

---

## Regional Chairs Meeting – Minutes 14<sup>th</sup> September 2017, Conference Call 7.30 – 9.00

### Attendees

Andy Atkinson	LSERSA (Chair)
Brian Davies	Snowsport South (Chair)
Phil Hart	NWSF (nominated representative)
Stephen Metheringham	ERSA (Chair)
Emma Curran	YSF (Chair)
Stuart Robertson	SWSA (Chair) IT issue missed middle meeting
Rob Joyce	NESA (Chair)
Phil Brown	NSSA (until item 4)
Tim Fawke	SSE CEO
Ryan Grewcock	SSE Workforce Lead
Luke Williams	SSE Events & Campaigns lead

### Apologies

David Hanlon	CESA (Apologies received post meeting)
Jan Doyle	SSE Head of Development

TF welcomed everyone to the meeting and thanked them for joining. The agenda was confirmed and no additional items were added.

#### 1. New ways of working

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.

- Committee review & structure  
Following the new articles being accepted at the AGM, the Board decided to have a review of the committee structure to make sure they are fit for purpose. There is a working group that is looking at this and we have had a call with the committee

chairs but we do plan to ask for your views once we have agreed the structure and the ways of working. TF asked if there are any initial comments regarding the committees

BD raised the issue of a link between committees and the regions. BD said this happens through connections he has rather than by design.

- Working groups

TF outlined the new working groups we have put in place to help us deliver the SSE strategy (performance, campaigns, commercial, club clusters, coaching roadshows, communications and governance. Potentially we will ask regional chairs to join groups when relevant.

SM asked if there would be minutes from these working groups. TF said no as they are at times meeting weekly and not sure it is efficient to be having to publish all of these but we will be putting updates out when information needs to be circulated.

- Online officials course

The new level 1 Alpine Officials course is now online. The link is through the SSE website. If you are not a member you will need to sign up.

Initial feedback has been positive but we would like other people to feedback as we are aware it will need tweaks.

It takes about 90 minutes and is in modular block. If you use the same computer it will remember where you are up to.

AA asked about level 2 Officials course. Next course is in Loughborough on the 25<sup>th</sup> & 26<sup>th</sup> November.

If everyone can encourage all parents and athletes to complete the level 1 course, the more people that do it the better.

## 2. Regional grants

TF outlined that the plans for next year's grant will be based on what was achieved this year along with the plans for next year. Then the following year it would be based on how they have helped SSE deliver against our strategy. The key areas would be

- % increase in the number of members within the region
- Increase in participation at regional events
- Engagement with SSE campaigns

There would still be a core element that we would fund as we currently do.

After discussion the consensus was that TF should update documentation and circulate for comment.

There was the possibility for regions to put bids in if there is an idea through the year that they need funds for, and if it was something that would support the delivery of the SSE grant. Subject to funds available.

TF also mentioned the possibility of using some funds to support Betony Gardner as a PR Officer to support regional events and be available as a resource for regions

Agreed that all the plans from each region are shared once they are all in

### 3. Regional update

ERSA – Summer season gone well. The region has brought 2 containers that will be delivered shortly to Welwyn. One for storage and timing and then one for meeting rooms which can be hired out

SSS – No major news

LSERSA – Chatham is resurfacing with dendix which is great news. If this is successful then they will look to invest at other sites including Swadlincote

NWSF – no sound working on call

NESA

The region has supported a wide range of snowsports activities, including support to individual elite performers, coach development and training, international coaching, national competitions and promotion of local beginner's race events. Clubs have continued to grow their membership numbers and have contributed to an increased participation across all age and ability ranges. The 2016-2017 annual plan remains on track with only minor exceptions. Silksworth Ski Slope's "SLM Everyone active" facilities management team have continued to be very supportive and the region has forged a very effective partnership, which included very successful NSSW events with in excess of 800 participants.

YSF – good Yorkshire Champs which was a success and a moguls training session

SWSA – technical issue so dropped off call

NSSA – Ran the usual races with an additional one in the north. NSSA magazine will be launched shortly and will have an article on National Schools Snowsport Week.

### 4. Targets

#### a. Overview of targets

- i. Participation – The measure we have here is increasing the contact details we have for Snowsports participants 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

SM – mentioned the new member offers on the website and this will help. TF asked if anyone does have any contact of companies that would offer members benefits, please put them in touch

### 5. Campaigns and how regionals can be involved

TF introduced LW who is the Events and Campaigns Lead to go through the campaigns we have planned

- GSGB

This is the hub that will host most of the other campaigns. We have updated the website with advice and information. There is a clubs and slopes finder as well as the event they have coming up. This is the focal point as it is what the ambassadors talk about. If any regions / clubs have any events they want on the site then get in touch with LW

- 30 days

This is starting in October. Everyone should have received an email on this to get everyone excited about the upcoming season. Opportunities to try and get involved in Snowsports. Focus has moved away from the facilities and more towards regions and clubs. All opportunities hosted on the GSGB website. If regions can push it out to clubs to support this. It is free for them to do and they will get free promotion of the event.

- **Olympic initiative**  
Pyeongchang to Piste. This will run before, during and post the Olympics. We need this to use the excitement created by the Olympics to drive participation into snowsports. Many opportunities to get as many involved as possible  
It will have its own landing page on the GSGB website  
This will be launched shortly but we are still finalising the launch date  
This campaign is in partnership with SSW, SSS, BSS SIGB SCGB BSSNF. While we are leading on this it is an industry wide campaign.
- **NSSW**  
This will be at the end of April and is the 3rd time we have run it. Opportunity to get as many school children as possible involved. Great to get clubs within your regions to promote this opportunity. Goal is to get long term participation and more people joining clubs

Campaigns handbook will be circulated to all clubs, facilities, regions and it will explain each campaign and hopefully help you all plan ahead. This will be annual booklet which we will list all the campaigns we are doing.

## **6. Board Update**

- **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. The deadline had passed but if anyone did have comments we would review them
- **Membership Fees**  
These will be held for 2018 but will be reviewed for 2019
- **Governance / Diversity**  
We have to complete a diversity action plan for Sport England. While this focuses initially at Board level it will require us to carry out an audit of committees, regions and clubs. If regions can look at their make-up and try and get a diverse membership as this does help to make good decisions.

## **7. IT update**

- **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 services to our members.
- **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 positives 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. Safeguarding**

If anyone has any safeguarding concerns, please do raise them and get in touch. It is hugely important that we address any issues and that we deal with cases in an appropriate way.

EC – asked about snowsafe and the launch of the revised policy. This will be promoted when we have finalised all the links on the website. It is all complete and most items are up and we are just tidying up a few points.

#### **10. AOB**

RG – updating the clubs and regions part of the SSE website over the next few months. Vision is that each region will have its own page. Please get in touch with Ryan if you have any info you would like included

LW – If anyone does have feedback on the events handbook or any of the campaigns please get in touch with LW

SR – 40<sup>th</sup> Anniversary of the Gloucester summer league in October. Big event to celebrate this achievement

Next meeting – Looking at one towards the end of November TF to coordinate.