

MINUTES OF BOARD MEETING



Meeting Title OutdoorLads Board Meeting
Location: Teams Online
Date and Time Monday 29th November 6.30pm

Attendees

MT	Matt Tennant (Chair)
DMH	Danny McKeown-Henshall (Vice-Chair)
NP	Niels Pederson (Treasurer)
SA	Steven Allan
DB	Danny Ballantyne
FB	Fergus Brunning
SH	Simon Hawthorn
GB	Gavin Bridge
JP	Joey Payne
DBK	Dave Banks
LR	Liam Russell (secretary/ staff)
YGR	Yvonne Goldsmith-Rybka (staff)

21/60 Welcome & Trustee Co-Opt Appointments

Matt opened the meeting and explained Emma Green and Richard Overton were waiting to join the meeting if their co-option was agreed. DMH explained the process of their successful applications following the adverts for Staff Trustee and Comms & Marketing Trustee respectively. Both Richard and Emma were approved by the Board as co-opted members and joined the meeting. Matt formally welcomed them and for the benefit of the new co-opted members each attendee made their introductions as well as Emma and Rich introducing themselves.

21/61 Review of Actions & Matters Arising from last Board Meeting

October minutes were approved for publication.

Actions:

Gavin and training – need to pick up on training courses for First Aid. **GB**
Having a separate conversation with Nick Reid on this.

Dave Banks – correlation between social media and website and bookings, as a result to change the text to members with a fixed term membership, Dan Byrnes (DB3) to get back with amended text. **DB3**

Fergus – to send a proposal in writing to older members getting lifetime membership. **FB**

Danny Ballantyne – Ops board maybe need to rationalise the number of messages that go out especially in terms of Covid. (Refer to Comms /Ops sub-group meeting.) DB3 to look at this, as messages are making members lose interest now with the number of meetings.

DB3

21/62 Declarations of Conflict of Interest

It was noted a standing conflict of interest which is Steven Allan as his company is also the provider of our IT services.

21/63 Office Update/ Board Report

Liam Russell introduced the office board report:

Past Events: The Mamores hostel event in Scotland and the Dartmoor event were both disappointing sales wise, despite a fair bit of pushing to improve sales on these two. Several other hostels had previously been on 100% but suffered from some last minute drop-outs by the time they eventually went ahead.

Future Events: sales have been strong so far for the 2021/ 2022 events programme with Christmas events also selling well - with more events due to go live very soon for the early part of next year.

Membership: paid membership is up 5% on the previous quarter with leader applications moving forward and assessments again taking place.

Social Media, Comms & Marketing:

- Gaydio advert now live which should def work in getting our brand out there.
- DB3 working on Google Ads and landing pages have now been built.
- There is currently a competition for up to £100 of Cotswold vouchers being offered for video content from members (provided free by Cotswold Outdoor) with the Comms group panel to vote for the winner.
- We have also launched Language Buddies – a new scheme to help non-English speaking members on ODL events.
- Monthly newsletters are again going out at the start of each month.
- Social media analysis shows event promotion does not perform well, whereas pics from events do – regional co-ordinators to get on board with posting on events whilst it is still current. Also SM defined and will fall into acknowledgement of three categories – LGBT, mental health and outdoors/environment.
- Leaders to create Christmas video
- Virgin Money Giving shuts down on 30th November 2021 and will not be able to accept donations beyond that date. But donations can now be made via OutdoorLads Facebook page.

Insurance: AIM, cyber and trustee insurance are now all in place for the following twelve months.

BIG Events: we are currently forming a BIG events team with more structure that sets out clearly what is expected from its members. BIG Summer Camp looks to return to Worthing with a further event

at Thornbridge Outdoors (BIG Peaky Weekender – 29th July) and we are looking for a new venue for Halloween.

It was also noted YHA are struggling with some resources and their prices are going up; therefore we need to resource other options for some hostelling events moving forwards.

Bank Accounts: New savings accounts with Nationwide and Monmouthshire Building Society are now open therefore all accounts now have a balance of less than £85k on which protection is provided.

LR

LR to query whether we are on Year 1 or Year 3 of our three year contract with Llanrwst Rugby Club for BIG Spring Camp due to no event taking place the past two years. (as the price will increase slightly if on year 3)

MT asked Liam to elaborate where we are with the 2022 programme, LR explained first half of the year is getting there with the second half of the year to fill – bookings and event pages are currently in progress.

