

## Snowsport England Ltd

Minutes of the 41st Annual General Meeting

June 17, 2021 – 1.00pm via Zoom

### Attendees present:

#### **Board & Staff**

Louise Wright - Chair

Tim Fawke – CEO

Simon Levene – *Finance Director*

Ian Davis – *Director*

Chris Stroud – *Members Director*

Zena Huelin – *Members Director*

Greg Sturge – *Director*

Crispin Vitoria – *Director*

Oli Mitchell – *Director*

Morwenna Angove – *Director*

Jan Doyle – *Head of Development*

Claire Pennell – *Operations Manager*

Ian Findlay – *Talent Lead*

Ryan Grewcock – *Coaching and Workforce Lead*

Jennifer Johnstone – *Events Lead*

Martin Carr

Gareth Case

Fern Cates

John Daines

Glennis Dore

Geraldine Elgy

Chris Exall

Norman Gill

Simon Godley

Desmond Goff

Peter Heath

John Holgate

Alan Jones

Dominic McGonigal

Elizabeth Metheringham

John Redwood

Liz Robson

John Shedden

Peter Stevens

Bryan Thomas

Kenneth Walton

#### **Members**

Martin Appleby

Taryn Archbold

Richard Barbour

Helen Bell

David Braithwaite

### Apologies:

Lloyd Jenkins

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## 1. Chair's welcome

LW welcomed all attendees to her first AGM as Chair of Snowsport England. Since the last AGM, the board has undergone a board evaluation which was conducted by Campbell Tickell and funded by Sport England. The outcome of the review was that the board were not currently performing to their optimum. An executive summary will be produced and published.

Sport England have now launched their new 10-year strategy – uniting the movement, which is extremely significant to Snowsport England as an organisation, sports are being challenged and required to look at new ways of working and delivery, challenging previous models of delivery, and to be innovative and reinvent for the future. Our primary focus currently as a board is to identify what our strategic priorities are for the long term. So this will be aligned to the Sport England strategy, and we will look to have greater collaboration with both GB Snowsport and other Home Nations as well as everyone within our snowsport community.

Once we finalise our priorities we will aim to engage with our committees. With that we will then review our vision, mission, and values to ensure that they fit with our new strategic priorities for the long term. Alongside reviewing the structure, roles and responsibilities of the board, the committees, and the organisation to deliver on these priorities within our budget, we will communicate the outcome and ensure visibility once we're able to do so.

A big thank you to all board directors and volunteers for their time invested over the past 6 months.

## 2. Minutes 40<sup>th</sup> AGM & Matters arising

The minutes of the 40<sup>th</sup> AGM were presented to the meeting. There being no questions on these minutes, they were duly approved.

### **Matters arising:**

Facilities – A member suggested the board needs to look at a facility strategy and make it a high priority.

History of SE – A document has been put together, but a few bits of work need to be done before it is published.

### 3. Annual Report of Snowsport England

Please see presentation for further info [here](#)

TF updated on the challenges faced – mainly Brexit and COVID. COVID has significantly impacted Snowsport England's membership and in 2019 we had just over 3000 members, in 2020 this reduced to 2500 and we are currently at 1975. Hopefully, this will increase slightly over the summer as we get activity back up and running. If we compare this to other sports, we are doing a lot better than quite a few sports in terms of our membership, which have seen larger reductions and bigger challenges in terms of numbers.

TF updated on the challenges Brexit is causing. In one-way covid has hidden the many challenges that Brexit is causing the snowsport industry. This does cause a lot of serious issues which are not straight forward. We are working hard with the other HN's and GBS to try and get clarity and will look to work with the wider snowsport industry to try and resolve issues. However, at the moment the government or EU countries don't have the answers and it is not clear how long this will take. We will look to keep updating the membership as and when we have new information to share.

We are also in the process of launching our new online Snowsport Course organiser award, hopefully this will be received positively and be an easier way for teachers to complete the award and will hopefully make it easier for schools to run ski trips.

We have now completed a lot of elements of the new committee structures and since the last AGM, the talent group is now up and running. The one committee that is not up and running yet is the Participation & Insight Action Group.

Thank you to the Snowsport England team, clubs, and volunteers for their hard work.

