

# MINUTES OF BOARD MEETING



**Meeting Title** OutdoorLads Board Meeting  
**Location:** Palestra, 197 Blackfriars Road, London, SE1  
**Date and Time** 21<sup>st</sup> July 2022 7pm

**Attendees**

MT	Matt Tennant (Chair)
DMH	Danny McKeown-Henshall (Vice-Chair) (virtually)
NP	Niels Pedersen (Treasurer)
SA	Steven Allan
DB	Danny Ballantyne
FB	Fergus Brunning
SH	Simon Hawthorn
GB	Gavin Bridge (virtually)
RO	Richard Overton
DB2	Dave Banks

LR Liam Russell (secretary/ staff)

**Start Time** 6.53pm

## **22/19 Welcome & Apologies for absence**

Matt Tennant opened the meeting and thanked Simon Hawthorn for enabling the room at Transport for London (Palestra) for us.

Apologies from Joey Payne, Emma Green, Dan Byrnes and Yvonne Goldsmith-Rybka who were unable to attend the meeting

## **22/20 Approval Minutes/ Actions & Matters Arising from last Board Meeting**

There were no comments on the April minutes save that Niels surname was spelt incorrectly. Minutes were taken as approved.

Trustees discussed money for leader training and this will be made available to leaders. Emma Green and Liam Russell to discuss. This will include the money received from the late John Stewart and it will acknowledge his contribution as a legacy.

Leader credits – LR gave an update on where we are with the leader credits system and concerns about going out with the revised system now. The new expenses policy has been drafted and is to be discussed at the Ops Committee

## **22/21 Declarations of Conflict of Interest**

Aside from those on the regular conflict of interest list, no other matters were discussed.

## 22/22 Office Update/ Board Performance Report

Liam provided a verbal office report.

The board strongly encouraged a plan for replacing DJ kit for big events – DMH DB & LR to put a plan together to upgrade that kit, including a speaker for outside at BIG Summer Camp.

The partnership with the North Face has taken time and we are still awaiting funds from them, but has been a great benefit for the group.

Liam is to continue dialogue with Llanrwst over BSC 23. If we do not have a decision in the Autumn, we will make a decision to look elsewhere and scope out other venues if needed.

2023 paid events calendar for hostels and camps is underway. This will inform the budget setting which needs completing soon.

Matt gave his thanks to the BIG Spring Camp Team – the event went exceptionally well. Thanks to those involved.  
LR to obtain figures on BSC profit and loss.

Dave banks spoke to his data board report.

Some additional reports have been included, including a breakdown of how long people have been members. Including an analysis of people who do or do not renew their fixed term memberships. Includes new joiners coming into the organisation. Those we lost during the pandemic tended to be those who joined not long before the pandemic.

SE members represent a disproportionate number of direct debit members. We are recruiting, and they are slightly older than the groups joining us historically.

We are still getting people join but could we collect information on those who cancel in a different way? Could add a link to a survey to members not renewing to ask why that is? Liam to discuss with office team.

Discussed the cost of living and membership costs and making memberships monthly – this is included in the strategy actions. Discussed how we could more cheaply do monthly direct debit memberships – including via Stripe. LR to check the cost of monthly direct debits.

LR & YGR to look at FastPay costs for monthly / quarterly memberships. If it's only a small amount extra per month then that makes it a lot more achievable. The board has identified that we have a problem and think there is some ground based on costs. To be referred to the **Ops group** to discuss in more detail and to respond to it.

Half of PAYG accounts have now reached the point where consider permission diminished, as they have been inactive so long. It was

suggested that we have a purge of dormant accounts when the website has moved over.

Dave presented sales and income figures for hostels and camps.

BIG Spring Camp.

Cash not including staff time, £17116 for event and £31924 including the bar.

Cancellation fees were discussed – these were more than the staff time in admin of this.

Event made a surplus whichever way you look at it.

Matt questioned if day events were looking a little bit flat at the moment – decided that may not be that bad.

## **22/23 Report from Ops Sub-Committee Meeting**

No major issues raised. Notes approved.

Trustees discussed the website migration timescales.

