

# MINUTES OF BOARD MEETING



**Meeting Title** OutdoorLads Board Meeting November 2019  
**Location:** LGBT Foundation 5 Richmond Street, Manchester, M1 3HF  
**Date and Time** 6pm Thursday November 14<sup>th</sup> 2019

## **Attendees at Venue**

Matt Tennant (Chair)  
Danny McKeown-Henshall (Vice Chair)  
Neil Sharp  
Jonathan Moore  
Danny Ballantyne  
Jimmy Brash  
Liam Russell (staff and Company Secretary)  
Tashi Acton (staff)  
Yvonne Goldsmith-Rybka (staff)

## **Attendees via Skype**

Ted Youngman (Treasurer)  
Steven Allan  
Dan Barcroft  
Fergus Brunning

## **19/38 Welcome and apologies**

Matt Tennant held his first Board Meeting since being elected Chair at the previous Board Meeting following the AGM. All trustees were present, either at the venue, or via Skype for business.

## **19/39 Approval of previous minutes**

Jonathan Moore emailed prior to the meeting with a request to amend the wording in the AGM minutes to clarify decreasing full member and increasing PAYG member numbers following data analysis. Both minutes for the AGM and the Board Meeting following the AGM were approved for publishing on the website, although the AGM minutes will be presented as draft minutes until they are formally approved at the next AGM in 2020, with any questions emailed after the meeting added as an appendix.

## **19/40 Matters arising from September AGM**

### **Governance**

Liam Russell had submitted the constitution changes online, although there was an issue with the upload therefore this still needs completing.

LR

### **Dates for 2020 Board Meetings**

Prior to the meeting the Committee were emailed suggested dates as follows:

Friday 24<sup>th</sup> – Sunday 26<sup>th</sup> January, Strategy Weekend Leominster

Thursday 27<sup>th</sup> February, London (venue TBC)

Monday 20<sup>th</sup> April, Teleconference

Thursday 23<sup>rd</sup> July, Manchester  
(or possible North/South site to site call)

Monday 7<sup>th</sup> September, Teleconference

Saturday 26<sup>th</sup> September, AGM

Monday 12<sup>th</sup> October, Teleconference

Thursday 26<sup>th</sup> November, Manchester (LGBT Foundation?)

Meeting dates were **agreed**.

### **Venue for 2020 AGM**

LR

Two venues were put forward, our new banking provider B Works in Manchester as there is a free event space for customers with a capacity of up to 150, and Asda Head Office in Leeds. All agreed on B Works.

Danny Ballantyne suggested that for the AGM 2021 (OutdoorLads 15<sup>th</sup> Anniversary) we tie in the meeting with a BIG hostel event, all in agreement.

### **19/41 Board Governance, Roles and Responsibility 2019-2020**

The board discussed the format for future board meetings, and agreed that Trustees write up a short overview on their role, and what they are working on, to report to future Board Meetings. These should be strategic and can be bullet pointed and forwarded to Liam Russell to put in the Board Report. The idea is that collectively Trustees can support each other, share the workload, and have more input in all areas. **All**

It was agreed an action register could be drawn up from these reports with a fairer distribution of responsibilities.

### **19/42 Office Board Report and Operational Issues**

#### **Statistics**

We are no longer monitoring Snapchat, but all other social media platforms have continued to grow with our engagement rate and impressions score increasing. Clickable content is up 20% since the last Board Report.

Since the membership price increase in June, there is a negative deficit of Full Members cancelling their annual Direct Debit than are signing up, but PAYG numbers continue to increase. One of the main reasons reported to

the office for members cancelling their DD has been a lack of events in their area.

Neil Sharp re-iterated we are reliant on our leaders but that there is not enough consistency nationally and that there are now other groups that provide good, and cheap events. It was agreed this should be a focus for the Strategy weekend in January in order to drive new leaders coming forward. More Leaders = More Events

It was also noted that the best feedback is coming from smaller hostel events with some larger ones struggling to fill up. The board agreed for LR to concentrate on smaller hostels for 2020.

### **Incident Reporting**

Following a recent incident, it was agreed that all Leaders be again notified of emergency procedures both through the leader newsletter, in posting on the Leaders facebook group, and by sending out cards with emergency details/ numbers on to keep with them on all events.

