



England Handball Association

Board Meeting

Thursday 27th May 2021 5.30pm – 8.30pm

Remote meeting via conference call

Agenda Item	Minute and Action
1. Attendance & welcome	<p>Board members: Chair – Tracy Watkinson (TW); Chris J Smith (CJS); Amanda Bennett (AB); Heather Williams (HW); Marc Fayemi (MF); Diaraye Diallo (DD); Paul Shapiro (PS); Stephen Coy (SC); Chad Ehlertsen (CE) Jean-Christophe Lacour (JC) Staff: Mike Bain (MB) Cindy Ashworth (CA) Consultant: Lee Cullen, No Brainer Marketing Agency</p> <p>a. Chair’s opening remarks b. Apologies: None c. Declarations of interest – None d. The Quorum was confirmed</p>
2. Review of minutes, Issues, Actions & Risk Register	<p>Minutes from March 2021 approved. MB Nothing to raise in terms of actions. CS Shared new Risk Register framework. The new format was well received, comments raised as follows: TW - Safeguarding needs to be more prominent. AB - Stakeholder engagement remains a risk and how we proactively manage those relationships. HW - Reputational Risk should also be included. Action: MB to incorporate comments and share at the next Board Meeting</p>
3. Financials	<p>MB gave a brief overview of year end position March 21. Surplus of £171K. Key income streams remain consistent. Flexible furlough</p>

	<p>scheme is being utilised. EHA currently hold £400k across main account and reserves.</p> <p>MF Questioned what would be the minimum amount to be held in reserves?</p> <p>MB confirmed that this would usually be 3 months of operating costs. Reserve's policy states £160k – 3 months.</p> <p>Predicting operating surplus of approx. £40k for 2021/2022. Regarding income for 21/22 the EHA are predicting a 20% reduction in income post COVID this does not include funding from SE and DiSE which is likely to remain consistent.</p> <p>MB website development costs have been taken off the budget. SE are looking to invest in technology, there could be a possibility to secure some funding from SE.</p> <p>MF raised concerns around the number of players on the EPA Programme. MB confirmed the numbers, 6-8 new applicants plus 9 existing. In normal circumstances would be aiming for 24 players. Regional Academy players have had sight of the opportunity at Loughborough but the uncertainty of covid has had an impact on numbers applying.</p> <p>Action: MB to provide MF with the number of applicants that applied for the Loughborough programme.</p> <p>MB discussed Primary Schools being one of the main areas of focus, the conversion rate from Primary into sport is significantly higher than other age groups. Primary activity can include buy in from parents as it is often the first sport for their children. EHA to work with clubs to introduce younger audiences to the sport.</p> <p>CS asked why the focus was on Primary activity. MB suggested that Primary activity would be a key priority but would not be our only area of focus. Secondary school activity will remain a key driver as will utilising the broader opportunities via universities both from a workforce development perspective and growing the number of teams.</p> <p>CS Raised thoughts around looking to upskill University students and making investment into referees.</p>
<p>4. No Brainer Marketing Agency</p>	<p>Lee Cullen from No Brainer Marketing Agency presented progress on work to date and future plans.</p> <p>LC presented his initial findings around a recent Intelligent insight report that captured the market, allowing the agency to better understand the competition and engagement stats.</p> <p>Jan – March report highlighted the best performing post - Introduction to teaching handball with 1.7% engagement rate, 157 engagements with a reach of 9.2k. Engagement on Facebook is strong. 2.1% 9000k impressions with people focus content performing particularly well. Staff spotlight articles have added personality to the brand.</p>

