



Minutes of a Board meeting held on Sunday 7th October 2018, Hilton Hotel, Warwick, CV34 6 RE.

Present: John Neal (JN) Chair, Mark Coups (MC) CEO, Hannah Bowe (HB), Ben Jessup (BJ), Gavin Devine (GD), Nikki De Kretser (NK), Sallie Barker (SB), Michael Estill (ME), Neil Edgar (NE) Finance, Jane Powell (JPo) Ex-Officio, Caroline Royle (CR) Ex-Officio, Paul Coups (PC) Ex-Officio.

Amanda Bennett from Fair Play was present as consultant, working with EL reviewing Board Effectiveness.

Section 1 Business matters

1. Apologies for Absence

Chrissie Owens (CO), Sue Livock (SL), Hamish McInnes (HM), Prashant Jobanputra (PJ).

2. Conflict of Interest Declarations

All board members present re-submitted signed conflict of interest forms.

Action

PC to send out forms to those not present.

3. Minutes of the Last Meeting

Minutes of the 4th September 2018 were approved as a true record.

4. Matters Arising

No matters arising.

Section 3: Routine Board Business

5. CEO Report

All agreed for the CEO to submit his report via email due to time availability in the meeting.

Action

- MC to circulate report.

6. Board Effectiveness Review

JN welcomed AB to the meeting. AB delivered a presentation of the findings to the meeting. AB thanked the board for their engagement in the process.

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Actions

- JN to appoint a staff member undertake the “wins” from the final Fair Play submission. Governance group to develop an action plan for the longer-term recommendations.
- AB presentation to be circulated.

7. Commercial Propositions for EL

JN welcomed CR and JPo to the meeting.

CR delivered a presentation reviewing the work by the Commercial Group and the initial findings of EL engagement with Sport England commercial consultants Sport Collective.

Key points

- More detail and regular reporting is required on the analytic data provided by CR in the presentation, this to be added to the scorecard.
- A broad discussion on U16 registration for schools highlighted the need for more clarity in this area and staff and commercial advisory group (CAG) were requested to further develop our thinking in this area.
- The U16 market segment combined with University requires alignment with EL owned events and their future developments.
- CR outlined the issue with STX.
- CR outlined the need to negotiate with retailers in the future for centralised discounts for our registration offer.
- CR reviewed the position regarding GB trademark dispute.
- CR reviewed the value proposition set out with Kevin Sweet (Chair of Commercial Group). All agreed this was a good start.
- Sport Collective presentation as well as CR’s to be circulated.

JN summarised the need to be commercially driven with a broad suite of income streams that are driven through the women’s game, enabling all market segments to benefit.

Actions

- Presentations to be circulated.
- Executive and CAG to provide suggestions for U16 and University IR.
- CR and MC to undertake negotiations with relevant retailers to secure discount equipment linked to IR.
- Current performance committee to transition to an operational group.

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DONM

4th December 3.00 – 6.00 pm, London

Proposed Dates for 2019

Tuesday 26th of February

May to be confirmed for a staff and board away day.

Tuesday 3rd September

Sunday 6th October (AGM and meeting)

Actions

- May date to be circulated for agreement

Distribution: John Neal, Mark Coups, Prashant Jobanputra, Hannah Bowe, Ben Jessup, Hamish McInnes, Gavin Devine, Michael Estill, Nikki De Kretser, Chrissie Owens and Sallie Barker.

Cc: Sue Livock, Neil Edgar.

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