARD HELD AT (1) TOPGOLF SURREY, MOATED FARM DRIVE, ADDLESTONE, SURREY, KT15 2DW AT 12.30PM ON MONDAY 25TH JUNE 2018 AND (2) AT HOEBRIDGE GOLF CENTRE, OLD WOKING ROAD, OLD WOKING, SURREY, GU22 8JH AT 9.30AM ON TUESDAY 26TH JUNE 2018.

PRESENT:

MR N COWARD
MR N PINK
MS M BRASS
MR M PASK
MRS C ALFORD
MR A BOOTH
MRS J DEAN
MR J PETERS
MR D POOLE
MR I J WATKINS
MR L WILSON

MR R FINDLAY

MR S WILSON

MR D J DUFFY

CHAIRMAN
CHIEF EXECUTIVE
SENIOR INDEPENDENT DIRECTOR
INDEPENDENT DIRECTOR (IN PART)
ELECTED DIRECTOR (IN PART)
ELECTED DIRECTOR
ELECTED DIRECTOR
ELECTED DIRECTOR
ELECTED DIRECTOR
ELECTED DIRECTOR
ELECTED DIRECTOR

COMPANY SECRETARY

FINANCE DIRECTOR

PRESIDENT

IN ATTENDANCE:

MR R FLINT

MR N EDWARDS
MR T ALLEN
MRS T ALLEN

MR M PAYNE

DIRECTOR OF PARTICIPATION AND CLUB
SUPPORT (IN PART)
PERFORMANCE DIRECTOR (IN PART)
INSIGHT MANAGER (IN PART)
MARKETING & COMMUNICATIONS DIRECTOR
(IN PART)
ARRIGA (IN PART)

1. APOLOGIES FOR ABSENCE

Mrs Pat Crowson

2. DECLARATIONS OF INTEREST

Mr Booth had previously declared his membership of the Board of the UK Golf Federation, the new name for the UK Golf Course Owners Association.

There were no additional conflicts to declare. The Chairman encouraged all directors to report any changes to the Company Secretary.

3. BUSINESS PLAN AND GOLFER ENGAGEMENT MODEL



The Chairman introduced this as a working session to look in more detail at the long-term business plan and golfer engagement model. Mr Flint, Mr Edwards and Mr Allen were welcomed to this part of the meeting.

The Chief Executive took the Board through a presentation on where the organisation was in relation to delivery of the current strategy.

The Board felt that the Return On Investment proposal was a much better method of financial reporting than had previously been used, and agreed to this.

In presenting the outline business plan, the Chief Executive explained that its overall aim was to develop our relevance to all golfers - members and independents alike - and golf facilities. The Board agreed with this approach and that the greatest area of potential growth was the independent golfer.

Mr Flint presented an update on the golfer engagement model and the opportunities presented by the Worldwide Handicapping System (WHS).

Mr Flint set out the possible components of the golfer engagement model.

The Board also considered in depth the paper prepared by Mr Duncombe and Mr Rubin.

The Board agreed with the proposal of a tiered benefits package for members and independent golfers, with insurance being the key driver.

The Board also agreed that the Executive should now seek for the CONGU licence to Independent Software Vendors to require greater data transfer to the home unions.

The meeting adjourned at 3.30pm, when Mr Flint, Mr Edwards and Mr Allen left the meeting, and reconvened at 9.30 on Tuesday 26 June, when the Mr Pask and Mrs Alford joined the meeting. Mrs Allen and Mr Payne also joined for the CRM and Website Update session only.

4. CRM AND WEBSITE UPDATE

Mr Payne presented an update on the CRM system which was operational and being used by all staff.

Mrs Allen presented an update on the new website project. Content was being updated at present and would be followed by user acceptance testing and training for key users before launch.

The Board were satisfied that the project had come in within tolerance limits in terms of budget.

5. MINUTES OF THE BOARD MEETINGS HELD ON 19th APRIL 2018

The Minutes were approved as an accurate record of the meeting.

The Company Secretary advised the meeting that Mrs Dean had signed off on the amended Terms and Conditions of Affiliation under the delegated authority from the Board. There were no other matters arising not covered elsewhere in the agenda raised.

6. BUSINESS PLAN AND GOLFER ENGAGEMENT MODEL

The Chairman summarised the discussion from the previous day.

7. STRATEGIC PLAN REPORT

The Chief Executive gave an overview on the Executive's delivery of the strategy.

The Company Secretary update the Board on two potential player suspensions which were being investigated.

8. SPORT ENGLAND MEASURES

The England Golf Core Market Year End Report had been submitted to Sport England on 30 April 2018 and the Chief Executive presented this to the Board, which was noted.

9. BUSINESS REPORT

The Finance Director updated the Board on the finances

Mr Wilson presented on the outcome of the informal initial meeting of the new Audit & Finance Committee. The Board agreed the Committee recommendation that the fullest sanctions should be applied where clubs do not fully declare their membership numbers.

The Chairman advised that there were three Committees, being Audit and Finance (to be chaired by Mr L Wilson) with a remit of the company's finances, procedures and audit; Governance Committee (to be chaired by Mrs Dean) to focus on standards within the game and all non-financial policies; and the Nominations Committee (to be chaired by the Chairman).

The Company Secretary advised the Board that Suffolk Golf Union had now incorporated as Suffolk Golf Limited.

The Company Secretary advised the Board that the two Devon county bodies had unified on 1 April 2018. The Union's corporate vehicle, Devon Golf Limited, was being used as the unified body.

The Company Secretary presented the draft England Golf Strategic Risk Management Policy and the updated Risk Register.

The Company Secretary advised the Board of the steps the organisation had taken to ensure it was compliant with the new General Data Protection Regulation. He presented three updated policies – a Data Protection Policy, an Employee Data Protection Policy and a Subject Access Request Policy - which the Board approved.

10. AFFILIATION FEE AND PREPARATION FOR THE GENERAL MEETING

The Chairman took the Board through the General Meeting agenda and the Board agreed how the meeting was to be managed.

The Board noted the Chairman's letter to Voting Members and attached financial projections, the latest financial forecasts, and the discussions over the previous 24 hours.

The Board would require considerable further work to be done by the Executive, in particular the Finance Director, but at this stage the Board continued to believe that an



affiliation fee of £9.50 would be appropriate, albeit on a different basis due to the decisions it had taken during the meeting, for instance to reduce costs, but to provide for the costs of insurance. This was work in progress but the Board felt it was well enough advanced to be able to consider in general terms.

11. ANY OTHER BUSINESS

The Company Secretary advised that several of the Ladies Regions had enquired as to the next stages following the amendments to the England Golf Rules at the April General Meeting. The Board agreed to the Company Secretary establishing a working group with 2/3 county representatives and Mrs Alford to consider structure, legal status and financial management amongst other issues. The Company Secretary would raise this at the General Meeting.

12. TIME, DATE AND LOCATION OF NEXT MEETING

2.30pm on Wednesday 12th September 2018 at the National Golf Centre, The Broadway, Woodhall Spa, Lincolnshire, LN10 6PU

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Chairman

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26 June 2018