

# FGAoE AGM, Any Other Business....

The introduction of a Mental Health Officer is a good addition to the Association, what plans are there to move this forward in 2026?

We plan to grow the platform including a Mental Health officer at each FootGolf Club in the country, along with a mental health charity day to raise awareness to mental health.

At club level what we could do:

- Posters with QR codes to info/events/contacts
- Nominated mental health lead within teams
- Holding events
- Raising money with on-site donations/ QR code
- NHS programme for mental health. Potential to integrate this either locally/nationally

It is my understanding that the AGM should be open to the 2025 membership and not the 2026 membership?

The AGM relates to the current operational year; therefore, it is open to the 2025 membership. This ensures that those who have actively supported and participated in the current season are the ones shaping its governance and direction. An email was sent to all 2025/26 members.

Please confirm the savings for getting an individual season ticket versus paying for each event individually?

Members save 8.5% in addition to:

- Priority access to events
- Simplified booking
- Greater value for regular competitors
- The model rewards commitment and supports financial stability for the tour — benefiting all members.

In 2027 we forecast a minimum of 10% discount.

Are the minutes available for the meeting that voted to change from a Limited Company to a CiC? Out of interest, what were the main drivers for the change.

Board meeting minutes are private company documents, not public records. To give some clarity to the reasoning behind the decision, the main driver for the Association to become a Community Interest Company (CIC) is to legally commit the business to serving a community purpose rather than maximising private profit and follow FIFG guidelines and requirements. It is also an important step to assist with the plan to ensure that the sport becomes a recognised sport in England and this in turn will open opportunities at club level for clubs to have increased access to grants and funding.

Is there plans to improve media coverage of players involved in overseas competition?

We have a new "Social Media Competition Policy" for 2026, this can be found in the Compendium on the Official website. We like to know when players are playing in other events, this policy allows this to work with the help of the members. As part of the association's continued efforts to increase visibility in the sport, we also have strategic plans in place to increase and add more structure to the content and frequency of content at all levels. Details of this to follow in the coming weeks.

What is the justification for the 50% increase in the membership fees?

The increase follows a 50% rise in player membership fees imposed by the Federation for International FootGolf (FIFG). To help offset this impact, the FGAoE has introduced a 50% discount (£25) for the Awards Dinner. The association is continually striving to improve quality and keep costs low for all members,

Do we have a list of outstanding roles (and responsibilities) that could be shared to members for consideration?

Three volunteer roles are available on the official FGAoE webpage. However, we have reached out to the full membership seeking volunteers and assistance during the last five years; unfortunately, these requests have received little to no response.

The Development squad is an excellent addition to the English season, is the team happy with its progression and current set up?

The Development Squad is a huge success story for the FGAoE, the excitement created for the players and staff in 2025 made everything worthwhile. We faced critique during the planning stages but the Association could not be prouder of what has been achieved in such a short space of time. With the new season there are opportunities to continue improving and developing the squad and with the appointment of the new captain we are excited for the new season. We are also actively seeking sponsorship and grants for the team.

What is the job specification for the paid role and it is assumed does not include President responsibilities. Who delivers the performance review and should it not be the case that this should have some independence from others on the board?

The association is a company which, like any other, must adhere to best practice guidelines. The performance review sits with a Board member and the FGAoE Accountant, ensuring accountability and appropriate independence. This structure, as well as adhering to 'normal' company operations, also reflects standard governance practice within national sports governing bodies. The paid (part-time) role is operational, administrative and strategic in nature and does not include Presidential governance responsibilities.

- Core focus areas include:
- Tour and Club operations and logistics, including course relationships
- Tour diary management, scheduling, costing, and course set-up
- Commercial partnerships
- Sponsorship development
- Governance and compliance
- Delivery of strategic growth objectives
- Player communications
- Nationwide course visits (existing and prospective venues)
- Day-to-day management of nationwide footgolf enquiries

What were the drivers behind the introduction of the awards evening in october?