### 4. Member Directors Report

Chris Stroud (CS) and Zena Huelin (ZH)

Key points since the last AGM:

- Attending board meetings and calls, 7 in total since last AGM
- Board evaluation with Campbell Tickell
- Zena has continued her role as safeguarding champion on the board
- Attendance of regional and committee chair zoom meetings
- Involved in P&IG chair selection progress
- Meetings on starting activity following lockdown

- Attended SE club webinar in March
- Dealing with member issues and queries

Looking forwards:

- Meeting members
- Attending courses, events, races and supporting governing body.
- Looking into long service awards for the future.

Should anybody wish to contact Chris or Zena, email addresses are:

[zena@snowsportengland.org.uk](mailto:zena@snowsportengland.org.uk) and [chrisstroud@snowsportengland.org.uk](mailto:chrisstroud@snowsportengland.org.uk)

## 5. Finance Report and Accounts

Simon Levene (SL) presented to 2020 accounts. The key points were:

Effects of COVID-19 on the 2020 accounts

Looking forward to 2021 / 2022

Very positive audit for 2020

Full information can be found within the presentation [here](#)

### Proposals

Acceptance of 2020 audited finance statements – proposed by LW, seconded by TF.

Reappointment of Harrison Salmon as auditors for the 2021 financial year -

proposed by LW, seconded by TF.

## 6. Ordinary Resolutions

None

## 7. Questions and Any Other Business

### Question by Gareth Case and Richard Barbour:

There is no narrative from Louise Wright, a foreword / Introduction / Hello etc would have been welcome,

I believe it very positive for key members of a successful committee to be visible & available, I accept too late for the report but would be good to see & hear from

Louise at the next AC meeting to understand her focus & strategy for the next term - could this be arranged?

**Answer**

Given the short period between the 2019 AGM and the 2020 AGM, we kept the Annual Report short and did not include a 'Chair's introduction. If this was specifically missed, we apologise; it will be included in future Annual Reports that will return to their 12-month frequency.

SE is an organisation run by volunteers in the main (whether Board members, Committee members, Officials or other volunteers). We need to engage with each other at all of these levels to work together to advance our sport. Louise would welcome the opportunity to join the next Alpine Committee meeting and similarly the Board would like the Alpine Committee members active engagement as we agree priorities and actions. We need to modernise how we approach our activities as we emerge from the 'lockdowns' of the last year + and this will involve all of us.

**Gareth Case Question**

To Inspire Participation in snowsport at every level

What is the SE strategy to deliver against this statement?

**Answer**

As we come out of the 'lockdown' of activity over the last year + we need to re-establish how we best meet this Vision. Louise, as our new Chair, is leading on this with fresh energy and a raft of additional experience. This also needs to be considered in the context of the new Sport England 10-year strategy. Following the launch of the Sport England strategy, the Board have been reviewing and refreshing the strategic priorities for SE and look forward to discussing these with the Committees to gain their perspective and participation.

**Gareth Case**

Identifying & developing talent?

What is the SE strategy to deliver against this statement? is this the new talent pathway? if so what about all the other athletes already in the system, how will they be developed?

**Answer**

As mentioned in a prior question, the Board are working on a revised set of strategic priorities as we restart activity that will be worked on collaboratively with the Committees and others. The Talent pathway is a critical part of what we need to do as an NGB, and we have been working with GBS to align what we do with them and to look at what areas we should prioritise. Previously the focus has very much been on park and pipe as this was what the funding from Sport England was targeted at, but this is being reviewed with GBS on where we should focus. Sport England and UK Sport have made it very clear that we need a joint approach to the talent pathway.

### **Gareth Case**

Our Core Values

Community Champions / Trailblazing ideas - Can you provide some examples of each as I will no doubt get asked, as I usually get quizzed at races by eager parents!!

### **Answer**

As a member of committee and Snowsport England you are part of Snowsport England. So, it would be good to know if you feel these are not the right values or that the committees don't link or follow the values. However, some examples below.

We are running an initiative in Manchester which is targeting talented kids to come into snowsports, this is initially focused on park and pipe with sessions at Greystone reduced risk facility and then moving to Chill Factor. This will also hopefully link snowsports to the wider community and engage new audiences.

