



Middlesex Golf

Minutes of AGM

Online via Zoom

Tuesday 9th February 2021 at 7:00pm

MINUTES

Board Members Present

Ray Andrews (RA)	Chairman
Di Williams (DW)	President
Darragh Coghlan (DC)	Secretary and Director of Teams & Coaching
David Taylor (DT)	Finance Director
Tom Powell (TP)	Vice President
Diana Rowlands (DR)	Co-opted Director
Robbie Martin (RM)	Competitions Director
Anne Koychev (AK)	Co-opted Director

Alan Murray (AM) Marketing Agent

Club Delegates Present

1. Chris Reynolds	Grim's Dyke
2. David Ramsay	Crews Hill
3. Clare Brown	Northwood
4. Dickie Smart	Enfield
5. Geoff Karets	Finchley
6. Paul Dimmer	Haste Hill
7. John Nugent	Ealing
8. Crispin Roche	Trent Park
9. Irene Riley	Muswell Hill
10. David Sharp	Harrow School
11. Satish Kohli	Perivale Park
12. Sue Katz	Pinner Hill
13. Patrick Walsh	Whitewebbs
14. Alan Plumb	Strawberry Hill
15. Robert Afia	Highgate
16. Wayne Hancock	Ashford Manor
17. Lee Patterson	Stanmore

RA declares the AGM quorum.

Other Members Present

1. Anne-Marie Deere
2. Bill Carey
3. Bradley Chard
4. Chris Brown
5. David marks
6. David Mignano
7. David Morrison
8. Harry Shaw
9. Helen Weill
10. Henri Henriques
11. Iain Lanario
12. Ian Fulda
13. Ian Rickard
14. Irvine Walker
15. Jack Morrison
16. James Reynolds
17. John Godwin
18. John Struthers
19. Judith Pedersen
20. Kru Desai
21. Lillo Alu
22. Mary Connolly
23. Naranjan Benawra
24. Neil Jennings
25. Pat Farag
26. Paul Harris
27. Paul Kelly
28. Peter Cox
29. Peter Jones
30. Peter Marsh
31. Phil Tiddy
32. Ray Grant
33. Richard Sivers
34. Ricky Willison
35. Robert Winstanley
36. Rosalind Hallgarten
37. Ruth Holmes
38. Samantha kang
39. Savash Balman
40. Shumit Rehman
41. Stephanie Beer
42. Steven Chambelain
43. Stuart Cella
44. Tyrese Danso
45. Winston Ellis

1. Apologies

Elizabeth Thomas
Tim Owers
Wendy Driver
Helen Tarttelin

2. Minutes or previous meeting

David Sharp noticed that Anne Koychev was noted as absent and also noted as delivering a report.

The minutes were taken as read.

3. Chairman's Report

RA noted that Middlesex have had a re-election of Directors, a new Chairman, and a new Secretary/Operations manager during a year to tax the most versatile and determined.

RA let it be known that he has great pride in the board and all the volunteers, referees, team managers our new Secretary and everyone who contributed to Middlesex Golf as they stood up to the plate and created an exceptional success in such dire circumstances.

Many clubs saw an increase in their memberships and the County will continue to support all clubs as best they can with initiatives designed to address specific problems. Attendees will see numerous plans and proposals mentioned under the appropriate director's response.

RA reiterated that the normal rotation of directors will occur and there will be opportunities for new people to join the board.

Crispin Roche – Trent Park: Can Middlesex and EG encourage the management of public courses to help them?

RA – We are talking about a landlord and I do not believe that either the County or EG can influence the management of these courses.

4. President's Report

DW thanked the County Secretary Darragh for all his hard work through the season.

She also thanked Northwood Golf Club for admirably stepping in to host both the Men's and Women's Middlesex Championship in August which ran over the three days.

DW reported that her duty as President is to be a starter seeing off both Men, Women, the mixed events and the boys' and girls' events. She enjoys meeting everyone who enters competitions. She shall try and be at as many events throughout the year..

