

## DEVELOPMENT STRATEGY COMMITTEE

### MEETING MINUTES

	Initial	Wed 28 Feb 2018	Mon 18 Jun 2018	Mon 20 Aug 2018	Wed 7 Aug 2018
MEETING NUMBER		57	58	59	60
TIME		18:00 – 20:00	18:00 – 20:00	18:00 – 20:00	18:00 – 20:00
LOCATION		SE1 4YB	SE1 4YB	SE1 4YB	SE1 4YB
Cate Atwater - DSC Chair	<b>CA</b>	Present	Apologies		
Chris Greenhalgh	<b>CG</b>	Apologies			
Liam Carroll	<b>LC</b>	Phone	N/A	N/A	N/A
Steve Getraer	<b>SG</b>	Apologies	Apologies		
Jenny Fromer	<b>JF</b>	Phone	Apologies		
Chris Rawlings	<b>CR</b>	Present	Present		
Jason Holowaty	<b>JH</b>	Apologies	Phone		
Leah Holmes	<b>LH</b>	Present	Present		
Robin Bannerjee	<b>RB</b>	Phone	Phone		
Simon Winman	<b>SW</b>	Phone	Present		
Johanna Malisani	<b>JM</b>	N/A	Present		
Minutes		LH	LH		

Meeting commenced: 18.10

Meeting concluded: 20.00

## **MEETING – 18 JUN 2018**

### **58.1 Attendees, Apologies and Introductions**

#### **a. Welcome**

CR took on the role of Chair in CA's absence. It was explained that Liam Carroll had resigned from BBF board. He was invited to remain as a member of the DSC but declined the offer.

RB explained he was voted on to the BBF board in November and took part for a few months but has subsequently resigned. He will however, remain a member of the DSC following an invite from CR & CA.

CR welcomed Johanna Malisani, BaseballSoftballUK Fastpitch Development Manager & Talent lead, to the group as a guest due to the meeting focus of talent.

#### **b. Apologies**

Apologies were received from CA, JF & SG all absent due to work commitments.

### **58.2 Minutes from Last Meeting**

Page 5 – SW needs to be removed from Premier League community foundations paragraph.

JH offered to support further with MLB International contact.

#### **c. Items for Any Other Business**

None

### **58.3 BSUK Dashboard Measures – Update**

CR shared that 1,700 new players are estimated to be added in the next few months following a review of the Master Teams List with all staff. With the Leads identified in the system included, this leaves ~ 350 players to find to meet Sport England's participation target. Targeted project work such as LGBT/lower socio-economic and schools and university work will hopefully see the target being met in March 2019 Figure is currently 22,805 and the end of March target is 25,311.

RB asked if MLB had any plans in the run up to the MLB games. CR explained that full details on MLB plans is are yet to be known, but would be shared when possible. JH shared that MLB development strands were based in NY, and that the focus of UK staff is more on corporate. JH felt that an East London community offer might be requested by MLB due to pressure from the Mayors office, potentially at short notice. CR confirmed this was already being planned with the intention to keep ahead and having something ready to roll out.

#### 58.4 Academy – A Talent Discussion

CR reminded the group of roles indicating JH is the Academy and HPA Director and Jo Malisani Assistant Director.

SW asked for a snapshot of the talent pathway for young players. JM shared that the journey often starts in schools which lead into club sessions where available. The Academy is then open to all, with winter training sessions that can lead to trials for the High-Performance Academy (HPA) run by National team coaches for players up to U22 & U23 (however some older players are kept in the programme as player/coaches to support their training & development).

There is a National membership, with sessions in Farnham & Coventry for HPA plus further sessions in the South (Slough) & North (Manchester). Locations are based on where the biggest playing populations are. The Talent programme is in its early stages of development.

SW raised some questions that the Rugby Football Union were faced with when they were setting up their academies – Is the academy 'the place'? 'The players'? Or 'the coaches'? In Rugby, they had a mixture of satellites linked to Premiership clubs as well as those based in places where there is a high playing population or staff/talent drivers. Locations would need facilities of an agreed standard however the main driver was taking the coaches outside of the club & into the locality. The RFU are lucky to have a good spread of Premiership clubs but then also made sure they filled any geographic gaps wherever possible. The aim was to follow the Premiership clubs for the expertise and high-performance experience, but make sure they went out in to the communities to ensure access for local players. Travel was expected further down the line once a player is engaged.

JM asked how they ensured sessions were standardised & quality control is in place. SW shared that from a curriculum point of view this would be clear from RFU regarding strength and conditioning and content, but with the 'how' left to the coaches.

Where possible the outreach sessions would also be used to upskill coaches coming from club/county level. A lot of the time this can be voluntary as it is sold as part of their development. The bigger coaching numbers (better coach/player ratio) also helps establish the difference between the club sessions & academy sessions, along with a greater emphasis on professionalism, all leading to perceived better value for money.

