

DEVELOPMENT STRATEGY COMMITTEE

MEETING AGENDA & MINUTES

	Initial	Wed 08 Mar 2017	Tue 23 May 2017	Mon 21 Aug 2017	Wed 01 Nov 2017
MEETING NUMBER		53	54	55	56
TIME		18:00 – 20:00	18:00 – 20:00	18:00 – 20:00	18:00 – 20:00
LOCATION		W1T 4QJ	TBC	TBC	TBC
MEETING TYPE		REVIEW	REVIEW	REVIEW	REVIEW
Cate Atwater - DSC Chair	CA	Yes			
Chris Greenhalgh - BSUK Board	CGr	Apologies			
John Walmsley - BSUK Board	JW	Apologies			
Gerry Perez – BBF	GP	Apologies			
Liam Carroll - BBF	LC	Yes			
Steve Getraer - BSF	SG	Yes			
John Boyd - BSUK	JB	Yes			
Jenny Fromer - BSUK	JF	Yes			
Chris Rawlings - BSUK	CR	Yes			
Will Lintern - BSUK	WL	Apologies			
Jason Holowaty	JH	Apologies			
Minutes		CR			

Meeting commenced: 6:00pm

Meeting concluded: 8:06pm

MEETING – 08 MARCH 2017

53.1 Attendees, Apologies and Introductions

a. **Welcome**

CG welcomed Liam Carroll (LC) to the Development Strategy Committee (DSC) meeting. CA also thanked WL & JF for their ongoing membership and contribution to the DSC and wished them well in their new ventures.

b. **Apologies**

Apologies were received from John Walmsley, Will Lintern, Gerry Perez & Chris Greenhalgh.

53.2 Minutes from Last Meeting

c. **Matters Arising and Carried Over from Last Meeting**

51.5 JB reported that the northern baseball teams (about 10 in total) were aligning the newly formed British Baseball League (BBL). JB clarified that the clubs were located in a line between Hull and Manchester and northwards. It was reported that both Cartmel Valley and Manchester Baseball Clubs were still also affiliating to the BBF for this season. It was asked whether the South West Baseball League were also joining the BBL. General information was that they would not and still getting insurance via the BBF for this season. CA asked what impact this would have on BSUK and the DSC. JB replied that until the BBF provides further clarity about how it would like BSUK to proceed, the intention is for our services to northern clubs to continue as normal. However, the departure of northern teams may require a reconsideration of the importance of developing the Northern Facility.

51.5 It was reported that the BBF Board had not considered the question of university affiliation raised by JB in 2016. LC agreed to raise this issue again.

52.4 It was reported that the How Are We Doing Report for Quarter 14 had been sent to Phil Smith at Sport England, but no response had been received.

52.7 CA stated that the review of Hit the Pitch would be reassessed after the Hit the Pitch section of this meeting.

d. **Items for Any Other Business:**

No items for other business were received.

53.3 How Are We Doing Report?

CR introduced the How Are We Doing Report for quarter 15 of the 2013-2017 Whole Sport Plan period. CR highlighted progress against the three substantive participation targets. The increase in the number of players in the period since March 2013 was 7,400 players against a target of 4,225. The cumulative total of the number of players now playing was 24,013 against a target of 23,565 and a BSUK

stretch target of 24,500. The quarter itself was relatively quiet, expected for the winter months. 23 teams had formed, largely from indoor and education based programmes, with 13 teams attritioning. This meant an increase of 10 teams and 164 players.

Through discussion, the following points were raised:

JB stated that there were no “found” teams and therefore they were not reported on separately, as had been previously requested. Future found teams would be highlighted in future How Are We Doing Reports. CR added that all 23 teams formed in Quarter 15 had been developed. It was agreed that further thought and definition needed to be given to the definition and understanding of found teams against developed teams.

CA asked whether the BSUK stretch target had motivated staff. JB replied that it had and helped to grow the sports reach even further, commenting that the size of playing population for the sports was now alongside sports such as volleyball. JB also reported that Sport England would now be investing in services to core participants through its funding to BSUK.

