



**NOTES OF THE MEETING OF THE EASTERN COUNTIES WORKING GROUP  
AT Unit 2 Stansted House, Saffron Walden  
ON Tuesday 10<sup>th</sup> February 2015 @ 2pm**

County	Name	County	Name	County	Name
Essex	Dennis Valtisiaris	Essex	John Williams	Hertfordshire	Bernard Eddleston
Hertfordshire	Mike Minting	Norfolk	Roger Amey	Cambs & Hunts	Paul Bond

**Invited Members:**

County	Name

**Apologies:**

County	Name	County	Name
Suffolk	Peter Bushby	Cambs & Hunts	Chris Jagger
EBU Board	Darren Evetts	Norfolk	Peter Coates
Bedfordshire	Michael Collins	Suffolk	Jeff Orton

**Eastern Regional County Representatives:**

**Chairman: Bernard Eddleston**

**Minutes**

1. Bernard welcomed members and gave apologies for absent members. Peter Bushby had resigned from the working group due to business commitments. The Group members expressed their thanks for all the work he had done for the Group . It was understood that Suffolk would appoint a replacement at their county committee meeting in February
2. The minutes of the 23<sup>rd</sup> July 2014 meeting were approved
3. The group discussed at some length the paper submitted by Michael Collins of Bedfordshire which contained some radical thoughts on the way forward for the EBU. It was agreed that the paper with some modifications should be submitted to the national working group. The changes suggested were
  - a) The introduction at the front might need changing
  - b) It was thought item 4 didn't really add anything and playing tennis on the village rec is a bit like playing Chicago at an unaffiliated club or in people's houses and so could come out.

c) It was thought Para 8 should be removed. The evidence from EBU figures is that since P2P was introduced the number of player sessions has increased not decreased.

d). Item 9 seemed unlikely to add anything to the EBU since they are already about 90% of members including the other home nations.

A modified paper for submission to the national working group is attached to these minutes

It was felt that the comments on franchising out events and the management of the EBU were of particular value.

There was some discussion about the advantages to the EBU of having a CEO rather than a General Manager with the board taking a more normal strategic role rather than the hands on approach at present.

"Promoting the game" was also discussed at some length and particularly the benefit of getting far more publicity in the national and local press. To this end, we suggest that the EBU engage a publicity officer who would have the necessary experience and ability to generate items of general interest. Counties and clubs should also to be encouraged to be more active in local publicity.

#### 4. National Meeting Feedback

- John Williams reported on the last National WG meeting and the three topics discussed at that meeting
- Topic A. Improving the relationship between the EBU, Counties and Unaffiliated clubs. It was noted that the EBU had still not come up with a value proposition which could be used by members to help persuade non-affiliated clubs to affiliate. It had been agreed at the Chairman's meeting last summer that this was an essential document. It was asked that this be raised at the national WG
- Topic B. Developing a value proposition and progression strategy for players at all levels that revitalises membership. It was noted that developing new events might create more interest. Oxfordshire had run a café type event with some success as had London. Hitchin, Hertfordshire was hoping to run such an event this summer and that experience would be shared with others
- Topic C. Structuring, staffing and motivating the volunteer workforce that we depend on at National and County level. This topic was discussed in conjunction with the item on the agenda concerning the paper from John Williams and Peter Bushby on setting objectives and measurements for Counties.

#### 5. Paper on measurement and setting objectives.

It was felt that the paper was useful. It was suggested that in the need to know section that the level of teaching in the County should be measured; also something on press and publicity. It was agreed the paper should be submitted to the national WG. It was also suggested that the Counties should develop a questionnaire to all members of a County to try and determine ordinary members' feelings about the relevance of the County and the EBU to them and suggestions for improvements.

It was agreed that the framing of the questions and linking each question in advance directly to what would be done with the answers was important. In fact, starting with what one would like to know, and working back to appropriate questions was a good strategy to avoid spurious questions. Small scale questionnaires would be very desirable in preparing for large scale deployment.

It was suggested that such questionnaires should be identical across the Country so that all responses could be analysed on the same basis. A large National response would carry more weight. It was also suggested that the questionnaires be distributed through clubs on the basis that results would be shared with them.

This suggestion of a questionnaire needs to be discussed at National level, identifying someone to design the various questionnaire stages, including framing questions, determining the best means of distribution and collating answers, cleaning up data, analysing responses and presenting results to multiple audiences.. Paul Bond stated he would be happy to give some feedback on a questionnaire process..

#### 6. Conclusions and Key actions

Concern was expressed about the future direction and concrete outcomes from the working groups and National WG. The Eastern Region had developed a number of papers and facilitated the three topics at the last National WG meeting but what was going to happen to these various outputs? Were they just going to sit on a shelf? It was agreed real action was required otherwise these working groups and National one would suffer the same fate as the Club liaison committees. This would be raised at the next National meeting.

#### 7. AOB

- Bernard Eddleston stated that he would be stepping down as President of Hertfordshire in May and that a new Chair would be required. He was asked if he would continue to Chair the WG for another year. He said he would consider it after the next National meeting had been held.
- There was a need for someone to minute each meeting. This could rotate amongst members.
- Bernard stated he would try and attend the next national meeting since Peter Bushby was unable to attend.

#### 8. Next Meeting:

- Aim for July