Even when an incident may not seem that serious, or any emergency services are called, it was noted that an accident report still needed completing and held centrally to cover all legal obligations also.

**NS**

### **Event Pricing Model with 'Optional Accommodation'**

There has been a rise in Leaders putting on events where members can book their own accommodation, and in some cases where Leaders even pay for accommodation with the members exchanging 'cash' with the leader directly.

The board discussed some of the challenges of this: this can go against our ethos: it is not good for new members as it can feel exclusive with groups that already know each other prioritising 'their gang', it has a direct impact on our cost model and affects the profitability of the organisation, and Leaders are also liable to not getting paid back. There are also legal implications with VAT and insurance if a booking is in our name or implied to be.

The board emphasised that we welcome leaders coming up with new and exciting ways to run events, however these cannot be done to the detriment of the Charities finances.

Therefore it was agreed that all events of an 'optional accommodation' nature to be referred to Liam for publishing, and not organisers or regional coordinators. This allows OutdoorLads to retain control of all events on our website.

**FB  
JM**

### **Social Media Alert System**

Fergus Brunning has been working with Wilco, Tashi Acton and Dave Banks on improving the user journey and building landing pages. Free Google advertising is the driving force, and the idea is to notify members (that have opted in) using more 'app' based services when new events go live. The board gave its thanks to Dave Banks who has written code that swipes the website and converts any new events into social media content. Fergus will be discussing with regional co-ordinators, and there is

a need for staff input into the new systems. Fergus and Jon will bring a paper to a later board meeting for comment and approval.

#### **19/43 Finance Report**

In his first meeting at Treasurer, Ted Youngman wanted to tackle a longstanding issue of how the management accounts are presented to the Board. Working with Liam and Yvonne, it was agreed that both quarterly and year to date reports showing budgeted forecasts against actual (with favourable variances in green, and adverse variances in red) alongside written commentary to back up any major discrepancies were the way to move forward consistently; as well as a summary of our cash position at the bank and if we are making money/ heading for a loss included in the Board Report.

**YG  
R**

It was proposed by Neil Sharp that the Finance Report be available to view prior to the Board Meetings so that trustees could forward any questions to Ted in order for him to compile more constructive responses.

**LR  
TY**

Upcoming priorities have been highlighted as opening a new bank, researching new accountants to improve service levels, and our VAT status are ongoing... as well as looking into setting up Stripe to give us more of the information we want to see for our accounts.

**LR  
YG  
R**

It was agreed that by the end of March the budgeting cycle for the following financial year would be completed.

**TY**

#### **19/44 Environmental Project**

Danny MH apologised as the Environment paper was circulated late the previous night. It was agreed an action plan was needed in terms of what was achievable through consultation with Leaders, with NS proposing comments from SurveyMonkey as the starting point. The Board need to consider the cost implications of a sustainable environmental policy, but agreed it needs a lot of people to get involved in a small way to make a difference and we need to take ownership whilst empowering members to contribute themselves. MT proposed long term some points would end up as 'policy' with some other points 'advisory.'

Danny to circulate document to trustees for comment on priority actions to take forward.

**DM**

#### **19/55 Strategic Planning**

It was agreed all documents for action be provided before the weekend to use the time most effectively.

MT highlighted what info was needed, and that all trustees complete the following:

- SWOT (current threats)
- PESTLE Analysis (political/ economic/ social/ technological/ legal; environmental)

- Resource (available finance)
- What can we not change (our fundamentals)
- System Mapping (new user journey)
- Market Analysis
- 

**MT**

Use of an external facilitator was discussed for the weekend. Matt to make a proposal to trustees.

**MT**

#### **19/56 Any Other Business**

Jonathan Moore is in the process of writing a website user manual before handing over the management of the website to Simon Hawthorn. They will be going to Microserve in Bristol next week to meet Microserve. There are three full days of development time still to be allocated this year.

Neil Sharp would like a Code of Conduct resource to put into practice as guidance for all Hostel Leaders and what we advise in possible situations.

#### **Staff (Confidential Item)**

Yvonne and Tashi were asked to leave the room, following a discussion Liam was also asked to leave.

#### **The meeting closed at 9:10pm**

**19/57**

Next meeting: January 25<sup>th</sup>, Leominster