

Minutes of the Annual General Meeting of the Peter Alliss Masters held at Old Thorns on 25th September 2017

Present: Peter Alliss (Patron)
John Roper (President)
Hamish McLeod (Chairman)
Ray Feldwick (Treasurer)
Jackie Alliss (Secretary)
Phil Davies (Webmaster)
Eric Malkin
Joe Stephens
John Slocombe
Ivor Povey
Mrs Povey
Frances Feldwick
Frances Dowty

1. Apologies
Mo Tomlinson, Jack Buchanan
2. 2016 Minutes
Proposed by JA, seconded by EM
3. Matters Arising
No matters arising
4. Chairman's Report

Firstly, I should like to say a "big thank you" to the Committee who have put in the usual high standard of commitment throughout the last 12 months.

Special thanks are due Ray Feldwick, our Treasurer, who carries the heavy end of the log and dealing with the relatively complex financial matters so efficiently.

We have welcome two newcomers to the committee fold, names Mrs Jackie Alliss at the start of this year and in the summer, John Slocombe, a former Captain here at Old Thorns. Jackie will formally be confirmed at this meeting as a trustee and as our secretary.

The PAM is in good shape catalysed by the greater understanding that has occurred and that we much need to allay the problems that existed following the change from holding the PAM in Fife, Scotland for 27 years but mainly to acknowledge those Clubs and Societies who had raised funding for the provision of PWCs over the preceding 12 months; this concept is now changing in that the annual PAM is now being structured to act in addition as a fundraising event.

The presentation of 8 PWCs at the Open Championship, Royal Birkdale last July with R & A Captain, Keith McIntosh doing the honours with our Patron, Mr Peter Alliss, was highly successful and cemented the PAM's long connection with R & A firmly in their itinerary for future Opens. However, Carnoustie is the next Open venue followed by Portrush, NI, so contact must be maintained to keep the PAM on the R & A's radar. This stems from our decision not to present PWCs at any Scottish Open venue due to the total lack of support from Scottish Clubs over many years, apart from the R & A, the GHCE and, way back, Moffat!

Portrush would seem impractical unless there were another upsurge in Irish interest in the work of the PAM

The 8 Open chairs and the 11 that we are presenting tomorrow are a clear indication of the health of the PAM and the continuing enthusiasm and generosity of the great UK golfing public that have been such great supporters of our endeavours for the last 30 years.

(Discussion on Keepers of the Green who seem to be off the radar, chairs for adults and possibility of EM finding children in Ireland)

5. Treasurer's Report

(Accounts for 2016 attached)

RF reported that the charity is in strong financial health and with even more clubs coming on board the current position is even healthier. The accounts were audited by John Butler and on the website. Proposed by EM seconded by PD

Committee to approve Trustees Annual Report. Proposed by HM, seconded by PA

Jackie proposed a vote of thanks to RF

JS to look at sponsorship from major Trusts, but not hopeful.

6. Secretary's Report

It's been a good year so far and we should be awarding above our average of 41 chairs per year. Equally our bank account looks healthier than last year at this time.

The historically differing fund raising approaches in the North and South, have both delivered with a large growth in the South of both clubs, businesses and individuals.

We are in danger of becoming so successful that a single 18 hole shotgun start Tournament is close to being over-subscribed. A good problem to have but a problem never the less. Old Thorns has applied for planning permission to build a second course, but we should explore an interim solution.

Interim Solution – possible salutation to be discussed – a 2 tee a.m. and p.m. start to run through the day with a later prize giving dinner.

Donor Details:

Donations this year have come from clubs, businesses and individuals from the following;

British Turkey Foundation	Helsby GC	Moffat GC	Moseley GC
Cooden Beach GC	Titterington GC	Seacroft GC	Cromer GC
Hindhead GC	Farnham Lions	Maranello Cars	Bawburgh GC
Woodlake GC	Belton Woods GC	Market Rasen GC	Chester GC
Sandiway GC	Macclesfield GC	Oake Manor GC	Leek GC
Ferndown GC	Guildford GC	St Georges Hill GC	Petersfield GC
West Byfleet GC	... and not least, Old Thorns GC		

Future Fundraising:

The above organisations who are our core donors will continue to be the backbone of our fund raising campaign but we need to build on these. In the South we have expanded this list of contributors and we have learnt that personal eye-to-eye contacts seem to be the most successful route so far. We know that clubs work 2 years ahead with their captain's chosen charity so we are now working in the south to spread the word and little earlier.

We have been encouraged with the number of individual people who have signed up at £250 to play, with a view to encouraging their clubs to donate a chair in 2018. I would like to thank everyone who works so hard on behalf of the Peter Alliss Masters and particularly all those clubs who have continued to support over many years. To be presenting 11 chairs this year at Old Thorns alone is a really fantastic total and one we should be justly proud of, as I know that Peter Alliss is proud of the work that goes to growing this fantastic charity.

We are hoping for great things in 2018

JA thanked JS and FD

7. Webmaster's Report

PJD reminded those present that the Charity has its own website at www.peterallissmasters.org and reported that it has been completely redeveloped again this year on the back of the decision taken by Helsby GC to change its provider.

It has a fresher look and feel but the structure and content is largely unchanged and visitors to the website should be able to find whatever they want to know about the Charity. If not, then the Committee members' contact details are there for people to get in touch by whatever means they prefer.

PJD appealed for contributions from all of the clubs and organisations involved with the Charity to publicise their planned events and fundraising successes and to keep the website content fresh and interesting

The facility exists to analyse how the website is being used, which pages are most popular etc, and we know, for example, that in the last 30 days, we had 316 different active users. Interestingly only around 40% of those came from the UK. We have a similar level of interest from the United States and Canada so PJD suggested that the Committee gives some thought as to how that interest might be tapped into.

In addition to the website, the Charity also has its own Facebook page and Twitter account – and the links to both of these are on the website 'Welcome' page.

Facebook is where members can directly share their own comments and photos and Twitter is used to keep followers up to date with the latest news bulletins. We currently have 510 followers on Twitter so it is another very useful way of keeping in touch.

JA questioned how many of those present apart from PD used Twitter and the answer was none but it was agreed that social media is now an essential means of communicating alongside the more traditional methods.

8. HM proposed JA as Trustee and Secretary

JR proposed RF seconded

9. AOCB

JS has a contact who can get funding – are we prepared to invest £3500 and get £17,000 in return. PA suggested contact might take a percentage 20% - 40% of what she raises. JS to go back to her.

Later: this offer was declined by the fund raiser.

RF – we need a proper strategy if we get these extra funds, structure would be needed. PA suggested going nationwide and JS thought Northern Ireland would be a good start.

PA privilege to be associated with you all – thank you

Meeting closed at