



## GUILDFORD HOCKEY CLUB

AFFILIATED TO SURREY HOCKEY ASSOCIATION AND ENGLAND HOCKEY  
Clubhouse & Ground: Broadwater School, Summers Road, Godalming, Surrey GU7 3BW  
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### AGM 2022 – Meeting Minutes

Monday 16th May 2022  
Cisco Webex Meeting

#### **1. Attendance and Apologies for Absence**

Mike Kefford introduced the meeting and explained meeting etiquette. Mike introduced the Agenda:

1. Welcome and Introduction – Mike Kefford
2. President's Annual Review – Maggs Kyte
3. Club Vision and Future Planning – James Relph, Dan Fox
4. Plans 2022/23 – Dan Fox
5. Finances and Proposed Budget – Mark Lenel
6. Membership Vote

There are a number of matters that are required to be voted on during the course of the AGM and we will take these votes in due course.

As an interactive online meeting there is the opportunity to contribute questions/comments throughout the meeting through the chat facility. Questions posed here will be collated and addressed as a group when we pause the meeting at the end of each section of the Agenda.

To keep the meeting short various reports had been circulated in advance – these can be found here: [AGM 2022 on the GHC website](#).

Specific items in these reports were not presented again verbally but members were encouraged to bring up anything they wished to talk about as a result of reading the reports.

The slides presented at the AGM will also be posted on the AGM 2022 webpage.

There were 35 members present ...

Maggs Kyte – Board Member	Sean Kitson
Melinda Rock – Board Member	Harry Curtis
Jo Collins – Board Member	Beckie Middleton
Emily Smith – Board Member	Jonny Sleeman
Mike Kefford – Board Member	Matthew Penney
Mark Lenel – Board Member	Mat Rees
Dave Dickson – Board Member	James Baldwin
James Relph – Board member	Andrew (Austin?)
Dan Fox – Director of Hockey	Andrew Fergusson
Nigel Sturgess	Debs Thompson
Mike Fitter	Alex Lawts Lawton
Dave Gunner	Neil Francis
Chris Basey	Phil Meakin
Angela Barnes	Richard Craig
Brad Welland	Suzanne Wood
Koen Buisman	Andrew Fergusson
Malcolm Francis	Jonathan Haines
Tom Carney	Cathy Sanderson

Apologies: Sarah Fletcher-Evans, Nick Williams

## **2. President's Review of the Year – see full text [here](#).**

Maggs opened by welcoming all those present to possibly our last online AGM.

Looking back Maggs reflected that last year we had anticipated the launch of the EH restructure and what that would mean for GHC. The reality had been more difficult with the new IT system not fully functioning but had probably gone unnoticed by the majority of hockey players who had games to play as usual. Covid continued to be a presence in our lives – but despite this the club had a remarkable season with both Men's and Women's 1st XIs winning promotion to the National League Conference East, two teams becoming National Champions and six teams winning promotions. Across the whole club there were many strong performances.

The club's infrastructure was improved with the green pitch being relaid over the summer and then our practise area opening in December. The new artwork enhanced both pitches.

Away from GHC our schools programme was successfully started in 22 local schools and additional in-house coaching through the launch of Future Stars gave high level coaching to many talented juniors. In April 2022 we learned that we had been awarded one of 17 EH licences to run a Talent Academy – part of the revised EH development process replacing County run performance centres.



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HOCKEY CLUB



We had grown in numbers in both the adult teams and junior members. Both Back to Hockey groups were also adding new players – producing more players for Senior teams and the prospect of more Masters hockey players which is expanding and providing another channel for active older players. Maggs reported that her own experience this season winning a National Championship medal only 51 years after first starting to play at school was a fantastic day – even if the quality of the medals has reduced since her Dad won the Irish schools cup and a silver medal in 1944!

Sadly, she also reported the loss of Valerie Pearse and Nolan Highton during the year – both long term supporters of the club.

Social events had restarted during the season as covid numbers dropped – with a successful fancy dress quiz night and a real party atmosphere at the recent end of season awards. Maggs reminded everyone that more events would be possible but extra helpers would always be welcomed.

Looking forward to the 2022/23 season Maggs reminded the meeting that we would now have two teams playing National League games and many other teams in higher divisions than before. Thankfully the GMS IT system had been improved over the present season and was now almost fit for purpose – but that from this point on all members would have to be responsible for ensuring their registration was up to date as the leniency granted in 2021/22 for breaches of the rules was unlikely to be allowed going forward.