Board Performance Report

From his quarterly report (Aug-Oct 2021) Dave Banks highlighted:

- membership activity with 64% of full members attending events, 19% looking but not attending and 17% inactive. Often members are looking at the website but not booking.
- with regards to event types indoor climbing is up 1%, but day walks are up 12% on 2019 and this seems to be one of our main sources of income – in light of the current climate are more members comfortable on these types of events and should we focus on them more?
- And finance:
£75,571 of member cash from future event prepayments to be held in reserve, of which £3,172 is waitlisted and likely to be returned.
£35,538 of this is for 2022/23 financial year.

Of £9,361 COVID vouchers issued, £3,766 (47%) refunded as cash so far, £1,194 of which in this financial year, £3,865 refund vouchers outstanding and £8,826 of Leader Credits outstanding

Paid events run during quarter brought in £58,526 cash

PAYG free-to-member events brought in £1,990

ALL

DBK noted most events made a profit, but suggested that we needed to look at our cancellation and refund policies.

21/64 Finance Update

NP presented a forecast comparison 1st April to 31st October 2021 showing a modest loss of £231 for the period versus a forecast profit of £3866. Event and bar income was higher than expected, but membership income was lower - and also we did not receive the Jacamo grant during the period of about £4k. It is not far off the forecast though, and a break even

or modest loss for the year still seems likely. (Although with the VAT rebate the year will show a profit in the official accounts.)

From a pure cashflow perspective, we continue to perform well compared with the same, but lossmaking, period during 2019. The key improvement is lower event costs during the period. Some of this relates to the cancellation of Big Spring Camp and the cost saving this resulted in.

Reserves Policy: Niels also put forward a new reserves policy for approval by the board. The existing policy was set at £70k should we need to dissolve the charity at any point but made no allowance for future investment in the website etc. The new policy makes allowances for this, and targets £95k at the lower range with £135K at the upper range – and with the VAT rebate if this new policy is adopted, we do not need any further funding to meet the upper range of the policy as the funding is already in place. No objections were made and MT asked the board to vote formally on the new policy – all were in favour and the reserves policy was **approved**.

21/65 Sub-Committee Reports

From Ops Group November meeting need to update H&S and risk assessments, emergency procedures and incident reporting, code of conduct and complaint process. Also leader credit policy needs reviewing. Joey Payne was elected as trustee for Equality and Diversity (E&D) – he believes more leaders need to address this topic on events and not shy away or be nervous of using the wrong language or terminology. Code of conduct and action/results are of higher priority than a written policy.

**OP
S**

We need to promote inclusion and visibility through our behaviour starting with our leaders – it was suggested we create an emergency card with useful numbers on the front and with our values as a charity printed on the back.

21/66 Strategy Workshop Updates

DB discussed how to move from initial strategy sessions to tangible projects. Requested help from new co-opted trustee Emma with this. Plus also need to identify existing members that may be able to help with this.

21/67 Investment in Leaders

MT presented a PowerPoint presentation titled 'Unlocking Our Potential: How do we unlock ODL potential after Covid-19 Pandemic?' Put simply we must reinvest in our leaders; more leaders means more events means more members. All present agreed we need to revitalise leader training and development and that now was the right time to do this (with a suggested £19k worth of funding made available for this cause.) Plus it was also discussed - how can we re-engage with inactive leaders?

Board approved in principal, following consultation with Regional Co-Ordinators and full plan drawn up by LR to be presented and signed off by board at next meeting (January strategy weekend) for 2022 implementation.

LR

21/69 Any Other Business

Richard & Emma to be added to the Trustee WhatsApp group.
Matt wished all those running Xmas events/Hogmanay good luck and closed the meeting.

The Meeting closed at 9.45pm

Upcoming Board Meeting Dates:

Weekend of 8/9th Jan or 15/16th Jan: Proposed Away Weekend

Monday 28th Feb Catch up call (virtual)

Thursday 21st April Full meeting (virtual)

Monday 13th June Catch up call (virtual)

Thursday 21st July Full meeting (face to face)

Monday 5th September Pre-AGM meeting