

MINUTES OF BOARD MEETING



Meeting Title OutdoorLads Board Meeting 18 May 2020
Location: Online via Microsoft Teams
Date and Time Monday, 18 May 2020 at 7:30pm

Attendees

Matt Tennant (chair)
Danny Mckeown-Henshall
Ted Youngman
Steven Allen
Jimmy Brash
Danny Ballantyne
Neil Sharp
Fergus Brunning
Dan Barcroft
Simon Hawthorn (co-opted board member)
Liam Russell (staff – observer)

20/24 Apologies for absence

Matt welcomed all to the meeting.

20/25 Approval of previous minutes

Trustees approved the minutes from the meeting held on 8th April 2020.

The majority of actions from the last meeting has been completed and are on the actions log.

Simon is to provide some text on Google advertising to Liam for inclusion on the volunteering web page.

20/26 Office / Board report

Liam highlighted the areas from the office board report which require input and decisions from trustees for discussion.

BIG Spring Camp 2020

Matt and Liam outlined the current position with BIG Spring Camp. The site has been secured for August Bank Holiday and parking secured in a neighbouring farmers field. However, there remain concerns about the event in the current C-19 circumstances.

It was proposed that the event be moved in its entirety to May Bank Holiday 2021, with those signed up being offered a secured place on that event.

Nearer the time, we could look at several smaller, lower risk camping events over the August May bank holiday weekend.

Trustees discussed this proposal in detail, and looked at what else is happening across the rest of the community to keep people safe.

Trustees **agreed** that BSC be moved over to 2021 in its entirety.

Liam to make the necessary arrangements and to oversee the comms on this. **LR**

Events July 2020 onwards

Moving on to the events planned for July 2020, Matt asked for opinions on the July events. There were a range of views expressed, and trustees were keen to stick closely to the values of the organisation. Equally, we want to provide these experiences to members if we can safely do so.

It was decided that this is revisited by trustees in June, so that we can have the benefit of the position of our suppliers and the review nationally of the lockdown situation. This was delegated to the Operations Group. **Ops**

Trustees noted that although providers are happy to open up, it may not be that our leaders are happy to lead these events.

On 2021 events, trustees agreed that it is sensible to proceed with making bookings for 2021, and Liam to try to get deposit amounts down or delayed where possible. Liam and Ted to discuss further about this spend to minimise risk to the group. **LR TY**

Autumn Programme 2020 (not yet live)

Trustees discussed the risks of putting events live now versus later changes to these events. There are risks associated with both approaches and bearing in mind the finances and ethics of the group, there is a fine line to take.

Matt said that he was interested in benchmarking other leisure and holiday companies start advertising activity again, as this would give an indication of when was the right time to start putting these events live.

A suggestion put forward to put the event pages live but not bookable at this stage, and we can open them up later on when bookings can be made.

The proposed position is that we are too early to put these events live right now. We could however put some dates in the newsletter for people to safeguard events in their diary, and to continue to monitor the situation. **All agreed.**

20/27 **Operational Meeting Notes**

The recommendation from the Operational Committee on the AGM is that it proceeds online this year, and is put on in as week day as opposed to the weekend.

This was agreed.

A further discussion was held on which month it would take place in, as bringing it forward was discussed. Agreed to defer this to a later date for a decision as to when it is, it is also dependent upon the accounts being prepared.

Matt and Liam to look at some dates and circulate to trustees.

MT
LR

20/28 **Terms of Reference for Marketing and Communications sub-group.**

Matt outlined the proposed terms of reference for the marketing and communications sub group. Danny Ballantyne and Dan Barcroft have already discussed with Matt and gave their thoughts for the focus of this group.

A suggestion was made that all board members could collate ideas they have seen from elsewhere and this could form the base of some future work.

Trustees agreed to the formation of the Marketing and Comms group. Danny B and Dan Barcroft are to lead this work initially.

DB
DB

20/29 **Finance**

Ted gave an overview of the finances. Membership levels are holding up. On a cash basis, the loss for last year was around £6k which was felt reasonable given the cancellations at the end of the year and no BSC activities in there. Members are being very supportive with donations and being reasonable on refunds.