The Awards Dinner is something that has always been discussed internally, we feel the rushed manner of the current way after the final event of the year is no longer acceptable. The chance to have a formal evening with partners and fellow FootGolf friends is important within the growth of the game.

What are the plans to grow the game within England. How is this going to be achieved and is there a need to share responsibilities around England?

The growth of footgolf in England has been the main aim since the start of the FGAoE.

Growth strategy includes, but is not limited to:

- Newly appointed head of development to help drive improvement and increase membership at all levels using not only a top-down approach but bottom up from general public uptake and at grassroots level. A strategic plan will be set out and shared in the coming weeks and months
- We have a clear plan to increase uptake in particular for women and children in the sport
- Improving social media and media coverage and actively seeking to gain more media coverage for the sport both at regional and national level

- Strengthening relationships with golf & footgolf venues and offering a more structured approach to communication and support
- Introducing footgolf to non-footgolf events
- Redefined clear participation pathways (club → regional → national → international)

FGAoE memberships:

2022 – 100

2023 – 175

2024 – 165

2025 – 243

2025 was the largest membership within England ever continuing to show growth and saw all but one National Tour event be sold out.

League members are asking why they pay considerably more for a club league game against a normal 'club member' price? (at their own course)

In this example (question from a South-East Gatwick player), the course charges £17:50 for a leisure round on a Sunday, which is more expensive than a Club League fixture.

However, League pricing reflects:

Tour administration

Rankings management

National structure support

While it may be hosted at a member's course, league fixtures are part of a nationally structured competition with additional operational costs and value attached.

How do you plan to grow the visibility of FootGolf online?

The association needs the support of players and clubs liking and sharing content whether it be at Club level, National Tour, or one of our other media avenues, we must get the basics right first.

The association is currently setting out a structured plan to both improve its own visibility online, work with other associations and with the clubs themselves. For example, the #thisgirlcan campaign is a national campaign focusing on getting women into sport. The association has been working to get footgolf involved in that campaign. More details of this and other campaigns will become evident throughout the season. We are also in initial discussions with an external sports marketing and online specialist to assist.

Given the 3rd financial loss within 5 years, should we reconsider the need for a full-time paid role?

The association has been running since 2020 and has faced challenges post covid as many other businesses. The financial context must be viewed strategically. The business is structured to be "not for profit" so it would be expected to make small losses and small profits.

The paid role is an investment in:

Commercial growth

Sponsorship acquisition

Long-term revenue sustainability

Organisational professionalism

Without centralised leadership, growth often stagnates. The focus is on turning short-term losses into long-term stability through structured development and commercial expansion. Additional paid roles and the need to engage with external providers in order to drive growth will also be necessary and does not impede the association's ability to serve its members.

What is the association planning to restore the Midlands Club League?

A working group will be set up in 2026 to look at ways to create growth and opportunity in the region using the many available courses to start to grow entry level FootGolf and to encourage the full-time FootGolf facilities to be the leaders in this project.

Why does the Forest Hill event price now include food?

To return to this prestigious venue, this was the only option available to us.

The inclusion of food reflects:

- Venue partnership requirements
- Enhanced player experience
- Value consolidation (rather than separate add-ons)
- A more professional event offering

With the Junior World Cup date now fixed, will the association be moving the Forest Hill event?

We are delighted and fully support the FIGG Youth World Cup, however the FIGG timing of announcing the event is extremely late and now unfortunately clashes with the Tour Championships. We will of course support our two qualifying players as much as possible as they begin their journey, but the tour Championships that have been booked and paid for four months ago will go ahead as scheduled as, much as it is disappointing, the date cannot be changed on the basis of two juniors being unable to attend.

1, Why are there no footgolf courses on the England tour this season. How can this be productive in attracting new players to start at the grass roots level? This would lead to greater growth in the number of participants in footgolf

Sysonby Acres Leisure course features twice on the National Tour in 2026.