With the Alpine discipline being one of the most active, we need the Alpine Committee to bring in new ideas and refresh our approach to alpine racing and general participation. There have been lots of ideas shared by our volunteers over recent years but very little actual change or development. As we look at the refreshed strategic priorities, we would like to involve members of the AC in goal setting and planning.

CEO Report

Measures table – (Active lives survey) awareness rather than upward trend, should we not be more specific & commit to a figure or %, we might achieve a 1% increase but is that really acceptable?

### **Answer**

The challenge is that as a NGB we have very limited resources and the impact we can have on the whole of snowsports is limited and other factors are far more influential. I think it is a good measure to follow and track as it gives us an independent assessment of participation. However, I think other KPI's are needed which can measure and show if our interventions are having an impact.

#### Committees

Forgive me I am not sure of the policy. would it be worth considering each committee vote (Blind) for other members on a yearly rolling programme, & to avoid anything going stale should we seek to rotate chairs every 3 years (max)?

Should the Chairs lead the succession planning of each of the committees?

#### Answer

TF stated he had this conversation with Lloyd (Chair Alpine). Changing chair each year is probably not enough time for a chair to make any impact (however there should be a mechanism for the committee to remove the chair each year if they are not supported) I would like this to follow the same as board directors, so 2 terms of 3 years possible and then rotated.

How we support the next generation of athletes to deliver GBS's vision of top 5 nation

Only 8.5 years away - What is the plan to do this & how are SE & GBS aligned to give us the best possible chance, yes I know I have a personal interest in this area specifically, we have some great potential in the UK who are performing well in FIS & just under Europa Cup, these are the potential athletes who will be 25-28 in age in 2030 who we mustn't forget about, whilst in parallel we look at starting new initiatives for younger athletes.

Do we work closely enough with the academies & clubs, I appreciate there is friction & frustration on both sides, ultimately the collective goal should be the same (improve the sport & achieve WC podiums), how can we break down these barriers? or is this something we are not willing to consider?

To be top 5 nation - how do we measure this?

#### Answer

As mentioned above we are working together with GBS to align and have a joint approach.

I agree there has been some friction between SE and academies, but I do want to have a positive relationship and we have started to look at this and will hope to have discussion with academies on this very shortly and this needs to also be in partnership with GBS as well and not just SE if we are truly to align the pathways.

This needs to include more understanding of expectations of Academies and the reasonable deliver expectations from SE

This is GBS vision and was set out by Dan Hunt. He did the analysis of what was required to deliver this and how he thought it was possible. It will be for GBS to measure.

I would hope that Clubs feel that SE are there for them and offer whatever reasonable support is requested. We have run multiple 'drop-in sessions' through the last year to help navigate the lockdowns and restart of activity as well as provided as much guidance and support that we could.

We would like more engagement from and with Clubs – especially to help them increase participation from their local communities. Can I ask all Club Chairs to consider this and contact me if they would like more engagement.

#### Financial Report

Pure sponsorship seems extremely low £8k - 1%  
What would be an acceptable level of sponsorship per annum to secure  
Who is accountable to secure sponsorship?

SE consists of a Marketing lead, Event Lead, Campaign Lead, The Non-Exec Directors have Marketing / Sponsorship "specialist" backgrounds there appears to be a significant resource / O/H which could be focused on sponsorship! - suggest we should be looking at in excess of circa £50k pa otherwise the cynic in me would say get rid of the resource & move the salary straight to sponsorship!

#### Answer

Pre-Covid commercial sponsorship was very difficult, but we were achieving a level of success in attracting sponsors to supplement our grant and membership/ events income. Given the structure of our sport (with GBS responsible for 'elite' athletes), the SE proposition for many sponsors is limited.

With Covid the sponsorship market has disappeared, with many of our current sponsors having to withdraw as they fight to survive. Looking forward, it is going to take time for this sponsorship market to re-establish itself.



For the next couple of years, the Board have agreed to 'de-prioritise' sponsorship attainment as the level of effort required will be vastly disproportionate to the funds available. We will still go for sponsorship that is offered or economic to obtain.

To clarify the roles, the marketing lead is part time and works 2 days a week. The event lead main focus is getting the coaching course up and running and also general admin of answering the phone and emails that come into the office. The campaigns lead has been on furlough throughout

Membership forecast (Graph)

2022 - 5%  
2023 - 3%  
2024 - 3%

Is this based on data & analytics?

