



COUNCIL MEETING MINUTES

Minutes of the Council meeting held in William Goodenough Large Common Room, Goodenough College, Mecklenburgh Square, London, WC1N 2AB at 1100 on Thursday, 17 May 2018.

PRESENT

Council Members

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| Richard Bickers (Avon) | Michael Blasdale (Leicestershire) |
| Paul Main (Bedfordshire) | Jim Foggitt (Merseyside) |
| Sandy Burnett (Berkshire) | Vickie Prow (Middlesex) |
| Alex Preston (Buckinghamshire) | Mike Broadbent (Northamptonshire) |
| Alan Batchelor (Cheshire) | Colin McNestrie (Northumbria) |
| Mike Batte (Cornwall) | Alec Livingstone (Suffolk) |
| Dave Neller (Essex) | Patrick Fleming (Surrey) |
| Geoff Went (Essex) | Paul Millman (Sussex & President) |
| Mark Toseland (Gloucestershire) | Mo Sarwar (Warwickshire) |
| Devan Kandiah (Hampshire & Vice President) | Mike Stannard (Wiltshire) |
| Robert Smith (Kent) | Bett Dryhurst (Worcestershire) |
| Dave Scurlock (Lancashire) | Mike Clemson (Yorkshire) |

Board Members

Joy Carter (Chair)
Kate Bedwell
Heidi Leseur
Wendy Newlove
Eamonn O'Rourke
Keir Worth (CEO)

IN ATTENDANCE

Chris Vine

England Squash Vice Presidents

Bob Johnson
Gordon Ross
Barbara Sanderson
Joyce Tuomey
Zena Wooldridge

England Squash

Paul Barrett (Project Manager – Membership)
Steve Jones (Minute Taker)
Paul Makinen (Head of Marketing & Insight)
Chris Peach (National Education & Pathways Manager)

Louise Perry (Director of Finance & Operations)
 Josh Taylor (National Performance Coach)
 Linda Taylor (Head of Strategic Partnerships)
 Mark Williams (Partnerships & Programmes Director)

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| 1. | <p>Chair’s Welcome</p> <p>Apologies for Absence</p> <p>Apologies were received from Cambridgeshire, Cumbria, Derbyshire, Devon, Dorset, Durham & Cleveland, Herefordshire, Hertfordshire, Shropshire and Somerset, as well as from Vice President J. Robinson and the Board members N. Donald, A. Light, M. Pullen, J. Singer and P. Trott.</p> <p>Declarations of Interests</p> <p>No interests were declared.</p> <p>Minutes of the Council Meeting of 11 November 2017</p> <p>The minutes of the previous meeting were taken as read and were agreed as a true and correct record.</p> <p>In relation to item 3, Additional Board Members, it was requested by Essex that it be put on record that Essex was not happy with the voting process.</p> <p>Matters Arising</p> <p>There were no matters arising.</p> <p>Board Update</p> <p>Joy Carter (JC) welcomed all to the meeting and updated Council on the continuing work of the England Squash Board, which at its most recent meeting in March, amongst other topics, reviewed and approved the Tactics Tracker (a document devised to monitor England Squash strategy implementation), discussed the future of The Squash Player magazine, and approved the development of an ambassador programme.</p> | |
| 2. | <p>CEO Update</p> <p>Keir Worth (KW) highlighted how the quantity of Council papers, including those listed “below the line” on the agenda, showed the breadth of recent work and the extent of collaboration that has taken place with stakeholders including CAN, the Masters Committee, referees and Sport England.</p> | |

Picking out key areas of notable work, KW referred to progress in membership and digital content, Mick Todd's partnership with England Squash in supporting club development, the 'face of Squash Girls Can' campaign and 'Mission 2022' - the referee development project.

Current priorities were stated to be membership, participation and talent, for each of which partnerships were said to be crucial.

Thanks were given to all in attendance, as well as to the Board, for support and expertise across the many aspects of England Squash work and to staff, who consistently manage large volumes of work.

