



MEET THE DIRECTORS



CHARLES PAYNE

CHAIR & COURSE DIRECTOR | COURSE, ENVIRONMENT & SUSTAINABILITY

The Board has appointed me as Chair for a further 12 months, alongside my role as Course Director.

Our focus remains on three key areas. Firstly, the land sale, where significant progress has been made. East Riding’s Planning Committee voted 7–3 in favour of our application for the land alongside the 15th hole. This now requires ratification by the Strategic Planning Committee, and we will update members when this is confirmed.

Secondly, our 10-Year Strategic Plan. The new Directors have been given the opportunity to review and contribute, with the completed plan due to be shared with members within the next 4–6 weeks.

Finally, we will continue improving communication so members are kept informed about key Club activities, investment and expenditure.

As Course Director, I work closely with Gareth and his team, who have done an excellent job maintaining the course in challenging conditions. Our longer-term course objectives will be set out within the Strategic Plan.



RICHARD TOWNSEND

DIRECTOR | FINANCIAL RESILIENCE, REVENUE DIVERSIFICATION

Following a career in Corporate Banking and Corporate Finance, I joined the Board in 2023 prior to becoming Club Captain in 2024. I am also currently undertaking the role of Acting Finance Director, as I have done on a previous occasion, pending the recruitment of a suitable candidate.

My responsibilities include representing and looking after the interests of the Course Company on the Board, and helping and supporting the General Manager in his day-to-day duties.

I have been a member for 15 years and I’m driven by the desire to see the Club improve its offering to members and, at the same time, prosper financially, thereby allowing further investment in our course and clubhouse. My wish is for the Board, the various committees, other stakeholders, staff and members to work collaboratively as one team in the greater interest of Brough Golf Club.



ANDY PRICE

DIRECTOR | MARKETING, BRAND & DIGITAL MODERNISATION

I first joined Brough Golf Club in the late 1980s alongside my father, who remained a member until 2024, so the Club has been part of my life for a long time. More recently I’ve been one of the junior organisers, helping to grow our junior section and develop the players who will be the future of the Club.

My career started in engineering. After studying mechanical engineering in Sheffield, I spent several years working in hydraulics in Essex and aerospace in Hertfordshire. Twenty years ago I came back to my roots in East Yorkshire to run my own insurance brokerage, with our offices in Hull.

I’m a bit of a geek at heart with a passion for all things digital, which supports my role on the Board as we move the Club forward on its digital journey. Over the next few months you’ll see Club Systems replaced by Golf Genius, a new website, better ways of keeping in touch with members, and a stronger offer for our sponsors and visitors.



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TRACEY LILLEY

DIRECTOR | GOVERNANCE & OPERATIONAL MODERNISATION

My name is Tracey Lilley. Following the AGM, I have joined the Board of Directors with responsibility for Governance, the Strategic Plan, and Health & Safety.

My professional background aligns closely with these areas. I currently work for a regulator within the Homeland Security portfolio, managing a regulated quality improvement scheme in private security. My role requires clear strategic direction and strong governance controls, ensuring policies and procedures support focused business plans and measurable Key Performance Indicators (KPIs).

I am honoured to join the Board and have already started several workstreams to strengthen governance at Brough Golf Club. Over the next six months, I intend to conduct a full review and identify areas where our governance can be improved.

As a home worker, I hope to be visible around the Club whenever my work commitments allow. If you see me, please do come over and say hello.



ANDY PILLING

DIRECTOR | LAND SALE, ESTATES, CLUBHOUSE

My name is Andy Pilling. Thank you for placing your trust in me to serve on the Board of Directors, where I have taken responsibility for Clubhouse & Estates, including the Land Sale and associated projects.

The role aligns with my professional experience in project management, corporate licensing, mergers and acquisitions, and my desire to improve the experience of being a member of Brough Golf Club.

My immediate priority is progressing the land sale and understanding the opportunities it may provide. Regardless of the outcome, we need a clear plan for a clubhouse that reflects the quality of our golf course.

I will also explore opportunities to increase revenue and make better use of underutilised Club assets, while developing a structured maintenance programme to ensure our facilities are proactively maintained and improved.

Good communication is essential, and I will provide members with regular updates on our plans and progress.



STEPHEN DAVIS

DIRECTOR | MEMBERSHIP GROWTH, RETENTION, SATISFACTION

I am delighted to be joining the Board, having been a member of the Club for more than 30 years. Following my recent retirement, I look forward to drawing on the experience gained from owning and running a logistics business to support the Board in achieving the goals set out in the Club's Strategic Plan.

Our members are the mainstay of the Club, and I believe the Board's decisions and actions should reflect their views and serve their interests. Over the coming months, work will begin on developing more detailed operational plans within the scope of my role. Members' ideas, feedback and involvement will be both welcomed and valued.

I look forward to working with the Board and our members to help secure a successful future for the Club.



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WILL MANSFORD

CLUB CAPTAIN 2026

It is a real honour and a privilege to be Club Captain of Brough Golf Club for 2026.

Being a young Club Captain is something I'm incredibly proud of, but I also see it as a responsibility. I want to use this role to bring people together and help make our Club a place where everyone feels welcome, valued and proud to be a member.

Golf has given me so much — friendships, opportunities, challenges and memories that I'll carry with me for years to come.

As Club Captain, I'll give the role everything I have. I'll lead with passion, listen to our members and do my very best to make this a year that we can all look back on with pride.

Brough Golf Club has a great history, but I believe its best days are still ahead of us.



NEIL THOMPSON

VICE CAPTAIN

I joined the Club in 2012 after a career in professional football as a player, coach and then manager. Recently semi-retired, I am now working part-time for a Premier League football club.

I have enjoyed working closely this year with the Captain and the Board, learning about the workings of the Club. I am passionate about Brough Golf Club and look forward to representing the Club as your Captain in 2027.

I have a host of events in 2027 raising money for my chosen charity, "The Daisy Appeal", and look forward to a successful year both on and off the course.

