



Annual General Meeting 2019

Saturday, 21 September 2019
Registration at 1pm, Meeting commences at 2pm.
Bethnal Green Working Men's Club, 42-44 Pollard Row, London, E2 6NB

Trustee Manifestos

There are five nominations for the position of trustee. This is not a competitive election as there are sufficient vacant positions for all to be elected as trustees. The five candidates are listed below, along with their manifesto. Full members will be able to vote FOR or AGAINST these candidates at the AGM.

Matthew Tennant

Existing Trustee seeking re-election.

Proposed by Mark House and seconded by Andrew Birchall

I am seeking the support of OutdoorLads members to re-elect me as a Trustee of the charity. It has been a privilege to have been appointed to the board over the last six years, and more recently to serve as chair Vice-Chair in the last three where I've managed our wonderful staff team. Throughout my tenure, the board has faced challenging situations and made decisions that ensure our charity's future. We've also achieved huge successes with the launch of our new website, growth in member and leader numbers, and the vibrant range of events available for our members to attend.

Should I be successful in my re-election campaign, it is my intention to seek the Chair of the Trustee Board, where I will strive to ensure OutdoorLads remains the leading LGBT outdoors charity in the UK.

My priorities for the next 3 years:

- 1.) **Set our strategy for the next 3-5 years.** There are some key questions the charity needs to consider: How do we future proof the finances of the group in the long run? Is our event programme still relevant and interesting to members? What are the key threats to the group in the short to medium and long term, are there any opportunities we are missing? Within the next year I would like the board, in consultation with our leaders, coordinators and members, to set out what our strategic priorities are going to be for the forthcoming years and for board to then focus on how to resource them.



- 2.) **Support and grow our volunteer leader base.** Our volunteer leaders are at the core of what OutdoorLads is about and without them we cannot run as a charity. I want to ensure that we have an easy and flexible application process to encourage more members to come forward as leaders. I also want to ensure our current leaders have the resources, whether that is a larger training budget or more office support, to continue leading a range of great events.

- 3.) **Membership drive to continue the growth of new members and retention of current.** For several years now our membership has remained relatively static ranging between 1900 and 2000 people. There are two areas we need to focus on. Firstly, growing the numbers of new paid members to the group by a range of new and creative initiatives, such as breaking into the outdoor sports and team-based events market. Secondly, reducing the number of members who do not seek to renew their membership. My intention is for the Trustee Board to thoroughly review and analyse retention metrics, improve feedback from outgoing members, and seek to put in place policies to reduce membership cancellations.

Jimmy Brash

Existing co-opted board member seeking electing as a Trustee

Proposed by Jean-Philippe Barret and seconded by Colin Cumine

I write to state my sincere interest in and commitment to becoming a Board member of this outstanding charity and hereby give notice of my intention to stand for election. I have been a member of OutdoorLads (ODL) for almost three years. As with many other members, I have a personal reason that drove my original interest in becoming a member. When I found the website, I was immediately intrigued and excited by the range of activities and the manner in which the charity presented itself.

Upon embarking upon my first walking event with ODL, the welcoming manner of the leader and the warm reception from other members was impressive. I immediately realised that not only did I want to join in many more activities, but knew that somehow, I wanted to give something back to a clearly wonderful organisation; I appreciate that that may sound a little cliché.

I have volunteered in small ways, such as helping at hostel events and latterly joining the Big Events' team and experienced a great sense of satisfaction from doing so. Expressions of appreciation for my efforts, made by members and those with whom I have directly worked, have been humbling and very much valued by me. I hope that I can now contribute a little more time and use some of my other skills to be of benefit to ODL members and the organisation as an entity.



I believe I possess the necessary abilities and attributes to make a meaningful contribution as an ODL Board member.

I have worked with the public for most of my working life. For the last 16 years, I have worked for a charity considered a 'medium sized business'. I am one of six directors working closely with the CEO and Board of Trustees. I have extensive management experience and a keen interest in clinical and corporate governance.

