

DEVELOPMENT STRATEGY COMMITTEE

MEETING AGENDA

	Initial	Wed 28 Feb 2018	Mon 18 Jun 2018		
MEETING NUMBER		57	58	59	60
TIME		18:00 – 20:00	18:30 – 20:30	18:00 – 20:00	18:00 – 20:00
LOCATION		SE1 4YB	SE1 4YB	SE1 4YB	SE1 4YB
Cate Atwater - DSC Chair	CA	Present			
Chris Greenhalgh	CG	Apologies			
Liam Carroll	LC	Phone			
Steve Getraer	SG	Apologies			
Jenny Fromer	JF	Phone			
Chris Rawlings	CR	Present			
Jason Holowaty	JH	Apologies			
Leah Holmes	LH	Present			
Robin Bannerjee	RB	Phone			
Simon Winman	SW	Phone			
Minutes		LH			

Meeting commenced: 18.05

Meeting concluded: 19:52

MEETING – 28 FEBRUARY 2018

57.1 Attendees, Apologies and Introductions

a. Welcome and format of the DSC

Thanks were given to all for calling in and for making an effort despite inclement weather.

CA introduced additional committee members joining the DSC.

RB – looking to foster good working relationship between BBF & BSUK. He has a baseball history abroad (American school in Japan) and moved to the UK 25 years ago where he joined Brighton Baseball Club. He got further involved through his children at Horsham Baseball Club and set up Brighton youth play. Two seasons in and he is now focusing on growing participation in the city, as well as recently taking on the role of Development Official for BBF. He is aware of previous relationships between the organisations but in his experience, has seen a great deal of passion from both the club networks and BSUK and he believes in working collaboratively. He currently works at the University of Sussex as a psychologist.

SW – has worked in the RFU development department for a number of years, focusing on volunteering, facility investment (through clubs), governance/business management of clubs, plus planning and delivery of club's management and governance.

CA explained the reformatting of the board and sub committees. DSC sits under the umbrella of advisory committee so does not have board restrictions which allows a wider membership and flexibility to invite whoever the group wishes.

b. Apologies

Apologies for the meeting were received from CG, SG and JH.

57.2 Minutes from Last Meeting

c. Matters Arising and Carried Over from Last Meeting

RJ asked for the background on BBF University affiliation action. CR gave overview of the request (discount/free affiliation for university teams wanting to affiliate with BBF). Main aim to link the two partners better and improve awareness of BBF and the related activity. RJ was supportive of idea and agreed to look into implications this action and report back to CR.

Other actions are covered in the agenda/action list. Previous minutes were accepted as an accurate report.

d. Items for Any Other Business

The BSUK team was congratulated on the Coach Summit and it was recognised as a successful event and congratulations passed on, on behalf of the DSC. JF echoed the positive comments, reporting the Summit as the strongest so far (particularly from a softball perspective). Great example of partnership working.

57.3 BSUK Dashboard Measures – Interim Report

CR updated the DSC on the How Are We Doing Report, a bi-annual annual report produced to monitor progress towards participation measures.

CR felt it was important to publish an interim report to highlight where we are at against our Sport England measures dashboard. There has been a decrease in team numbers in 2017 (233 teams), mainly due to the loss of some significant programmes like Carluccio's and adult club/leagues decreasing. There has also been a drop off in FE programmes, which was felt could be due to staff turnover, and some school drop off (school games/intra mural). CR reported that plans are already in place which should yield 3,300 new players by March 2019 if all activity is successful.

RB requested a further breakdown of the report to include baseball specific data/headlines. He is particularly interested in baseball trends, and the breakdown of affiliated vs unaffiliated. CR confirmed he is happy to share the information from the MTL with RB to give him further detail on this.

CR is ensuring that the learning from where there has been drop off is integrated in to plans moving forward to prevent similar attrition.

SW asked whether there is any particular reasoning for the spike in participation in 2016. CR shared that year three of the Whole Sport Plan cycle was always expected to be the biggest increase due to the staff restructure and the delivery cycle planning.

CR shared there has been a delay in getting BSUK Equality & Diversity survey out but would like to get this sent out and asked Federations for their support in circulating in the next few weeks. The survey will replicate last year's survey to support comparison work.

CA asked how this is shared and whether any help is needed. CR confirmed any help with distribution would be greatly appreciated and that the survey is aimed at all players. Due to new GDPR regulations some areas of the survey need further consideration before distribution which Tim Stride and John Boyd are working on.

JF shared that the BSF are updating their website and looking in to improving their data collection systems so will be considering building this in. It was agreed that might be worth BBF doing the same, which RB has taken on board.

