

An Ace Service Subgroup Minutes

Date: 13th June 2022

Start Time: 19.00

End Time: 20.40

Venue/Platform: Microsoft Teams

Attendees	Role Title
James Murphy (JM)	Competitions Working Group Lead
Nick Heckford (NH)	Officials Working Group Lead
Rob Payne (RP)	Interim Deputy CEO
Sam Jamieson (SJ)	Interim CEO
Simon Griffiths (SG)	Elected Director and Subgroup Chair
Laura Woodruff (LW)	Interim Strategic Manager, An Ace Service

1. Standing Agenda

- a. Welcome by the Chair

SG welcomed the group

- b. Apologies

Apologies from Clare Francis

- c. Declaration of Interests

Were there any conflicts of interest? – No conflict of interest declared

- d. Approval of Agenda

- i. Personnel
- ii. Zen Desk
- iii. Feedback
- iv. Actions from the previous meeting

The group approved the agenda

Review of previous minutes

To be taken offline and for the group to feedback to RP on any changes before approval.

2. Agenda

Personnel

Prior to the meeting, RP send a proposal to the group focused around increasing staffing capacity in the Ace Service strand and re-aligning the Project Lead job descriptions.



These new roles would have a defined focus on competitions, following internal conversations where we do not have the capacity of staff to manage the competition element:

- Strategic Manager An Ace Service – no change to formal job description
- NVL & National Cup Lead
- Junior Competitions Lead
- Project Officer (to include Sitting Grand Prix, Student Cup & Admin support)
- Placement Student (Admin Support)

RP explained that by exceeding the numbers of entries and our competitions growing now is the time to invest in the staffing infrastructure. By adding in a new project lead and refocusing the priority of responsibility (NVL & Junior) it allows us to make our products fit for purpose and more customer focused.

It will allow us to have the capacity of thinking, planning, and developing so that we can move forward and grow, making our products commercially viable and engaging with the wider volleyball community nationally.

The risk highlighted in the paper around coaches and referee, and the support of the development fund towards supporting getting the balance right for the development of coaches and referees (tutors & observers) is important to make sure that we can increase the number of tutors (currently 14 referee tutors) and using senior referees as observers for upgrades and supporting new referees.

SJ confirmed that this is something that the subgroup chairs could agree on however would need to be mindful of the bigger picture and what the strategy looks like especially around the other strands of the strategy. SG supports the idea as long as the number of teams approved into the NVL sign up by the 1st of July & providing that the VE finance department are okay with it. Making sure that the role description when rewritten also include customer service, innovation & not just an admin resource.

Increasing the junior fees for the 2022-2023 season will help to bring in additional income, allowing the competitions pay for themselves

Overall, it would provide a positive benefit across the company & all agreed in favour of the proposal, and it will be on the agenda for the board meeting on Friday 24th June, the backup plan will be for the 4 subgroup chairs to discuss.

Zendesk:

JM following on from the actions of the previous meeting looked into how we could use Zendesk to improve customer satisfaction, support our customer charter and decrease hub workload.

Zendesk is designed to seamlessly connect your customer support team with customers across all platforms, licensing is for not-for-profit organisation and includes self-service, reporting & data of what people are asking for providing better customer service.

The group confirmed it sounded positive however need to find out more information on it, such as:

- What does the background information look like?

- What is the capacity to add information on (industry leading product and looks simple in the back end)?
- What are the interfaces required– Does it require an open API to allow us to integrate into a future system?
- Are there any other hidden costs? is there a further license bill if the program ends (roughly £140 a month?)

Action: JM will be exploring this further and bring this back to group including a demo site and information that it works. Finding the right time for this to be implemented is critical especially with other business priorities however having it up and running for the new season would be helpful.

JM also mentioned that Zendesk is also giving away money and this is something that the Volleyball England Foundation should put an application in for money. **Action: JM to provide more information on this.**

Actions from last meeting:

- Retired referees:
 - What can we do to help with retired referees to tempt them back and observing using technology? RP looked at the technology, however it was mentioned about where do we want to align the budget.
 - Dan Ward (DW) has the key depth of data on how we can unlock this and why referees have not registered and what we can use as a target market to focus on.
 - NH mentioned how observers need to know what they are looking for and how to give advice following on from the observations they do i.e. what referees are looking and interactions they provide, this can be different if done via video interaction however NH confirmed that international referee observation is done via video which allows for a level of competence to be seen. NH confirmed that it something that the Officials Working Group could look at how we change the criteria to support those referees coming out of retirement to support this i.e., the timings (video observation does not have to be done at the time/date of the match)
 - **Action: SG, RP & NH to look at what the offer could be to get referee back into the sport to support.** The other working groups are also having a big focus on referees making this part of the bigger picture. Focusing on what questions do we want to ask and what is the action plan of this? Awaiting feedback from DW & Gillian Harrison (GH)
 - NH has created a document to be part of review of referees which include a short term and long-term action plan including fees of the grade 4 & fuel costs. **Action: NH to share his document with the group.** Following on from this, SJ & RP looking at what support we have from within the HUB and updating the review that Nick has done to revisit the previous proposal and update.
 - **Action: RP to send the budget (Courses & membership) to NH**
 - Discussion around reducing the referee registration fee to £10. To be taken offline and discussed further.

Feedback:

Currently the insight on our touchpoints is the feedback we have received from surveys across the company to members of staff who have responsibility in that area. Focusing on operationally what can we do by looking at the bigger picture and what we are acting on and what we are not acting on & why.

An example of this is the NVL Play off fees: SG suggested the fees should be split across the teams at the beginning of the season rather than the entry fee into the event. JM saying this will not be changed this season but will be looked into for the 2023-2024 season.

We want to make sure that we are developing relationships and using the constructive feedback to improve our products and customer service.

3. AOB

- No AOB

4. Review of actions

Action List	Person Responsible
Personnel updates to be added to the board meeting agenda on the 24 th of June	SJ
Zendesk: will explore this further and bring this back to group including a demo site and information that it works. provide more information on the money that Zendesk are giving away	JM
Retired Referees: look at what the offer could be to get referee back into the sport to support Share the document created with the group Send the budget (Courses & membership) to NH	SG, RP & NH NH RP

Date of next meeting: (SG will speak with Clare and then decide on date of next meeting)

Today's minutes were recorded by Laura Woodruff