

A joint letter from the Chairmen of The EGU and The EWGA



Nigel Evans
Chairman EGU



Sylvia Perrins
Interim Chairman EWGA



Sue Whittaker
Past Chairman EWGA

Dear Member,

DATED the 1st August 2011

The Boards of The English Golf Union (EGU) and The English Women's Golf Association (EWGA) announced their decision to discuss the merger of the two organisations in 2009. A Steering Group was established made up of representatives from both bodies under the independent chairmanship of David Harrison OBE. The Group agreed five principles to guide the merger which are set out in Appendix 1.

Following lengthy discussions, which included the involvement of ten working groups to look at the benefits of merger across various aspects of amateur golf, the Steering Group produced this proposal. It has been ratified by the Boards of both our organisations.

The proposal is to create a single National Governing Body for amateur golf in England, called England Golf. Through the new arrangements The EWGA would join The EGU under a modified structure. The EGU would be expanded to incorporate the activities and assets of both existing companies, with a new management structure reflected in revised Articles. England Golf would be the trading name for The EGU following its amalgamation with The EWGA.

A joint letter from the Chairmen of The EGU and The EWGA (cont)

The benefits of merger:

Speaking with one voice

One National Governing Body will give a powerful message about the direction and approach of the leadership of the sport. It is a message that will be more appealing to younger generations who are our future players and golf club members. With the increasing difficulty of attracting people into golf club membership, the sport, more than ever, needs to be aligned with today's culture and society. If golf does not reflect societal change, it cannot hope to attract the next generation of golf club members.

Unified marketing

Attracting new golfers and new members will be easier if there is one clear and consistent message - golf can be challenging, it can be fun, but above all it is enjoyable whether you are a man, a woman, a boy or a girl, an elite player, a social player, an average player or a beginner.

Greater attraction to commercial partners

A single body representing the whole of amateur golf is more attractive to commercial partners and potential sponsors. One simple structure makes it easier to understand and fits much better with the aims, ethos and markets of companies today.

Reduced duplication, enhanced efficiency and cost savings

Creating one organisation provides the opportunity to remove duplication, enhance efficiency, achieve cost savings and ensure that a more cost effective service is provided.

Improved support for clubs

The recognition by the National Governing Bodies, which this merger proposal demonstrates, of the changing face of golf in this country and the need to accelerate that change, will provide not only a significant impetus to that process but will benefit clubs in their efforts to attract and retain members. The creation of England Golf will provide the opportunity to promote golf as an integrated family-oriented sport with wide appeal that can compete successfully in the current economic climate against other leisure activities.

Improved service to clubs

Services can be more effectively provided to clubs where golf reflects the society that it seeks to attract. Support for marketing the game to attract new golfers and new members is easier if there is one message to all golfers; men and women, boys and girls. By removing the negative perception of an outdated structure, clubs will benefit from a more focussed approach to development of the game and club support.

Improved media coverage

Achieving media coverage for amateur golf is difficult, particularly nationally, and too often it focusses on the negative aspects of the game. A merged body would have the potential to improve that media perception by proactively promoting the positive aspects of the game and tackling the negative stereotypes.

A joint letter from the Chairmen of The EGU and The EWGA (cont)

What could the consequences be for golf if the two governing bodies do not merge?

The negative perception of golf being a divided game and not welcoming to all will be reinforced and have a damaging effect on clubs striving to attract new golfers and increase membership.

The decline in golf club membership will be more difficult to reverse if the game is not seen as meeting the expectations of future generations.

The segregation of men and women where they undertake a common activity or sport is outdated and increasingly out of step with people's expectations. Among comparable sports only rugby union and bowls still maintain this segregation. Not merging our governing bodies will reinforce this anomaly and the perception that golf is out of line would cascade down to clubs to the detriment of the game, putting golf at a disadvantage in an increasingly competitive leisure market.

The sport will be perceived in many quarters, including media and the government, as being out of touch with today's generation and not being reflective of the wishes of men and women playing sport in England.

Failure to merge could also have a severe impact on future Government funding.

Amateur golf is one of the largest participant sports in England. Both Boards believe that a merger will considerably strengthen golf's ability to grow the game even further by adding value to our support for and service to clubs and their members assisted by a structure that is more reflective of how sport and society operates.

The merger requires the approval of the Voting Members of The EGU and The EWGA at General Meetings to be held separately and independently on Wednesday 16 November 2011. In accordance with Company Law, 75% of the votes need to be cast in favour at each meeting for the merger to take place. Voting will be conducted in accordance with the existing Articles of both The EGU and The EWGA.

Recommendation

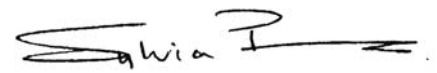
Your Boards firmly believe that a merger between The EGU and The EWGA, as outlined in this proposal document, is in the best interests of golf and strongly recommend all Voting Members to vote in favour of the merger.



Nigel Evans
Chairman, EGU



Sue Whittaker
Past Chairman, EWGA



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Interim Chairman, EWGA