However, the National Tour is the highest and most competitive end of the English FootGolf pyramid. The aim is to offer a level playing field on high quality challenging bespoke FootGolf courses which was the aim from our creation.

There are currently 14 leisure venues currently used for the grassroots Club league around the country which are also part of the regional and national tours.

Participation pathways (club → regional → national)

The association remains committed to introducing new and traditional footgolf venues where viable. Expansion must be strategic and financially responsible to ensure long-term success.

2, How do you intend to grow footgolf further in the south east area?

The South-East is the biggest region in the country player wise, growth is currently moving at a very good pace in the region but along with all regions remains important for continued FootGolf growth, the entry level FootGolf is key for any form of growth in any sport.

For the numbers to increase further, FootGolf clubs and players around the country should support the promotion of the local and regional club events.

3, What is being done to keep the costs to players at a minimum as year on year the fees to enter tournaments has increased.

Costs have risen across all sports mainly due to venue hire, as stated this is our first percentage increase since 2022. The FGAoE are very much in-line and in most cases cheaper than matching tournaments in FootGolf.

With the FGAoE players benefit from:

- Stable scheduling
- Improved event standards
- Development investment
- International pathway support
- Long-term sustainability

If the sport is to grow with the support of the association, then it must be understood that there may be increased costs in order to achieve this. Inflation and general price increases in the current

economic environment have also been a factor, and the association has done everything in its power to keep costs to a minimum.

### 1, England Team Eligibility – Increase from 6 to 8 Events

Can the Board please explain why the number of events needed to qualify for the England Team has increased from 6 to 8?

Many players who want to improve their European and World rankings need time and money to travel and compete abroad. Adding extra domestic events makes this harder.

Other top footgolf nations encourage their best players to compete across Europe and the world to gain experience and improve.

Has the Board considered how this new requirement may limit players' ability to compete internationally, and was it consulted with the players rep?

Would it benefit the England Team more if players had greater flexibility to play abroad while still meeting fair qualification standards at home?

The 8 events can be attained in two competitive weekends in England.

The Board's intention is to:

- Protect the integrity of England selection
- Ensure players represent England based on sustained domestic performance
- Strengthen the domestic tour as the backbone of international success

With accurate scheduling of the English National Tour creates very little clashes with the big events around Europe, players can still pursue European and World ranking ambitions while meeting fair and transparent qualification standards at home.

### 2, Growth of Footgolf Participation in England

One of the Association's stated objectives is to increase public participation in footgolf in England.

Can the Board share whether the number of people playing footgolf in England has increased over the past three years? If so, by how much?

If participation has not increased, what is the clear plan to grow the number of players?

Specifically:

- What actions are being taken to attract new players?
- Is there a marketing or promotion plan in place?
- How will success be measured and reported to members?

In simple terms, what is the step-by-step plan to get more people playing footgolf in England? We all want to see new faces and increase the depth of competition in England

Growth figures are shown above with the number of competitive players matching the licence increases. Club League had another successful year with the numbers still on the rise.

With further support from local clubs/courses advertising would assist with the growth in England. The association also has plans in place (see previous question) with the assistance of the head of development to increase membership at all levels.

### 3, Support for Footgolf Courses in England

Footgolf venues operate in a highly competitive leisure market, and maintaining financial viability — particularly as a footgolf-only facility — is increasingly challenging. The recent closure of Jurassic Footgolf highlights these pressures.

What specific actions is the Association taking to support affiliated courses in increasing customer numbers and long-term sustainability?

In particular:

- Is there a national marketing strategy that directly benefits venues?
- Are there support programmes (advice, promotional materials, partnerships, funding guidance) available to courses?
- Has the Association conducted any assessment of course closures and the underlying causes?

It is widely accepted that stronger venues lead to increased participation in club leagues and greater engagement with the National Tour. What is the clear plan to ensure courses remain viable and grow?

