

Snowsport England

Minutes

Youth Development Committee

Minutes: Tuesday 17 January 2017

Tele-conference

1. In attendance:-

Dominic McGonigal (DM) (chair), Taryn Archibold (TA), Alan Edwards (AE), Chris Stroud (CS), Bryan Thomas (BT), Luke Williams (LW), Victoria Crampton (VC), Betony Garner (BG), Phil Brown (PB)

Apologies;

Sarah Campbell Woodward (SCW)

2. Minutes of last meeting (3.1.17) and matters arising:-

Modified minutes formally approved with no amendments.

General

- Phil Brown has joined the YDC with unanimous approval from the committee
- No progress on discussions re ESSKiA and SSE between BT & SCW, TA agreed to speak with Mark Vernon (Chair of ESSKiA)
- BT has put need for Level 1 officials courses to appear on SSE website on SSE agenda

3. NSSW

- CS has sent details of SCO1 and ASCL courses to VC
- No progress on engagement with Equity re sponsorship for NSSW. VC to continue chasing
- Schools on the database purchased by SSE have been emailed re NSSW. LW reported approx 15 enquiries so far. It appears that most Independent Schools are not on the database
- DM has had no further contact from Roman Neveykin re YST ambassadors and BG has had no contact re article on leadership
- LW reported flyers have been printed. Agreed that 50 would be sent to each participating facility with a covering letter. VC will send a copy to

all committee members. Phil Brown to be sent a jpeg/pdf for his use.
VC to communicate with Claire re flyers for SCO & ASCL courses

- LW has very effectively 'badgered' committee members re contacting facilities
- BG has progressed Launch Event, which will take place on Friday 21 April at Hemel. 100% certain that Graham Bell will attend. Not yet heard from Eddie the Eagle. We will contact local schools for pupils to attend. Eddie and Graham will give a motivational talk to pupils. Hoping that Graham Bell will liaise with Jump celebrities such as Sir Bradley Wiggins and BG will see if Graham Bell could mention NSSW at the end of Ski Sunday. (Perhaps on 5 February)
- **Project update from TA**
- 12 Facilities have confirmed participation, 6 still to confirm. Agreed that BG should include the remaining 6 in the press release. Since the meeting we now have 20 facilities signed up. VC will upload the press release onto SSE website. Press release to be sent to Andorra via VC
- TA/LW to send a personal note to all of the facilities that have signed up.
- A web address NSSW@snowsportengland.org.uk to be set up by VC
- Next comms will be before half term
- BG now engaged in targeting selling to Education press
- In the next 4-8 weeks:
 - Press release
 - Flyers out
 - Keep mailing to School database
 - Use social media with Ambassadors
 - BG & VC to keep DM & PB informed as he will cascade to his followers
- Flyers to be provided to Schoolgirls and Schoolboys race and IAPS
- VC will ask SCW to circulate information to all ESSKiA schools
- VC to circulate Social Media TAGS to all committee members
- TA will monitor school sign up via dedicated email

4. Pathway to Youth Participation

- CS has circulated an excellent document and he will send it to VC to be 'stylised'.
- Formal thanks given to CS from the committee for his excellent work
- Finalised pathway will go onto our Landing Page

5. School's Bulletin

- CS to send VC edited content re SCO & ASCL courses
- BG will edit press release and send to VC for inclusion
- VC agreed to circulate bulletin by 27.1.17

6. SSE Board

- DM will produce an update on the activities of YDC and will highlight the purchase of The School's Database, £10,000 sponsorship and recruitment of ambassadors

7. Date of next meeting

- Tuesday 28 February at 9.00pm via conference call

8. AOB

- BT & LW to co-ordinate the sign up to School's membership of SSE at all School's races across England in 2017
- Place on our next agenda the need to write to all clubs and regions who are holding School's races so that they get information to us.

Agreed actions:-

Speak with Mark Vernon re ESSKiA and SSE	Taryn
Continue in attempts to engage Equity	Victoria
DM & BG to engage with Roman Neveykin	Dominic & Betony
Circulate flyers as agreed	Luke
Flyer sent to all committee members	Victoria
Phil Brown sent jpeg/pdf of flyer	Victoria
Confirm Eddie the Eagle's attendance at launch	Betony
Talk to Graham Bell re 'The Jump' & Ski Sunday	Betony
Send a personal note to participating facilities	Taryn & Luke
Set up NSSW email address	Victoria
Contact SCW re circulating NSSW information to ESSKiA schools	Victoria & Alan
Send final edited content re SCO & ASCL to VC	Chris
Send edited press release to VC	Betony
Circulate School's Bulletin to member schools on 27.1.17	Victoria
Provide SSE with an update on YDC activities	Dominic
Place communication with School's races re School's SSE membership on next agenda	Dominic