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OUTCOMES of the England Council Meeting

Tuesday 25th July 2023

Held in Peterborough and via TEAMS

Present – Matthew Dalton, East, Chair (**MD**); Jon Clarke, Northwest (**JC**) via Teams; Paul D’Arcy, Southwest (**PD**) via Teams; Adrian Day, London (**AD**) via Teams, James de Vivenot, Southeast, (**JV**) via Teams; Janice Kaufman, Northeast (**JK**), Ian Martin, Yorks & Humberside (**IM**); Stuart Paul, West Midlands (**SP**); Jane Pidgeon East Midlands, (**JP**); Gary Shaughnessy, EA Board Chair (**GS**) via Teams; Chris Jones, EA CEO (**CJ**); Lynette Smith, Member Engagement Manager (**LS**) via Teams.

Part Attendance - Sarah Benson, Head of Talent Development, via Teams (**SB**)
Michael Davis, Head of Finance, via Teams (**MD**) via Teams
Barry Hopkins, Road Race Services Manager, via Teams (**BA**) via Teams
Marc Ritchie, EA Technical Officials Development Manager, via Teams (**MR**) via Teams

External attendees:

Laura Hillyard (Item 14 only) (**LH**)

Tim Adams, Athletics Weekly (Item 14 only) (**TA**)

1. **Apologies**

Devonte Caseley-Hayford, Diversity Champion (**DCH**)

2. **Declaration of Interest**

JK – Vice Chair, UK Youth Development League

3. **Minutes of the Previous Meeting/**

- Minutes for 20th April 2023 Meeting were approved.

4. **Matters Arising**

- **CJ** advised the meeting that Ben Skinner, MEO, has been recruited as a replacement to Vickie Armitage and his start date will be circulated shortly.
- Transgender competition clarification is hoped for in the autumn, to date there has been no further clarity from UKA/World Athletics.

5. **EC Chair’s Report (MD)**

- The report was taken as read and EC accepted and noted the report from **MD**.
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6. Dashboard and CEO Report (CJ)

- The report was taken as read and EC accepted and noted the report from **CJ** which included an update on.
- Coaches and officials have already accepted the new EA terms and conditions.
- Discussions with UKA are ongoing. regarding a financial contribution towards the safeguarding service for 2023-2024. We have committed to support the ongoing costs for this area of work beyond March next year and will be working to identify the best source of funding for this between now and then.
- Participation in U20's and U17's age groups are struggling and there will be some decisions required regarding competition provision for 2024 and beyond.
- There is no further news from CGF/CGE regarding 2026 and we continue to work closely to them as an organisation. Our team is about to embark to Trinidad and Tobago for the Youth Games.
- **GS** provided an update of the UKA, UKA continue to transfer responsibilities to the HCAF's.

7. Operational Plan: 24-25 Fees Consultation (CJ)

- The report was taken as read and EC accepted, and **CJ** summarised the paper for the purpose of the meeting.
- The ongoing concern that Northern athletes are required to pay an additional £2 to Northern Athletics
- The discussion relating to the 24-25 membership model was deferred until the monthly call scheduled on 4th September. The will be circulated to each Regional Council to assist each region to have local conversations and provide a uniformed view during the 4th of September monthly call.

8. Finance Report (MiD)

- The report was taken as read and EC accepted and noted the report from **MiD**.
- **MiD** summarised the paper for the EC's understanding.

9. Club Standards Update (CJ)

- The report was taken as read and EC accepted and noted the report from **CJ**.

10. Officials Update (MR)

- The report was taken as read and EC accepted the report from **MR**.

Regional Council Officials Liaison role description, proposed by Nic Skedgel, was reviewed.

Resolutions and Actions

- **MR** committed to changing this to 'contributing to social media content' and all agreed on this basis for the description to be signed off with a commitment that the description will be reviewed on a regular basis.

11. EDI Update (CJ)

- The report was taken as read and EC accepted the report from **CJ**.
- EA is now working with the Athletics Pride Network.

12. Road Race Licensing Update (BH)

- The report was taken as read and EC accepted the report from **BH**.
- **BH** provided a summary of his report to the meeting.

- There is a trend regarding innovations at events and organisers are looking at the sustainability of their events, water stations, medals made of glass etc.
- Race Adjudicators recruitment is progressing really well with good response rates being received when new recruitment promoted.
- Relaunched Race Director Course held the first course at Gateshead last weekend.
- Chapter 8 Traffic Management courses dates and locations are on Athletics Hub

Resolutions and Actions

- All Chairs asked to ensure that their Councillors are aware who their Regional Licence Chair is.

13. Competition and UKA Rules Update (SB)

- The report was taken as read and EC accepted the report from SB.
- **SB** provided a summary of Nic Skedgel's report to the meeting.
- Whole Council Conference and the Competition Conference are both happening on the 4th of November at the same venue and thoughts are ongoing regarding how both conferences can be weaved together.
- When questioned what influence EA has on competition design shape structure, **SB** advised that licencing has been tightened up and we are checking and challenging licence provisions. We are improving our own competition delivery and are trying to lead innovation in our own provision such as only delivering two national championships in 2024 to help to free up the calendar for other events.
- YDL is consulting with clubs regarding their programme plan and has taken some proposals to the YDL Committee.
- Rulebook age group change is still in the consultation phase at the moment and a schedule of webinars will be planned to allow opportunity for questions to be asked.
- Predominately YTP pick up A level athletes and JTP picks up everything under A level, which can cause some age groups fluidity within these programmes.
- **SB** talked through the funding of each of the Competition Providers and where each agreement was at this present time.

14. Competition Evolution (LH & TA)

- **TA** discussed Athletics Weekly and advised it has expanded its digital presence during the last 2 years.
- Engagement tends to be better with video interviews and photo shoots that are promoted digitally.
- EA observations are that increasing engagement to 16–20-year-olds digitally could help engage athletes and encourage them to not drop out of the sport.
- Sponsorship challenges still remain even with brands such as AW/UKA/EA increasing their social media following.
- **LH** gave a presentation on 'What does the future of athletics events look like?'
- Key themes were education, relatability, experience, feeling, storytelling, incubate & embrace young talent, timetabling, partnerships/sponsorships, and alignments with audience trend.
- Announcing is particularly important and social influencers can drive audience engagement and attendance through their promotion of events through their channels.
- It was noted that EA and all regions will need to be part of a call to action to change our competitions, make them fun, engaging, increasing attendance and revenue.

Resolutions and Actions

- A recommendation for EA & AW to work together in partnership and make a quarterly feature to address the issue of innovating competition and provide regular updates / encourage discussion was put forward.
- All were in agreement that competition needs to innovate and evolve to survive, and this subject will be a key theme at the November Conference.

15. AOB (ALL)

Meeting closed at 1547.

Next Meeting Thursday 16th November – Gateshead

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