57.4 Participation Planning – Lower Socio-Economic Groups and Women.

CA noted that each DSC is to have a theme for discussion – as agreed by all previously. CR had provided briefing notes which were circulated with the agenda, to give an idea of topic background with specific questions to provide focused discussion during the meeting.

CR reported that the LGBT advisory group has already been set up, which is why the focus is on female participation and participation amongst lower socio-economic groups in this agenda. JF expressed an interest in hearing findings/discussions from the LGBT panel to support partnership work with the DSC.

Recruitment

SW shared information on the RFU This Girl Can 'Inner Warrior' programme; a very visual campaign, social media heavy, promoting camps for female players in a friendly, non-threatening environment. Trying to tap in to a certain demographic of females rather than all females, marketing was not about the sport, and was instead more about the female with key messages around getting sweaty/muddy/letting your hair down. Measured by an uptake from new players, and teams have seen significant growth.

CR sought views between a campaign approach on a regional/national level or localised direct delivery/intervention. SW believes resources impact on the decision between the two, feeling it could be kept broad but with city approaches, university approaches, area approaches to make it as relevant as possible.

It was felt that there could be a cross over with 'Go Mammoth' style recreational, entry level projects, and that it is important to focus on the sports' strengths; fun, friendship, family elements.

JF shared that historically there have been success stories for development sessions, specific to beginners and that workforce support would be key to clubs' success with this. DSC discussed the need for clubs' workforce to be supported to enable engagement of beginners.

CA and SW asked whether university activity is competition or recreation focused, and whether there are suitable interventions in place within universities. CR shared that previously the focus is more recreational (with competition now coming to the forefront more as the clubs grow) and our work with them focuses on peer to peer influencing, and activity being driven by students. It was agreed that this could be incentivised more, currently BSUK provide resources and informal incentives but targets/challenges could ensure more proactive development by clubs.

RJ suggested engaging with wider university staff/resources who are targeted with similar aims. The Widening Participation agenda echoes our own so could be key partners to engage with them as long as we have a specific offer for them. They also have a dedicated funding stream. Lead contacts should be accessible on university websites.

All agreed that imagery and messaging are very important in targeting these groups. It was agreed that BSUK does this well but that it could be shared with partners and clubs to help.

RJ suggested protected web resources with suitable imagery/messaging would be very useful. Identifying key ways to change the narrative of clubs to be more suitable/attractive e.g. specifying boys and girls rather than children.

CA reinforced that making sure federations are forewarned/bought in before anything is launched is key.

RJ warned that we need to make sure that what we are promising (e.g. fun/welcoming) matches up to the end experience and in order to do this clubs need to be aware and bought in to this.

Partner Involvement

SW felt that some CSPs are helpful partners for targeting specific groups. Potential where they overlay some lower socio-economic areas, particularly cities given the current playing populations.

It was felt potentially an intervention approach rather than national campaign would be best for lower socio-economic groups. CA also shared that housing associations could be a positive partnership to explore and a potential route into communities. Other partners mentioned Street Games, YMCA, Scouts, Youth Clubs, Brownies/Guides

JF mentioned historically there have been MLB game conversations in East London and that there was appetite for local programming but the feedback was that this would need to be extremely localised.

RJ suggested mapping of baseball/softball clubs on to deprivation maps could be a useful step to identify cross over. This information is readily available and would make a good first step. Equally the Sport England market segmentation work provides valuable insight.

LC suggested a schools programme near Finsbury Park, replicating historical Play Ball programme but with improved club links this time round, could be fruitful.

SW raised the Premier League community foundations are good partners to work with. The Premier Primary Stars Programme, teaching core subject skills through sport, particularly targeting deprived areas, could be a good fit. This could be another way of connecting with schools in a non-traditional way.

Shadow Ball has been run previously linking BME, drama and baseball.

LC asked what MLB's schools plans are, CR is currently working on a proposal document for this.

RB shared that MLB International have a successful educational programme in the Dominican Republic that would be worth understanding further.

57.5 Risk Register

CA noted that a complete review of the risk register was required. JF supported this along with a check on actions, to ensure next steps are taken rather than just listed. A RAG rating could manage this.

57.6 Actions List

See table below

57.7 Any Other Business

LC shared that he is happy for BSUK staff to use the 'GB Way' Facebook Group as a forum to share Coach Ed courses.

RJ shared that Cardiff are a new club looking for support on set up/affiliation. They are looking for a coherent picture of how both the BBF (or BSF) & BSUK work together to support so clubs in this position don't have two separate communications.

Date of next meeting: 18th June 2018