I have a good knowledge of the regulatory standards relevant to my field of work and an adaptive and inquisitive style of learning allowing me to transfer skills and experience to other areas.

I consider myself to have a strong work ethic and vigorous personal integrity.

I believe I have much to offer ODL, as indeed, ODL has to give me. If elected onto the Board, I hope this symbiotic relationship of rich experience and satisfaction will pay dividends for members, the organisation and I.

Danny Ballantyne

Existing co-opted board member seeking electing as a Trustee

Proposed by Andrew McKeown-Henshall and seconded by Simon Dennis

Hi I'm Danny. I have been part of OutdoorLads for the last 4 years. From my very first event to where I am now has been an incredible journey. OutdoorLads has given me opportunities and experiences I could've only dream of before finding this charity. I've developed in OutdoorLads to become a climbing and hostel leader, part of the big events team and more recently a co-opted board member.

I want to stand as a trustee for OutdoorLads because I have an energy and passion to continue making significant progress in our recruitment and help develop the needs and changing demands of our members. I want to focus on assisting the younger end of the recruitment for OutdoorLads, making us attractive to younger members through our events, our pricing and our marketing. I have already secured £1500 worth of additional funding this year from a foundation who's aims are to assist young people by giving them opportunities that would be otherwise out of reach for them. This has included Mountain Leader Skills courses, nationally recognised climbing qualifications and cheaper hostel weekends. These are just some of the ideas I want to try this coming year. I really want to help Increase ODL's diversity and scope for change.



Edward Youngman

New nomination, seeking the role of treasurer if elected

Proposed by John Zerafa and seconded by Mark Jones

My manifesto is a modest one, I'm not seeking any dramatic changes, but have three areas I would like to focus on are:

1. I feel a relative newcomer to ODL and hope to bring a fresh(ish) perspective as someone who has made some great friends and rekindled a love of camping and the outdoors since my first ODL event in May 2018.
2. Ensuring transparency and openness between ODL and its members on finance is important for trust in the organisation. The level of detail wanted will vary by person to person, but I would like to work with members to understand where that should be and to get that balance right.
3. The purpose of the charity is not to make a profit, it is to deliver on its charitable aims and be a benefit to members. Whilst recognising this, if it is to be sustainable in the long term, it must be financially so. I would like to help get ODL to the position where it meets its costs on an annual basis whilst adding modest amounts to reserves for contingencies and to allow it to invest for the future.
- 4.

Fergus Brunning

New nomination

Proposed by David Banks and seconded by Wilco Stekkinger

My name is Fergus Brunning, and I've been a member of OutdoorLads since 2013. In that time, I've taken part in almost all types of activities OutdoorLads has had to offer, and in the process become a leader in almost every category of event that OutdoorLads does: from Walks and hostels to Climbing, Mountain Biking and setting up a Water-based activities programme. I've held the role of Cycling Organiser in the South East and am currently Co-Coordinator for the region.

All these have given me the opportunity to see the wide range of experiences the group has to offer, and in particular I've witnessed and contributed to the rise of a number of relatively new, but very successful new event types within the group, such as Bouldering, cycling and water-based activities. I would now like to put myself forward for the role of Trustee in order to help to make sure many more of our members - and potential future members - can benefit from this in the future.



I firmly believe that in order to do this successfully, we need to understand the core of our group: our members. If successful, I'd like to work with the board to facilitate better communication between the board and members to ensure that, as a member organisation, the interest of our members remains always at the forefront of decision-making at board level, and in doing so ensure that the board is as transparent and accountable to members as it can be.

I am also interested in all areas concerning recruitment, engagement and retention of our members, and working out the roles our website, social media and word of mouth play. With this understanding, I'd like to be able to advise on effective strategies to ensure the experience for new members is as good as it can be and to serve our members in the best way we possibly can. This so that as many people as possible can feel welcomed into the group and can engage in activities they enjoy and find new ones they haven't tried yet, and like me have positive life-changing experiences.