

# **Snowsports England**

## **Minutes**

### **Youth Development Committee**

**Minutes: Thursday 7 April 2016**

**Tele-conference**

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

Dominic McGonigal (DM) (chair), Taryn Archibold (TA), Carrera Clarke, (CC) Victoria Crampton (VC), Jan Doyle, (JD), Alan Edwards (AE), Betony Garner (BG), Bryan Thomas (BT)

#### **Apologies;**

Chris Stroud (CS)

#### **2. Minutes of last meeting (17.3.16) and matters arising:-**

Minutes formally approved to include the amendment made by TA re Silkworth event during NSSW.

- Letter circulated to clubs and regional chairs – completed by VC.
- CSP's contacted by CC & VC
- Facility visits for NSSW – on the agenda.
- SSE joining instructions on Web-page – on the agenda.
- PR stunt – on the agenda.
- Liaise with Andorra re posters – completed by VC
- Liaise with facilities re press release – completed by BG
- Date arranged to meet with Mark Vernon (EESKIA) – completed by BT.
- Next conference call arranged – completed by CC. Formally approved after a change of text relating to the event at Silkworth slope.

#### **3. SSE Website.**

- VC reported 2,800 hits on schools landing page since February 2016 of which 1,700 were unique hits. Average browse time was 68 seconds.
- Only 1% of visits moved onto the schools' page. Most stayed on NSSW page.
- VC has built the new web site but not yet known when it will go live.

- JD reported that it will be circulated in the next 2 weeks and then further time will be needed for approval.
- DM & VC agreed to discuss this further off-line. VC will send information to DM.
- DM asked if the sign up to membership of SSE could be more prominent on the NSSW page (perhaps as a side banner). VC agreed to pursue this.
- CC stressed the need to get schools involved (especially schools new to skiing) and then follow them up to get a SSE sign up.

#### **4. National Schools Snowsports Week**

- CC reported high interest at Gloucester, Bracknell, ERSA, Impulse and Ackers. Low at the moment at Tamworth
- VC reported that Chill Factor are still putting their offer to schools together as schools' link person has just left.
- CC will circulate feedback form next week.
- JD stressed the need not to upset 7 years of development work with slopes by being too demanding.
- We must keep sponsors happy.
- VC would only direct sponsors to events where a committee member was going to be present.
- JD/VC agreed to put together a briefing sheet for YDC members so that we all 'on message'.
- BG reported that the launch would go ahead on 22.4.16 at Hemel, although a celebrity had not yet been booked. Ian Brown had confirmed that Hemel would host the stunt. Aimee Fuller has confirmed that she will be in attendance.
- DM & BG agreed to discuss the launch event by phone early next week.
- CC confirmed that we would not invite the sponsor to the launch.
- VC confirmed that Sponsors materials will be co-ordinated at the SSE office and then circulated by courier to the slopes. Andorra goodie bags would also be circulated to be handed out to participating pupils.
- BT agreed to get joining instructions to SSE into these bags.

#### **5. SSE Membership**

**6.**

- YDC agreed that the bulletin would be a seasonal offer.

## 7. AOB

- We must work on a comms plan when we next meet after NSSW.
- We need to decide how we work with ESSKIA and if we should invite an ESSKIA committee member on the YDC.
- JD stressed the need to get an over-view on what events are 'out there' and how we can support what already exists.
- DM asked us to take a fresh look at strategy and data.
- DM formally thanked the SSE team for their massive support for NSSW.

### **Date of Next meeting:**

Sunday 8 May 11.00am – 1.00pm at Sportspark, Loughborough

### **Agreed actions:-**

Discuss SSE web site and exchange information	Dominic & Victoria
Circulate feedback form to slopes	Carrera
Continue to collate visits to NSSW events	Alan & Bryan
Direct sponsors to events where a YDC member will be present	Victoria
Provide a 'crib sheet' to YDC members for visits	Jan & Victoria
Continue to seek a celebrity for the press launch	Betony
Liaise re press launch	Dominic & Betony
Get Andorra materials circulated to facilities	Victoria