Most courses are stand-alone businesses, and we have no control over the inner workings of their footgolf course. Previous attempts at closer relationships have failed and, in some cases, tarnished the reputation of footgolf in England. However, we are looking at options to work more closely with courses moving through 2026. More details to follow as we discuss how best to manage this.

Yes, we are currently working on a national marketing strategy that will help bring benefit to venues. Whilst it is the responsibility of the individual businesses to manage their own private businesses, the association is keen to support in any way it can. Some of the steps the association is making will lead to opportunities for grants and assistance at local level. Once we have more clarity on this we shall share and begin implementing this.

Course closures are not something the association can necessarily influence as they are privately run entities. However, going forwards we shall be reaching out to courses to provide the option to affiliate with the association and enjoy the benefits that that will entail.

£12,000 was returned via the Club League to footgolf leisure courses during 2025.

1 - What is the strategy Footgolf England are taking to gain investment to promote the sport. Adoption of CIC status and working with the new head of development to structure a clear growth strategy. This will have focus on both sponsorship at national level but also has the intention of opening up grants and other opportunities at club level for individual courses.

2 - what are you doing to help clubs increase footfall and gain more players into leagues such as the midlands and South West.

Advertisement & email in all areas currently take place, FootGolf Clubs also need to be proactive in creating new players and introducing to grassroots level FootGolf. New campaigns which clubs can also enjoy the benefits of will be shared as we finalise details

3 - Course management- it's a full time job and in some instances money is tight to keep developing courses to play on, what support is being given to course owners/managers during the season? Course owners are stand-alone businesses that are not affiliated to the FGAoE, sadly the affiliation programme failed under the previous regime, and we aim to reopen in 2026/27. But we are always on the end of a phone or email to assist any course that needs help or direction.

4 - the winter league in the SE was a success, showcasing a strong number to show up in horrendous weather. These players are spending a lot of money, taking time out of their private lives to play as much as possible. Does this not show the association that You need to create more revenue and exposure to help the sport grow into something a lot bigger?

The association hit record participation numbers at all levels in 2025. All levels will continue to grow if player, clubs & courses work together.

5 - What are the 3-5 year targets for the association to grow?

- To increase membership year on year and gain recognition as a sport
- Ensure the association is in a financially stable position to be able to add employees and continue to drive growth
- Increase uptake at grassroots level with a strategic campaign to increase awareness
- Work with schools and other associations

6 - What sponsorship plans are in place?

The association is always working hard to gain sponsors; however, this is one of the most difficult tasks in footgolf. For example, the FIG has no direct sponsorship. We are currently in discussions with a number of companies and once we have sponsorship in place it will be announced.

7 - how can the association utilise the business skill set within the members to help grow the sport? We are in this together at the end of the day.

We have reached out to the full membership seeking volunteers and assistance; however, unfortunately, these requests have received little to no response.

I would like to ask, since becoming a CIC, could the board provide an overview of how the total annual income is proportioned between administrative expenses(including salaries, consultancy and overheads) and direct investment into the development of footgolf.

Additionally, could you explain how spending decisions are reviewed and approved and what safeguards exist to manage conflicts of interest and ensure funds are applied for the benefit of the sport and the members.

We operate under a clear community benefit mandate. Our annual income is carefully balanced between essential administration (including staffing, governance, compliance, and operational costs) and direct investment into the development of footgolf. Our priority is always to maximise reinvestment into the sport while maintaining the professional standards required of a NGB.

All spending is overseen through regular financial reporting including regular meetings with an independent accountant. Major expenditures are assessed against our strategic objectives and expected member benefits.

We also operate with strong governance safeguards, including a formal conflict of interest policy, a register of interests, director recusal where required, and full compliance with CIC reporting requirements.

We remain committed to transparency and ensuring all funds are applied responsibly for the benefit of the sport and its members.