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| **Board Meeting Minutes**  **Where: In person. Deloitte, London**  **Date: 19th April 2023**    **Attendance:** Natalie Ward, Natalie Justice-Dearn, Rhian Lilley, Zoe Burton, Katherine Knight, Peter Kirk, Ali Smith, Brett Bader (via Teams), George Crossman, David Bentley (Via Teams) | | |
| **Item** |  | **Action By** |
| **Apologies** | Farhad Divecha and Dana Abdulkarim are unable to attend. |  |
| **Declaration of Interests** | No declarations of interest. |  |
| **1. Minutes of previous meeting** | No further changes.  KK raises the conversation of her staying on for a further term.  NJD states actions have all been implemented, apart from adding Environmental Sustainability to AOG Sub Committee, this will be actioned. | NJD |
| **2. Matters/ actions arising** | No matter of actions arising raised. |  |
| **3. KK Update** | KK states Rounders England and Intelligent Health have completed a joint submission to the women in football and wider sport review.  KK, NJD and RLi attended a Sport and Recreation Alliance event in March 2023 and the London Sports Awards.  KK raises Helen Pring (National Active Partnerships, Childrens Lead) as a good contact for Rounders England to utilise as is a massive advocate for rounders. NJD and KK have challenged the Active Partners team to a game of rounders.  KK is now a member of the Well Schools Panel for the Youth Sport Trust and attended the Youth Sport Trust conference. KK commends Leanne Mercer and Becky Service for their attendance of the Youth Sport Trust on behalf of Rounders England.  KK has just shared documents with NJD regarding strategy and pictures to aid commercial planning.  KK met with Sports Governance Academy, to discuss support in delivery and training. KK has shared this with all board members, FD has opted for further training in October. KK will chase Sports Governance Academy for advice on a governor review which was agreed. KK states all should join the Sports Governance Academy group and has asked them for some online courses, as all are currently in person offers.  KK reports on staffing, she has had multiple meetings with Natalie JD and conducted performance review. |  |
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| **4. NJD Update** | NJD has changed reporting, there is now one report per strategy post and an SMT member will take a lead on each report for future meetings. NJD suggests sub committees are checked, to ensure all are aligning within these, NJD will pick this up with DB. GC commends the new approach to the report.  **Grow**  NJD highlights key points. RLi and DB are commended for their work with the Together Fund, creating £177,000 of funding for local community rounders across 52 projects. The allocated money has to be spent by all projects before the 30th of September 2023. NJD states if Sport England offers any further Together Fund money or similar funding streams, Rounders England will apply.  GO Rounders partnership with Premier Education has been finalised, they are now the exclusive after school delivery partner for 12 months. The only cost to Rounders England for this partnership will be covering the cost of upskilling their staff, but the insight and use of the GO Rounders showed this cost as a positive decision. Rounders England will be able to track the number of children and schools playing GO Rounders through the Premier Education delivery. This partnership aids the promotion of the new, free Education Affiliation that has launched. This will be used to track where GO Rounders is being played, outside of the Premier Education partnership.  Walking Rounders is being piloted at Bromsgrove Walking Sports Centre, RLi and SB have visited the centre to aid the development of this version of the sport. Several adaptations are being tested within this, creating a more inclusive offer for those who cannot participate in the full game.  NJD states the rule book has taken longer than previous rule reviews. The next rule review will be a full review, where rules do not change but the book is restarted from scratch. GC states this should start occurring before the end of the three-year rulebook rotation, as there may be a lot of changes/improvements required. NJD states the next rule book should consist of the standard rules and then any adapted versions i.e. Indoor, Walking  The Youth Advisory Board has been launched for recruitment with the idea of the board commencing September/October 2023. Sian Barnett and Becky Service are taking the lead on this. The aim is for 9 board members, aged 16-24 years. ZB states how little sports organisations have a Youth Advisory Board, and the importance of utilising this in our marketing, to display Rounders England as a driving force for youth voice within sports.  ***Engage***  NJD states a lot of work has been undertaken within the closed season for the rounders community. Rachael Lomas and RLi have attended league meetings/AGMs, when possible, with the purpose of bringing these teams and leagues closer to us, specifically in a membership form.  NJD states we are reviewing how to engage/grow our workforce and fill courses. We are taking a more targeted approach to ensure we can fill courses. eLearning offers have been well received.  NJD is happy with membership growth and engagement but wants to further drive this with targeted campaigns. Possibility of taking a more individual membership approach, to bypass teams/league gatekeepers.  