

Board of Management meeting minutes

29th January 2020 - Oriam, Currie EH14 4AS

Version: 1

Adopted on: pending ...

Last reviewed on: pending...

Next review date: N/A

Attendee	Role	Attendance
Iain McKinven (IM)	Chair	In Person
Stevie Neilson (SN)	Chief Operations Officer	In Person
Melissa Hutcheon (MH)	Director - Comms	In Person
Euan Hunter (EH)	Director - Commercial	In Person
Hannah Keenan (HK)	Director	In Person
Scott McKean (SM)	Director - Finance	In Person
Jim Rankin (JR)	Director - Competitions	Apologies
Monika Wilkinson (MW)	Board Member	Apologies
Barry Cook (BC)	sportscotland Partnership Manager	In Person
Marcin Zdrojewski (MZ)	SSA support (minutes)	In Person

1. Welcome and introductions

IM welcomed everyone to the meeting thanking them for attendance despite rather challenging weather.

He then introduced Scott McKean as a newly appointed SHA Director of Finance and asked everyone to introduce themselves, sharing a few words about themselves.

SM in return shed some light on his background as an Investment Manager for Brewer & Dolphin and talked a little about his interest and his adventure with rugby.

2. Apologies

Apologies were noted for Jim Rankin and Monika Wilkinson

3. Minutes of meetings

3.1. 27th November 2019 BoM minutes

☑ Minutes of the 27th of November 2019 Board meeting were approved

4. Operational overview (including immediate milestones re. Investment Application, Safeguarding next steps, Ops Manager Recruitment)

IM asked Stevie to run a summary of the operational, investment and recruitment plan.

SN outlined the above. Going ok at the moment, though not without considerable effort on his side. Therefore, to make it sustainable and release some of SN's time, it was agreed to delegate a proportion of his responsibilities to a newly created post of Operations Manager, which is to report to SN and cover mainly the following items:

- ensuring all conditions are met to ring fence **sportscotland's** continuous funding;
- monitoring and reporting on coaching and membership numbers;
- collecting, analysing financial data and drafting reports;
- ensuring SHA achieves and maintains compliant with the required child protection MORs.

In terms of the time scales SN hopes to assess it in 2-3 weeks, a few discussions are to be made, as some support on the contract is needed in terms of what it looks like in terms of obligations, risks etc.

📌 SN to provide BC with a copy of the Ops Manager job description [20200129.01]

Further discussion around required operations in prep for 2020-21 season took place.

IM emphasised he is keen to do regular reviews of the 6 months tracker and further reiterated a desire, frequently voiced by the clubs: to become and feel as a part of the bigger handball family.

SN shared the opportunity to rent facilities for the entire year, which was put to further discussion. Important conversations around the facilities price to be further undertaken, particularly considering that SHA will not make use of the premises across the entire year.

5. Financial report - SN

Currently at a 15k surplus, which would be challenging to keep in control, even more so, once the new staff member is in place and a commitment to rent facility for a year is made.

6. Commercial Update (latest on BHA finals May/BBC & Sponsorship negotiations)

EH made the Board aware of queries raised by English Handball about the dates of the Playoffs. Conversations with the BBC have been had. It was very well received, as the introduction to handball was backed up with a lot of evidence (figures, reference etc.) - Carmel is open about engaging with sports and happy to feed this further to BHF.

EH is keen to use a BBC handball channel, which as of now is not updated very often (every 6 months). The downside is that SHA would need to get a production company to facilitate streaming and BBC doesn't have any budget to facilitate it.

BC suggested approaching Youth Football Scotland, as it provides such services.

📌 SN to get in touch with JJ Rowland (head of media and comms at EHF) re available options of facilitating streaming of SHA events [20200129.02]

SN observed that there are just a few things SHA can sell, and since Playoffs is one of them, he is keen to investigate and focus on options to monetize them.

MH reiterated that Oriam is keen to promote the facility to european audiences and likely to invest in options presenting such an opportunity.

BBC fine with the courtside banners, though they need to be consistent and repeated. Probably 2 or 3 cameras would be needed.

IM was keen to see a business case for the above.

SN making some rough calcs, observed that it expected to break even, and likely even to bring profit.

EH to discuss with SN and come up with the business model for working with the BBC, listing a number of items alongside calcs on the costs vs expected income [20200129.03]

EH to keep the Board informed on the outcomes of commercial activities [20200129.04]

7. Comms/Clubs update (KA visit plus comms SS/BHA finals/mental health)

MH informed that up to date she has met with two clubs and is keen to speak to more. She is still of the opinion that seeking direct feedback from the clubs is the right thing to do.

Sportscotland offered an opportunity to make a short clip featuring the SHA or any of its clubs in January, but it was too short notice. Currently looking for May. Definitely want to have some sort of agreement by the end of April - then agree the format with sportscotland and to pull something together for May deadline.

MH to come up with a comms strategy so SHA gets the best use of sportscotland featuring piece opportunity [20200129.05]

EH was keen to see a broader media plan for the organisation, as good media connections have now been made. He was therefore hopeful that news planning will yield tangible assets by April/May time, to be used to drive media interest, especially around Scottish Cup Finals.

BC suggested using the content and presentation structure similar to the one used by Sportfirst (<https://sportfirst.sportscotland.org.uk/>), with photos and video clip embedded in the text.

Agreed not to center the comms campaign content around playoffs, but make it more broader instead - focussing on handball development

It was suggested to approach it in a top-down scheme.

BC suggested that it might be worth having a chat with sportscotland's media team to introduce them to handball, as one of the sports worth taking footage from.

MH suggested approaching clubs to encourage them to come up with a story about themselves, put these together and feed them to sportscotland's comms team.

SN to provide BC with handball photos [20200129.06]

8. Actions arising from Audit/priority focus



Updated KPMG with latest developments - awaiting feedback.

IM was keen for the budget for the next financial year to be signed-off soon and suggested a Deputy Chair position in regards to addressing succession planning.

IM to come up with a proposal for the Deputy Chair position [20200129.07]

Two sets of Risk register to be consolidated into one - ongoing...

BC highlighted that a Young Person Sport Panel applications are now open, which creates an opportunity for the SHA to have representation on the panel. BC was happy to be on the recruitment panel for this panel.

HK gave his apologies for the upcoming March meeting.

9. Documents for revision

Next meeting:
25th March 2020
27th May 2020



Actions Summary

- ☐ SN to provide BC with a copy of the Ops Manager job description [20200129.01]
- ☐ SN to get in touch with JJ Rowland (head of media and comms at EHF) re available options of facilitating streaming of SHA events [20200129.02]
- ☐ EH to discuss with SN and come up with the business model for working with the BBC, listing a number of items alongside calcs on the costs vs expected income [20200129.03]
- ☐ EH to keep the Board informed on the outcomes of commercial activities [20200129.04]
- ☐ MH to come up with a comms strategy so SHA gets the best use of sportscotland featuring piece opportunity [20200129.05]
- ☐ SN to provide BC with handball photos [20200129.06]
- ☐ IM to come up with a proposal for the Deputy Chair position [20200129.07]

Decisions Summary

- ☐ Agreed not to center the comms campaign content around playoffs, but make it more broader instead - focussing on handball development