



Present: Jem Lawson (JL) Chair, Duncan Hough (DH), James Barton (JB), Francis Riley (FR), Bill James (BJ), John Mills (JM), Richard Fuller (RF), Howard Vine (HV), Sally Lockyer (SL)

Apologies: N/A

In attendance: Mark Barfield (MB), Anna Moss (AM) minutes, Kay Simnett (KS), Zara Hyde Peters (ZHP), Dave Rigby (RB), Gareth Hall (GH), James Taylor (JT)

Referenced: Gemma Herbertson (GH)

Item	Minutes	Action
1.	<p><u>Opening remarks</u></p> <p>JL welcomed everyone including ZHP, DR and members of Triathlon England staff for joining the meeting.</p> <p>JL thanked GH for her hard work whilst being on the board and also highlighted that the interviews to fill her role would commence next weekend.</p> <p>JL explained briefly the situation in regards to the falling of the resolutions and the positive steps to move forward.</p>	
1.2	<p><u>Apologies</u></p> <p>No apologies</p>	
1.3	<p><u>Minutes from Telephone Meeting 19th December</u></p> <p>The minutes of the Triathlon England telephone meeting held on 19th December 2013 were agreed as an accurate record of proceedings.</p>	
2.	<p><u>Financial Report</u></p> <p>JB opened by explaining that the December figures had come out last week and there had been a similarity between the figures for this year and for last, JB emphasised that this meant that we were in a stable and positive position.</p>	

<p>3.</p>	<p>JB spoke of the budget reforecast by describing that there was an improvement in the surplus.</p> <p>JB gave details of the current status of the budget review by explaining that they were half way through the process, and were currently responding to feedback. JB reminded all in attendance that any comments were welcomed. JB went on to explain that as a consequence of the comments received there had been small changes, one of which was due to the step up in event volume, resulting with reducing the surplus more than anticipated.</p> <p>BJ queried what the policy is on the surplus and how we accrue or manage it? JB explained they are going through a review and it works at two levels with a surplus you need to view at legal entity level and also with a BTF and TE split point of view.</p> <p>ZHP commented that even though Triathlon England and British Triathlon are both working on their reserves, they are declared separately but their goals are the same. ZHP reminded all that it shouldn't accumulate for the sake of accumulating.</p> <p><u>Talent Update</u></p> <p>JT presented a slide show to highlight the progress from the Talent Programme:</p> <p>Aim</p> <ul style="list-style-type: none"> ➤ To provide the British pathway with athletes of the quality needed to win or contribute to championship medals ➤ To provide Talented English athletes with appropriate training and experience that will keep them performing and within the sport. ➤ 2012/13 16 Athletes (OTS) ➤ 2013/14 ETS – 14 Athletes ETS Affiliate 14 Athletes <p>Change in the breakdown</p> <ul style="list-style-type: none"> ➤ ETS to focus on junior athletes, exposure to International competition and progressing athletes into podium potential ➤ ETS Affiliate to focus on youth athletes and the transfer to junior racing, core skills and speed ➤ 8 of the 9 current regions represented on ETS or Affiliate Squad <p>Staff</p> <ul style="list-style-type: none"> ➤ James Taylor – Programme Manager ➤ Rick Velati – Head Coach ➤ Mhairi Billington - .5 Admin 	
-----------	---	--

Contractors

- 10 Regional Head Coaches
- Lynsey Townsend -Physio
- Paul Connelly – Sportscoach UK

RHC

- NE – Colin Gardiner
- NW- Mike Myers*
- YH- Liam O Neil*
- E- Tim Williams
- EM- Steve Casson
- *Awaiting Full Tender Process
- SC- Vacant
- SE- Sarah Coope
- SW- Andy Bullock
- L- James Beckinsale
- WM- Steve Lloyd

How do regional coaches operate

- £6000pa – focus on Head Coach duties
- Manage an Academy of 10-12 Athletes
- 1 day per week delivery or planning
- Academy Training Days
- Regional Camp
- Regional Selections

National RHC

- Focus on delivery and Athlete interaction.
- 121 Coaching of ETS Athletes in region (£3k per athlete)
- 2 Training camps
- 1 Race camp
- 1 Induction weekend
- 1 Inter Regional weekend/Camp
- ETS Staff meetings

Changes to the Contracts

- Need to Stabilise
- Increase from £6k to £8k – to now include Head Coaching of Regional ETS athletes and all other activity.
- Payment to now be received for attending National Camps and meetings above those pre planned.