CA asked about the impact of indoor programmes, as highlighted in the report. CR responded that it was very positive and attracting new participants to the sports as well as servicing the needs of existing players. LC offered to support the development of an indoor baseball format being planned in the North West.

LC asked whether the data in the Master Teams List could be analysed for churn of teams and affiliation levels to the Federations. CR indicated that the annual holistic review of all leagues and teams would be undertaken once the new season was underway. CR asked for support in this process through both Federations, which both agreed that they would do.

JB also stated that there would be a focus in the next four-year period on youth programming and development work. For example, a junior tournament to run alongside adult tournaments at Farnham Park.

53.4 Good Practice Example – Junior Participation

There was insufficient time in the meeting for this agenda item to be discussed.

53.5 Sport England Funding Submission

JB reported that the funding submission had been sent to Sport England. It is now awaiting formal approval and sign off by Sport England – a decision will be known at the end of March 2017. JB reported that the submission had been shaped by consultations with boards, clubs and leagues and BSUK staff over the previous 12 months. These consultations had shaped a scoping document that had then resulted in a solicited funding submission to Sport England. The funding will fund three main areas: back office staff; maintain the core players of the sports and talent. JB stated that there needed to be a big focus on business development and income generation over this next four-year cycle with Hit the Pitch Day sales core to achieving this.

e. **What does this mean for DSC in the future?**

Through discussion, the following points were raised:

- 1) There would be a lower focus on participation increases by the DSC.
- 2) Internal reporting measures on participation increases could be moved to a half yearly period rather than the current quarterly reports.

SG asked whether moving to a half yearly report would allow issues to be picked up quick enough. JB said that the new measures of success need further working through once funding levels are known and that growth of playing population would be a metric used to measure success, but not the only one.

- 3) More focus by the DSC on the core market of players currently playing the sports.

JB stated that the DSC should focus on the drivers and barriers to people engaging and playing baseball and softball. These will need to align with the Federations' development priorities to maximise opportunity.

- 4) With staff changes in the team at BSUK in the pipeline, there could be increased workloads and reduced capacity. This will mean that BSUK will need to find a way of working differently.

There was consensus that the DSC would become more developmental in outlook, with work between the formal meetings to help move ideas and concepts on. The role of advisory groups was discussed and agreed that the LGBT Advisory Group could act as a pathfinder for this way of working between DSC meetings. Consistency in the representation on the DSC was also raised as a key factor for its success in the future. LC asked SG about the process the BSF undertakes between meetings. SG responded that monthly calls were staged to improve communication between board members. It was agreed that there would be no issue in sharing headline agenda items at these meetings.

53.6 Hit the Pitch – plans for 2017

CR gave the DSC group an update on the plans for Hit the Pitch in 2017. It will remain the central participation development programme for BSUK, helping to reach new markets and players through its Day, Team and League packages. Hit the Pitch Days will become more of a priority for the development staff at BSUK, with the intention of it increasing revenue generation through the sales of high quality events, particularly for companies. Other development priorities for Hit the Pitch days will be events targeting players that have played previously, offering shorter and less frequent opportunities to get back on the field. Opportunities for current players to transition between sports and formats will also be organised. JB added that BSUK had a Business Development Manager in post to help drive sales and extend the reach of Hit the Pitch, particularly the Day offer. CR added that a target of 75 Hit the Pitch Days to be sold and delivered in 2017 had been set by the Development Team. LC asked about the commitment from the Development Managers to achieving this. CR responded that they were expected to devote one full working day (or equivalent) per week to achieving this.

53.7 Risk Register review & mitigations

Through discussion, the following points were raised and added to the risk register.

- There could be perception of softball focus from the community with no member of staff at BSUK with a current presence in the baseball community.
- The breakaway of the North and potentially the South West to the newly created British Baseball League.

The existing items on the risk register were looked and the following amendments suggested:

- Re-word the Regents Park related risk statement (number 6).
- Re-word the extended leave impact of BSUK staff (number 4).

53.9 Actions List

See below.

53.10 Any Other Business:

No other items were raised.

Date of next meeting: Tuesday 23rd May 2017 (*Note change of date