

# MINUTES OF BOARD MEETING



**Meeting Title** OutdoorLads Board Meeting  
**Location:** Teams Online  
**Date and Time** Monday 28<sup>th</sup> February 2022 8pm

**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
DB2	Dave Banks
EG	Emma Green
RO	Richard Overton
LR	Liam Russell (secretary/ staff)
YGR	Yvonne Goldsmith-Rybka (staff)
RR	Richard Reid (timed item)

## **22/01 Welcome & Apologies for absence**

Matt Tennant opened the meeting, and welcomed Richard Reid for the website item.

## **22/02 Review of Actions & Matters Arising from last Board Meeting**

November minutes were approved for publication on the website.

FB still to send a proposal in writing to older members getting lifetime membership **FB**

Updated COVID Policy and Emergency procedures in progress **LR**

## **22/03 Declarations of Conflict of Interest**

There were no new conflicts of interest, in addition to SA and Linten.

## **22/04 Website Update**

MT provided an update to Trustees on our website supplier. It was noted that Investis will no longer be able to look after the maintenance and development of the website and the search of a new supplier has begun.

RR explained that as well as looking for a new server supplier to take on the development of the site, there are several key website updates that need to take place in the short-medium term. RR noted that OutdoorLads should also be considering the server arrangement.

In order to make the switch and the upgrades RR noted there will be additional cost in the mitigation work, however informed Trustee's that there is then a healthy lifespan for the website with maintaining and patching over a number of years. We are also in credit with Investis and this should go against these costs.

## **22/05 Office Update/ Board Report**

LR is currently working on the new COVID policy which will need signing off – he will email to the board for approval. **LR**

With regards to events, both Christmas and the start of this year have been very promising with full or near to full capacity on most. Event sales for the future are also strong, with only a single Easter at Llanthony slow to sell.

Planning for BIG events is underway with BIG Spring Camp already sold out, BIG Peaky Weekender already selling well, and BIG Summer Camp going live this week. We still need a venue for Halloween though and it was suggested that we again ask the leaders for ideas. Social media followers are increasing, and ODL are now the top result on various search engines.

An exciting agreement has been reached with North Face – we will feature as their UK partner for their forthcoming Pride campaign involving a heavy social media push, two days of filming, plus they will be donating to ODL.

RO, D B and L R are also working on a proposed photography and content creation weekend. The main purpose of which is to:

- Ensure even more of our images are produced in-house and reduce copyright risks
- Give our website and communications a refresh to help keep them relevant
- Better reflect the diversity of the OutdoorLads community
- Ensure we have high quality and engaging images to entice member to book onto events and to encourage new memberships
- Compliment and support the new mission, values and vision messages currently being developed

DB2 summarised from the Quarterly Board Report (1<sup>st</sup> November 2021 to 31<sup>st</sup> January 2022) that fixed term memberships (3 month, 6 month, 1 year) were on the increase.

It was noted new members were more likely to sign up to a direct debit but older members more likely to purchase fixed term membership.

DB2 presented figures to the board showing the current membership in terms of when join date. It was noted 44% of members from November 2018 are still members today. DB2 noted ODL biggest loss of full membership around the membership price increase in 2019.

Events took over £40k but it was noted over half of this income was from BIG events.

## **22/06 Finance Update**

NP detailed to Trustee's the three months to the end of January have been very positive for ODL and we are aiming to finish this financial year ahead of forecast with hopefully a profit. This is due to higher donations, lower event costs and bar income higher than forecast.

However, it should be noted in terms of cashflow that the postponement of BIG Spring Camp means that although the cash from sales has been received, the majority of the expenses have not yet been incurred.

MT thanked NP for his clear presentation of figures – forecasted, actual and with any positive/ negative discrepancies highlighted

## **22/07 Strategic Update**

NP and Danny Ballantyne provided an update of progress in the development of ODL's strategic planning.

The three main areas of membership, events and governance have been divided up amongst the board as follows and will be presented at the next board meeting -

1. Membership
2. Events
3. Governance

**All**

RO provided an update regarding the development of the updated ODL values. RO also provided a further update regarding the consultation period with members once the board has approved the draft strategy.

- Soft launch on website inc gentle copy changes
- Listening sessions, members should be the ambassadors and we should engage them more
- Social campaign in place for June/ Pride/ North Face

## **22/08 Any Other Business**

DMH noted that when MT steps down from the board in September do we need to look at electing a new board member so that the committee remains at its maximum (12 Trustees) – there are gaps in legal experience on the board so he suggested that may be an avenue worth pursuing should we decide to advertise for a new board member

### **The Meeting closed at 9.30pm**

Upcoming Board Meeting Dates

Thursday 21st April Full meeting (Face to face, Manchester)

Monday 13th June Catch up call (virtual)

Thursday 21st July Full meeting (Face to face, London)

Monday 5th September Pre-AGM meeting