

MAG Update Note for National Council – May 2022

Overview

There has been one MAG meeting during the period. This was in March. Topics discussed included recruitment of additional members to replace the two members who had stood down, review of MAG's Terms of Reference, Board Skills & Diversity Matrix, TTE Ranking and the ITTF Override and the cancellation of the Wolverhampton Grand Prix. We also reviewed our current project activity and pipeline.

Following the meeting, the Chair of MAG sent written comments to the TTE Chair on the Skills & Diversity Matrix and also contacted Simon Griew and Don Parker to reiterate MAG's view on the ITTF override that was used to determine the ranking list. Issues relating to the cancellation of the Wolverhampton GP were raised during the MAG presentation to the March meeting of the TTE Board.

The next MAG meeting is being arranged for June.

Projects

- 1. Cost-Effectiveness of Tournaments** – Following discussion of this issue at the March Board Meeting, the Board asked MAG to set up a project on "Cost-Effectiveness of Tournaments". A project team has been assembled. The team includes both MAG and non-MAG members with experience as tournament organisers, referees, umpires, players, coaches and parents. Two Discussion Sessions have taken place during May which have addressed specific issues relating to cost-effectiveness but also wider issues relating encouraging participation (particularly from top-ranked players) and how tournaments can provide better value for money for participants. The issues discussed are being assembled into a report to be submitted to the Board and then published.
- 2. Transparency & Accountability** – The earlier discussions on Transparency & Accountability have been written up into the format of a project report. Although it is some time since the discussions took place, the conclusions and recommendations remain relevant. The report will be published shortly.
- 3. Club Participation in National Competitions** – The final report has been prepared. There are a number of "Clubs of Convenience" in British League competitions (around 7.5%), though the number of teams that come from such clubs is rather smaller (around 3.5%). Most of the clubs participating in British League competitions are either Premier Clubs or Associate Clubs. The report will be published shortly.
- 4. Retention & Recruitment of Members** – The "quantitative research" phase of the project was completed earlier in the year. The "qualitative research" has now also been completed. This involved engaging via an extensive FB survey with a range of current and ex-members to understand the reasons why they have stayed with the sport, left the sport or recently returned to the sport. The results of this qualitative research have been merged with the earlier quantitative research to produce a final report. The data this project will provide will be extremely valuable in understanding the membership profile. Ideally, it will provide an understanding of how we can reduce the proportion of members who stop playing between the ages of 18 and 22, and how we can bring forward the age at which players return to our

sport. This would have a massive impact on our membership. These insights need to be at the heart of any strategy to increase membership.

5. **TTE Sustainability Policy** – as part of considering potential future projects, MAG members wondered whether developing a project on TTE Sustainability Policy would be useful. Clearly, many TTE activities involve significant amounts of travel, with a corresponding carbon footprint. It would be useful for TTE to have a clear understanding of how it can reduce energy use and develop a more sustainable approach. We will raise this issue with the Board.

Neil Hurford
Chair
Members Advisory Group

May 2022