



## 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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### Minutes of the AGM 2021 Monday 14<sup>th</sup> June 2021, Cisco Webex Meeting

#### 1. Attendance and Apologies for Absence

Mike Kefford introduces the meeting and explained meeting etiquette. A rolling series of photos capturing the 2020/21 season's activities played whilst everyone joined the virtual meeting.

Mike ran through the Agenda.

Welcome and Introduction

President's Message

*To be given by Maggs Kyte*

Planning 2021/22

Vision 2030 Group

*GHC was awarded prestigious ClubMark award by England Hockey and was congratulated on its forward planning from previous years and GHC has kicked off a similar long term planning exercise in close of 2020/21 season and we will update the meeting on this.*

Finances and Proposed Budget

*To be given by Club Treasurer Mark Lenel*

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.

There were 30 members present ...

Andrew, AUSTIN

Chris, BASEY

JJ, BLACKSTOCK

Koen, BUISMAN

Tom, CARNEY

Jo, COLLINS (Board member)

Dave, DICKSON (Board member)

Nicky, DOWDS

Dan, FOX

Jonathan, HAINES

Tony, HALL (Board member)

Mike, KEFFORD (Board member)

Maggs, KYTE (Board member)  
Alex, LAWTON  
Libby, LEADBEATER  
Mark, LENEL (Board member)  
Matthew, PENNEY  
Ben, PROUDLOVE  
Mat, REES  
James, RELPH (Board member)  
Melinda, ROCK (Board member)  
Cathy, SANDERSON

Tim, SAVAGE  
Emily, SMITH (Proposed new  
Board member)  
Henry, STEVEN  
Matthew, STEVEN  
Mark, WAREING  
Bradley, WELLAND  
Ems, WELLAND(MASON)  
Nick, WILLIAMS

4 members were absent but sent apologies or their attendance was hampered by technical difficulties;

Mike, FITTER  
David, TOPLAS  
Kirsty, ROSTRON  
Matthew, HEAL

## 2. President's Message and Welcome

To keep the meeting short various reports had been circulated in advance (these can be found at: [https://www.guildfordhc.com/AGM\\_2021.html](https://www.guildfordhc.com/AGM_2021.html)). 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 at the above.

The Club President, Maggs Kyte, opened the AGM by welcoming everyone and reflecting on what a challenging season it had been!

We were fortunate that our 2020/21 season was able to start on schedule, however the new normal involved implementation of a COVID check-in process for all training and matches, very limited access to Charterhouse pitches, no meaningful access to our clubhouse for post-match teas and/or social events. However, external circumstances meant that we were forced to completely stop activities after only 5-6 league matches at the beginning of November. We were able to briefly return to hockey before Christmas, but of course that all stopped again in January and for many clubs that was effectively the end of their 2020/21 season.

At Guildford we were fortunate that with Dan employed as DofH, we were able to provide online, 1-1 and multiple junior courses. We were fortunate that the Surrey league and the majority of clubs in the league returned to play in March and Maggs was pleased that we had managed to do this for our membership.

She noted that we would all remember 2020/21 not necessarily for the fantastic hockey we all played – but the circumstances that we managed to get through. With the EH restructure of the leagues the final league positions within the Surrey (and other) leagues have no real impact on next season – however Maggs made special mention of the Ladies 4s side finishing top of their division and effectively moving up



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5 divisions in 4 years. Unfortunately, at the top of our club the L1s and M1s were unable to complete their seasons in a meaningful way and despite their excellent results and standings at the time of the season closure they will be playing in the new SouthEast Premier division and looking to win promotion to National Conference hockey in the 2021/22 season.

Despite the difficulties of the year, GHC has launched its Flyerz disability hockey and having watched a great deal of hockey across the club Maggs was confident that GHC remains on a very positive trajectory. Thanks went to all our coaches, umpires and volunteers and particular shout outs went to David Jennings, Andrew Fergusson and Matt deSouza. Dan Fox's enthusiasm and engagement in developing hockey across the club, from top to bottom was acknowledged, as were the efforts of James Bennet in putting in place our programme for introducing hockey into local state schools, which is scheduled to start in September. Maggs thanked all our Partners and Sponsors and all the work done by James Relph and the team to raise funds for the club that is all being used to enhance our coaching or facilities

Finally, Maggs recognised the financial contributions large and small that have been made by individuals through the quiz night and the crowdfunding appeal and of course the community sponsors of the club – particularly at a hugely challenging time for businesses.