CR asked how the Premiership model could translate to softball/baseball, could the same be done with NBL or GBFL teams? JM felt it would make more sense to utilise the older or transitioning players as they are the ones with the expertise, understanding of programme and are also likely to inspire the younger players.

RB thought it was great to see Coach Education and talent development already being linked. He shared that in the build up to the Little League competition Brighton ran training sessions for teams and it highlighted the difference greater number of coaches makes. Travel was identified as one of the main challenges for a large number of players as was the large a commitment for families across the country. It is felt that coaches and coach quality limits this along with finances. Payment of coaches could be important as an incentive and to ensure they feel valued, particularly those leading on a regional level. Critical mass needed in each

area to ensure the regularity of sessions. It was wondered whether there could also be a meet up of all the academy players held occasionally (perhaps once a quarter), beneficial to players able to train together, and also useful for coach education purposes such as mentoring sharing ideas.

An additional idea for coach incentives could be CPD sessions with expenses paid for. Merchandise could also support. SW shared the 2 out of 3 theory for cash, stash or lash, if two of these is offered generally the workforce is kept happy. Stash is particularly popular, becoming part of an elite group, improving sense of ownership. The meet up idea (both players and coaches) was supported.

RB shared that CPD might be offered free but actually it is earned. Early notice is integral in order for it to work around other coaching and life commitments, plus an invite from Academy or whatever body can add weight to attendance as you are being asked on behalf of a wider group.

JH shared that this year the summit was used in this fashion and it is something they would like to expand further. He also feels an important question is to look at what the academy looks like in a few years. RB felt one of the key signs of growth would be greater number of levels.

CR asked RB what he felt the club's perspective of the academies is. RB feels there is a disconnection, not just with the academies but across the wider development arm of the sport. This is an obvious gap currently, and he felt one of the main reasons for this is due to inadequate communication.

SW recognised the aim of increasing number of coaches, plus links with the number of administrative volunteers, could only be achieved through the club networks. Therefore, at the bottom end the programme would need to be club driven but then the higher end would be developed by clubs with BSUK/Academy support. This would also help with club engagement. JW said this sounded like a franchise model that feeds in to the HPA at a higher level.

LH shared the Badminton England model of hub clubs or coaching experts being funded to create performance centres, meeting required Badminton England criteria along the way. SW felt cautious of clubs taking it up fully as in his experience this can raise political issues between neighbouring clubs.

## **58.5 High Performance Academy – A Talent Discussion**

This agenda point and the above were merged in to one discussion.

SW wondered if the High-Performance Academy (HPA) could end up being more of a virtual group as meeting regularly is not practical but could work for irregular get togethers.

RJ asked how the Academy links to National programmes. For example, he felt the Coach Education evening run by Liam was very good but is slightly disconnected from the Academy/BSUK programmes. CR shared he would love for the National coaches to deliver and play a key role in the BSUK Coach Education offer but this is dependent on individual motivations.

JH expressed that the GB Way is at the heart of the academies curriculum and the staff is the same across the two programmes, so they are very linked if not formally. RB felt this could do with being made clearer, as it currently feels like there are lots

of strands BBF, BSUK, Academy, GB Way all offering elements of Coach Education, but these are not joined up which makes it confusing for the consumer and dilutes all the offers.

JH shared that there is an expectation that junior National players must attend HPA, mainly due to coaching staff.

RB feels that the current academy structure restricts the pool of players (due to practical challenges) where as a wider community model would allow for more players to engage and be a part of the structure.

CR asked how has RFU coped/managed with coaches who have conflicted with the systems in place. SW felt that CPD played a big part; in order to stay licensed a number of CPD courses must be attended and these are used to teach the coaching plans and philosophies expected of them. The coaching philosophy is so strong that those straying could be removed from the programme. Local advocates are key to ensuring this is bought in through the CPD and beyond.

RB felt collaboration is key in co-developing this programme, so it does not become one partner implementing their vision on another. Working out who should do this is the challenge. JM believes a willingness from figure heads to work together is essential but also a challenge.

The group felt that the next steps should be translating this discussion in to an action plan. Talent is included within the Sport England dashboard but BaseballSoftballUK are waiting to hear more detail.

## **58.6 Risk Register**

SW asked if there are any red flags the group should be aware of or are they all being mitigated. CR felt it was hard to know for definite but that steps are being taken on all to be mitigated, and BaseballSoftballUK are awaiting a response from Sport England on the Annual Report. Until a response is received, it is difficult to predict and is dependent on how much they take heed of the narrative in comparison to the hard numbers. Further information expected in the next 2-3 weeks.

## **58.7 Actions List**

See below.

## **57.8 Any Other Business**

No other items were raised.

**Date of next meeting:** 20<sup>th</sup> August 2018