

# MINUTES OF BOARD MEETING



**Meeting Title** OutdoorLads Board Meeting November 2020  
**Location:** Online via Microsoft Teams  
**Date and Time** Thursday, 26 November at 8:00pm (start )

## Attendees

(A denotes absent)

Steven Allan  
Matt Tennant (chair)  
Danny McKeown-Henshall  
Steven Allan  
Danny Mckeown  
Gavin Bridge  
Neil Sharp  
Ted Youngman  
Simon Hawthorn  
Danny Ballantyne  
Dan Barcroft  
Fergus Brunning  
Liam Russell (staff)  
Dan Byrnes (staff)  
A Jimmy Brash  
A Yvonne Goldsmith-Rybka (staff)

### 20/53 Welcome and apologies

Jimmy Brash sent his apologies, as did Yvonne Goldsmith-Rybka.

### 20/54 Review of actions from previous minutes and matters arising

Liam to look at any actions that arise that are major changes to leader sign off processes. **LR**

Other actions had been completed or are on the agenda for this meeting

### 20/55 Declarations and conflicts of interest

No declarations of conflict of interest for items of business on the agenda were declared.

Liam reminded trustees to return their conflict of interest forms to him. **All**

### 20/56 Office Updates

Liam presented the data reports produced by Dave, asking trustees to review in their own time and feed back comments within a week on what they would like to see, so that a standard template can be created. **All**

It was suggested that a cover sheet with a summary of some of the tables be produced– including a track of income received for events that have yet to take place.

Matt asked that trustees consider that all requests for data have a purpose or reasons as to why they wish to know that information as too much data is difficult to analyse.

Matt says membership figures are the key numbers trustees need to know as it is the most stable income.

Knowing what events we have done in the past that work well would be useful – and allow us to come out of the starting gates with events that we know work well. Including the fact that we already have paid events live in 2021 (which are largely full as they have been moved due to Covid) but that members who haven't got places will be looking for new events to book onto as more restrictions are lifted.

What can we squeeze out of the data so we can focus on what works and deliver a really good plan for our members? Can the data tell us what are the most successful events, to help inform planning assumptions - including the leaders that run the most successful events. What sold the most quickly?

Simon is to look at the events that sold the most quickly and ask Dave to look more at the details. **SH**

For the January meeting, Liam to arrange with Dave for a summary tab on this document with the highlights on for at-a-glance understanding of the highlights. There is also a need to define the definitions for membership numbers – and provide a cover sheet showing this. **LR**

Trustees asked that their thanks be passed to Dave and Simon for pulling this work together.

LR has created a new table with COVID updates and suggested ODL keep to numbers of 6 max in Tier 3 regions (despite allowance for up to 30 legally) in order to maintain a positive public image. The board agreed. Also DMH reminded the board that Tiers may change regionally from December 16<sup>th</sup> and every two weeks therein.

## **20/57 Notes of actions from sub-group meetings**

Matt gave an overview from the Operations Sub-group meeting, including the fact that the budget is now in a healthier position. Possibly close to a break even or small profit in cash terms.

Ted said that holding onto the cash position is the most important thing at present; and we are maintaining cash balances right now, which is good news.

Matt said that with caveats around being able to safely and legally do so, the ops group had concluded that April is the sensible time at which OutdoorLads hopes to be returning to some form of normality in terms of

the events we can run. Suggestion made that this is left as “Spring” as is more flexible.

Trustees agreed that a pre-Christmas communication is an appropriate time for this to be sent out.

## **20/58 Comms Sub-group / Stay in More campaign update**

Danny Ballantyne gave an update on the work the comms group have done looking forward to 2021, looking at Stay In More as well as other communication activity.

Gavin said that a few paid SiM events have been attempted, but with limited take up. On reflection, this may have been too much too soon. Instead this may be evolved to encourage donations instead of a paid event. This has worked better for the keep fit event. This is new territory for the group.

There have been SiM events almost every day and Gavin was thanked by trustees for the effort put in, which has given people a reason to be engaged.

Gavin raised the issue of the group raising funds on behalf of other related organisations, or raising funds just for the OutdoorLads itself?

Steven raised the issue of fundraising and donating money to other charities. Danny McKeown-Henshall said that the guidelines have been looked at and if we work in conjunction with a related charity from the outset, it can be done and would be of interest to members.

Trustees discussed how the donations would be weighted towards the organisation and other charities.

Danny updated with what is planned over Christmas for the BIG Christmas weekend.

Jack Maddix, Ian Cope, Michael Ammat on the comms group were thanked for their work and input into the comms group.

There will be requests for video content coming to the board.

Danny Ballantyne said that there ought to be a proper marketing and comms budget for next year to see how much we can achieve. Ted said he would prefer this to be planned in from the start rather than ad-hoc requests later or throughout the year.

## **20/59 Environment sub-group terms of reference**

Approved

## **20/60 Health and safety policy**

Approved subject to minor changes suggested by Nick Read.

**20/61 Any Other Business**

Jon Moore – need to contact re GDPR and if we can contact PAYG members who have / haven't ticked the marketing box. Agreed Liam / Danny to contact Jon.

**LR  
DB**

Matt concluded the meeting by saying that this year had been difficult, and some tough but necessary decisions have been taken to ensure the future sustainability of the group. Matt thanked the trustees for their work and input over this year.

**The meeting closed at 9:15pm**

**Dates of next Board Meeting**

**2021:**

Monday 18<sup>th</sup> January 18:30-21:00

Monday 22<sup>nd</sup> February 20:00-21:00

Thursday 8<sup>th</sup> April 18:30-21:00

Monday 7<sup>th</sup> June 18:30-21:00

Monday 21<sup>st</sup> August 20:00-21:00