Sadly, this was also the year we said goodbye to 2 past players of GHC, Brenda Dodswell and Sarah Rye both former Ladies 1s players and tragically we also lost Tommy Dann, husband of our GHC Ladies 4s coach Rachel.

Going forward for the 2021/22 season, the board is working hard to bring our club forward to be one of the premier clubs in the country. Thanks to our massive/fantastic junior section we are numerically already the 3<sup>rd</sup> largest club in the country! We have plans to expand not just our numbers, but importantly the breadth and depth of our hockey programmes.

Additionally, we are looking at making major infrastructure and renovation investment to bring our clubhouse and grounds up to even higher standards, with firm plans to resurface the old sand based green pitch, to add a further practice pitch space between the two existing pitches and provisional plans for adding further facility to the clubhouse.

Maggs went on to say that the new season will bring a lot of external changes resulting from the nationwide restructuring of leagues by England Hockey, but that she is confident that with the support of the greater hockey family GHC will emerge as one of the biggest clubs in the Southeast region in 2021/22 and looking forward we have excellent opportunity to get both our M1 and L1 teams into the National Conference by April 2022.

As part of this nationwide restructuring Junior hockey will also be getting an overhaul and we are pleased to say that Melinda Rock has been asked to chair the England Hockey, Southeast area Junior Competitions Committee.

Furthermore, in anticipation of these major changes in Junior competition and pathway structures Dan has put in place our ambitious Future Stars Programme, which we believe is likely to be a bit of a blueprint for the England Hockey Talent Academies which are coming in 2022/23.

### **3. Plans for 2021/22 – Club and Hockey**

#### **Club**

Mike Kefford detailed the clubs plans in preparation for the new season.

Clubhouse improvements – further redecoration, potential addition of a café/tuckshop in addition to existing bar/kitchen facilities, resurfacing of the green pitch with an equivalent surface to the excellent blue pitch. Also, we have got planning permission from the school to build a practice area between the 2 existing pitches – this will add a pre-match practice area for teams/players prior to their matches on a Saturday/Sunday but will also give GHC’s coaching team a great facility to deliver 1-1/small group coaching.

Mike also explained that Dan has done great work with Charterhouse to improve our capacity to access their pitches (and Prior’s Field) which given the increasing membership and teams is essential for us to be able to provide facilities nearby for all the training and home match fixtures. He appealed to members to be tolerant of the need for all of us to sometimes be playing our home games at Charterhouse and recognise that our premier Men and Women’s teams need to be scheduled for primetime at Broadwater as we want all of our members to be able to be at the club to support them as they push for National Conference.

#### **Hockey**

Dan used the meeting as an opportunity to illustrate the journey/progress GHC is making as a club. Last year he talked about making GHC a Great Place to Play – and this remains the cornerstone of his role at the club.

Dan illustrated what this looks like in the area of coaching. He showed that over the past 5 years there has been a massive increase in the number of professional hours of coaching that is being delivered now across both Junior and Adult sections. More than this though Dan highlighted that a key part of the GHC culture is “Volunteering” and demonstrated that the hours put in by volunteers (parents and Young Leaders) means that the hours put in and the contact hours that come from this for our players is probably not matched anywhere else in the country.

Dan is also focussed on ensuring that with Quantity there is also Quality, by supporting Coach development and Umpire development. He is looking at enhancing the Adult coaching proposition by offering more skills coaching for Adults across the Sections and looking at ensuring there is an improving balance of Adult/Junior players within the Adult teams all aimed at improving the hockey experience for our Adults.



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As we seek to improve and grow the club there will be necessarily some change, we will move from organising the club by 3 sections (Men, Women, Juniors) to 5 sections – Men Women, Juniors, Community and Future Stars.

In our Community section, we are already delivering hockey to schools locally, something that will grow rapidly in the coming season thanks to the efforts of James Bennet. Nicky Dowds and Mercedes Bushnell have done an amazing job starting up our Flyerz Disability hockey programme in difficult circumstances this year and it's something that he knows will grow from strength to strength in future.

Dan went on to discuss the new 5<sup>th</sup> Section for the club. The Future Stars programme will mean that we will be the first club in England to deliver a complete programme to replace county and performance centre hockey for juniors aged 8-18.

