

Snowsport England

Minutes

Youth Development Committee

Minutes: Monday 27 March 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), Sarah Campbell-Woodward (SCW), Phil Brown (PB)

Apologies;

None

2. Minutes of last meeting (28.2.17) and matters arising:-

Minutes formally approved with one amendment: @Get a quote to make a professional video of NSSW should read Taryn, not Luke.

General

- Bulletins of 4.1.17 and 27.1.17 sent out by VC to full school members of SSE

3. NSSW

- New sponsors no official progress to report yet. Andorra will attend the Press Day at Hemel on 21.4.17. VC will invite 2 x prospective sponsors to the event
- Flyers distributed as agreed
- A further note was sent to the facilities
- Taryn will try to get a quote for a professional video of NSSW next week. iPhone footage will not suffice. NSSW website showing a very good response to the advertising given to NSSW. 860 unique visits in

the past month. Unfortunately there is no data with which to compare this with last year

- Contract tree completed
- NSSW copy on website was refreshed
- VC is chasing Andorra re promotional items for distribution
- **Project Update from TA**
- TA asked all committee members to send the new Dave Ryding flyer to all of our personal school contacts
- LW confirmed that it had been sent to all County Sports Partnerships
- CS was concerned that teachers attending SCO and ASCL courses in recent weeks had heard nothing at all re NSSW. We still have problems reaching all interested schools
- It was reported that Tamworth Snozone are offering free taster sessions and using a big advertising campaign. They are getting a massive response. Could we share this with other facilities that are not actively advertising NSSW?
- VC will email facilities reminding them that School Easter holidays are very close and that marketing must happen now
- Agreed that we use circa £500 from our budget to retarget visitors to NSSW we page
- BT felt that many facilities are not good at marketing
- PB stated that he had 2-300 schools on his database but that there had been no response from these schools. We need to get facilities to send promotional materials out. At the moment many expect us to do it all
- SCW asked if the timing of the week was a problem and CS stressed that if the teacher responsible for skiing was a PE teacher, then they would be focused on PE examination moderation at this time
- It was felt that the PR coverage of NSSW had been excellent
- Committee members to email LW re availability for slope visits during NSSW and LW/TA will allocate visits
- **COMMS from VC**
- Dave Ryding mailer had gone to 16,500 destinations
- TA will complete a simple template to be sent to participating facilities and a hard copy for attendees to complete during their visit so that we can capture attendees data and then give them a free SSE Schools membership
- VC provided data re visits to NSSW website: 1.3.17 – 26.3.17

680 sessions

545 New visitors

135 returning visitors

Bounce rate – 54.56%

Average 2.68 pages per view

Average session duration – 1 minute 42 seconds

22,712 subscriber school contacted, 7.9% open rate

Mailer to Club Chairs & Secretaries – 120 subscribers, 40.2% opens, 6.0% clicks

- **PR from BG**
- Interview with Dave Ryding is being broadcast by First News on Friday 31 March
- BG will produce another release 2 weeks before the event
- Committee members were asked to email BG if they intended to be present at the Press launch on 21.4.17

SSE membership

- BT reported that discussions with Tim Fawke had taken place. No extra fee for SSE was required above ESSKiA membership fee. BT & SCW agree to this approach in principle. BT to get formal agreement from Tim Fawke
- SCW stressed that there would be a lag time in implementing this as it would have to go to ESSKiA AGM in October 2017 and then take effect from June – October 2018

4. Date of next meeting

- Tuesday 18 April at 9.00pm via conference call
- Face to face meeting at Sportspark, Loughborough on Sunday 21 May at 12.00. LW to book a room

5. AOB

- None

Agreed actions:-

Invite 2 prospective sponsors to the press launch day	Victoria
Get quote for NSSW video	Taryn
Send Dave Ryding mailer to all of our contacts	All
Send reminder to facilities that Schools' Easter holidays are very close	Victoria
Retarget visitors to NSSW website	Victoria
PR release 2 weeks prior to event	Betony
Produce an attendees template for Facilities	Taryn

Produce a hard copy template for attendees to complete
Email Luke re availability for slope visits during NSSW
Reply to Betony re committee attendance at press day
Confirm joint membership arrangements with Tim Fawke

Taryn
All
All
Bryan