

Snowsport England

Minutes

Youth Development Committee

Minutes: Thursday 2nd May 2019

Tele-conference

1. In attendance:-

Dominic McGonigal (DM) (chair), Alan Edwards (AE), Taryn Archibold (TA), Sarah Campbell-Woodward (SCW), Phil Brown (PB), Kelsey Offord (KO) Luke Williams (LW),

Apologies:

Chris Stroud (CS)

Not present:

Bryan Thomas (BT)

2. Welcome to Kelsey Offord

Kelsey was welcomed as a new member of The Youth Development Committee. Kelsey brings 20 years of marketing, sales and sponsorship experience to the group including 11 years within sport (but not snowsport).

3. Minutes of last meeting of 7.2.19 and matters arising:-

Minutes of the last meeting were formally approved and forwarded to SSE

- Insurance policy on SSE website does not mention schools. LW agreed to look at this and to send out a copy of the policy to ESSKIA and NSSA prior to the launch of the new SSE web-site
- The outline brief for the data collection project has been completed and circulated by BT and LW
- DM has recruited a new member of YDC
- Not possible to get backdated data re on-line engagement but it will be tracked from this point, going forward. LW and KO will liaise on this

- Agreement reached to ask Schools' Technical committee to forward 3,000 potential contacts to YDC
- SCW has forwarded her critique of Schools Landing page
- YDC members will contact Claire Pennell if they identify mistakes on the Schools Landing Page
- Doodle polls have been conducted by TA

4. National Schools Snowsport Week update

- 15 host slopes have been signed up. (matches last year)
- Launch will be on Wednesday 19th June at Chill Factore
- SSE have agreed a sponsorship deal with Halsbury Ski and some of this will be used to support NSSW
- There will be a press release in week beginning 6th May
- ESSKIA and NSSA will send out invites to their member schools (SCW & PB)

5. Committee roles

- Members are happy with their current roles, KO to be added
- SCW and PB are on the committee due to their vast experience and they do not formally represent ESSKIA and NSSA

6. Schools Landing page & Schools Bulletin

- We wish to use Social Media to drive engagement
- LW stressed that the SSE web-site is undergoing major change and should be launched by 4th June
- LW will ensure that Tim Fawke sends KO a prototype before 4th June
- DM agreed to work with KO as an induction
- KO early thoughts were not to have a termly bulletin but to be 'more fluid'
- We need to improve the distribution system and link the bulletin to NSSW participant schools
- KO felt that it was too early to comment on social media
- LW will ensure that Tim Fawke puts KO in touch with other committees

7. Date of next meeting

- Sunday 9th June at Sportspark, Loughborough (SCW to dial in)

8. AOB

None

9. Agreed actions

- Hard copy of SSE insurance policy to be sent to SCW and PB prior to web-site launch Luke
- Liaise on how we track on-line engagement
Going forward Kelsey & Luke
- ESSKIA and NSSA to send out invites to member schools
Re NSSW Sarah & Phil
- Ensure that Tim Fawke sends Kelsey a prototype web-site prior to its official launch Luke
- Induction of Kelsey Dominic
- Ensure that Tim fawke puts Kelsey in touch with
Other committees Luke