How does a young athlete get onto a Regional Programme

- Currently each region sets own criteria
- Regional selection days are open and advertised
- Regional Series results taken into account for younger athletes
- As a benchmark – 330 points is an average

Minimum standards required to put forward an athlete for consideration at the ETS Selection Weekend.

- Only athletes nominated by RHC can attend
- Selection to represent GBR in Triathlon during 2013
- Gold+ Athlete and currently engaged with a Regional Programme (Current criteria – 1 year in formal training)
- Current ETS athletes still eligible on age.

The Perks

- ETS
- 2 Training Camps (Dec and April)
- Medical Insurance
- Kit allocation
- Central S+C guidance
- Extra coaching support where identified
- Sports Aid (a) nomination.

- ETS Affiliate
- 2 Supported Training Camps (Dec-April)
- Discounted Medical insurance or S+C/ Physio contribution
- Extra coaching support where identified
- Sports Aid (b) nomination

Links to WCP

- Regular Performance Pathway – HN meetings
- Podium Potential coach on camp and doing athlete taster days
- CWG

Para Talent

- Led by British Programme
- 4year Cycle aspiration for inclusive regional academies
- Fast tracking talent transfer – ID to Major Champs medal – 4-9months
- Awaiting major Classification changes for Rio

Challenges

- Initially links to WCP, lack of Podium Potential interaction
- Establishing Clear criteria for the ETS/Affiliate/Academy
- Athlete numbers on camps
- International Camp length

Solutions

- Increased dialogue and meetings with PPM
- Introduce clear selection criteria for whole programme
- Split Camps to be more specific
- Increase length of international trips to minimize travel issues.

CWG Staff

- Team Leader – James Taylor
- Head Coach – Glenn Cook
- Assistant – Rick Velati
- Accreditation /Ticketing – Mhairi Billington

Potential Support

- Mechanic – Glenn Coltman
- Physio – Emma Deakin
- Emphasis on giving athletes as close to a normal championship environment as possible while split into HN

Athletes

- Already met Criteria – A Brownlee J Brownlee
- J Stimpson
- 39 Athletes remain on Long list – 3 withdrawals
- since Jan 1st

How to Qualify now...

- Two Top 10 placings in Senior World Championship Series races between January 1st and June 1st 2014.
- If places remain the Selection Committee will have absolute discretion to choose athletes who it considers are best able to strengthen the Team and/or contribute to a medal winning Relay Team performance.

BJ referenced slide five and for reporting would this structure be the way in which KPIs would be monitored? JT responded by explaining that with the live application it could be easily done monthly however part of it could only be completed annually.

JB questioned if the Talent Programme was measured on their ability to keep athletes on the programme? JT explained that at present they don't as most athletes that leave the programme leave due to long term injury; however it would be wise to monitor those that leave for other unrelated reasons.

HW queried if they were proceeding to get the South Central up and running with a coach? JT clarified that there was an open tender to get someone in post by February/March time this year.

JB questioned if there was any cap on athletes per coach? JT clarified that it was four athletes per coach explaining they had to pay three thousand extra per athlete. JT continued saying that it should be about the athlete development and not at how many much a coach could make. JT explained that why pay extra when there is no change in the athletes development? He assured that 90% of the coaches are very professional so they want to stabilise their contracts.

FR commented that in the Yorkshire and Humberside region there had been issues which hadn't been highlighted early enough, however progress has now been made. FR continued by explaining that they had a target date for a head coach and committee for the 1st April.

JT assured that they were aware of an engagement issue with the Yorkshire and Humberside coach and they had made positive steps to move forward.