## **22/24 Financial Update & Finance Items for Approval**

Niels Pedersen paper was available to trustees. The accruals show finances at the time that bookings were made but the cash flow shows when. P&L perspective shows the truer picture of what happened and is still issuing North face. There isn't a lot of room for the unexpected but there is no real concern.

Second draft of the accounts has been received today - if we don't account for VAT, we made a profit of £60k which is from furlough, donations, and not paying for the website.

Reserves Policy

Reserves are £180 - £190k which is way above where we need to be, so ought to look at running a deficit budget. The recommendation is to roll over this range – there is no reason to change the reserves policy currently.

The charity commission require that we have a plan for this.

Trustee indemnity insurance did ask if we have made a profit in the last three years. We are about to spend a lot on the website now.

Trustees agreed to **re-approve the Reserves policy**.

Trustees said that we need to have a discussion on how we make decisions including fixed costs. This could include spending on reduced membership fees or member acquisition.

Niels introduced his paper on legacies. The recommendation is to add a short message on the donations page about legacies – not to be made a bid deal of but to be made visible on the website. DB3 & RO to look at wording and add to the website.

Looking to approve the wording section of the annual report. The numbers will be received and then a final sign off from B&S. Trustees agreed that the written document is deemed approved by 5pm on Monday 25 July unless further comment received. This will be published well in advance for the AGM.

## **22/25 Board Advisors & Conflict of Interest Management**

We don't have additional issues related to advisors to the board. We're not asking them to make financial decisions, but we do give their views more weight than others. It is for the board to do the due diligence and to actively monitor if advice received is being done in good stead. Simon has looked into insuring advice, however it is not a problem as we are not bound by their advice and the board makes the final decision.

## **22/26 Strategy Update**

Matt presented some slides showing the level of engagement with the consultation so far, acknowledging that consultation has not yet closed, including the number of e-mails, member surveys completed, including a breakdown by age of opinions. This includes an analysis by region.

The summary is mild overall support. There is a strong concern over the use of the word allies. There is a sense of "loss" as well. There were conversations about people not articulating what it is they will lose. The board acknowledged that we also haven't articulated what it will look like if / when the change happens and so that is members response to it.

Target whole LGBTQ+ audience – 221 yes, 212 no. 46/44%. Very split, and very close.

Consultation sessions have been positive broadly. Reluctant support is the general feeling of loss/ change to ODL, loss of safe space, fear we will lose current members. Feedback from members that the presentation was reassuring once the scale and speed of the changes had some context. Acknowledge that we hadn't fully outlined the drivers behind this change.

Consideration points:

- Make sure we are supporting the case with our headline drivers and evidence base.
- Drop allies from the mission statement
- Need to address the concerns about safe space for gay men, loss of ODL, sense of the dynamic changing on event, pace and impact of change.
- What are we able to spell out now, what will change and when?

Discussion was held on what we do look like and how we set this out. It isn't likely that lots people will join straight away. Trustees discussed the impact of this work and how people's attitudes may change. Trustees agreed that there needs to be more active management around this.

The point was raised that there is no active sub-project on this, perhaps there should be.

MT asked the board if was there enough insight data (from members) to present a strategy (pending critical updates) to the members at the AGM in September? The board agreed (pending discussed changes) yes there was and we should to proceed.

We need to set out a clear message along with a mission statement as to what we will look like in the future – it is very much about education.

Revised document is to be released before the AGM for member review. Board to form dedicated team to manage project.

## **22/27 AGM 2022 Preparation & Chair Recruitment**

Matt finalising the AGM format.

DMK updated board on Chair applications. One applicant from external advertising. Matt and two other trustees to interview. No further external expression of Interest. Advert is still open

## **22/28 Any Other Business**

Fergus Brunning - a concern has arisen with mountain biking events at Forestry Commission (FC) locations. FC have implied that a license fee needs to be paid by PAYG members as it is deemed they (PAYG) are paying ODL to use FC land. Further discussions with FC required to clarify.

MT Thanks all as this will be his last board meeting as formal chair.

MT draws meeting to a close.

**The Meeting closed at 21.45pm**

Upcoming Board Dates

Monday 5<sup>th</sup> September (online)

Monday 19<sup>th</sup> September AGM (online) – (moved to 26<sup>th</sup> September due to 19<sup>th</sup> being announced as a Bank Holiday for the Queen's Funeral)