	<p>The England Handball Instagram profile performed well and has seen the biggest growth across Q1 with an engagement rate of 8.9%, 22k reach and impressions, 2.5k video views, 1.2k Likes. This platform appeals to the younger audience. Best performing post was the International Women’s day.</p> <p>Currently using Sprout Social – This is an Industry leading tool, helps schedule posts and monitor online engagement.</p> <p>Future plans and activity. Paid social media campaign launches next week, targeted to appeal to certain cities or countries where clubs are and where they are active. Working with SA to identify the right areas for clubs. Reclaim the court campaign was launched with 29 clubs taking part. Aim is to have and work in partnership with social media ambassadors at club level. Chelsea Handball Club keen on having volunteers to support the club’s social media profile.</p> <p>Youth Coaching course plans to launch in June. Handball hero’s – club spotlight feature – ask clubs to volunteer their local hero’s. There are some big cultural events coming up like the Olympics which should be featured on our social media.</p> <p>YouTube and Tik Tok have the potential to fast-track growth as handball activity returns.</p> <p>DD suggested that EHA pick five days each year to feature and celebrate. To present these to clubs ahead of time for their input. League template materials need to be updated.</p> <p>LC advised that the graphics could be updated, and clubs could be tagged into posts ahead of competitions.</p> <p>LC confirmed that a survey would be sent out to clubs following on from the reclaim the court campaign to gauge thoughts from clubs.</p> <p>DD & TW discussed the possibility of showcasing EHA once a month as a professional governing body to appeal to stakeholders such as Sport England.</p>
<p>5. CEO Report</p>	<p>MB Gave a brief overview and update on progress to date:</p> <p>Our aim is to arrange a meeting via zoom with EHF & IHF once we are comfortable with the areas of the strategy that link to EHF & IHF. This meeting would include a presentation with 3 or 4 key members of the board.</p> <p>Staff furlough remains in place, members of staff on furlough have a project to work on. The scheme will be utilised for as long as required.</p>

	<p>New agreement with Network World Sports which enables schools to purchase equipment from one place.</p> <p>Kappa agreement expires July 21, currently in talks with Kappa & Hummel. Kappa agreement has not been presented well to clubs and is not seen as a handball brand. There could be a potential proposal with Hummel to include EHA & BHA. Two meetings held with Hummel, expecting a proposal through next week. Both companies offer shop access for EHA for clubs to access kit.</p> <p>DD Clubs are in the process of purchasing kit for the new season, worth communicating to clubs about the current 40% discount on Kappa kit. Clubs usually purchase kit approximately every two years.</p> <p>An agreement has been set up with Peninsula to provide H&S support, this is an extension to our HR contract.</p> <p>AB Suggested utilising No Brainer to communicate and promote new kit agreement to clubs.</p> <p>AB Discussed the possibility of a board meeting ahead of the final meeting with EHF/IHF in order to get an understanding of what those organisations are about/what they do.</p> <p>DD Important to understand our own strategy and the links to EHF/IHF also before the final meeting.</p> <p>MB Confirmed that a workshop session had been booked in with John Bull, PB (BHA) and SN from SHA 3rd/4th June 21.</p> <p>MF Asked if he could be provided with a summary document which included all of the support packages that had been offered to clubs.</p> <p>Action: SA to provide a recap document to MF around EHA club support packages.</p> <p>Action: MB to share draft strategy before 14th June with the subgroup.</p>
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<p>6. Audit & Governance Group Updates</p>	<p>SC gave a brief update.</p> <p>TOR for the nominations committee has been circulated. Board approved current version.</p> <p>Currently working on financial controls and the audit advisories.</p> <ul style="list-style-type: none"> • Review of policies, majority reviewed by Peninsula with the remainder distributed to the board for review and update. • Skills matrix completed to feed into Chair recruitment and to identify any skill gaps. Nominations Committee to review. • Diversity questionnaire to be sent out over the next few weeks. <p>Action: TW to complete and return skills audit to assist with Chair recruitment.</p>
<p>7. Development Group Updates</p>	<p>JC provided an overview on progress up to date</p> <p>Key points from the last meeting included</p> <p>EHA's investment into a new mapping tool to help club target areas. This was well received by the clubs.</p> <p>SA discussed single membership system, testing will take place for admin and club users shortly. Members were advised that there will be no charge for individual members this season.</p> <p>MB gave a brief update on strategy and the impact of the reclaim the court campaign.</p> <p>SA is working with Stan Belinski to create a guide on how to make a living in handball to share with clubs.</p>
<p>8. EHA Chair Recruitment</p>	<p>HW provided an update on progress made.</p> <p>Recruitment panel includes: SC, CE, AB, MF, HW plus an independent. Perrett lever will support with recruitment, meeting with them scheduled for 2nd June. Role description to be confirmed before meeting which will relate to the skills matrix. Final draft to be shared before meeting with Perrett Lever.</p> <p>Time frame: Advertise around 2nd week in June until the end of June/beginning of July. Interview through July/August Appointment to be around the beginning of September.</p>

9. Safeguarding	No cases
10. Any other business	CS asked if there could be a possibility of including celebration service to celebrate/thank members. MB confirmed that this would be discussed. Possible dates for AGM mid to late September.
11. Date of the next board meeting	Wednesday 28 th July 2021