One of the ongoing difficulties The Board had found was how to say ‘Thank You’ in a meaningful way to those people who really do more than required helping maintain the club – whether through admin roles, coaching, playing or using their external skills and knowledge. The nominations and winners of the Star of the Week highlighted some of these invaluable members, but Maggs went on to say ‘Thank You’ to Charlie Haynes, and Jason Sobey for their contribution in getting the new practise area designed, built and with additional sponsorship. She also thanked Mike Fitter and Malcolm Francis for the excellent job they had done this season booking every match and practise slot over the weekends which required attention to detail and great communication across the whole club. Matt de Souza had also found umpires for every game that needed them and Andrew and Melanie together with the whole clubhouse team gave a great welcome and match tea to all players and visitors. This level of service meant that the club had functioned brilliantly all season.

Maggs went on to say that, with her President’s hat on, she had watched a lot of hockey over the season – both training and matches, senior and junior – and that the number of people volunteering to help was extraordinary. Some were new helping their children’s age groups and others were familiar stalwarts of the club. The expertise she observed among our coaching team was fantastic, at all levels.

Maggs then highlighted the activities covered by each of the regular Board members – and to thank them for everything they have done and not just over the past season as many have been in place for quite a few years. Emily Smith had only completed

her first year on the Board but her knowledge and expertise developing our partnership role had already started to take effect. James Relph had recently moved to concentrate on longer term direction and planning as well as heading up some of the social events.

Maggs reminded the meeting how much our Partners and Sponsors were valued and asked all members to support these companies and individuals whenever possible.

The final 'Thank You' was to Dan Fox who has proved to be an exceptional Director of Hockey at GHC. His personality, commitment and enthusiasm had acted like a beacon to attract people to join the club and to develop home grown talent in coaching, playing and other volunteer roles. He was a Star of the Week – every week.

Maggs finished by saying that the coming season would be exciting for everyone at GHC.

### **3. Club Direction and Development and 4. Plans 2022/23**

James Relph opened this presentation by summarising the Board vision for the club. GHC had previously set targets of getting back to national league status and expanding the junior section both of which had been achieved. The aim remained one of continuous improvement – looking at what we do, and then working to improve that again. The new practise area was the latest example of improving our facilities together with having both pitches resurfaced. Ultimately, we would work on expanding our membership further and then continue to re-invest in the club.

Dan Fox then took over to explain the plans for the three club sections – Men's Women's and Junior Hockey – and how both elite and community hockey could be developed together.

We aim to provide an excellent experience for adult hockey players. Our experienced coaches for the 1st and 2nd teams – Beckie Middleton, Shay O'Connell, Tracey Prowse and Graham Buss – are all returning for the coming season; Dan also thanked Neil Francis for the great work he did with the Men's 2s this season. All our teams have good quality coaches and the use of many 1st team players as coaches helps to bring the top teams and the rest of the club together.

This season Dan had introduced additional adult training sessions, and these would continue next season – open to any adult player who just wanted a bit more time to work on specific skills.

Dan thanked Nicky Dowds and Mike Fitter for their work coaching the Back to Hockey groups which was an important route for players to come into the club.

Looking forward Dan wanted to see more adult hockey on a more social level – this would include the summer Wednesday sessions, more mixed hockey and other options.

After the last two seasons Dan was keen that everyone should have the chance to enjoy the social side of the game – whether this was watching the 1's games or just relaxing after a game with your team.

We aim to create successful, sustainable National League hockey teams  
Dan went on to talk about the need to recruit and retain top class hockey players and provide the training and match environment for outstanding players to play and train. This season had been excellent for the club – but now we needed to create sustainable National League teams, that would continue to progress. He could see that the whole club would benefit from both supporting and being inspired by the top teams. In addition, those top players coaching at lower levels would inspire the juniors. With creative match scheduling he expected that we should all have opportunities to watch the top teams in action including some double header big match days.

#### Junior Hockey:

Dan noted that we now had over 820 junior members. With these numbers we were able to provide more of everything – training sessions, matches at all standards, holiday camps etc. His aim was to provide a great experience for every junior player at GHC. Next season would see the introduction of a Talent Academy at GHC involving players from outside the club as well as our own players with high potential. This would be in addition to our own Future Stars Programme launched this season which was attended by juniors from year 4 up to Year 12/13. . We would continue to run regular hockey camps open to all in the school holidays. All of these activities would combine so that GHC would be a leader in the development of hockey in the local area and as a hub for hockey in South-West Surrey and Hampshire.

#### Community Hockey:

Dan praised James Bennett who had taken the lead on the introduction of our schools programme this year. We now had 22 local schools involved and the programme was financially stable. He and the coaching team were now looking to deepen and strengthen the relationships with these schools to ensure the long - term success of this programme. Dan also thanked all those members who had donated and fundraised so that the schools programme was able to be launched last September with all the equipment needed.

