

# MINUTES OF BOARD MEETING



**Meeting Title** OutdoorLads Board Meeting February 2020  
**Location:** Red Bull HQ London  
**Date and Time** Thursday 27<sup>th</sup> February 2020 6pm

## **Attendees**

Matt Tennant (Chair)  
Danny McKeown-Henshall (Vice-Chair)  
Ted Youngman (Treasurer) (via video link)  
Steven Allan  
Neil Sharp  
Jonathan Moore  
Danny Ballantyne  
Fergus Brunning

Dan Byrnes (staff)  
Yvonne Goldsmith-Rybka (staff)  
Simon Hawthorn (observer - Website Volunteer)

## **20/11 Apologies for absence**

Liam Russell, Dan Barcroft and Jimmy Brash.

## **20/12 Welcome & Thanks**

Matt gave thanks to Neil for hosting the first ever Southern/ London Board Meeting at the Red Bull HQ where he is employed.

A warm welcome was given to Dan Byrnes in his new role of Membership Engagement Officer on his first week of employment.

## **20/13 Approval of previous minutes**

Trustees were invited to comment on both the November and Leominster Strategy Weekend minutes – both of which were approved for publication on the website.

Danny MH asked that minutes go back to being published on the website earlier in order to be more relevant for members. From here in it was agreed that minutes would be emailed to all trustees in the week following the board meeting for any comment/ amendments; with the view to being published on the website within two weeks of any board meeting.

**YR**

**20/14 Review of outstanding actions**

Matt noted that most actions from the November Board Meeting had now been completed; with the exception of confirming the venue for the AGM and making the event live on the website.

This is due to delays with Ted obtaining access to CAF. This has now been completed in order for him to provide the account information requested by Virgin Money (rebranded from Yorkshire Bank) to allow us to change banks. As soon as the new bank account is fully open we can announce the venue for the AGM and make that page live.

TY

**20/15 Office Board Report**

There was no Board Report prior to today's meeting. Liam will forward trustees membership and event attendance numbers over the next few weeks in order for them to monitor ongoing performance.

LR

From the Master Paid Events Spreadsheet it was noted that on the whole most events were booking well – this is updated weekly by YGR and is available for all leaders to view in Leader Resources.

**20/16 Finance Report**

Ted provided a Finance Paper prior to the meeting with supporting YTD Profit & Loss figures to the end of January 2020 (including the previous two years for comparison.) The summary of which is that the charity is currently showing a loss of just over £15k - but that this is a better position than we were in this time last year - and that we are still expected to break even by the end of this current financial year should our forecasting be accurate.

(See Any Other Business re our New Refund Policy and data collected so far.)

The VAT situation has now been clarified by our accountants Beever and Struthers, who are in agreement that we should request to change our VAT status to be partially exempt from all income/expenditure relating to sporting activity. All trustees in agreement TY to proceed with the paperwork to action this.

TY

**20/17 Social Media next steps**

Fergus announced that Dave Banks has now completed the technology and testing for us to implement our new social media messaging groups using Facebook, Twitter and Telegram.

This new technology will be able to 'scrape' the website every 3 hours and automatically post to members (that have signed up to specific groups to receive notifications of events just published in their area.)

The operational running needs handing over (with training) to Liam and Dan Byrnes, in order to now run with these systems, and also to hard launch to our members. Matt sought clarification on when this might

happen, and it was suggested we aim for BIG Spring Camp in order to fully engage with leaders and members.

Dan Byrnes to schedule a meeting with Dave Banks. A newsletter needs to go out to leaders informing them of the new social media messaging options. **DB**

#### **20/18 Data Analysis next steps**

Dave Banks has also been analysing data outputs from the OutdoorLads website whose results were presented to the board in January. The board were requested to provide Dave with particular questions that solutions might be sought with input from the data analysis.

Matt to contact Dave with our strategic themes in order to compile what key questions can be answered using this data. **MT**

#### **20/19 Strategy next steps**

At Leominster the board established a baseline of the challenges and opportunities OutdoorLads faced in the next 3-5 years. A strategy was compiled in order for the charity to outline clear priorities, broken down into four key themes:

- Developing our Volunteers
- Getting Out More
- Building Capacity
- Sustainability

The Board agreed unanimously to these key objectives, and it was suggested the Board divide into four groups in order to provide more granular detail.

The agreed next step is that Matt will fine-tune each area into the '16 big things' using the data from Dave Banks, with an aim to begin a more public consultation with the members after the April meeting and further discussion at the AGM. **MT**

#### **20/20 Governance – New Board Role and Responsibilities of Sub-Groups**

A new Trustee role is to be created for communications strategy to help with the creation of content, we are seeking a creative type who can act as a brand manager for the charity. Matt will circulate the spec for this new role. **MT**

The Board have approved the Terms of Reference of operational sub-groups in order to take the heat off board meetings and individual trustees, and make decisions prior to the full board meeting. Suggested sub-groups are BIG events, finance, and website related matters.

These sub-groups will meet quarterly between full board meetings, and consist of three trustees from the board plus the most relevant member of staff involving that activity, ODL volunteers may also be invited to join. All sub-groups will operate under the remit and authority as delegated by the OutdoorLads Trustee Board, with any decisions made by them presented to the board at the subsequent board meeting.

**20/21 Trustee Induction Pack, Procurement Policy & Anti-Bribery Policy**

All three papers were submitted to the board prior to the meeting for approval, and were all approved.

Both the Procurement and the Anti-Bribery policies are now available on the website on the Governance page.

**20/22 Any Other Business**

Matt re-iterated everyone's thanks to Dave Banks for all of the time he has put in to help with our data analysis and social media improvements.

Thanks also went to Andy Renshaw who has stepped down as a regional walks organiser in the North after several years dedicated service.

Neil Sharpe informed everyone that the North of England will now be divided into two regions – the North West and North East.

Fergus brought up the fact that the BMC have been looking into what liability insurance groups have. Can we clarify what cover we have – and make leaders aware that only members who are booked onto events through our website are covered by our insurance.

**FB  
LR**

Jonathan highlighted some analysis into the impact of the new refund policy; seven months in, our new refund policy has proven that it is NOT a revenue generating decision from the data collected so far. The new refund policy is actually more generous to members and has already given back £6000 more than the previous twelve months. It was a decision taken to drive better behaviour in the way members book and so far this is proving to be the case, at a cost to us.

Trustees discussed Leader first aid courses. Currently we encourage all Leaders to take First Aid Courses, but it is only a mandatory requirement for mountain biking and mountain walk leaders.

Danny Ballantyne brought up the fact that leaders are not always getting a fire safety briefing from the warden on arrival at hostels. Liam to mention to all hostels. **LR**

And finally, it was Jonathan Moore's last board meeting as he is stepping down as a Trustee and website manager. An enormous thank you from everybody present for delivering our Website 3.0 and getting us to where we are now.

**20/23 Staff Update**

Yvonne and Dan were asked to leave the room.

**The Meeting closed at 9:30pm.**

The next meeting will be Monday 20<sup>th</sup> April via video teleconference.