



**Committee chairs meeting**  
**Conference Call**  
**Minutes – 5<sup>th</sup> September 2017 7.30pm**

**Attending**

Lloyd Jenkins – Alpine  
Bryan Thomas – Alpine & Finance Director  
Richard Barbour - Coaching  
Martin Carr - Freestyle  
Glennis Dore - Nordic  
Gerry Wigglesworth – Schools Advisory  
Dominic McGonigal – Youth Development  
Tim Fawke - CEO  
Jan Doyle - Head of Development

**Apologies**

No apologies

TF welcomed everyone to the meeting and thanked them all for attending and great to have all committee chairs present.

**1. New ways of working**

New Sport England grant started back in April and was a lower amount resulting in a change of focus. Operations team have been looking at the staff structure we have in place and aligning this to deliver the SSE strategy and the SE funding. It will be a more centralised approach

Need to be clear this does mean less money, less resources and a new way of working.

Information has been sent to the wider industry and to the membership in a board update which I hope you have seen (link below if you didn't see this)

<http://mailchi.mp/snowsportengland/nno8kbv9xq-565329?e=2b135b6220>

SSE strategy and the SE funding is focused on participation, membership, talent and commercial. While this does mean challenges ahead, the focus of the funding is directed more at the core market of snowsport participants and aligns more with our clubs than the previous grant.

**2. Committee Budgets 2018**

The budget process for 2018 has started and templates have been sent out to all the committees. These need to align to our targets and hopefully this will result in better reporting, both on the finances and the number of members signed up in each committee's category on a monthly basis.

As an organisation we have a challenging few years ahead as we have a reduction in grant income over the coming years. We need to look at ways of being more efficient as well as additional income and this is across the whole organisation. There is a need for committees to look ahead and look at how they can deliver a larger surplus. SSE is part of a pilot looking at shared services across all NGB's on the Loughborough campus.

The budgets need to be finalised by the November Board meeting (22<sup>nd</sup> Nov). TF will be in contact with each committee to help move this along.

DM asked about the YDC as they are reliant on the sponsorship income to make sure the events can go ahead. TF confirmed that Vic had NSSW as a priority but as yet had not secured a sponsor for NSSW, but she was confident that she will. TF to make sure DM gets update reports from Vic.

BT said the YDC plan should be put together with a budget of 5K until any sponsorship income was confirmed. BT to make sure he has an update before next YDC meeting.

BT - we will be looking at all fees for 2019 and an increase will need to be implemented. We will be looking at these over the next year.

GD asked when the information on membership numbers for each committee would be available. TF stated the aim is that these would start to be distributed from November 2017 onwards.

### **3. Targets**

#### **a. Overview of targets**

- i. Participation – The measure we have here is increasing the contact details we have for Snowsports participant to 60k over the 4 years
- ii. Membership – Target is 3500 individual members. This is an increase from 2600. We need to get a baseline for club membership once the new system is up and running as this is a clear target to increase the number of club members. Over the cycle we have an aim to increase this by 10%
- iii. Talent – To have pathways that are consistently providing athletes to the British Team. Greater clarity on what this entails will come from discussion with the new BSS talent manager over the coming months
- iv. Commercial - An extra 100k of income per year by 2021

#### **b. Ideas to get new members signing up**

TF challenged the committees to look at ways to increase membership and how this can be done with offers/campaigns. Need to have a bigger focus around encouraging new members to sign up but also how to retain members for longer. We will look at reporting monthly on renewals and new registrations both in terms of numbers and finances from the end of November

BT suggested that we launch a full scale national membership campaign in 2018 allied to the Olympic programme.

### **4. Campaigns**

TF gave an overview of the campaigns we would be running this year and outlined the campaigns handbook which will be sent out in due course. The campaigns will be designed to encourage new participation, more regular participation and for people to join their local club. If committees can link in to the campaigns this would help to make them effective.

- a. Olympic initiative - Pyeongchang to Piste – A huge opportunity for the sport and to use the Olympics to get people excited and engaged in the sport. We have linked with other key industry partners (BSS, SSW, SSS, BSSNF, SIGB, SCGB) so that one clear message is given
- b. 30 days of snowsport – This is a campaign to make people aware that the season is about to start. A digital campaign that links to events which clubs and slopes run across the country

- c. NSSW – National Schools Snowsport week. This is the 3<sup>rd</sup> year of this campaign and trying to use the Olympics to make sure we get a bigger take up of schools and students
- d. GSGB – This underpins all the other campaigns and is the site that holds all the activity and search functions and links to BBC gets inspired

## 5. Committee review & structure discussion

There was a long discussion on the committee structure which all chair's contributed to and below is a summary of the key points:

- A breakdown of work stream areas and targets so these can be aligned to the different committees
- Clearly align the committees with organisational objectives
- Identify skills and gaps that exist within committees (marketing, PR)
- Committees should not be too large and have a core element, then additional people brought in to carry out specific tasks
- The challenge of recruiting volunteers was an issue across the board.
- If we have volunteers with expertise in key areas to share this across committees rather than having to find another volunteer with these skills
- A clear view from the Board of what they want from each committee, why they are there and their purpose
- Should be a 2 way process and not just the Board dictating what should happen.
- Understanding what skills Directors have on the Board which the committees can tap in to
- There was differing views on rotation of committee members. While it was agreed that new members bring in fresh ideas. Need to be careful that we don't put in place a structure that means we end up removing very knowledgeable committee members without suitable replacements in place. Institutional history could be lost and mistakes of the past may happen again and a political dimension to consider.

It was agreed that we should have a face to face meeting to finalise this.

## 6. Board Update

- a. Membership rules and regulations consultation  
TF outlined the consultation and asked to make sure any feedback was sent in so we could consider it before the final version is approved.

## 7. IT update

- a. Membership system  
We are working hard on testing the new system which I hope will be going live before the end of September with a beta launch. It is essential that this system gives us the extra functionality so admin time in the office is freed up to work on delivering better service to our members.
- b. Race entry  
We are working through various updates which will hopefully help this run smoother and we will be putting together FAQs for users and documentation for race secretaries.

## 8. BSS

There have been lots of changes at BSS levels with some hugely positive steps forward. This is a very exciting time across all the disciplines. Dan Hunt - the Performance Director has put together a clear plan and structure which they are gradually putting into place. They have a new post - Talent Manager, and it will be his job to link with the HN's and agree the pathways for each discipline.

9. **AOB**

MC asked about account information from last year. Has received this but as a PDF and very hard to correct coding errors and feedback corrections. It would be much easier if this was a spreadsheet. This is a historical issue and the new system does allow for production of spreadsheets. Suggested a review on a quarterly basis. TF happy that we have a chance to review committee accounts on a quarterly basis.

10. **Next meeting**

Looking at face to face to move forward the committee review. TF to coordinate