Trustees considered a price rise in line with the decision made last year that the board consider a price rise every year at this time, to be in line with inflation. Ted put a proposal that there is no membership rise this year in recognition of where we are at with C-19. This was **agreed** by trustees.

Trustees thanked Liam for applying for the Sport England grant for running costs which is enormously helpful right now.

A budget for 2020-21 is not being set at this point given the number of variables and unknowns for the year.

Trustees discussed stop asking for donations at some point when we are financially secure. As a charity, if people wish to donate then we will continue to accept them, however we can stop asking for donations proactively.

Ted was thanked for his report and update.

20/30 BIG Events Costs / Income

Danny outlined his thoughts on the impact of C-19 on our BIG Events, and the “single point of failure” if BSC for example cannot proceed, putting the organisation at risk.

The original idea of the resurgence of BIG Summer Camp was to mitigate against the reliance on a single big event.

Ted said that he would like to look at the pricing structure in light of the VAT changes and looking at where we make our money from. This needs to be looked at in due course, perhaps of part of a wider review.

TY

Danny questioned if the event insurance product we take out is fit for purpose as it has exclusions, including for communicable diseases.

Trustees noted that we do need a reserve money to fall back on if times become hard, to sustain the organisation’s future.

20/31 Part Payment Paper

Simon gave an overview of his part payment paper, using external suppliers or a similar service to enable members to have staggered payments. The paper is asking for trustees to confirm that they are interested in this approach and for Simon to proceed to finding out more and looking at the feasibility.

The issue was raised that the refund policy would need to be reviewed in light of any changes made.

Trustees agreed that exploring this option is desirable and Simon is to look at this to report back to the board with findings.

SH

20/32 Leader and New Joiner Values

Simon summarised his paper on leader credits and new joiner vouchers, stressing that this was not an overall review of leader credits but a tidying up exercise.

The proposal is that new joiner vouchers expire at 18 months, and the same with leader credit vouchers. Research into the use of leader credits shows that the majority of vouchers are currently spent within that timeframe.

Trustees agreed that these credits should have an expiry date to reduce liabilities on the organisation and that this should be set to 18 months. To apply to all new issued leader credits going forwards. Leaders can come back and ask those to be reinstated.

Steven said that we will have to make a decision at some point to review the backlog of credits so that it isn't a continual liability going forward.

The proposal in the paper was **agreed** to delete all new joiner vouchers over 18 months old and in instate an 18 month expiry date on all new leader credit and new joiner vouchers.

20/33 Foundation

Dan summarised his paper on the Foundation. It is used as a hardship fund and used by relatively few people, but more now than a few years ago. Some of the accessibility criteria have changed to accommodate this.

The overall charity should be the wider focus for fundraising for a charity, and the Foundation to continue as a hardship fund only. The charity within a charity idea has been difficult for members to engage with. This change would also allow members to be more comfortable fundraising for OutdoorLads itself.

Several different iterations of the Foundation have been tried over the years, and it has never really operated as it was envisaged. It was said that the Foundation is an integral part of the organisation and our support of members who need help in whatever circumstances they find themselves in.

The proposal was the subject of robust discussion. The charitable intent should remain but within OutdoorLads itself. The Foundation will remain but as a hardship fund only.

Trustees **agreed** to this proposal and approved the paper.

20/24 Bounce back communications

Danny gave an overview of his thoughts on communications and content for the bounce back events. There is an issue over the amount of the video content we actually have and we need to appeal to members to send us more.

We need a new video that shows the people behind the brand - so staff and trustees - giving an update to members on the current situation, especially as BSC would have been next weekend.

There is testimonial content required in addition, but also there are also lots of content on people's phones which people could send in to us.

Danny Ballantyne to write a script on comms and get back in touch with trustees for requests for input.

20/25 Any Other Business

Back with a Bang Plan

Neil gave an update. There are 102 walks in the website, which accounts for just 27 members. A request for board members who are leaders to commit to putting two events on by the end of May. Trustees agreed to doing this by the end of the month. **All**

The meeting closed at 10:17pm

Next board meeting is schedule for 2nd July 2020.