

## **Snowsports England**

### **Minutes**

#### **Youth Development Committee**

**Minutes: Sunday 8 May 2016**

**Sportspark, Loughborough University**

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

Dominic McGonigal (DM) (chair), Taryn Archibold (TA), Carrera Clarke (phone link), (CC) Alan Edwards (AE), Betony Garner (phone link) (BG), Chris Stroud (CS), Bryan Thomas (BT)

#### **Apologies;**

None

#### **2. Minutes of last meeting (7.4.16) and matters arising:-**

- Formally approved with no changes.
- Any matters arising are covered within the agenda.
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#### **3. National Schools Snowsports Week**

- **DM** asked that it be recorded that **CC, BG, Victoria Crampton and Jan Doyle** had done an excellent job in supporting the YDC in ensuring that NSSW was a success. He passed on warm thanks and congratulations from the committee.
- **CC** reported that our target of 10 venues had been more than doubled with 21 venues and that 90 separate events had taken place.
- We attracted 149 schools, 1,066 young people of whom 556 were female and 510 male.
- We had attracted sponsorship from Andorra and Equity even though it had not been in the original plan. The fact that sponsors came to us is testament to NSSW being a good idea and worthy of being repeated.
- We obtained 63 pieces of media coverage, again testament to the idea of a NSSW being a good one.
- Plan an event for next year based on the feedback information that we receive.

- **Key Learning Points:**

- Links with Community Sports Partnerships did not result in information getting to schools.
- Timing of the event may not have been ideal.
- We did not manage to get ESSKIA on board (on-going work occurring).
- We did not identify clear exit routes.
- We certainly need to give both schools and facilities a much longer lead in time.
- We need to ensure good communication between clubs and facilities.
- We should advertise the event on SCO and ASCL course literature.

- **PR feedback from BG**

- Pleased overall although a longer lead in time was needed.
- BG thanked colleagues for sending her photographs of NSSW but identified the need to get school permission for photography.
- **CC & DM** agreed to do a feedback note to all of the facilities involved in the week and to create and send out a feedback form.
- We need to get **VC** to clarify the sponsorship arrangement between Equity and Snowsport England as they are calling themselves our preferred provider of school ski trips. Is this correct?
- Try to set up meetings with our sponsors:  
**AE, DM & Victoria Crampton with Equity**  
**DM, BT & Victoria Crampton with Andorra**

#### 4. **SSE Schools Membership**

- 2 levels of membership: Free & Paid (to include insurance cover).
- We will hopefully get contact details from schools via the feedback form.
- We should drive the insurance aspect of the paid membership.
- The bulletin should be published 3 times a year. June, January and April.
- Victoria Crampton would need a 5 day lead in for publication.
- **CS** suggested the following content for the first edition:
  - Go Ski Go Board
  - Races countrywide
  - School Travel Forum information
  - Information re satellite clubs
  - Wrap up of NSSW – **BG & DM** will do this
  - Ski Club of GB bursary

#### 5. **Committee Terms of Reference**

- **BT** confirmed in finance role
- **AE** confirmed as secretary
- Vice chair to be selected if required
- **CC** to offer strategic support on behalf of Snowsport England
- Minutes of meeting to be sent to Holly Kirk within 14 days of the meeting. Minutes will be ratified at the next committee meeting.
- We need to attract at least 2 more committee members, one of whom would ideally have experience of attracting youth engagement in another sport and some experience of funding it.
- **CC** agreed to contact Youth Sports Trust.
- **DM** agreed to talk to Tim Fawke and then contact National Governing Bodies of: Rugby, Cricket, Basketball, Badminton and Rowing.
- **AE** to contact Gerry Wigglesworth
- **BT** to contact Sarah Campbell Woodward (ESSKIA).
- **CC** to follow up County Sports Network and **BT** would follow up County Sports Partnerships.
- **DM** agreed to write a paragraph to explain the role of a committee member and send it to **BT & AE**.

## 6. Plans for 2016-17

- **DM** recapped that the YDC had been in existence for 16 months and had completed:

NSSW

Snowsport England membership

Schools landing page (although URL's still need sorting out).

It was felt that we should build on these.

- It was felt that YDC could make a valuable input into the SSE/Sport England bid (criteria published on 17.5.16).
- **DM** agreed to send **CC** the YDC plan.
- Compilation of data was a key target for the next year. **DM** agreed to circulate the YDC plan to all committee members and **BT** agreed to build on it.
- Confirmed that we had 5K sponsorship from Andorra and 5K from Equity (next year?) Good to show Sport England that we are getting outside funding.
- Felt that we should follow up the involvement of excluded pupils in skiing at Gloucester and Ackers.
- Victoria Crampton is sending a report to the sponsors and will send a copy to YDC members.

- **DM** outlined 4 strands for 2016-17:

**Communication** - push out 'the message'.

**Data** – build it up

**Commercial** – future potential sponsorship

**SSE/SE Bid**

- We should also develop the committees width and experience.

## 7. Date of next meeting.

- Thursday 9 June at 9.00pm. Tele-conference. **CC** to arrange.

## 8. AOB

- **BT** will continue to try to engage ESSKIA
- **CS** will send **DM** a plan for SCO & ASCL courses.

### Agreed actions:-

Produce a feedback note and form to all facilities	Dominic & Carrera
Clarify sponsorship arrangement with Equity re 'Preferred Provider' status	Victoria
Wrap up of NSSW for the bulletin	Dominic & Betony
Contact Youth Sports Trusts	Carrera
Contact National Governing Bodies	Dominic
Contact Gerry Wigglesworth	Alan
Contact Sarah Campbell Woodward	Bryan
Write a paragraph on the role of a committee member	Dominic
Organise next tele-conference	Carrera