

MINUTES OF BOARD MEETING



Meeting Title OutdoorLads Board Catch-up
Location: Online via Microsoft Teams
Date and Time October 21st 2021 From 7pm

Attendees

MT	Matt Tennant (Chair)
NP	Niels Pederson (Treasurer)
SA	Steven Allan
DB	Danny Ballantyne
FB	Fergus Brunning
SH	Simon Hawthorn
JP	Joey Payne
DBK	Dave Banks
LR	Liam Russell (staff)
DB3	Dan Byrnes (staff)

21/49 Welcome & Apologies

Welcome from MT.

Apologies from Danny MH, Gavin Bridge and Yvonne GR (Yvonne had technical difficulties in joining.)

Welcome given to Joey and Dave to their first full Board Meeting and an introduction to the layout of Board Meetings.

21/50 Review of Actions & Matters Arising from last Board Meeting

Minutes of the Review of meeting from 11 August were reviewed. The trustee vacancy advert for staff has now been published. MT is to review applicants when received. **MT**

Discussion took place on how minutes should be approved. It was agreed that this would continue to be approved at the next Board Meeting for all Trustees to view and approve before being published on the website.

Minutes of 11 August 2021 meeting were approved by the Board.

Gavin has made recommendation on first aid kits and training which will be discussed with him outside of the meeting. **GB**
LR

AIM insurance has been renewed. Cyber insurance to be discussed by operations subgroup tomorrow. **Ops**

21/51 Declarations of Conflict of Interest

There were no declarations of conflict of interest.

21/52 Board Responsibility & Priorities for 2021-22

Thank you to trustees who since the AGM discussed with Matt about areas of interests for next 12 months - MT has collated these areas of interests.

GB to step in as a Trustee for Health and Safety matters (in place of SA) alongside FB.

It is still to be decided if H&S should be a sub group or a working party.

With regards to the sub groups (Operations, Comms, Equality & Diversity) MT asks Board Members to get in touch with him to join any of these three subgroups, as they cannot exist without a Trustee overseeing.

DB has requested to be removed from Operations subgroup.

JP was confirmed to lead the E&D subgroup.

21/53 Office Update and Board Report

LR spoke to the Office Report, and provided commentary on event uptake. Camping started well from Spring, then tailed off towards the Autumn.

Events with optional accommodation were discussed SA questioned the wider benefits of such events. When discussed previously, it was decided that of the OutdoorLads policy in relation to this events type will be permitted however negotiated per event with LR.

LR noted certain hostels are not currently performing well. The Christmas program is selling strongly.

Family Christmas has not sold as strong but should leading up to Christmas.

Quote for cyber insurance has arrived for consideration. LR hopeful it can be actioned tomorrow. **LR**

FB asks for reports from Google Ads to track how much is spent, and the impact / success of ads. LR replied that Dan's work with Dean on Google Ads is in early stages and we are working towards having this level of detail reporting in place.

DB asks if ODL can track any correlations between web traffic and bookings. **DBK** will see what data is available in this field. present data to DB.

DBK introduces the data Board Report

ODL are up 5% on membership on last quarter, however the number of accounts is different from active accounts – there are 761 active PAYG members from 7,000+ number of accounts.

DBK talks through member activity to highlight number of members that attend events, browse the website, no longer log, and accounts that are candidates for deletion to comply with GDPR.

SA asked what ODL policy is for removing dormant accounts. DBK clarifies that after 18 months, one marketing contact is appropriate in attempt to reengage. After 36 months of inactivity account should certainly be removed.

DBK will set up automated membership expiration emails for fixed term members.

DBK

DBK noted OutdoorLads are now doing comparable events to two years ago but attendance is down. Cancellations are also higher. Evidence that members are browsing website, finding that all events are oversubscribed, and not booking. Cancellations near the event then mean that when it runs, the event is not full.

Issue of outdoor climbing being down by 55% discussed. The board discussed potential issues such as difficulty recruiting new members and engaging certain groups.

LR requests the data report include an update to the all leaders by region tab, to show total leaders.

Finance summary in the Board Report now contains total income, P&L per event (£4,500 from BIG 15th Birthday)

21/54 Finance Update

Current financial position

NP presents his report including the financial results for the first half of the financial year, a 4 year forecast, and future budgets.

Expenses have been lower than expected. Spaces for sale appear low, but value left to sell is also relatively low.

NP noted ODL needs to be mindful of spending additional funds for the rest of the year – investment is likely to lead to a loss for the year.

Budget 2022/23 approach

NP highlighted the current financial delegation process with who can authorise spend inside and outside of budget.

Going forward, each area led by board member should have allocated budgets (up to £5k) at the start of the financial year, to avoid the above hybrid spending authority. The board agreed this approach.

Reserves Policy update

NP presented research to how other charities incorporate 'wind down' funds into their reserves policy. It was noted that few other charities include this within their policy, unless a major services is funding through grants of external funding that might be shut off.

NP noted that if ODL should have a robust process for monitoring cash flow and performance so that decisions can be taken early to negate having a 'cliff edge' situation.

The report was approved.

21/55 Sub-Committee Reports

The operations subgroup hasn't met since last Board meeting. Comms subgroup is due to meet 9th November.

21/56 Strategy Workshop updates

DB reported that the first session ran a couple of weeks ago. Deliberately targeted a few vocal members to include in the meeting - resounding theme was around E&D.

DB and NP agreed to run further sessions.

Requests from the meeting included a suggestion to offer non-alcohol focussed socials.

Many participants have offered to assist with their own proposals.

21/57 Website Update & proposal

SH is to trial moving the website over to a new server.

SH

SH noted that ODL needs to consider moving back into a medium-long term agreement to continue the investment back into the website to reduce bugs/issues and future development.

SH's recommendations agreeable. Approved.

21/58 Trustee for Comms & Marketing Strategy

MT presented to the Board a Draft T+P spec for the role of a new Trustee position for Comms and Marketing.

Approved – pending amendments.

21/59 AGM 2021 Reflections

JP presented results from the 2021 AGM Survey commentary: Rated 8/10. Members liked it on Zoom, but would also rather it be in person.

Some members complained of how answers from members were dealt with. Certain comments highlight the meeting is still too long/. Members would like to have seen what a typical OutdoorLad looks like. It was noted reports were published too late.

Comments will be taken on board for future AGM's but also need to recognise that many of these comments contradict each other.

Any Other Business

FB Consider making members of a certain age an honorary member? To submit a proposal. **FB**

The meeting closed at 10pm

Upcoming Board Meeting Dates

Monday 29th November: Catch up call (virtual)

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

Monday 28th Feb Catch up call (virtual)

Thursday 22nd 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