



## **Crown Golf Announces 2009 Award-Winners**

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The CMAE is pleased to announce that 25 members of the senior management team at [Crown Golf](#), the UK golf industry's largest owner and operator, have become CMAE [Corporate Members](#) for 2010. Crown Golf's CEO, Stephen Lewis, has taken the decision so that Crown Golf's management team can participate in the CMAE's [management development programme](#).

Crown Golf held its annual conference at the group's flagship property St Mellion International Resort, from 24-26 November.

Among the 80 delegates were management teams from the company's 31 golf clubs, plus staff from Crown Golf's Binfield, Berkshire headquarters, led by Chief Executive Stephen Lewis.

And the climax to the three-day conference, the Crown Golf Annual Awards 2009, highlighted the best-performing clubs and individuals within the group. For the first time, the group also gave awards for Health & Safety Compliance.

Commenting on the conference and on Crown Golf's trading year, Stephen Lewis said: "Our 2009 management conference helped us to build our plans for 2010, whilst providing a means for our senior staff to socialise, to devise innovative ideas, and to recognise outstanding performance amongst their peers.

"It was a stimulating few days, and it was good to see our senior team congregate in a typically buoyant mood. Despite challenging trading conditions this year Crown Golf has ridden the wave of uncertainty, and following a successful membership renewal in the spring we have traded strongly through the summer months."

Crown Golf's overall Club Of The Year was The Bristol GC, which took the top award against fellow nominees Traditions Golf Club, St Mellion International Resort and Hampton Court Palace Golf Club.

In the individual awards, Tom Brooke, from South Essex Golf Centre, won the company's coveted General Manager Of The Year award, while Chris Cumbes from Eccleston Park GC won Course Manager Of The Year.

The other key Club Awards winners were:

- Retail Team Of The Year: Eccleston Park GC
- Greenkeeping Team Of The Year: Wickham Park GC
- Food & Beverage Team Of The Year: St Mellion International Resort

- Sales Team Of The Year: The Bristol GC

The group's inaugural Health & Safety Compliance Awards were endorsed by the British Safety Council, and were presented by Colin Toombs, BSC Senior Account Manager. An audit had been in place for the previous 12 months, looking at achievements and progress in H&S compliance across the Crown Golf group. The audit represents the legally compliant documentation required by regulatory authorities. Crown Golf itself is an active member of the Institute of Safety & Health, and is signed up to the Health & Safety Executive's nationwide 'Be Part Of The Solution' strategy pledge.

The Health & Safety Compliance Award winners were:

- Clubhouse H&S Compliance Winner: South Winchester GC
- Food & Beverage H&S Compliance Winner: St Mellion International Resort
- Greenkeeping H&S Compliance Winner: Cams Hall Estate GC

Commenting on the company's annual Awards, Crown Golf Chief Executive Stephen Lewis said: "The year-end awards are hotly contested, and a win is a huge source of pride to our team members. We've been delighted with the exceptional results shown at many Crown Golf clubs in 2009, and we were pleased with the number of worthy nominees in all categories."