



MINUTES OF THE TRIATHLON ENGLAND MANAGEMENT BOARD MEETING
HELD ON THE 24th September 2016 AT THE BRITISH TRIATHLON OFFICES,
LOUGHBOROUGH
12:30 - 16:30

Present: Bill James (Chair) (BJ), Paul Gardner (PG), James Barton (JBa), Howard Vine (HV), Duncan Hough (DH), Richard Fuller (RF), John Mills (JM), Francis Riley (FR), Sally Lockyer (SL)

Apologies: Claire Stirling (CS) (attended Via Skype until item 3.7)

In attendance: Jack Buckner (CEO) (JBu), Natalie Justice-Dearn (NJD), Kay Simnett (KS), Niamh McBride (NM) (item 3.3 only), Matt Divall (MD) (item 3.4 only), Jo Simpson (JS) (item 3.5 only), Tom Goldspink (TG) (item 3.6 only).

Minutes: Michael Buccheri (MB)

Item	Minute	Owner and due date
1.	<p>Opening remarks and apologies</p> <p>Claire Stirling- apologies (attended via skype).</p> <p>The Chairman gave a short ‘state of the nation’ commentary outlining the strengths and achievement of Triathlon, which covered; the Rio ‘high’, the mass media exposure and successful Your-Go-Tri campaign linking participation to elite success. The Chairman explained that at the same time Triathlon England still have a challenge to improve their financial stability through improvements to membership, day license and permitting overall revenues whilst securing their new Sport England funding bid. In such a busy and demanding year TE must look to recognise and celebrate the progress and successes of the team.</p>	
2.	<p>Declarations of interest</p> <p>None.</p>	
3.	<p>Items for discussion or decision</p>	
3.1.	<p>Matters arising from Board Report</p> <ul style="list-style-type: none"> • Risk Register • Non-permitted events (to be covered in agenda item 3.3) <p>All agreed they were happy that all items on the agenda covered any other matters arising from the board report.</p>	

3.2.	<p>CEO Report</p> <p>Rio Olympics & Paralympics The CEO briefly updated the Board on the Rio Olympics and Paralympics; stating that it was a great success with excellent coverage, and BTF had developed a great relationship with the BBC.</p> <p>Liverpool 2016</p> <p>The CEO briefly updated the Board on Tri Liverpool 2016, stating that he was pleased with the sold out event.</p> <p>Leeds 2017</p> <p>The CEO gave an update on the Leeds World Triathlon Series (WTS) event for 2017</p>	
3.3.	<p>Events</p> <p>NM presented an update on Events, giving an overview of the current Events Team and event operations.</p> <p>A discussion was had around the event finances, specifically the £40,000 deficit. The Chairman stated that the Board should trust the Events Team and the processes that are in place.</p> <p>Event organisers were discussed; The big 5 organisers, organisers who have decided to work with TE this year and organisers who TE have had difficulties with.</p> <p>NM gave an overview of the new online entry system which has been implemented, the Board discussed the new system and how it will work with clubs and organisers.</p> <p>Officials and how to better work with and communicate with them was discussed. The new Officials management system was discussed; it was explained that this will streamline both their and TE's administration as well as giving more of an insight into volunteering such as how often and where they are volunteering. This will launch in the first week of November.</p> <p>NM discussed 'what's next' for TE events; significant work would be taking place on officials' education, support, engagement and progress throughout the winter of 2016. The 2017 Championships schedule had been decided, NM would make this information available to the TEMB. It was agreed that all TEMB members should attend a TE Championship event in the 2017 season.</p> <p>Action: MB to implement an effective process for TEMB availability for the 2017 Championship schedule.</p> <p>The Director Eastern Regions discussed non-permitted events; it was agreed that the benefits for participants and why they should participate in permitted events should be promoted, as well as the</p>	MB

