

MEETING NAME	Sport and Physical Education (PE) Association UK - SPE	DATE	16.10.2019
HELD AT	Edgar House, Chester.	TIMES	Start – 14:00 End – 16:30

Present:

Beth Tarry, Davies Sports, Chair; Tom Bunner, Eveque; Kate Costin, Flicx; Andy Platt, Foams4Sports; Chris Burrows, Foams4Sports; Jason Bowers, Gym Master; Kate Pasque, Harrod UK; Rob Walters, Huck Nets; Neil Jennings, Primo Play; George Keith, Sport Alpha UK Ltd; Colin Rhodes, Universal Services UK;

In Attendance:

Nick Palmer, CEO FSPA; Deborah Holt, Membership Manager, FSPA.

AGENDA ITEMS

**Action
By**

1. APOLOGIES FOR ABSENCE

Kevin Utton, Harrod UK; Gregg Corbett, Maudesport; Jeff Tipler, Samba Sports; Sarah Bell, Samba Sports; Mark Cullingford, Sport & Play Ltd.

2. MINUTES OF THE MEETING HELD – 06.06.2019

The minutes of the meeting held 06 the June 2019, having been circulated in advance were agreed and signed as a true record.

3. MATTER ARISING

No matters arising not covered by the agenda.

4. FSPA UPDATE

DH advised the meeting that the FSPA had recently moved into its new offices recently. The new address being: FSPA, Federation House, First Floor, Unit 64, Sixth Street, Stoneleigh Park, Warwickshire, CV8 2LG.

5. MEMBERSHIP

NP gave an overview of progress to date including: commissioning a new website for SPE which would include better features, easier navigation and a member only area etc. He explained that the FSPA had been reviewing its benefits and the FSPA were prioritising its benefit portfolio. NP advised that the FSPA would be marketing current benefits and several new ones over the coming weeks. NP advised that a series of recent additions including Croner webinars which had been well received by some members.

An infographic was presented showing the first draft of the Wow factors recently collated from the membership. NP stated more work was needed on this to create a proposition for the SPE.

NP advised that the FSPA would be holding a digital marketing seminar: Opening Doors on the 24th October over 40 attendees across the FSPA associations would be attending. This would be the first of a series of free seminars to come in the last Qtr 2019 and Qtr1 2020. These would be communicated to the membership by newsletter. GD asked if they were only accessible via physical attendance and KC suggested including an option of allowing members access to the seminars via 'Loom' which offered free screening and video recording software.

NP advised that the FSPA had commissioned an interview with TB which would form part of a series of member profiling. The member would be able to use the finished article for their own marketing and would be used for SPE marketing content.

6. MARKETING/COMMUNICATIONS

a) Marketing Survey

Melissa from The Education Company presented the research findings from the recent SPE survey (see presentation).

Areas discussed throughout the meeting included: representation of equipment or did the data include mini buses, training, flooring etc. NP stated the survey including 'equipment' specific questions however assurance from Jason at the Education Company would be sought.

Potential research could be done from primary school's records relating to 'primary funding' spend as the schools were obliged to publish this on their websites. This could be used to corroborate the data set presented.

The evidence from the survey confirmed the lack of funding in secondary school. Following discussion, it was highlighted that schools may have difficulty in researching other funding streams, and it was suggested that SPE provide a library of sources on its website. Marketing/comms could subsequently signpost to the resource.

Discussions surrounding the comments from the survey resulted in the potential need to ask the secondary school's what budget they would like for PE. TB suggested that new build tenders may show a figure. CR stated that historically Government initiatives included case study examples of the required budget. He agreed to look back historically and circulate.

CR

DH suggested including a 'product & services' element to the SPE website giving members real time sales leads.

DH

b) Lobbying

Following discussion it was agreed that NP would contact local MP to highlight the secondary school shortfall in support for PE.

NP

Other targets were potentially identified but NP, TB and KC would follow up on these offline and circulate to the group following selection.

c) Marketing campaign

NP introduced a pilot email campaign recently undertaken which featured Harrods UK and Flicx. KC gave an overview of her experience and confirmed that it was a useful exercise giving her over 100 new contacts. KP also gave feedback and said they had learnt from KC and realised they could have utilised the opportunity better by having a succinct 'call to action'. Both stated they would be interested in using the service again, as to produce a similar email individually was costly.

Several members indicated their interest, Harrod UK, Flicx, Eveque, Primo Play and Gym Master. It was agreed that Education Company would need to manage content and ensure that this was not too 'hard sell'. It was agreed supplying useful content with a 'call to action' was more helpful.

NP confirmed that the email would be two companies once a month.

7. STANDARDS UPDATE

CR advised the meeting that as the standards update had been previously circulated, he had nothing further to contribute. DH confirmed no questions/feedback had been received. A question arose in the meeting relating to **Revision on EN16579 Playing field equipment portable and permanent socketed goals Functional, safety requirements and test methods** and how likely it was that there would changes to this standard. CR stated it was almost certain changes would be made but this could be up to five years away. CR stated that test results would be available on YouTube, and he would provide the link once live.

CR

8. VICE CHAIR

BT asked those present if any further thought had been given to supporting the Chair with the Vice Chair role. The item was discussed but no conclusion reached.

MEMBERS

Members were asked to consider outside the meeting and express their interest to BT or NP later.

9. DATE OF NEXT MEETING

It was agreed DH would circulate a 'doodle poll' to ascertain a date for May.

DH

10. ANY OTHER BUSINESS

NP asked the meeting how we progress from what had been presented today. It was agreed that NP would plan a way forward and liaise with KC, NJ and TB to move work items onwards.

NP/KC/
NJ/TB

NP/DH would circulate all content of the meeting including, Education Company presentation; test sample e-shots. Next stages to build a message with clear objectives of:

NP/DH

- Membership recruitment
- Compiling a clear message, surrounding secondary schools and funding
- Lobbying, by identifying relevant MP's and stakeholders

A discussion surrounding UK Active took place and TB suggested contact be made with UK Active 'Kids' policy advisers rather than the commercial teams.

BT advised the meeting that she was expecting a baby in February 2020 and would therefore hand over her Chairmanship to Carol Shepherd during her maternity leave. Those present congratulated Beth on her fantastic news and wished her the very best for the future.

BT thanked everyone and the meeting closed at approx. 16:30pm.