DH asked if there was any funding for an assistant coach. JT answered by explaining that the Regional Operation budget is now for £6,000, but also looking at what money the various regions have and what they

<p>4.</p>	<p>look to invest in and the progression pathway.</p> <p>DH queried what if more than four athletes meet the programme? JT responded that it is currently 121 coaching but looking at a head coaching role which would allow them to manage a lot more.</p> <p>FR queried the idea that Aquathlons may be a good area to build on for young people and would this be a possibility to focus on them? JT explained that they look at the core skills i.e. fast swimmers and runners make good triathletes. DH highlighted that on their own Aquathlons don't bring the numbers, so perhaps running them in collaboration with another event may be a way to move forward.</p> <p>BJ declared that they should make the most of the strategy in preparation for Common Wealth Games.</p> <p>JM thanked JT for all his hard work over the last 12 months and communicating so well with everyone. JL clarified the presentation would be circulated to all.</p> <p><u>Marketing and Communications Plan</u></p> <p>SL opened by giving an update of where we currently were at, highlighting that by making Marketing and Communications the centre of the organisation has been a huge shift from where we were to where we are aiming. SL emphasised that it is a large piece of work that impacts on other areas and with only one and a third resource to do it all. SL explained that the budget does reflect that position, but in order to deliver we need to use external support and expertise which we currently lack, specifically 2 Circles which looks at our data management but also making sure we integrate everything.</p> <p>SL updated the attendees by explaining MB and BJ were working on specific KPIs and marketing metrics to ensure we can report on this monthly.</p> <p>MB detailed the 2 Circles Project which is the next stage of developing on from the Ovens Co work and with this it will help to establish what the membership product should look like. MB gave a breakdown of the stages for the process but highlighted that they would build upon the personas and the strategy, with the tools they aim to aid the implantation of plans and how to communicate the changes. MB encouraged that 2 Circles are a strong company for the organisations goals with their sport driven attitude.</p> <p>RF stated that the Go Tri website missed the deadline when the internet communications play a big part, RF queried if there were any plans in order to avoid this in the future?</p>	<p>JT</p> <p>MB, BJ</p>
-----------	---	---------------------------------------

	<p>SL responded by explaining the Go Tri website tender created by the marketing and communications team went out last week to nine agencies. SL agreed there had been a four week delay but now were back on track.</p> <p>RF questioned when it would be launched? MB declared it would be June and as soon as the date was known they will let everyone know. MB continued to state that they deemed it better to wait until it was up to standard rather than launching without enough information and comprehensive coverage.</p> <p>BJ questioned who is responsible for digital stuff. Is it only the individual who is working on the project? MB clarified by stating it would be the individual leading the project but if they were to start again we would go the same way.</p> <p>SL explained that we are aware of the mistakes and looking to make changes as we move forward, for example collecting the correct data which at present we don't and therefore we cannot communicate it.</p> <p>BJ agreed but stated that it needs further discussion to aid future projects to run more effectively for digital marketing. BJ suggested that perhaps we needed a specific person with digital marketing expertise for the start of each project.</p> <p>MB queried if it was specifically digital or in communication? BJ answered by saying it would be communications potentially but could be in IT, however definitely someone who could provide digital solutions. BJ stated that at present we are not equipped to go forward digitally.</p> <p>SL clarified that it is a key discussion to be had by herself and MB next week to establish the best way to address the digital issues. SL continued to explain that they had £80k in the budget for the development of the website for the agency work currently being tendered for. SL finalised by explaining that even though an agency would dominate the project we would still have controls to alter areas in house.</p> <p>ZHP stated that it was a very good point and that it was about step changing for the longer term outlook. ZHP continued to clarify that this is the reason the 'project pot' is higher because the website development isn't just about the basic changes, it is about what sits behind it and developing it as a whole.</p> <p>JB questioned if they felt they had any expertise within the organisation? MB stated that potentially in the communication but the integration of various IT projects probably not.</p> <p>BJ stated that the problem we are having is that there are currently a number of projects which require the integration of data. BJ suggested</p>	
--	--	--

<p>5.</p>	<p>that we need a process which allows us to put them all together and diagnose how they all connect to each other.</p> <p>ZHP stated that even though we are a sport's governing body we approach things as sports development projects. ZHP continued by saying we have some positive creative projects that require both communications and IT support for cross working.</p> <p>KS clarified that everything that has come out of the strategy is very communication based, which all has an impact on the two members of staff in the IT department who are an integral part to the membership system.</p> <p>JL queried if we were currently overstretched in terms of staffing?</p> <p>KS and MB confirmed this but suggested the two members of staff perhaps give them more focus rather than simple project that are unnecessarily time consuming but they look after all departments so may be difficult.</p> <p>BJ suggested that perhaps it would be wise to list all the items we wanted to find out and source someone within the network to help progress this.</p> <p>FR suggested a simple report of the marketing and communications i.e. goals, aims and timescales which could easily be updated? MB agreed that it would be wise to do this for digital marketing. SL continued to explain that marketing is the insight into what the consumer wants and looking at target audiences and how we communicate to them. SL clarified it helps us establish how to get members and keep them with some of this done through measuring the data metrics of media coverage, publications and social media.</p> <p>JM stated that from previous experience that doing this in house is far more beneficial than external, but this requires a real focus on what we are looking to achieve i.e. does it grow the membership and the revenue? JM continued by suggesting that the strategy should be focused on development but not forgetting our current members.</p> <p><u>TE Major Events attendance 2014</u></p> <p>JL clarified all had received the important date's document. AM to circulate the information.</p> <p>JL briefly spoke of the interviewing plan for the Director of Membership next Saturday.</p>	<p>AM</p>
-----------	---	-----------