**Answer**

This was based on discussions; lapse survey data and other analysis other sports had done. It is very hard to predict especially when we are guessing where our baseline will be from this year. This will be reviewed as we get more clarity on our baseline figures.

**Gareth Case & Richard Barbour**

Roles and Responsibilities of Non-Exec Directors

Reference to Scheme of Delegation (apologies I could not find this!) could do to understand the roles & responsibilities of each of the Non exec directors

The roles and responsibilities for each director will follow the work on the refreshed strategic priorities as we emerge and restart activities and this will be communicated to the committees.

Answer

Scheme of delegation is on the website Scheme-of-Delegation-v4.pdf  
(snowsportengland.org.uk)

**Gareth Case & Richard Barbour**

External Board Evaluation

When will the independent report provided by Campbell Tickell be issue to Committee members?

### **Answers**

An executive summary will be made available to the committees and membership in the autumn. The process of the evaluations was getting the directors to feed in their views and to collate this information and make recommendations back about how the board can work more effectively.

Sponsors / Partners

It would be good to split the two headings, so people can see who actually provides "pure" sponsorships as opposed to those who offer support through partnering at a race or through a season (no actual commercial investment)

### **Answer**

Yes, happy to look at this for next year's report

Can the director responsible for assessing and responding to the effects of Brexit on coaches and coaching report on strategy, progress and the ability of qualified coaches to coach in the EU.

### **Answer**

No this currently sits with the CEO. We have reached out and working with the other HN's and BASI on this and engaged other sports and will continue to do so. We have approached Sport and Recreational alliance to bring together a wider pool of sports and to link with DCMS to try and find solutions and enable our coaches to work abroad with their athletes.

As Louise has stated roles will be assigned and we will consider if having a director responsible for this would be helpful.

### **John Shedden**

Has that Schools Committee been disbanded and/or changed?  
I ask because the Schools Reports consists of two reports from two different, external organisations called ESSKIA and NSSA.

So, may I also ask,  
What relationships do ESSKIA and NSSA have with Snowsport England?

Are they, together, a new form of Schools 'Committee'?

May I also ask, what the relationships are between these organisations and the Alpine, Freestyle and Nordic Committees which, hitherto have been responsible for developing the philosophies and policies for those disciplines and for organising and overseeing our Governing Body's developments in those disciplines?

Are the Rules, training of Officials and Referees, TDs etc common to all?

May I also ask, if the Training/Coaching personnel of ESSKIA and NSSA are licensed by Snowsport England, with UKSnowsport awards which comply with the Safeguarding and Code of Conduct for Coaches which SE expects of all its personnel?

### **Answers**

The committee structure was reviewed, and a new structure announced at the last AGM in 2020. The schools committee and the Youth development committee have been merged into the Participation and insight Action group (PIAG). This was explained at the AGM in 2020 and the process we are following to get the restructured committees up and running

Yes, the Schools committee has been disbanded and the new PIAG committee put in its place. The SCO element of the schools committee now sits with the ASCL and SCO subcommittee which sits under the coaching technical panel.

Both Esskia and NSSA are schools associations which affiliated to Snowsport England. They agree to the schools association agreement each year and submit all their activity to SE.

They are not the schools committee

Each schools association has to link with the relevant discipline committee to get approval for their squads and to agree how they can fit within the talent pathway.

The discipline committees set out the rules and the schools association agree to abide by them as well as out safeguarding and equality polices.

As mentioned, the ESSKIA and NSSA have to comply with our safeguarding polices and our rules.

**John Shedden**

*May I ask, do you know, are you able to tell our membership, why GBS did not support Sarah's bid to become President of FIS?*

**Answer**

GBS are the British representatives at FIS, and it is for them to decide on who they would support to be the next President. I don't believe it is our place to comment in detail on this. However, they did interview both Sarah and John and had a clear process to evaluate who they believe was the best candidate for the new president.

**Des Goff**

I would like to ask the Nordic Committee if they are making any effort to re-establish the GB roller ski series and/or alternately if they are planning a Sport England series once racing is allowed again

**Answer**

Yes, this is the aim to re-establish the GB roller ski series.