DW then thanked very merry band of volunteering organisers, Robbie the ref and his amazing referees, the golf professionals bringing on the youngsters, club secretaries and their staff and caterers who all put so much time and effort in helping to run all the events.

5. Finance Report

DT reports the accounts for the year to 31 October 2020. The county had a surplus much higher than expected, due to increased affiliation fees and reduced activity due to the pandemic. The board will report on what they plan to do with this surplus.

Income and Expenditure

- 2020 Actual £52k surplus

- 2020 Budget £0k break even
- 2019 Actual - £33k deficit

Bank Balances

- 31 October 2020 £237k
- 31 October 2019 £168k

Some Key Points

- Affiliated numbers declared were 9754 and on a like with like basis this showed an increase of 3% compared to 2019.
- Handicap board grants £6k
- Sponsorship bad debt £6k
- Some additional tournament costs to minimise covid risks

DT told the attendees that the Board discussed a plan for 2021 back in December 2020 which was based on a traditional year.

- 2021 Budget £24k deficit
- Affiliation Fees Unchanged
- Middlesex Golf £14.75
- England Golf £9.50

The policy is to use the surplus from 2020 for golf and projects in 2021 and beyond for projects to included

- Paying clubs more for hosting tournaments
- Enhanced Marketing
- IT Upgrade
- New trophies and some refurbishment of existing trophies
- Transfer Ladies golf history from paper documents onto digital media

Crispin Roche asked whether the increase in membership numbers will be retained going forward.

DT answered by saying that he does not know because nobody knows. The only thing the County can do is support the clubs in retention of their new members.

David Morrison asked if the financial plan is available for downloading.

DT said that he would make the plan available.

Sue Katz asked about the current position regarding sponsorship.

DT replied that the following reports will explain the county's position

Approval of the Account for the Year End 2020

Proposed by: Sue Katz

Seconded by: Chris Reynolds

Re-election of Auditors, David G Simmons & Co.

Proposed by: Geoff Karets

Seconded by: Peter Marsh

6. Development Report

AK reported that as per the business plan the County has been promoting the importance of junior golf for the long term growth of the game and its future Consultation. After consultation with juniors, organisers, parents, club pros though face to face meetings the County has developed a...

- Junior Development Grant
- Junior Order of Merit
- County Junior Team Competition (Junior Champion Club)
- Friern League & School's Association
- Annual Junior Competition and Prize giving event

AK outlined the creation of a women's development group with the objective of Increasing Participation in Women's Golf within Middlesex. They have been holding meetings to generate ideas.

Other initiatives that are on the horizon for the County's development are ...

- Equality, Diversity and Inclusion Policies
- Women's Charter
- Resume Women's Development Group
- Volunteer Recognition Policy
- Board Members
- Team Managers
- Referees
- Handicap Advisors
- Committee Members
- Course Raters
- and Tournament Officials.

Crispin Roche asked whether clubs could be convinced to take on more women and girls even when approaching full capacity.

AK admitted that she did not have the answer but what was key was the club actually wanting women and girls at their club. EG advise that there should be a goal of 30% female representation and clubs should follow this.

DC added that he believes that it is not a lack of opportunity for women but rather a lack of encouragement and support at lower levels for women to take up the game and to progress through the different levels of the game.

RA added that the clubs are private and can choose to what they wish. They are their own business and can choose their own direction. We do not have the jurisdiction to dictate their policies.

RA explained that the County are planning to support clubs to become well run, profitable, and viable business with the Middlesex Support Packages. Each club is an individual business and must be run professionally and with continuity and a business plan will help achieve this. The support in the following areas ...

1. Junior Development Grant & Junior section help

2. WHS Sign Grants
3. WHS Transition Grant
4. Club Open Support
5. Business Plans & Governance
6. Marketing
7. Membership growth & retention
8. Volunteer growth & retention

7. Marketing Report

AM introduced himself to the attendees.

He explained that his brief was to promote Middlesex and raise awareness about all of the fantastic services the County provides to all golfers in the County.