NJD states the England Vs Wales talent match will not occur in 2023 while the talent programme is evolving. GC is in full support of this decision which will enable us to target resources, both finances and workforce. KK asks how this will be communicated to our wider community and if a published talent plan needs to be distributed. RLi states the talent event plan is out and there are no additional changes, the cancellation of the Eng/Wales fixture will help us to fast track these plans and this needs to be at the heart of the messaging surrounding this decision. DB has added this to the risk register. NJD commends the success of the regional hubs and the volume of new players coming through. The Burnley Regional event will be offered to the Wales team to enter as a substitute fixture. BB states he can provide contact into Wales to aid the talks with Sport Wales.  NJD reports that we have finalised a partnership with Ransome Sporting Goods thanks to DB. Rounders England now approve their equipment and it can be purchased on our web shop. A new contract with Surridge Sport has been finalised, with the aim to utilise this better than previously.  SMT have had two meetings with Will Collinson - Sport England Consultant, regarding the further development of the strategy. We are hosting a workshop in May with SMT, the consultant and board, regarding how we develop this pitch and our commercial strategy. The advice given so far has been to take a step back to develop what is our unique selling point beyond what we offer.  ZB questions the corporate offer and how much we are pushing this. NJD states the strategy session later in the day covers this. Multiple corporate events feature in the 2023 calendar and the team could not deliver any more this year.  KK asks if there is anything to report on the Sport England submission, NJD states this is covered.  NJD states we are working on an annual review now we are one year into our strategy. All team members will be feeding into this with infographics. | NJD  BB |
| **5. Equality and Diversity-** standard agenda item | RLi reports that we have submitted our DIAP questionnaire, we are waiting for the consultants to confirm next meeting. The first meeting was held in March 2023.  RLi has reached out to those highlighted for the initial DIAP working group, all are still happy to participate. RLi wants to add one of our Youth Advisory Board members to this working group, with the first meeting timetabled for May 2023.  The DIAP must be completed by March 2024.  RLi has raised with Sport England about the struggles within governance and compliance for smaller NGBs when the expectations are the same for them as larger NGBs. |  |
| **6. Safeguarding -** standard agenda item | **General Update**  NJD reports no major updates.  Compliance statement is under review. Welfare and Safeguarding elements will be featured due to AS now being the board Safeguarding Champion – a strength which many organisations do not have. NJD and AS will discuss any training AS may require for this position.  GC and NJD highlight the success of the recent board training delivered by Lime Culture.  KK questions if the safeguarding group from Sport England have sent over any information/guidance. NJD states this has not occurred, but the CEO Forum provides useful information and support. Other NGBs are asking for the same form of advice from Sport England.  NJD commends Sian Barnett and her work.  Our review with CPSU will occur in June 2023. All policies and procedures created and changed from the previous board meeting can now be found on the Rounders England website.  **Risk Register**  DB updates on the Risk Register. The AOG Sub-Committee has altered the top 6. These changes were made prior to the year’s end, and this needs to be considered when looking at the current register.  SMT and Staff Management both have dropped in the register due to the successful fulfillment of 3 vacancies. Cost of Living has also dropped down the register. The cancellation of the England Vs Wales talent fixture has been noted on the register, this will be monitored for at least three months.  **UKAD**  DB reports on UK Anti-Doping. Mandatory requirements from Sport England require Rounders England to be compliant and resubmit our compliance annually. DB submitted our compliance in March 2023 and is still awaiting results but does not see any issues being raised from it.  UKAD have offered a free place to Rounders England to complete the UK Educator Compliance Course, which qualifies the person to fulfill the duties of a UKAD tutor. BB will take this place and complete the course later this year. |  |
| **7. Finance** | **Finance**  PK updates all.  **Profit and Loss Sheet**  The Profit and Loss sheet is generally consistent with predictions and is positive overall. Small variants are a negative variant on the Sport England funding grant, but this has been offset by a positive £30,000 grant. Web sales are down £3,500, this is partially offset by a saving within the cost of sales line which is at a £2,500 profit. DB states that resource sales were removed from web sales and placed under a different code, this will probably be altered within the year end cycle and may increase the figure on web shop sales but decrease the figure on the resource sales. The P&L shows us at £13,000 adverse variance. The administrative costs and operating expenses show favorability of £20,000, through savings on vacancies (£18,000) and campaigns/digital (£11,000).  PK states overall a year end figure of £16,000 deficit. These are yet finalised and there will still be movement before the end of year. PK concludes that it has been a strong year, we have beaten our budget and there has been a significant improvement of £37,000 in profit/loss compared to last year.  **Balance Sheet**  PK states the Balance Sheet is healthy and has not moved from previous. Cash is sitting at £268,000 placing us in a very strong position.  **Investment Values**  PK states the current total investment value is £279,000, compared to previous £296,000. This change is due to Together Fund allocations leaving the account, once the remaining Together Fund payments have been made, we will sit at an estimated £200,000. PK reports this to be a healthy position, with this time 2022 investments sitting at £175,000. Interest of an estimated £1,000-£2,000 will fall in the next couple of weeks, further improving our current position.  **2023-24 Budget**  NJD reports that a draft budget and stretch budget have been created by DB. A break-even budget which sees a profit of £383 was created around the basis of targeted income generation in membership, commercial and partnerships. The stretch budget has been created with further target on our income generation channels to generate £157,000, creating a £10,000 profit. The stretch budget focuses upon higher commercial income and web shop sales, alongside other revenue streams with a plus of 20-30% compared to the draft budget.  NJD states both budgets are still a stretch, but we will push to move in that direction. ZB questions what our 3–5-year plan is, seeing as we are a non-profit. NJD states a 5-year income plan strategy has been created, commentary needs to be added to it, but NJD will send this around to all. Each year within the plan sees significant increases, especially within years four and five. KK states this needs to be mapped back to our target of one million players as per our strategy.  Board in agreeance of supporting a stretch budget for 2023-24. |  |
| **8. Governance** | DB reports on code for sports governance. Annually we will show our governance compliance to Sport England going forward. A compliance statement will have to be featured on our website. SMT and Sian Barnett are creating this year’s People Plan which is due 30/04/2023, a meeting will be held prior to decide if we state full or partial compliance and have a GAP for the next year. DB confident we will be compliant by this deadline. Sian Barnett has taken on the People Plan, and NJD commends her work on populating this.  KK raises the Duke of Edinburgh and their work within corporate organisations. The DofE are putting under 25s through the Gold Award as part of their learning and development for free. KK raises the idea of this for any young leaders within the sport, Megan Harrison, and Becky Service. KK will send NJD the links for this. |  |
| **9. AOG** | PK states all updates have been mentioned in NJD and Finance updates.  Sustainability to be added as a standing agenda item in AOG. |  |
| **10. Marketing and Commercial** | NW implemented the use of ‘Later’ (social media scheduler) in March, creating an instant engagement increase (80% on Facebook and 238% on Instagram). Twitter needs further focus moving forward. Rounders England have started a TikTok to keep moving with our audience.  Email marketing is moving from ‘Campaign Manager’ on Sport80 to ‘Send in Blue’, due to the lack of capabilities Campaign Manager had and Sport80 refusing an API integration.  NW states the website looks appealing, but navigation is difficult, meta titles, descriptions and alt text is duplicated/missing. Megan Harrison has done a full mapping of the website. FD has investigated the website too and sent work for Julia Rice to start on asap. NW states we are reformatting the layout and highlighting areas we do not yet have on the website but need to feature. Most will be done in-house, £190 has been spent with JASK on this project to date due to lack of access.  NW has updated the GO Rounders logo, stuck with the initial concept but refreshed the colours to our brand palette.  A walking rounders logo has been created in line with our corporate logo. This was done in-house.  NW is working on a podcast, Recast (a software program that allows us to monetise our video content on an 85/15% split between us and Recast), purchasing hardware to generate content ourselves and commercial cross selling.  KK questions about the upskilling of staff with the free Digital Marketing Hub from Sport England. Becky Service has utilised this and it will be shared around the relevant team again. NW states she can teach the team a lot herself, to save the company money.  NJD states the podcast will aid the development of the ‘I love rounders’ theme further afield from the immediate rounder’s community. ZB states we should try to be featured on other sporting podcasts, AS in agreeance but stated due diligence needs to occur, to ensure their previous podcasts fall in line with our morals as an organisation and does not negatively impact our reputation. The name of the podcast is yet to be decided.  BB highlights the importance of engaging with universities through this, conversing with Rusty Earnshaw (Magic Academy) and being cautious of the platforms we are publishing content on from a Safeguarding perspective. |  |
| **11. Development and Engagement** | GC has no further updates.  RLi states the Talent Pathway is going to plan. The Regional Hubs have a good atmosphere, and the playing community is more diverse. KK questions if there is any additional communication we need to consider on the back of these changes. RLi states there were 8 ex-England players on a recent talent call.  GC asks the board to get out and support as many events as possible.  RLi and Rashida Salooare trying to link into the International Women’s Committee conference. |  |
| **12. EDI** | NJD states no further updates which have not already been mentioned.  RLi states a separate meeting discussing the trans policy took place, another needs to be scheduled as a lot of press/fellow sports policies have been updated which we can utilise. |  |
| **13. Events Calendar** | NJD emphasises the desire for board members to attend as many events as possible for 2023.  DB is looking to invite partners to some of the events, especially the national finals and school nationals. |  |
| **14. AOB** | Nothing raised. |  |

**Date of next meeting** – 10th July 2023 – Virtual