



Dodgeball Development Limited

Annual General Meeting 2019

26th September 2019 - 6.30pm

Energy Box, Levenshulme High School, Crossley Road, Levenshulme, M19 1FS

Minutes

1. Welcome & Apologies

Present: Aden Woodall, Ben Hoyle, Calum Donnelly, Edward Dumbrell, Emma Milser, Geoff Woodall, Helena Law, Johnathan Rudland, Shun Wong

Apologies: John Slemensek, Kate Pickup, Linzi McCoy, Matt Wiehl

2. Chairs report

Introduction given from new Chair Calum Donnelly. A brief status of the organisation was provided. The organisation is now reaching its second year and will begin working towards Sports Council recognition. Work will begin to ensure the company is at Tier 1 status based on Sport England's Code for Good Governance. The organisation is almost there but there are a few details to improve such as strengthening the board of directors which is currently taking place.

3. Development report

The ambition of the organisation in its first two years is to become a sustainable and growing business. We are pleased to be able to promote that this is being achieved. British Dodgeball (Dodgeball Development Limited) is not a recognised Governing Body of Sport by the Sports Councils in the UK and therefore the business could not be set up in this way. Dodgeball Development Limited was formed as a company limited by guarantee and not for share capital to develop the sport of dodgeball and operate as a non-profit where all income is invested back into the sport.

We are currently at our 2 year point and within the next year we will be able to apply for NGB Status to the Sports Councils. We will first complete the pre-application process before meeting with the UK Recognition Panel and submitting the full application. Work has been underway for 2 years and we will submit our application very soon.





Achieving on our aims - British Dodgeball - Our Aims

Deliver opportunities that enable a strong pathway from beginner to elite and create a platform for all players to enjoy the game.

Creating a sustainable competition structure through league development. This season we will be delivering approximately 42 leagues to 330 teams. Estimated 2500 registered players this season.

Introducing new opportunities where appropriate at all levels. School pathway, club, international.

Provide training to coaches, teachers and leaders to increase participation in dodgeball

Building partnerships with coaching companies through our accreditation program

Training staff and leaders at schools, colleges, universities and clubs

Inspire people to enjoy dodgeball through positive role models and major events

The Home Nations League, The NEC, The Atlantic Cup, The European Championships, The World Championships.

Build and strengthen community dodgeball clubs to grow and sustain the sport

We have approximately 100 community clubs affiliated to British Dodgeball and 40 university clubs.

Club competition support.

Free to access resources.

Funding support.

Cheap Insurance.

A lot of this we achieve ourselves through our sports development team but to grow the game further we work with local and national partners. Happily our number of partners is growing all the time; AOC Sport, BUCS, Youth Sport Trust, Active Schools, Sport Wales, Bishop Sport & Leisure, Premier Education, Kappa, Galdiator Tape, ProSport Trophies, Active Partnerships, local councils, Sport England, local clubs are also partners and we are working with them more and more to grow the game, Granite City Guerrillas example, Cheadle & Gatley Griffins club competition service.

Status Report 2019 - Key Findings

1. Dodgeball is the second most participated team sport in schools and the fourth most participated team sport in the UK amongst young people (aged 5-16). 613,000 (8.7% of all the UK's 5-16 year olds) said they played it at least once to moderate intensity in the last week.
2. Approximately 1 in every 100 UK adults has played dodgeball at least once in the last year.
3. Approximately 1 in every 16 UK students has played dodgeball at least once in the last year.
4. Dodgeball is a young sport; 70% of adults that play regularly are aged 16-24 years old.

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5. Dodgeball is the most in-demand sport in primary schools, with 1/3rd of all primary school children wanting to play more dodgeball above any other sport. Most schools that play dodgeball play once a week or more regularly.
6. Dodgeball is not yet a mainstream community club sport despite participation and demand figures from young people. An estimated 2,000 adults play weekly in British Dodgeball clubs, which is less than 5% of the total amount of active adult participants in the UK.
7. Dodgeball is one of the most popular School Games sports, with 10% of all county competitions taking place last year being dodgeball events.
8. British Dodgeball offers a comprehensive range of competitive opportunities to community club members, which must increase annually to grow engagement in community clubs.
9. The home nations national dodgeball teams are consistently ranked amongst the best teams in Europe and the world, with England men's and mixed teams ranked as the best team in Europe and the world.
10. British Dodgeball's social media accounts reached over 2 million people last year. Almost one tenth of this reach came from the Atlantic Cup international event.

