

KOPPLIN KUEBLER & WALLACE

THE MOST TRUSTED NAME IN EXECUTIVE SEARCH AND CONSULTING

CHAIR PROFILE: THE NATIONAL GOLF CENTRE AT WOODHALL SPA LINCOLNSHIRE, UK

CHAIR OF THE NATIONAL GOLF CENTRE AT WOODHALL SPA

This is a unique opportunity for an experienced leader to become the Chair of The National Golf Centre (NGC), which is regarded as one of the best golf facilities in the UK. The new incumbent will follow the retirement of a 17-year tenured Chair who has been instrumental in delivering a significant period of development in the facilities, operating standards, and fiscal growth, leading to self-generated investment into the site of some £10M.

The board is looking for an experienced Chair to lead the board of Woodhall Spa Golf Management (WSGM), the company tasked with operating the NGC and a wholly owned subsidiary of England Golf. They will oversee the construction and reopening of a new clubhouse and explore further opportunities to develop the NGC within the overall aims of England Golf. The new Chair of WSGM will inherit a facility and business that is well-positioned to take advantage of the upcoming improvements and a talented and committed management team capable of delivering the enhanced facilities under the guidance of an experienced and thoughtful leader.

ABOUT THE NATIONAL GOLF CENTRE AT WOODHALL SPA

The National Golf Centre at Woodhall Spa is the home of amateur golf in England and provides a first-class coaching environment for the National Squads, as well as excellent golfing facilities available to all players, whatever their handicap.

The National Golf Centre encompasses two 18-hole golf courses, The Hotchkin and The Bracken. The practice facilities represent some of the finest in Europe and include: a pitch and putt course, two short-game areas, a 16-bay Toptracer driving range, two indoor coaching and club-fit studios, a dedicated putting studio, a gym, a physio room, and a squad room. Currently, the academy hosts all England-based national squad training, most regional squad training, and other elite coaching groups, which include overseas, warm-weather training. There is also a strong commercial coaching element being developed with the purpose of being a true centre of excellence that incorporates the latest developments in sports science.

The Hotchkin Course at Woodhall Spa has been privately owned by the Hotchkin family since 1919. In 1995, the English Golf Union (the then governing body of English men's amateur golf), acquired the golf course at Woodhall Spa and associated facilities to create a National Golf Centre. The Hotchkin is a renowned championship golf course that has consistently been rated in the world's top 100 courses since records began in the 1930s. Tom Doak's recent and subtle restoration has further enhanced the quality and reputation of the course. The Hotchkin is also rated as an SSSI, such is the rarity of the habitats that are found within this heathland environment.

Created by Donald Steel, one of Britain's foremost golf course architects of the modern era, The Bracken Course, which opened in 1998, is a contemporary classic and the perfect complement to The Hotchkin Course. The Bracken has evolved into a course of exceptional finesse that is appreciated and enjoyed every day by golfers of all abilities.

The aims of The National Golf Centre at Woodhall Spa include:

- To provide a venue for major championships
- To provide a centre of excellence for coaching the national squads
- To maintain the reputation of the Hotchkin Course in the world ranking lists
- To offer golf and facilities to England Golf members at an appropriate rate

- To continue the current relationship with Woodhall Spa Golf Club members
- To present all facilities and services to the highest possible standard

Approximately £10 million has been re-invested back into the site including projects such as new irrigation systems, a full Hotchkin Course Renovation Programme, new buildings, additional facilities, and updating equipment and services.

Construction of a new clubhouse incorporating retail, hospitality, tournament facilities and a heritage space will commence in February 2026 with a build time of some eighteen months.

THE NATIONAL GOLF CENTRE AT WOODHALL SPA BY THE NUMBERS

- At present, there are approximately 950 Members across all categories
- Joining Fee for 2026 - £1,925
- Annual Subscriptions for 2026 - £1,925
- 36 holes of golf with approximately 60,000 rounds played per annum
- Annual Dues Volume - approximately £1.1M
- Food and beverage volume: approximately £725K
- There are approximately 60 employees, 40 of whom are full-time
- Total Annual Revenues - approximately £4.0M
- EBITDA - approximately £800k

THE NATIONAL GOLF CENTRE AT WOODHALL SPA WEB SITE: www.woodhallspagolf.com

CHAIR POSITION OVERVIEW

- Provide strategic leadership as non-executive Chair of the Board of Woodhall Spa Golf Management Ltd, the operating company of The National Golf Centre at Woodhall Spa.
- Serve a fixed four-year term, ensuring continuity, stability, and effective long-term governance.
- Lead and support an effective Board, setting clear strategic direction while maintaining appropriate oversight of executive management.
- Together with the Managing Director, WSGM acts as the principal link between Woodhall Spa Golf Management Ltd and England Golf, maintaining a strong, transparent, and constructive working relationship aligned with England Golf's values and strategic objectives.
- Ensure the National Golf Centre operates to the highest standards of governance, commercial performance, facilities, member experience, and national squad delivery.
- Bring a commercial operator perspective, ideally with a background in golf, membership clubs, hospitality, leisure, or sport, balancing elite performance requirements with sustainable commercial outcomes.
- Chair four Board meetings per year and take responsibility for agenda setting, preparation, review, and timely circulation of all Board papers, the effective conduct of meetings, and oversee the implementation of the WSGM Strategic Plan.
- Provide leadership and oversight during a major capital development phase, including the construction and opening of the new clubhouse, ensuring robust governance, risk management, and financial control.
- Support the executive team in identifying and evaluating future development and investment opportunities aligned with the National Golf Centre's long-term vision.
- Uphold the heritage, reputation, and environmental responsibilities of Woodhall Spa, including stewardship of The Hotchkin Course as a globally ranked and SSSI-designated asset.
- Act as an ambassador for the National Golf Centre, representing the organisation with key stakeholders and within the wider golf and sporting landscape.

REMUNERATION AND BENEFITS

The term for this position is an initial four years with a maximum term of eight years; the position is remunerated.

INSTRUCTIONS ON HOW TO APPLY

Please upload your CV and cover letter, in that order, using the link below. You should have your documents fully prepared to be attached when prompted for them during the online application process. Please be sure your image is not present on your CV or cover letter; that should be used on your LinkedIn Profile.

Prepare a thoughtful cover letter addressed to the **Appointment Panel at WSGM** and clearly articulate your alignment with this role and why you wish to be considered for this position at this stage of your career.

You must apply for this role as soon as possible but no later than Monday 16th February 2026. Candidate selections and first-stage interviews will be in late February 2026, and the second interviews in early March 2026. The new Chair should assume his/her role by the beginning of April 2026.

IMPORTANT: Save your CV and letter in the following manner:

“Last Name, First Name CV”

“Last Name, First Name Cover Letter – National Golf Centre”

(These documents should be in Word or PDF format)

[Click here](#) to upload your CV and cover letter.

If you have any questions, please email Patty Sprinkle at patty@kkandw.com or Michael Herd at michael.herd@kkandw.com

Lead Search Executive:

Michael Herd

Head of International Search & Consulting, KOPPLIN KUEBLER & WALLACE

O: (833) KKW-HIRE, ext. 710 – United States

M: +44 (0) 7903 035312 – United Kingdom

michael.herd@kkandw.com