

# **Snowsport England**

## **Minutes**

### **Youth Development Committee**

**Minutes: Sunday 27 November 2016**

**Sportspark, Loughborough  
University**

#### **1. In attendance:-**

Dominic McGonigal (DM) (chair), Taryn Archibold (TA), Sarah Campbell Woodward (SCW), Alan Edwards (AE), Betony Garner (BG) via tele-conference, Chris Stroud (CS), Bryan Thomas (BT), Roman Neveykin (RN) Jan Doyle (JD)  
Phil Brown (PB) by tele-conference,

#### **Apologies;**

Luke Williams (replacing Carrera Clarke)

#### **2. Minutes of last meeting (15.9.16) and matters arising:-**

Minutes formally approved with no amendments.

- Budget for NSSW 2017 completed
- Chase Tim Fawke to suggest a committee member from another sport. On hold
- YDC plan for 2016/17 recirculated
- Andorra will support NSSW with £5,000. Victoria Crampton still in negotiation with Equity
- A project plan for 2017 has been prepared by TA. Agenda item.
- SGO meeting at Telford has been and gone.
- SCW has sent a mail shot to all ESSKiA school members re NSSW.
- Eddie the Eagle signed up to NSSW. Chemmy Alcott not to be followed up.
- CS has sent information to TA re Pathway for Youth Participation document.
- Phil Brown participating in this meeting.

### 3. Welcome

- Roman Neveykin (Youth Sports Trust) and Phil Brown (BISS and NSSA) were formally welcomed to the meeting by DM.

### 4. National Schools Snowsport Week, 24-30 April 2017

- TA reported that the plan for 2017 was now fixed. Facilities and clubs were to be grouped together and asked to give us **their plan** for NSSW.
- All facilities had been contacted (November 11) but none had yet replied. Initial deadline for reply is 1<sup>st</sup> December.
- PB stated that schools (except ESSKiA members) did not know about it and this was an absolute priority.
- BG stated that her PR does not get directly to schools.
- **Agreed that we should prioritise 12 facilities from last year and TA, BT and AE (Gloucester) would make personalised approaches.**
- PB stressed the commercial nature of facilities and their need to make a profit. 'What will they get from buying in'? DM stressed that they would get advertising and comms through SSE networks.
- CS asked if information could go out via tour companies. AE agreed to talk to Equity.
- CS also asked if we were using the school's data base purchased by Victoria Crampton.
- RN will ask if we can use the Youth Sports Trust portal to publicise NSSW. RN agreed to explore Social media avenues.
- BG to liaise with RN re a leadership article.
- BG reported that information re NSSW had gone to the education press. A PR stunt was to be arranged involving Eddie the Eagle and Graham Bell. BG reported a good social media reaction to our 4 ambassadors: Eddie the Eagle, Dave Ryding, Aimee Fuller and Graham Bell.
- A target of 8<sup>th</sup> January was set for having x amount of facilities signed up to NSSW.
- TA presented a sample flyer to be handed out to participants on courses. BG and PB offered to assist in making appropriate improvements. PB offered to hand them out to individual participants in courses that he ran. TA agreed to print 5,000 and to distribute via as many avenues as possible. A priority is to have them available for Phil Brown's Basecamp event on 14-18 December.
- DM reported that Tim Fawke had assured him that the link from SSE website to NSSW site would be activated 'very soon'.

- DM agreed to a request from SCW to ensure that the website was amended to only offer schools one years free membership of ESSKiA **for schools new to ESSKiA**, if they joined SSE schools membership.
- **SCW requested that the ESSKiA logo be included in the banner at the bottom of the homepage of the SSE website.**
- **SCW requested that a brief explanation of what ESSKiA is should be included in the schools section of SSE website.**

### **Sport England Bid**

- JD gave a summary of the process leading to SSE bid to Sport England. The focus would be on inactive people. |Funding emphasis now has to be on retaining those already involved rather than new involvement. Funding implementation will be April 2017 and the funding received by SSE is certain to be reduced.
- NSSW is part of the SSE bid as it involves youngsters already participating in snowsport.
- The current level of 6 Development Officers is likely to reduce to 3 over the coming years.

### **5. Pathway to Youth Participation**

- We need to stress free-style as well as alpine in our document.
- CS agreed to bring the 4 documents together by 19<sup>th</sup> December so that JD can include it in the Sport England bid.
- TA agreed to send the separate documents to PB immediately for his perusal.

### **6. Youth Sports Trust**

- RN gave an overview of his work and that of YST.
- RN invited the YDC to investigate leadership pathways in skiing that involved pupils that did not actually ski.
- The Hub School Network was highlighted and how Surfing, Horse Riding and Skateboarding had been involved. He agreed to see if skiing could be included in the future.
- YST can make 3 Sports Ambassadors available to schools in the lead up to NSSW and during the week itself. DM agreed to liaise with RN on this.

### **7. Date of Next Meeting**

- Tuesday 3 January 2017 at 9.00pm by conference call.

### **8. AOB**

- AE asked what schools who had joined SSE Schools membership could expect to receive. A bulletin would be sent out in January 2017.

- BT agreed to contact Ryan Grewcock to ensure that Level 1 Official Course information goes from the regions onto the SSE website.
- SCW asked for clarification of what SSE wants from ESSKiA. BT agreed to speak with SCW.

**Agreed actions:-**

Contact targeted facilities re NSSW	Taryn, Bryan, Alan (Gloucester)
Check if YST portal can be used to	
Communicate NSSW	Roman
Talk to Equity re mailing list of schools	Alan (after checking with Victoria)
Produce an article re Leadership	Betony & Roman
Liaise on flyer content	Taryn, Betony & Phil
Get Flyers printed & distributed	Taryn
Get NSSW web-site on SSE website	Dominic
Amend ESSKiA offer on SSE website	Dominic
Compile one document on Youth	
Participation pathway	Chris
Liaise re use of YST ambassadors	Dominic & Roman

**Ensure that Level 1 courses appear on**

**SSE web site and ESSKiA details are included**

**as detailed in the minutes**

Clarify SSE & ESSKiA joint working

**Bryan**

Bryan & Sarah

**Co-ordinate production of January**

**newsletter**

**Dominic**