Dan concluded with remarks that the next season should be a really exciting time to be at GHC, a time where we are able to proceed with new plans and plans that have been put on hold for 12 months. That he was proud to be part of a club that is delivering on its promise to give its members and community a place where it delivers a great hockey experience both on and off the pitch. He encouraged everyone/anyone to get involved and come and speak to him anytime that they had ideas on how to help the club move forward.

#### **4. Vision 2030 Group**

Melinda Rock spoke about the Strategy/Planning group that had kicked off in May with a larger, off board, group of club members to look to the long-term future of the club and consider not just next season but the long term vision for GHC.

The idea of the group is to engage with the whole club for ideas/energy to continually move the club forward and the intention is to bring this group together on a regular basis. We already have a 2024 Vision statement, but Melinda didn't feel that the AGM was the right place to put that up for debate. Rather, she made an appeal to anyone who wants to participate in continuously updating the club vision to get in contact with the board to get involved.

#### **5. Finance Report and Proposed 2021/22 Membership and Match Fees**

Mark Lenel presented several graphs to show the club's financial position at the end of the season.

Mark presented a set of revenues and costs slides showing the historical evolution of the club's financial performance broken down through a Senior/Junior lens.

Revenue is primarily from Membership fees and Match Fees, costs are primarily pitch hire and coaching. We have managed to avoid/negotiate away any pitch hire costs at Broadwater for the past 5 years but are forecasting/expecting pitch hire costs to rise over the next few years.



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The Senior/Junior split of the finances suggests that the Junior section runs at a profit and the Senior section runs at a loss. This is a very common financial profile across many other hockey clubs and Mark is not entirely comfortable with this blunt characterisation as this fails to recognise the value to our Junior section that is derived from having a strong Senior section capable of providing many of the juniors as the move into their later teens with Adult hockey experience and by ensuring there is exposure to high quality coaches and players active within the senior playing sides.

Mark commented on a slightly surprising financial outcome for the 2020/21 season whereas a result of playing less matches/hiring less pitches and running a lot of junior coaching camps and 1-1 sessions, the club has made a relatively healthy profit for 2020/21.

Looking forward Mark is confident that we can maintain a modest surplus year on year for the next 2-3 years without raising membership subscriptions, if we can maintain the great financial support we have received from our sponsors and through our extremely successful hockey camps. In 2020/21 we also benefitted from a couple of one-off positive contributions to the finances as a result of a covid related grant from Sport England and a £5000 refund on our electricity bill. Full financial details/reports are available through linked reports.

The strong financial position we are currently in means that we are able to progress the funding of the planned practice pitch area both for construction and for operation and provision of a sinking fund for resurfacing of the practice area in 10-15 years.

A question from Alex Lawton – is the £110 surplus inclusive of the £36k profit for 2020/21 season? Mark confirmed that was indeed the case.

A further follow-up question from Lawts – planned work on the pitches and practice area over the summer is that within the P and L forecast? Mike Kefford explained that the resurfacing of the existing pitch would be covered by Broadwater school through their existing sinking fund and that payment for the practice area would be partially through using the existing club surplus and partially through a loan facility. Further he explained that the interest on the loan would be offset by the cost benefit of getting both projects completed at the same time and by the yearly revenue generation that would come through to the club by running courses/1-1 sessions on the practice area.

Tim Savage asked whether Teamo had been beneficial in helping us collect fees more efficiently. Dave Dickson replied that Teamo wasn't as easy to use as our previous system for a membership secretary but that Match fees collection for captains was definitely improved and for membership fees it was difficult to judge this in a Covid interrupted season. He felt that at the beginning of the 2021/22 season with Teamo we should be in a stronger position to collect fees from our members than we were in previous seasons.



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## **Membership Numbers**

In summary we have seen growth in numbers in all categories – Juniors or Adults, Men and Women. We are able to monitor the membership demographic across the club through our membership systems and we are optimistic that we are seeing steady growth in the 18-30 age group.

## **Proposed Membership Fees for 2021/22**

Adult fees are proposed to stay fixed for the fourth season in a row. Match Fees will remain the same as well. Restructuring of GHCs Sibling discount is proposed, with the Adult Social membership fee to be dropped, individual Junior membership fees to be raised by £20 and a £30 sibling discount will be applied directly to the Junior membership fees for 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> etc children within a single-family group. This for the vast majority of GHC junior members/parents will see Junior fees remaining the same or decreasing slightly, depending on the number of children playing at GHC.

## **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 plus Emily Smith 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 years 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.