Over the past year he has focused on the following areas ...

- Growing communication via Social Media, Paid and Organic
- Increase engagement
- Ensure content is both engaging and relevant
- Measure effectiveness at all times
- Suggest ways to improve the offer from the county
- Celebrate what is unique
- Increase relationships with clubs
- Grow the game in Middlesex for ALL
- Ultimately secure relevant and Active Sponsor(s)

Crispin Roche noted that Middlesex is unique in the fact that it has a large population on its doorstep. How do Middlesex plan on convincing these people, especially those aged from 20-40, to take up golf.

AM explained that social media is perfect for this job as this is the age group that is using social media. Additionally, most platforms allows Middlesex to target specific people in specific areas with specific interest. Thus, we can target those people with marketing that will hopefully encourage them to play more golf or take up the game.

DC announced that Lee Patterson has also written some wonderful historical spotlights on two clubs in Middlesex that have been very well received. Lee is looking for more clubs to write about, so he asked for clubs to come forward. Henri Henriques of Pinner Hill proclaimed his admiration for Lee's work, particularly the piece written about PHGC and encouraged more clubs to put themselves forward.

8. Teams and Coaching

DC reported that after the first lockdown we formed a new committee. It comprises of all team managers and County Coach, Charles Sandison-Woods.

There were some changes in team management in 2020. Judith Williamson of Wyke Green GC has taken over the role as Women's Senior League Manager. Unfortunately, long time Colt's Manager, Eamonn Kneafsey, has stepped down.

The Middlesex Teams & Coaching Committee have created and adopted a philosophy that is available for members to read on the Middlesex website.

As Director of Teams & Coaching, DC spoke to experts about England Golf's performance director and ex-Walker Cup Captain and player Nigel Edwards, Irish National Coach and coach of Shane Lowry Neil Manchip, and the Counties with the best performance records such as Surrey, Lancashire, and Yorkshire about how best to set-up a County level coaching structure.

The most important outcome from these meeting that we have decided to commit to is to offer all Winter Coaching Squads something at County level that players cannot obtain at club level. Hence, we decided to steer away from technical coaching at driving ranges during the winter months for our County Players.

Creating a new framework for Winter Training is a tough task as each team's requirements are different and we also need to keep the balance between inclusivity, nurturing talent, and of course, our budget.

A selection criteria document has been created that outlines the selection policy that applies to the selection of all Middlesex Golf Panels. This has been uploaded to our website and it available on each team page for all potential county players to view.

Chris Payne stepped down from his role as Middlesex Coach, citing increased responsibilities and workload at Whitewebbs where he is both Head Pro and GM. Emily Perry and Paul Holland from Elite Performance Management have been brought on board for 2021 to coach our women's and girls' teams.

9. England Golf Report

DR reported on all EG matters.

England Golf Operations

England Golf have kept us informed throughout lockdowns with their Play Safe Stay Safe campaign. This continues to provide guidance to clubs and counties as government restrictions are updated.

The Covid Support Fund from the R & A of £2.5m saw 328 clubs receive funding. Successful clubs in Middlesex were Bush Hill Park, Enfield, Finchley, Pinner Hill and Strawberry Hill. Sudbury and Crews Hill received funding through England Golf's investment into this Support Fund.

World Handicapping System

The overnight transition in November went fairly smoothly. There were inevitably some teething troubles resulting in some 40,000 queries which, apart from a small number, have now been dealt with. EG will now be implementing a ticketing system for all queries to help deal with them in a more efficient manner.

Toolkits play a big part in the educational process and are being rebooted ahead of our return to golf as England recognise that we are all still on a learning curve and still have many questions. They are also available on the EG website.

The EG App

270,000 golfers have registered on the system and 125,000 have downloaded the app. EG are beginning to test the General Play score entry on the EG App which they expect to launch in early March.

Independent Golfer

A Working Group has been set up and weekly meetings have commenced. EG will provide updates following each meeting. Topics for future discussion include a time lag for joining the scheme after having left club membership.

