

Terms of Reference for The Participation and Insight Action Group

The group is aligned to support the overall vision, mission and values of Snowsport England which can be found on the Snowsport England [website](#)

Name of Committee: The Participation and Insight Action Group

Type: Standing Group

Purpose:

The primary aim of the Participation and Insight Action Group is to gather insight from the Snowsport community to help grow participation and Snowsport England membership. This will be done through working with the education sector (schools, colleges, universities), youth groups, SE clubs, regions, and the existing membership base.

Through this work, it will help deliver the company's Vision and Mission objectives, with a key focus on:

- Increasing awareness of Snowsport
- Growing the sport and expanding the diversity and inclusivity of those participating
- Increasing satisfaction levels within our clubs, members, and volunteers
- Driving increased participation towards wider Snowsport England opportunities such as coaching, talent pathways and membership
- Working with Snowsport England on current organisational priorities
- Gathering insight and data from the Snowsport community to provide evidence for driving change

Scope: *[is mostly dependent on insight & evidence gathering to support Snowsport England organisational priorities and requirements. The scope below is general and covers some of what may be required of the group at different points but does not limit the group's scope and flexibility is required.]*

- Gather Insight across the Snowsport community included but not exclusive to schools, colleges, universities, facilities, regions, clubs, members and the wider recreational Snowsport market
- To increase participation in all Snowsport disciplines through targeted campaigns and the promotion of wider opportunities
- Use insight to drive campaigns for growth
- Support clubs and regions to help retain their membership and / or grow membership
- Support and help grow a competitive pathway for Snowsport in education. Through working with school associations, regions, and universities
- Encourage greater participation onto the instructing and coaching pathway
- To provide up to date advice and guidance on educational issues
- Working to connect education and the curriculum with the wider aspects of Snowsport (including competing, officiating, coaching / instructing, and volunteering)
- Supporting the work within the Diversity Action Plan where required
- Supporting driving of traffic to Snowsport England website / Go Ski Go Board
- Contribution to the creation of content for Go Ski Go Board in relation to relevant committee work
- Contribution to the creation of content for wider communications including website articles, newsletters, and social media in relation to relevant committee work
- Supporting the relevant SE member of staff with their work (where required)
- Using school travel forum links in an advisory capacity where required
- Connecting with relevant experts when required for different pieces of work
- Working to connect Outdoor Education to Snowsport (with the help of expertise)

Authority:

The Participation and Insight Action group exists to assist and advise the chief executive and the board of SE.

The group also may be required to create sub-committees and particular working groups for different areas, including:

- Competition for Education groups (Schools, colleges, and universities, including representatives of NSSA, ESSKIA, Kings, Schools, regions etc)

Membership:

The committee will be comprised of the following roles:

- Chair
- Secretary
- Club committee representative
- Regional committee representative
- School representative (open to a teacher or a professional who has worked within the education environment) *
- Marketing Lead
- Outdoor education advisor
- Chair/ Member of the Competition for Education Groups (in 'Authority' section) *
- University representative (open to someone on a university committee or a professional who has worked within university Snowsport) *
- School Travel Forum Representative *
- Facility representative *

Named board director as a point of contact to raise issues with the SE board as required.

* These committee members will join as required.

Recruitment of committee Chair:

The committee chair is appointed by the SE board. After each AGM, the board will either reappoint the current chair if they are willing to stand or appoint a new chair. Every 3 years the board will poll the committee for nominations for a new committee chair.

Recruitment of committee members:

This to be conducted via an open process with visible role descriptions, recruitment will be based on necessary knowledge and experience. Consideration should be given regarding diversity when recruiting volunteers.

- All members must be signed up to the SE [Code of Conduct](#)
- All members must have role descriptions which they have signed to show understanding of their role
- All members must complete and sign a declaration of interest form annually
- All committee members must be registered on the SE Membership system

Meeting Requirements:

- Minimum 3 meetings per annum (mixture of face to face and virtual meetings)
- Minimum of 4 members to be present
- Minutes and actions will be recorded at each meeting and circulated to members of the participation Action Group for approval

- Once approved and no later than 21 days after the meeting has taken place, the minutes will be sent to the office for publication on the website and sent to the SE board

Reporting and Communication:

- Complete an annual report for AGM
- Reports sent to SE board
- Feedback to regions and clubs on progress
- Link with race officials / volunteers
- Linking with other standing committees and groups
- Linking with SE staff

Collaboration:

All SE committees, Advisory and Action groups are integral parts of Snowsport England and should act accordingly to support the organisation's Vision and Mission.

- Link with all the discipline committees regarding any campaigns to grow participation
- Ensure TMG has input to ensure programmes can identify talent and that Schools and universities have a link with the talent pathway
- Link with CTP to support the instructing and coaching education pathway, and on the ASCL award

Internal and External Communications:

The campaigns and partnership lead will ensure the wider SE team are aware of the workings of the group and will share items when appropriate. The chair of the committee will be required to join various committee chair calls to give feedback on the workings of the group to other committees. The group will use Snowsport England social platforms and newsletter to communicate its progress. It will be the responsibility of the group to provide the content for that communication.

Resources and Budget:

The action group will be provided with an annual budget. It will need to submit annual plans on how this will be spent

Deliverables:

- List of Key Performance Indicators to deliver annually
- Production of annual plan

Intellectual property:

Output produced by the Participation and Insight Action group will become the intellectual property of Snowsport England ** and shall not be reproduced without the prior written permission of the Chief Executive. ** Except for any specific contributions made by authors / contributors with whom the original ownership of the intellectual property of any such contributions remains and which were or will have been recognised as such beforehand by Snowsport England.