	<p>permitted event logo asset being provided to race organisers. In turn the race organisers need to make the logo clear to see in their promotional content.</p> <p>Action: The Director Events, Rules and Technical and NM to take responsibility on how TE go forward with this.</p>	DH/ NM
3.4.	<p>Talent</p> <p>MD presented an update on Skills School and discussed the progress from June through to September. The aims, vision and principles of Skills School were explained. A discussion about the location of the Skills School section on the regional pages of the website was had; MD explained that they would appear on regional pages once there was enough content for them. The Director Membership discussed the possibility of recognition for Skills School coaches with MD stating that this was a possibility in the future. The Board agreed that the Skills School was a credit to MD and that they would like to better support him in any way possible. The Director England Talent explained that Skills School was generating a small revenue which would be positive information to take to Sport England for the funding bid.</p> <p>The Director England Talent gave an update on the Commonwealth Games 2018; the progress of the proposed management team that was discussed at the July TEMB meeting was explained. The Director England Talent discussed the budget. The Chairman stated that the Board element of the management group would need their first meeting quite soon, with the Director England Talent to circulate the budget to them for this.</p>	MD JM
3.5.	<p>Membership</p> <p>The Director Membership gave an update on TE's current membership situation, discussing the areas that have improved. The Director Membership specified these as the website capabilities and the membership benefits that would be offered. It was difficult to articulate that the new membership package was different and of value and suggested pausing this and revisiting at a later date. It was stated that there were two to three items that were roughly ready to launch and this would be looked at during the next six months. The Director Membership stated that in 2017 he would like something smaller but purer, streamlining the products.</p> <p>JS discussed the current membership model; explaining that it did work but needed to be maximised. JS wanted to re-energize the product set, with the launch of the children and young people membership by Christmas. JS described the concept of a coaches' product set that was being looked at, with basic coach and commercial coach membership products both being options.</p> <p>The possibility of making the child and youth products mandatory was discussed, the Board agreed that they would be happy for JS to investigate and gain insight into this possibility.</p>	

	<p>The ‘trigger’ for mandatory children and youth memberships was discussed; it varies from regions, The Director Eastern regions explained in the Eastern region, mandatory membership occurs is once a child has raced and they want to appear in the league table.</p> <p>The Chairman stated that the internal and stakeholder groups to discuss and investigate new membership products should go ahead, with the Director Membership to connect with the Council around the new set.</p>	JS
3.6.	<p>Branding and Marketing</p> <p><u>Branding</u></p> <p>TG presented a branding update and discussed the current status of the brand including the approach, TE brand, Home Nations’ event branding, TE digital platform, regional branding and supporting the Home Nations. The TEMB discussed the regional digital platform.</p> <p>TG described the commercial impact the brand had received and the brand’s future direction.</p> <p>A discussion was had around Skills School and whether it was to be branded as BTF or TE. It was agreed that the BTF brand was an aspirational brand and would help to gain sponsorship, however, Skills School was funded by Sport England and English regions.</p> <p>TG discussed current brand examples, Rule 3 (Sub Brand) and recommendations for future GO TRI Branding. It was agreed that decisions needed to be made around the branding of Skills School and GO TRI as there needed to be clarity moving forward.</p> <p>Action: The Director England Talent to summarise the set of questions raised in the discussion around TE branding use and send to BJ/SL who will review how to move forward with it.</p> <p><u>#Your-GO-TRI</u></p> <p>TG presented an update on the #Your-GO-TRI campaign. The Director Communications and Marketing detailed the engagement, analytics and insight of the campaign.</p>	JM
3.7	<p>Finance</p> <p>The Independent Director Finance gave a finance update and stated that TE was on track from a financial point of view. With budgeting being around the corner the Independent Director Finance stated that he and KS would be in contact with the Board soon around this.</p>	

3.8	<p>Sport England</p> <p>The CEO gave an update on TE’s progress with the Sport England funding submission.</p>	
3.9	<p>Complaints and appeals</p> <p>The Chairman explained that there had been a number of complaints and issues that had taken place recently. The Chairman stated that opportunities to improve on processes had arisen from this and that KS is leading a review. He explained that there are further opportunities to step up TE’s approach, with the possibility of Lawrence Green and Ruth Daniels developing a plan with KS.</p>	
3.10	<p>AGM and Annual report</p> <p><u>AGM</u></p> <p>The Chairman explained that the Director Communications and Marketing would be helping with planning process for the AGM and that any thoughts Board members had should be sent to them in the two weeks.</p> <p><u>Annual Report</u></p> <p>The Chairman explained that this would consist of one document from himself and the president of BTF, a CEO report, a President’s report and the statutory financial reports.</p>	
	<p>AOB</p> <p><u>Risk register</u></p> <p>Items on the risk register were discussed, these were: events; anti-doping and commercial income.</p> <p><u>Achievements of TE</u></p> <p>The Chairman discussed ways that the Board could thank and highlight the achievements of the organisation; he discussed the possibility of inviting all TEMB and Council members to the BTF Awards Dinner.</p>	