Using our ten key findings, we have developed the following five next steps for British Dodgeball to take to develop the sport in the UK:

1. School participation in dodgeball is extremely high. We will aim to standardise equipment across all schools that offer dodgeball in the UK. This will ensure a safe, enjoyable and consistent experience for participants. We will aim to standardise equipment by employing national-scale equipment partners.
2. We will aim to standardise rules and skill delivery across all schools that offer dodgeball in the UK. We will increase knowledge around the rules and the teaching of skills by offering teacher training, lesson plans and creating partnerships with delivery organisations that can assist us. We will set up a schools' competition pathway which works in conjunction with other organisations' national scale competition pathways.
3. Most active participants of dodgeball in the UK play informally. We will aim to create new clubs and develop existing clubs in order to increase the number of participants actively engaging in community club dodgeball. We will do this by securing funding for project work independently and in partnership with our existing community clubs and by attracting a partner to fund key regional activator roles.





4. Our national teams are some of the most successful in the world. We will maintain this standard by supporting our home nation teams. We will aim to develop a comprehensive talent pathway from junior players through to Team GB, identifying talented performers and developing them into world class athletes.

5. We will aim to increase our organisation's reach on social media. We will do this by creating partnerships with organisations that can help increase exposure to the grass root participation, the community club and the elite aspects of the sport. We will aim to host major international events regularly to further increase exposure to the elite side of the sport.

4. Finances

Finance officer updated that the business is healthy and growing substantially from year 1 to year 2. Year 1 set of accounts are available online and Year 2 accounts breakdown available to members on request.

Turnover Year 1 of £185k with a deficit of £4k

Turnover Year 2 of £312k with an approx. £305k outgoings*

*estimated figure.

5. Q&A

Question: Keir Liddle

"What specific development aims and plans do we have to develop dodgeball in all home countries?"

Our three key development objectives are club development, sustainable competition and project/partner work.

England has more participation in dodgeball than the other nations in the U.K. and this is down to demand, opportunities, time and sustainable sports development.

Demand – we go where the demand is. We don't have the resources to go out creating demand and as a sustainable business we need to make sensible choices.

Opportunities – Example, Matalan Sporting Promise program almost 10 years ago boosted youth dodgeball.

Time – the first competitive university match took place in England in 2005.

Sustainable sports development – properly managed coach education and competition system that enables British Dodgeball to invest back into the sport.

These opportunities are now starting to happen and will continue to do so in every nation within the U.K. Before 2 years ago I worked at an organisation where the business and the competitions delivered were not sustainable and therefore the growth in the sport was not as apparent as we are seeing now.





England

Club development – 23 new clubs supported in 2018/19 season

Sustainable leagues and growth in male, female, university and youth.

Project funding to develop the sport; Birmingham, Liverpool, Manchester, Nottingham, Derby, Berkshire, Leicester, Cumbria, Suffolk, Cheshire, Leeds.

Northern Ireland

Sustainable leagues and growth in male, female and university participation.

Aims to work with local partners to access funding to develop once NGB recognition from Sports Councils is achieved.

Scotland

Club development – support new and existing clubs where possible. Working with partners to develop new clubs in Glasgow as part of the 2020 legacy program.

Step back to move forward. Ambition to achieve the sustainable league that has seen growth in all other countries.

Partnership work with Active Schools where demand requires – Aberdeenshire, Campbeltown, Glasgow

Funding access via legacy program for World Championships 2020 in Glasgow.

Wales

Club development – 3 new clubs. Newport, Conwy, Abertawe.

Established sustainable Welsh league

Project funding success with Sport Wales. Partnership work with local councils around youth development training.

Question: Kate Pickup

“When will you be running a Level 3 course? And what are your plans for developing coach education?”

Our next Level 3 course will be taking place in later November/early December 2019. Demand from GM, Midlands and a group in Kent. We don't have the demand for more than 1 course however.

Coach Ed development in the future. Our Coach Education programme is the most developed in the sport in the World. Dodgeball is only a young sport and things like coaching manuals will begin to be developed and shared by club coaches.

We are currently in early talks with Coachwise and UK Coaching around British Dodgeball becoming a licensed partner of CPD Courses where our tutors will deliver Coachwise suite of workshops in a dodgeball specific context, coaching subscriptions that will enable coaches to access next level support and build their skills and 1st 4sport endorsement for our qualifications.





6. AOB

Point raised on Referee development. Plans to appoint a new Head of Referees and develop a new referee development plan will be implemented prior to National League.