(Dan did not mention it specifically but the Flyerz programme is also part of our community programme, providing a valuable service for free to all disability players.)

In closing Dan thanked all those volunteers who gave their time to the club. He also invited anyone thinking about helping to get in touch.



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## **5. Finance and Proposed Budget**

Mark Lenel presented the accounts for the season in a series of charts. Each showed clearly the revenue and expenses for each sub area of the club: Adult, Junior, Additional Junior and Senior activity (camps, Future Stars, partnerships, clubhouse expenses etc). The Adult section always ran at a deficit and the Junior section at a surplus, but this wasn't entirely accurate as it hid the fact that the Senior club provided the structure for the Juniors to move into and play at a higher level. As Mark had been club treasurer for some years now, he was able to show clearly the historical data as well as a three year prediction of where we were headed.

Overall, the clubs finances had grown considerably over recent years – from turnover of £158.8k in 2013/14 to close to £536.9k this season. Expenses had also increased and keeping track of the accounts needed a close watch.

The balance sheet was slightly weaker than previously with now £34k of assets, (mostly cash) – but this was due to investing £65k into the new practice area. We had also taken out a £35k loan from Surrey Playing Fields Assoc to complete the project.

Essentially this season's outcome was a small but manageable deficit of c£11.6k. This was not ideal, but the reasons why it occurred were explained:

- Broadwater School had submitted an invoice for lighting to the club which was unexpected. This was included in the original agreement with the school but had not been exercised for some time.
- The majority of our costs go on coaching – this year the expanded programme meant we had not kept a close enough eye on these costs and had over run – but The Board and Dan would be more vigilant going forward. We were also looking at using more volunteers in roles that coaches had been paid for this season eg umpiring.
- The budget for the Future Stars programme had been expecting a small surplus – but because the county performance centres continued for another season not all the juniors we anticipated actually signed up.
- The extension of the 20/21 season into the summer months meant that our normal junior summer activities did not go ahead.

### Budget for 2022/23

In preparing the budget Mark had looked carefully at the level of activity proposed for next season and the anticipated membership numbers. He had also taken into account known increases in costs as follows:



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HOCKEY CLUB



- Broadwater School Lighting charges and increased pitch hire costs
- Stripe charges
- PAYE compliance
- Repayment of Surrey playing fields loan
- Creation of a sinking fund for the practice area

As the majority of the club's income was from subscriptions and match fees it was concluded that to sustain the programme proposed, an increase in both Membership and Match fees was needed. The Board had discussed the figures in depth and were in agreement this was an acceptable increase. The choice was between increasing the fees charged to maintain the level of activity and quality of coaching provided across the club, or to have a smaller or no increase but then to cut costs – the only place we could cut costs would be in coaching which would be detrimental to everything we have achieved in the past few years and contrary to the ethos of the club to move forward and improve.

In addition, there had been no increase in either charge for 4 years.

The proposed budget showed an increase in revenue to £498k with an estimated surplus of £18.9k. The summary chart Mark had prepared showed clearly that the club was re-investing resources into the club infrastructure and activities in a prudent manner – the overall surplus line remained approximately 4% of turnover.

The chart of proposed membership fees and match fees was introduced ([see presentation slides](#))

Questions from the members related to:

1. Q: Affordability? A: No member should be prevented from playing on purely financial grounds. The Treasurer and other Board members would work with any individual or family to find a workable solution.
2. Q: Staged payments? A: These could be used by agreement with the treasurer but not on a club wide basis. The Board was concerned that it would be difficult to collect final payments due towards the end of the season when players have less incentive to pay.
3. Q: How was the increase to the junior section fees calculated? A: The Junior age groups having the greatest increase are those that have the most pitch time, more coaches and better quality coaches than they have had in the past. Comparing our proposed fees to clubs with similar programmes (Surbiton, Wimbledon), we are still charging less even with these increases because the Board recognises we are not in the Greater London catchment. We will be more expensive than other local clubs, but we believe our programme is much stronger in content and delivery and therefore still good value at the new charge.

## **6. Membership Votes**

The membership and match fee proposal was put to the membership for voting and was carried unanimously on the basis of hands shown on screen.

The financial accounts were put forward for the meetings approval and was carried unanimously on the basis of hands shown on screen.

The existing board were put forward for re-election and this was carried unanimously on the basis of hands shown on screen.

The minutes for last years AGM were proposed for approval as a true record of last year's AGM and this was carried unanimously on the basis of hands shown on screen

Mike Kefford closed the meeting with an encouragement for all members to continue to come down to the club over the summer activities and declared the meeting closed.

Recorded by Maggs Kyte