Neil Jennings asked how EG plan on integrating the public golf courses in the IG Working Group.

DR knows that this has been thought about but will raise this question with EG.

David Morrison asked how they EG to help them with becoming a LTD company. They have been waiting a year for EG to help with them but have received no communication.

DC asked who they have been communicating with as the County Support Officer, Helen Tarttelin, is regarded as an excellent CSO.

10. Tournament & Rules Report

Rm reported that in 2020, the County ran 18 tournaments & knockouts between 31st July to 1st November.

- That is an average of a tournament or knockout every 5 days.
- Every tournament and KO had more entries than 2019.
- 638 members competed in our Championships.
- 389 members competed in our County KOs.
- That is a total of 1,027 golfers.

He also reported that the mixing of tournaments proved to be popular and a success. Middlesex will keep the Men's and Women's County Championships and Senior Championships combined and the Mid-Am and Handicap Championships as mixed events. The Women's County Championship qualifier will return to 36-holes.

Middlesex have taken over the Middlesex School's Association and the Friern League. We hope that the County's resources will help both to fulfil their potential

We introduced the Mixed Winter KO starting which start on 2nd November. The format is Mixed Greensomes KO.

RM reiterated our commitment to host most tournaments for higher handicap golfers, we are running a Men's Spring Meeting this year. The format will be fourball better ball stableford. It will be hosted at North Middlesex GC and it is now live on our website.

A new Men's Order of Merit system has been designed to reward players more accurately and incentivise clubs to host better, more accommodating tournaments. Details of this will be available soon on the County's website.

Crispin Roche believes that as the WHS indices are slightly inaccurate as the transition occurred during the pandemic. Will Middlesex be using these indices for entries into County Competitions?

RM answered yes. This is just the situation all golfers find themselves in right now and there is not enough data from the WHS to infer any necessary adjustments.

11. County Secretary Report

DC announced that the County is proud to say that it has achieved SafeGolf Accreditation. Our Welfare Officer is Anne Koychev.

The SafeGolf accreditation process is designed to enable clubs, through easily accessible documents and templates, to ensure they are delivering a safe environment for the sport to be played in. The SafeGolf accreditation process will become part of the England Golf affiliation process from April 2021 hence clubs must achieve their accreditation by March 31st, 2021 or risk disaffiliation from the County and EG.

DC reported again that Middlesex golf historian Lee Patterson, of Stanmore GC, has joined forces with the County and is producing historic golf content about Middlesex. The idea behind this is to help widen our audience, show what an attractive proposition golf in Middlesex is, highlight all the great places to play and hopefully to join.

County diaries and entry forms are on the County Website. DC encouraged each club to print them off and display them in clubs and locker rooms. We want to dispel the common myth that our tournaments are purely for elite golfers and encourage all Middlesex members to consider entering County tournaments.

DC announced that the County has taken over Friern League and Middlesex Schools Association.

DC reported that Pearson management committee agreed that with great regret, due to the impact of COVID-19, the competition will be cancelled this year.

DC reported that West Middlesex GC is nearly out of administration. A member and a partner has cleared all the debts. T

DC reported that the Middlesex rating team have two courses left to rate, once they are completed early in the season the team will then turn their focus to completing the various additional requested ratings from clubs.

DC reminded that the Director of Development position is still open, which means that it has been vacant for over a year. If anybody would like to put themselves forward for these positions or if you know of anyone that would be suitable for the role, please contact me.

12. A.O.B.

Chris Reynolds asked whether the handicap limits of the Rabbits, Tigers and Foxes need to be reviewed after the transition to the WHS.

RM replied that as Middlesex do not run the competition so we do not have a say. Chris asked whether Middlesex would step in in this situation as the governing body for golf.

DC said that Middlesex would be happy to advise now that they have been asked to get involved.

The next General Meeting will be held at Sudbury GC on Tuesday 23rd of November at 7pm.

The next AGM will take place on Tuesday 1st February at 7pm at a venue to be decided.