Cornwall asked about England's realistic aspirations for Birmingham 2022 given that some of the 2018 players are approaching the end of their careers. KW responded by saying that England is confident looking ahead to 2022.

Continuing the theme of England's elite players, Northamptonshire queried England's World Rankings aims. KW pointed out the dominance of Egyptian players, but offered encouragement by adding that there are some very talented junior players.

3. **Membership & Affiliation Developments**

The Project Manager, Paul Barrett, used slides to present an update, explaining that the first phase of the project has been delivered, including the enhanced rebate for County Associations.

A key priority has been activation of accounts on the website. There has been a 28% rise in activated accounts since September 2017. It was acknowledged that more is needed to drive this figure higher.

It is planned that informative membership packs will be posted to affiliated clubs this summer. The packs will focus on advertising the membership benefits (including relative new ones such as personal injury cover) and on helping clubs to use the Club Dashboard, which should help drive activation.

Some key items of focus are:

- Dual membership, i.e. when a member is paid for by more than one club or paid for by a club and also by the member directly. Resolving this is a significant challenge and an update will follow soon.
- More work is needed on mandated membership policies.
- The current membership and affiliation scheme is not set to change any time soon.

A database audit and review is set to take place in summer 2018 with a view to removing legacy data in accordance with the General Database Protection Regulation.

Middlesex noted that County Associations also have a key role to play in activation of memberships.

County Associations tend to have their AGMs during the summer, and Essex said that it would be useful to include some membership-related information at those meetings.

It was also raised that it would be useful for an England Squash representative to attend the County Association AGMs if at all possible.

Bedfordshire commented that it would be worth looking at the comparison between junior and adult activations. This would confirm the hypothesis that junior activation is considerably higher due to the need to have an activated account to enter competitions directly through the website.

Surrey highlighted the challenge of obtaining member details from clubs that are part of groups like David Lloyd Leisure and Nuffield. Mark Williams explained that a David Lloyd club can have thousands of members on a general membership scheme and therefore identifying those involved in squash can be difficult.

4. Articles of Association Review

Paul Millman (PM), England Squash President and chair of the Articles group, said that he is grateful for the support of everyone involved.

There is now an importance in the Articles to focus on Council. Some issues that had been raised include:

- Does Council work? Is it too big or too small?
- Should there be a more broad representation on Council? Should leisure centres, for example, be included?
- Clarity is needed on the role of Council
- Is there consistency across regional forums?
- Are County Associations working to a common brief?

It was emphasised that it is now necessary to clarify the terms of reference of Council. Doing so will help County Associations to be fit for purpose. There is also work that will be done on looking at elections, perhaps to simplify.

Feedback from County Associations will help determine what goes into the terms of reference.

JC thanked PM for taking on the role of chair and for the continuing work on the Articles.

5. Participation – the South East Project

Chris Vine (CV) gave a presentation using slides on work that began in 2014, originating in Essex but later expanding to a larger South East area. The Project was based on the idea that volunteers alone cannot be successful in delivering what squash needs. A network was therefore created for the