Review:

The TOR will be reviewed annually

Date the ToR adopted: September 2020

Participation and Insight Action Group - Roles, Responsibilities, and skills

Role	Responsibility
Chair / Joint Chair	<p>The Chairperson has a strategic role to play in representing the vision and purpose of Snowsport England. The Chairperson ensures that the committee functions properly, that there is full participation at meetings, all relevant matters are discussed and that effective decisions are made, and actions carried out.</p> <p>Ensure the committee functions properly:</p> <ul style="list-style-type: none"> ● To plan and run meetings in accordance with the Terms of Reference ● To ensure matters are dealt with in an orderly and efficient manner ● To bring impartiality and objectivity to meetings and decision-making ● To facilitate change in line with Snowsport England’s Strategy ● To plan for recruitment and renewal of the Committee <p>Ensure the committee is managed effectively:</p> <ul style="list-style-type: none"> ● To liaise with the SE CEO as appropriate, to keep updated on Snowsport England affairs ● To coordinate the committee to ensure objectives are being met and reviewed as required ● To facilitate change and development within the committee’s scope <p>Represent the organisation:</p> <ul style="list-style-type: none"> ● To effectively communicate the vision and purpose of the committee and Snowsport England ● To advocate for Snowsport England and represent the committee at external meetings and events ● To be aware of current issues that might affect the committee <p>Skills / prerequisites:</p> <ul style="list-style-type: none"> ● Good leadership skills ● Good communication and interpersonal skills ● Impartiality, fairness, and the ability to respect confidences ● Ability to ensure decisions taken are followed-up and completed ● Good timekeeping ● Tact and diplomacy ● Understanding of the roles/responsibilities of a committee ● Experience of organisational and people management



Secretary	<p>Ensure Responsible Administration:</p> <ul style="list-style-type: none"> ● To prepare agendas in consultation with the Chair ● To circulate agendas and any supporting papers in good time ● To receive agenda items from other committee members ● To check that quorum is present ● To minute meetings and circulate the draft minutes to all committee members ● To ensure that minutes are approved by the committee and published within 21 days of the meeting ● To check that committee members have carried out action(s) agreed ● To ensure up-to-date records are kept of committee membership <p>Qualities and Skills Required:</p> <ul style="list-style-type: none"> ● Organisational ability ● Experience of committee work and procedures ● Minute-taking experience (if this is not being delegated) ● Good communication and interpersonal skills ● Impartiality, fairness, and the ability to respect confidences ● Approachable and sensitive to the feelings of others ● Well organised and an eye for detail ● Ability to work well with the Chair ● Good timekeeping <p>Time Commitment:</p> <p>The role of Secretary requires an estimated commitment of 2 hours per month</p>
School Teachers (Primary & Secondary)	<p>Responsibilities:</p> <ul style="list-style-type: none"> ● To provide expert knowledge of the current environment within schools, including opportunities and challenges ● To use resources/ opportunities provided by the Participation Insight and Action Group (PIAG) in their school/environment where possible <p>Skills / Experience Required:</p> <ul style="list-style-type: none"> ● Understanding and passion towards the role that sport and physical activity can play in the rounded development of young people ● Experience of diversity within schools ● Communication skills ● Impartiality and respect ● Experience working currently or previously (recently) in an education environment
Marketing Lead	<p>Responsibilities:</p> <ul style="list-style-type: none"> ● To lead on the key promotional opportunities of PIAG and Snowsport England to the wider audience ● To recognise and be knowledgeable of the different marketing methods and support the delivery of them <p>Skills / Experience Required:</p>



	<ul style="list-style-type: none"> ● Marketing background, not necessarily within sport but preferred ● Experience with mailers, social media, and website marketing ● Creativity and content creation ● Organised, driven, and creative ● Communication skills ● Impartiality and respect
Outdoor Education Advisor	<p>Responsibilities:</p> <ul style="list-style-type: none"> ● To help link Snowsport and the opportunities within to the outdoor education sector ● Providing expert knowledge on outdoor education and opportunities for partnerships <p>Skills / Experience Required:</p> <ul style="list-style-type: none"> ● Experience within the outdoor education sector ● Communication skills ● Impartiality and respect
University Representative	<p>Responsibilities:</p> <ul style="list-style-type: none"> ● To help link opportunities for participation with university clubs ● To represent university clubs and provide knowledge on challenges and opportunities for university clubs in Snowsport <p>Skills / Experience Required:</p> <ul style="list-style-type: none"> ● Communication skills ● Impartiality and respect ● Experience sitting on the committee of a university Snowsport club or a current or previous member of staff for BUCS ● Understanding of university student unions
Club Committee Representative	<p>Responsibilities:</p> <ul style="list-style-type: none"> ● To provide a voice and experience of being in a club environment ● To champion (where possible) the work of the group <p>Skills / Experience Required:</p> <ul style="list-style-type: none"> ● Communication skills ● Impartiality and respect ● Experience sitting on the committee of a Snowsport club ● Understanding of opportunities and challenges of a Snowsport club



<p>Regional Committee Representative</p>	<p>Responsibilities:</p> <ul style="list-style-type: none"> ● To provide a voice and experience of being in a regional committee environment ● To champion (where possible) the work of the group <p>Skills / Experience Required:</p> <ul style="list-style-type: none"> ● Communication skills ● Impartiality and respect ● Experience sitting on the committee of a Snowsport region ● Understanding of opportunities and challenges of a Snowsport region
<p>Facility Representative</p>	<p>Responsibilities:</p> <ul style="list-style-type: none"> ● To provide a voice and experience of being in a facility environment ● To champion (where possible) the work of the group <p>Skills / Experience Required:</p> <ul style="list-style-type: none"> ● Communication skills ● Impartiality and respect ● Experience working for a Snowsport facility ● Understanding of opportunities and challenges of a Snowsport facility