<p>6.</p>	<p><u>Council and Regional Affairs</u></p> <p>RF spoke of children’s events and how in the Eastern Region they are currently under capacity. RF queried if it was a national problem?</p> <p>HV declared that Go Tri is targeting adults but something similar for children would be great, and could be a way to encourage event organisers to put on events.</p> <p>MB questioned if it is about underwriting profit and loss or is about encouraging people to put on events? HV stated not enough events being put on and it’s about generating that. Some areas are better than others but it’s not consistent across the country. MB queried if Go Tri was a possibility because it was easy to run and cost effective? HV confirmed that was the case and it may encourage them to eventually progress the types of events.</p> <p>DH suggested that perhaps it might be beneficial to link a children event with a senior event. MB clarified it was about funding issues due to Sport England only supporting adult Got Tri events.</p> <p>GH stated that we needed to take a step back and establish why they weren’t putting the races on and that it was about finding a solution.</p> <p>FR updated the current status of North East particularly Yorkshire and Humberside. Both committees have decided to remain autonomous but are looking to have a joint committee meeting on 29th March to discuss ongoing concerns and the possibility of merging to avoid confusion.</p>	
<p>7.</p>	<p><u>BTF</u></p> <p>JL gave a summary of the BTF board meeting last weekend detailing their agenda. JL highlighted the current status with building Home Nation relationships with milestones outlined for the next few years. JL continued to explain the commercial review and joint marketing project with a company called Synergy, which is looking at a 12 week project to repackage them in the hope to potentially secure new sponsors.</p> <p>ZHP clarified the communication status of the Commonwealth Games and how the team were moving forward.</p>	
<p>8.</p>	<p><u>TE Clothing Proposal</u></p> <p>MB clarified that the proposal is in hand with BJ and he are meeting to take the process forward with the hope to provide some technical clothing. The aim is to make more use of the online shop and supply technical clothing.</p> <p>BJ clarified that it is an incoming proposal which MB continued to explain they had tested the market, and sports company Wiggle could</p>	

<p>9.</p>	<p>be potential following an upcoming meeting.</p> <p><u>Sport England Review</u></p> <p>JL gave an update of the recent Sport England meeting. JL highlighted that challenges arise from funding protection, but there had been good information received with the latest figures from the active survey. The results showed that Triathlon was the only sport that had supported a year on year increase since it began.</p> <p>MB stated that they had a good relationship manager who has been working with them for some time, the outcome was good and MB emphasised that we are seen to be succeeding.</p> <p>ZHP stated that Sport England had spoken of how serious we'd taken the review highlighting we are an important stakeholder.</p>	
<p>10.</p>	<p><u>GM Background and Intentions</u></p> <p>GH, MB and JT left this section of the meeting.</p> <p>JL explained the process of communication for the General Meeting and the reason behind it being postponed. JL continued to detail that the communication element of the meeting hadn't been executed effectively; therefore it was felt we could communicate better with our members if it was postponed. JL detailed that it was a positive decision because we could now review how to configure the TE Regulations so they are easy to digest, but also understand how we can effectively reach as many members and clubs as possible.</p> <p>JL summarised by explaining to the board the dates for notification to the membership and the various ways in which we can reach them successfully.</p>	
<p>11.</p>	<p><u>AOB</u></p> <p>No other business.</p> <p>Action points of the meeting</p> <p>JL to circulate presentation to all present at the meeting</p> <p>AM to liaise with SL and communications to aid the development of digital marketing</p> <p>AM to resend the important dates for the year</p> <p>MB and BJ to work on KPI's for monthly report</p>	