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| | <p>purpose of sourcing funding together and for other collaborative work, particularly to support coaches.</p> <p>Some issues that the Project seeks to overcome include:</p> <ul style="list-style-type: none"> • Squash in the area is 75% male aged 45+ • A lack of coaches • Clubs are often not good at development and don't apply for funding • Squash courts are under threat – it was suggested that squash as a sport should be more assertive and not apologise for itself • A lack of IT skills and social media <p>CV briefly went through the five key elements that the Project focuses on in order to tackle the above issues, then finished the presentation with a slide on how a County Association can be fit for purpose.</p> <p>6. Sport England Measurement</p> <p>Mark Williams provided a recap and update for Council on the current four-year funding cycle from Sport England (we are currently at the beginning of year two). It was noted that the total funding for the cycle was circa £8m. The ways in which Sport England will measure England Squash were agreed in March after a lengthy process. Outcomes have been agreed across England Squash participation programmes, talent and high performance.</p> <p>7. Competitions Update</p> <p>Josh Taylor gave an update on the review of the Inter-County Championships (ICC), then outlined plans for the Junior Competition Pathway 2018/19.</p> <p><i>ICC</i></p> <p>It was highlighted just how large an event the ICC is. A structured review has taken place, with the aim of making lasting change. Thanks were given to all who have fed back, including many individuals in the room.</p> <p>It was explained that the review focussed on centralising things with a view to generating a great atmosphere, a real sense of event and passion in competition.</p> <p><i>Junior Competition Pathway</i></p> <p>It was noted that there is a lot of cross-over in this area with lower-level events.</p> <p>The junior focus group that was set up late last year was said to have been a great way of channelling feedback and resulted in a list of proposed changes that will be trialled during the Lee-on-Solent Silver event.</p> <p>JC then invited discussions on each of the tables in the room in order to consider the following aspects of competitions generally:</p> <ol style="list-style-type: none"> 1. What is working well? | |
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| <p>2. What is needed and still to be done?</p> <p>The discussions raised a number of questions that Josh Taylor has subsequently addressed for the purpose of these minutes, with questions and answers provided below.</p> <p>Q – With regards to Silver events, how many venues can host given the various formats proposed? <i>A – An overview has been done across England to consider this, resulting in a minimum of two venues per region being identified, with most regions having three or four suitable venues. These venues would be fit to host Silver events with the addition of U11s and full monrad draws.</i></p> <p>Q – How will host venues for events be selected from a local versus national point of view? <i>A – A panel has been formed from each region of the forum network. Once all the tenders are in from each round, discussion will take place in order to consider local and national viewpoints. Forums will be used to identify areas where there is a need for a local push for more events.</i></p> <p>Q – How is it best for a County Association to handle the costs associated with the ICC? <i>A – This should be at the discretion of each individual county. Where budgets are tight, it is suggested that some costs be passed on to the competitive players. It is notable that other sports do likewise, and hockey, for example, as pointed out by Kate Bedwell, even charge for parents to watch county-level matches.</i></p> <p>Q – Can there be different dates for ICC matches at seniors, masters and juniors levels? <i>A – This has now been incorporated into the provisional calendar that has been released on the website.</i></p> <p>Q – What kind of data analysis is planned for the junior sanctioned events? <i>A – Work will be done on this at the end of the season in order to give a picture of the junior landscape. This will help identify categories where numbers are comparatively low, for example.</i></p> <p>In addition, there was a question from Worcestershire on Bronze and Copper events and the use of best-of-3 and best-of-5 matches. In response it was said that there is a need to gear players up to playing both formats. It was noted that best-of-3 had been requested by parents.</p> <p>In terms of the things that Council representatives felt were going well from an events perspective, these included the ICC, European Junior successes, League Master, consultation with stakeholders, junior development in Essex and the South East, and the changes to the ways in which hosts were selected, which were thought to be fair.</p> <p>Barbara Sanderson requested a copy of papers from Josh Taylor on how the new formats will work for each category.</p> | <p>Josh Taylor</p> <p>Josh Taylor</p> <p>Josh Taylor</p> |
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8. **Club Locker Update**

An update paper had been circulated to all invitees prior to the meeting.

Bedfordshire enquired as to whether Club Locker will be mandatory for Silver events for next season. Paul Makinen said in response that there is flexibility in that regard, with Josh Taylor adding that there is an aspiration for Club Locker to be used for all Silver events.

9. **Any Other Business**

It was noted with much sadness that long-serving Vice President Jennifer Barker passed away since the last meeting, and appreciation was shown for all of Jennifer's work over the years.

Essex announced that renowned World Masters champion Hazel Marsh sadly passed away recently at the age of 89. Hazel inspired others in many ways, particularly as she was still playing squash up until a few years ago.

JC thanked the England Squash staff for their hard work with a smaller team and encouraged dialogue to continue, also showing gratitude to the Board for its support and the progress made to date.

CAN representative Mike Clemson of Yorkshire drew attention to the fact that a CAN meeting would follow the Council meeting after lunch.

Signed...  (Chair)

Date.....22/06/2018.....