

# Snowsport England Ltd

## Minutes of a Board meeting held 30<sup>th</sup> January 2019 11.30 – 14.30 Banbury

JH	Jamie Horner	Chair
SL	Simon Levene	Finance Director
CS	Chris Stroud	Members Director
EC	Elly Cockcroft	Director
ID	Ian Davis	Director
ND	Natalie Dunman	Director
JN	James Nickson	Director
MA	Morwenna Angove	Director (via phone)
CV	Crispin Vitoria	Director (via phone)
TF	Tim Fawke	Chief Executive / Director
CP	Claire Pennell	Operations Manager (via phone)

### Apologies:

MD	Mike Danbury	Members Director
JD	Jan Doyle	Head of Development

#### 1. NOTICE, QUORUM AND CHAIR

TF reported that due notice of the meeting had been given and that a quorum was present.

#### 2. DECLARATION OF INTERESTS

Directors present confirmed that they had no direct or indirect interest to further declare as required by Section 177 of the Companies Act 2006 and our Articles.

#### 3. MINUTES OF MEETINGS HELD ON 20<sup>TH</sup> NOVEMBER 2018

The minutes of the above Board meeting were agreed and signed as a true and accurate record.

#### 4. MATTERS ARISING FROM PREVIOUS MEETINGS

Action 1: JH to introduce Chris Grant and Wasim Khan to ID - to be removed from action list

Action 2: Diversity Board group to be set up – on agenda

Action 3: Board effectiveness survey to be completed 2 weeks before November board meeting – deferred to next board meeting, all to complete – results to be discussed on Board call on 9 Feb

Action 4: JH to complete revised contract for participant – on going

Action 5: Finalised agreement for 2020 – 2022 English Alpine Champs – on agenda

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#### 5. SAFEGUARDING

Safeguarding report was presented to the board. The increase in cases and queries for information was highlighted. It was agreed that this is a positive and that the work we are doing to educate and raise awareness of safeguarding will create more cases and queries.

It was agreed that Bridget should put an adult at risk policy together

2<sup>nd</sup> meeting of the mental health and wellbeing about to take place. Natalie said that SE had produced a number of documents and investigate where these are held and forward on.

Annual online audit of clubs to see what info they have up regarding safeguarding on their website. TF to discuss with Bridget.

## 6. VISION & MISSION

### a. MEASUREMENTS

TF went through the few changes to the vision and mission. The document had been circulated to the chairs of the regions and committees. There had been feedback from 2 people. Responses had been sent back to both individuals and their comments had been considered as we develop the vision and mission further.

The key areas to finalise are the measures

It was agreed that there would be the high level measure for the vision and missions and then more operational KPI's which sit below this. A score card will be produced to measure this.

Measures

**Snowsport Awareness** – MA updated on how this could be done through national survey with up to 6 questions. This would be based on the intent for people to give Snowsports a go. There was some concern that this cost was too much and that the focus should be more on SSE awareness but this did not align to the vision. It was agreed the vision was right even if initially the focus is very much on SSE and our membership. As a NGB we have a responsibility to inspire more people into Snowsports and this should be our longer term vision. A possible solution was to look at the active lives survey completed by SE and if the data can be access and cut in a different way that could provide a consistent data for us to measure against. MA to investigate.

**Participation** – EC raise a concern regarding the robustness of the measure for click through from the GSGB site a s participation measure. MA offer to use the click through from GSGB to Chill Factor<sup>e</sup> and see the conversion rate to actual sales. This could then be used to put a model together to estimate the number of booking we are achieving through GSGB to facilities.

**Satisfaction** – This can be done through Survey Monkey and using an NPS score but also some additional questions. MA to draft a survey. Potentially there will be questions that SE will want included here as well. TF to find prize to help incentivise responses and also feedback on what is important to members.

**Talent** – TF and ND to have a call post board meeting with Ian Findlay to discuss the measure for talent.

### b. Logo

The update version of the logo was discussed. It was agreed that EC would take feedback to Shooting Stars and finalise logo and then this will be signed off via email.

## 7. FINANCE

### a. AUDIT TIME TABLE

W/E 1 Feb 18	2019	Snowsport to finalise bookkeeping for Q4 managements
W/E 15 Feb 18	2019	HSA to send draft of Q4 managements for review
W/E 24 Feb 18	2019	Any Snowsport adjustments to Q4 figures to be sent to HAS
W/E 1 Mar 18	2019	Draft statutory accounts to be provided by HAS
4 <sup>th</sup> March	2019	Meeting with auditors
TBC		Audit dates/ finalisation

### b. ADDITIONAL INCOME

SL made it clear that it is essential that we progress with additional income streams otherwise we will have budget challenges

## 8. COMMERCIAL

### a. MEMBERSHIP VALUE PROPOSITION

It was agreed that we need to review and put in place a clear membership offering and refine the value proposition. This is for both clubs and individuals. A working group of SL, CV, JN and TF will review this and also compare to other similar sports. The key principles being

- Tiered levels of membership (distinct difference between club members and SSE member)
- Simplification of information
- Articulation of membership proposition
- Club affiliation fees
- Supporter/fan membership and how this could link with GBS / Ski club GB
- Financial modelling

### b. TEST SPONSORSHIP

The board agreed to the outline proposal and appointment of Test Sponsorships. (post board meeting note – Test Sponsorship no longer has the capacity to take SSE on. CV found an alternative).

### c. ADDITIONAL INCOME STREAMS

The current working group has drawn a long list of potential ideas to increase revenue. Initial 3 to focus on but will pick up the others as things progress. MA commented that the instructing scheme is missing an area as it has the ability to offer a much easier access point than other providers and at Chill Factor<sup>e</sup> they are always have people contact that want to be an instructor but can't afford the courses. This is a clear issue regarding how we market and promote our course and an opportunity

## 9. GOVERNANCE

### a. BOARD SKILLS AUDIT AND EVALUATION

This had been circulated to the board. Due to time a separate call was agreed to go through the Skills audit, board evaluation and director roles

### b. DIRECTOR RECRUITMENT

Director recruitment would follow based on the skills audit and board evaluation.

### c. GOVERNANCE STATEMENT

It is a requirement that we do a Governance Statement. It is best that we include this within our AGM report. TF proposed that ID and TF should work through the guidelines and put together a proposed governance statement for the board to agree at the March Board Meeting.

## **10. CEO REPORT**

### **a. CEO UPDATE**

TF went through his update and there were no questions.

### **b. STAFFING UPDATE**

TF outlined the meetings that had taken place reviewing all staff job descriptions. These have been completed by JD. The board approved the process and revised job descriptions and these will be signed off in February. Annual reviews for all staff in March and this will then be shared with the remuneration committee. ID agreed to join the remuneration committee.

### **c. ENGLISH ALPINE CHAMPIONSHIPS – 2020 – 2022 AGREEMENT**

The board approved the agreement to extend the contract with Bormio for 3 more years.

## **11. RISK REGISTER**

It was agreed that the risk and audit committee should do a review and then put this back to the board for approval

## **12. AOB**

### **DATES FOR 2019**

14 <sup>th</sup> March	1.00 – 4.00	SportPark Loughborough
14 <sup>th</sup> May	10.30 – 2.00	SportPark, Loughborough
4 <sup>th</sup> June	10.00 – 1.00	AGM 2.00 – 3.30 SportPark, Loughborough
12 <sup>th</sup> September	1.00 – 4.00	SportPark, Loughborough
13 <sup>th</sup> November	1.00 – 4.00	SportPark, Loughborough