



November 2019 update

We have appreciated your patience as *SportCheer England* takes the necessary time to establish its board and begin building a strategy to move forward. Below please find an update on our progress so far and information regarding the intended next steps.

Board appointments

SportCheer England has now appointed 4 Regional Representatives, an Athlete Representative, a Safeguarding Lead and Chair (in addition to the 2 At Large Directors). These positions on our board were NGB requirements of the World Governing Body; the International Cheer Union (ICU).

Over the course of the next two months, interviews will take place to appoint a Treasurer (the application deadline for this position has already passed, and candidates are awaiting interview dates) and further positions may be developed as need arises. You can view details of our current board members here:

<https://sportcheerengland.org/board-officials>

All board members have been appointed for a 2-year term, after which there will be elections.

Angela Green	At Large Director
Amanda Fairhall	At Large Director
Joey Gamper Cuthbert	Chair
Marie-Claire Gane	Safeguarding
Anna Mead	East Midlands & East of England Regional Rep
Robert Horton	South West & South East, inclusive of London Regional Rep
Jane Wood	West Midlands & North West Regional Rep
Lisa-Marie Trory	Yorkshire, Humber & North East Regional Rep
Jeff Cespon	Athlete Rep

Policy and Procedure

We are currently working with legal advice to create statutes, policies and procedures appropriate for an NGB's governance. As these are created and approved, they will be added to our website here <https://sportcheerengland.org/icu-statutes> and here <https://sportcheerengland.org/policies>

Establishing membership

It is essential that we quickly establish both a formal membership and the benefits to that membership. Initially (to communicate with potential members), we have asked Regional Reps to create Facebook Groups for their regions and to begin building relationships with programmes and teams. If you have not done so already, please join the appropriate group for your programme. If you are unsure which group you should be in (because you are on a geographical border), please just make a preference - we just kindly ask that you do not reside in more than one group.

South East, South West, London Inclusive
<https://www.facebook.com/groups/459220891606324/about/>

Yorkshire and the Humber & North East
<https://www.facebook.com/groups/657990011344030/>

West Midlands and North West
<https://www.facebook.com/groups/SCE.WestMidlandNorthWest/>

East Midlands & East of England
<https://www.facebook.com/groups/476465239809402/>

Data gathering – please complete a questionnaire

Your reps will be contacting you via your Facebook group, to ask you to fill in a questionnaire. The information gathered in these questionnaires will create data to help us best establish a way to devise membership. The stats will also be used as part of our application process to *Sport England*. We therefore request that when asked, you take the time to carefully complete a form for your programme by the given deadline. We are currently working with a statistical analyser and potential programmer to develop a questionnaire that can be directly filled in online. We hope to have this process complete and the questionnaire ready to go by Christmas,

Sport England application for sport and NGB recognition

SportCheer England will be applying to *Sport England* for both sport recognition, and NGB recognition. We believe that recognition from *Sport England* will greatly benefit both the NGB and its member programmes in a number of ways:

- Recognised sports are eligible to apply to *Sport England's* various funding streams and can access valuable information and advice: This will be particularly beneficial to the development of our grassroots cheerleading programmes.
- *Sport England* provide support and information on how an NGB can improve their governance to help them become fit for purpose and increase recognition within the community sport system in England.
- *Sport England* work with the Child Protection in Sport Unit (CPSU) to provide a wide range of safeguarding advice and resources to support sports organisations in keeping children safe.

The application for recognition is a two-part process and can take up to 2-3 years to complete. The first part involves an NGB proving that it is operational and meeting the baseline criteria set by *Sport England* (including having appropriate policies in place, membership established, providing basic governance etc). The criteria for this preliminary part of the application process will therefore form a major priority for *SportCheer England* over the next 2 years.

SportCheer England are currently working on the creation of a timeline for application criteria deliverables. We will update you with aspects of this once it has been finalised.

Team England update

SportCheer England has been responsible for the appointment of the national team managers and will be overseeing the coordination of all the teams leading up to and while at the ICU World Cheerleading Championships. All teams have now undertaken tryouts and team placements and have begun training.

SportCheer England are working with the national teams' management to ensure consistency in policy and procedure across all teams. We have created a manager's handbook containing policies and documentation ranging from Child Protection Policies and Risk Assessments to Athlete Codes of Conduct, which we expect all teams to adhere to. *SportCheer England* have also provided management with a training video to support the use of the handbook and will undertake regular check-ins with managers to ensure all teams are supported and functioning appropriately.

Establishing Cheerleading's wider place in the sport system in England

Now that we have established *SportCheer England* as the NGB for Cheerleading in England, we are keen to quickly begin establishing Cheerleading's place in the wider sport system in England. This will involve engaging with other sports and NGBs through attendance at conferences and consortiums, as well as seeking out opportunities to promote Cheerleading through press and media.

London Active

In September *SportCheer England* representatives attended the *London Active* conference to begin networking and making connections with other NGBs.

<https://londonsport.org/event/active-london-2019/>

BBC Radio Kent Sport

In November Joey Gamper Cuthbert (Chair of *SportCheer England*) will be interviewed on BBC Radio Kent Sport, discussing Cheerleading's development in the UK and the move towards Olympic inclusion.

<https://www.bbc.co.uk/programmes/p001d795> (Monday November 18th at 9pm)

Everything In Sport; Women's Edition at the Olympic Stadium.

In December Joey Gamper Cuthbert (Chair of *SportCheer England*) will be speaking on a panel as part of the prestigious *Everything In Sport; Women's Edition* event at the Olympic stadium. This event will be a significant moment in the establishment of *SportCheer England*, as we will be listed alongside well established NGBs such as the FA, British Swimming, The Lawn Tennis Association, the International Netball Federation and World Athletics, to name but a few. The event will also be attended by Angela Green (At Large Director) and a Regional Rep, as delegates.

<https://everythinginsport.com/event/wis/>