

# MINUTES OF BOARD MEETING



**Meeting Title** OutdoorLads Board Meeting October 2025  
**Location:** Online via Teams  
**Date and Time** Monday 27<sup>th</sup> October 2025 at 7.30pm

## **Attendees**

Joe Bailey (Chair)  
Stu Innes (Treasurer)  
Daniel Lyons (Vice Chair)  
Steven Fayers  
Laurence Quirk  
Liam Russell (Staff)  
Yvonne Goldsmith-Rybka (Staff)  
Dan Byrnes (Staff)

## **58/25 Welcome & Apologies**

Joe Bailey opened the meeting at 7.33pm.

Apologies had been received from Gavin Blackman who was away on holiday and did not attend the meeting. His comments were emailed prior to the meeting.

## **59/25 Declarations of Conflict of Interest**

There were no declarations of conflict of interest for items on the agenda.

## **60/25 Approval Minutes last Board Meeting**

Both 5<sup>th</sup> August 2025 and 26<sup>th</sup> September 2025 minutes were approved by the board and are now available on the website.

## **61/25 Office Board Report**

The office report had been made available in advance.

Liam added some member quotes to the report showing recent feedback as good to focus on what we are doing well. Some items of particular interest were highlighted.

This year there was no BIG Halloween but an experiment of smaller regional events – these did not sell as well as expected.

Christmas event sales have done extremely well with the exception in the South East.

Winter Camp 2026 has also gone live and is selling well – even the expensive pods!

There will be a shake up of BIG events next year with a BIG Brighton Pride event being held at Worthing RFC the weekend after BIG Peaky Weekender. There is no BIG Summer Camp, but a replacement event in the Wye Valley instead.

Due to issues at Llanrwst Rugby Club at this years BIG Spring Camp we have been granted a 25% refund – the board agreed this should be used towards the event in 2026, and to remain at the same venue. It is hoped that issues will have been resolved for this year, but otherwise to look for a new site from 2027.

Q: Has social media made any difference on less popular targeted events?

A: 230 clicks resulted in only one extra booking at SE Xmas – although it does clash with Peak Christmas...

## 62/25 Finance Update

Stu Innes presented the P&L report whereby actual figures are close to those budgeted with no major concerns. There has been a £2k overspend against the budget with Adaptive, due to website hours, but this was known about.

Q: Has there been any increase in Foundation use?

A: Not many members make use of it, although there has been a slightly higher uptake over summer. All requests have been granted (there is a £200 limit per member per year) – we just need to keep highlighting that it is there for those who need it.

A separate section on the use of the Foundation will be added to future board reports.

## 63/25 Split Payments

Yvonne went through options for both membership and event payment in instalments – these can both be offered easily now with no or little extra cost to members – making them both more accessible.

There was considerable discussion over this item.

### *Membership*

It was **agreed** to offer quarterly and bi-annual direct debit options as well as the current annual option. The only additional fees would be 0.50 per submission which can be passed on to members – with no hidden extra costs or profit to be made.

Annual £65 per collection

Bi-annual £33 per collection

Quarterly £16.75 per collection

T-shirts offered to all direct debit members no matter which option they choose.

Instead of the first year at £52 Stevn Fayers suggested we offer 3 months free at the end of the first year – so 15 months for the price of 12 months – with a one year term – to reduce any risks.

**Staff**

Staff to make arrangements for instalments and the revised offer to be made available from 2026. Website wording will need to be reviewed, terms and conditions updated, and an approach for managing those who cancel part way through the year agreed (to prevent abuse of event bookings.)

### *Events*

We have looked into having more flexibility on split payments for events – but when introducing a third party (eg Klarna/Paypal) at the checkout there are costs to OutdoorLads which would need to be passed on to all members – which didn't seem fair to those not wishing to pay in instalments.

It is now much easier for the office to split payments in Xero for larger events – so it was agreed this would suffice as we have already made more expensive events accessible to all. We will not proceed with a third party pay in instalments solution at present.

This is available to members on any events but will be highlighted on event pages for events costing over £100.

Members will need to pay a deposit to be added to an event, and the office will then set up the instalment invoices which will be emailed out monthly for the remainder – the event must be paid in full one month prior to attendance.

## **64/25 Risk Register**

Daniel Lyons presented a draft paper which had been circulated in advance showing the key risks, RAG rated, with a likely impact, mitigation controls, and a responsible person.

The risk register was **approved**.

There is one higher risk area which is on data and technology security. Daniel is speaking to contacts about sourcing some pro bono advice and guidance in this area for us. **DL**

It was agreed that review of the risk register is to be a standing item at all future board meetings. **LR**

## **65/25 Improving Leader Recruitment for Overnight Events**

It was agreed that a more vigorous approach is to be considered for recruiting leaders for overnight events. This may involve additional checks on suitability for this role. Proposals for how we do this are to be drawn up. **DL**  
**LR**

Daniel and Liam are to discuss.

## **66/25 Project Growing Together**

On entering our 20<sup>th</sup> year (2026) this project is to push for more leaders to lead more events, in order to grow OutdoorLads for all members and make it sustainable for the longer term, and to improve further our offer to members.

Joe had circulated a paper in advance with options on to consider as part of this programme.

Tiered Rewards: count the number of events leaders do and reward them. This proposal was agreed. Office to make arrangements to implement and monitor this proposal.

**Staff**

Refer a friend – following discussion, it was agreed to run a “refer a friend” programme from January to March, where if members refer a friend who has previously not been a member, both of them receive a £20 voucher to use on events by the end of 2026. Staff to make arrangements for this.

**Staff**

Trustees discussed but decided against the leader lottery suggestion.

## **67/25 Task & Finish Groups Update**

Joe gave a verbal overview of the task and finish groups recent activity, including:

- Website
- 20<sup>th</sup> Anniversary
- Leader Recruitment

## **68/25 Website User Experience Audit**

Liam presented a quote from Adaptive to complete a website user experience audit in order to ascertain what work is suggested to redesign parts of the website. This does not include the actual work agreed taking place.

The main areas we want resolving on the website are event page redesign, new user and existing user navigation, leaders setting up event pages, and improved experience on mobiles. After discussion it was agreed the amount is not excessive and if we didn't spend this now, we would probably be charged more in the future.

Board agreed it was the best way to proceed – Liam to action with Adaptive and get the report done, but to discuss a slightly reduced scope in light of the considerable feedback we already have from members on this.

**LR**

**69/25 Future Trustee Recruitment**

A paper on the recruitment of future trustees had been circulated in advance. This is to ensure the process is fair, transparent, and inclusive, whilst recognising the voluntary nature of the role. The paper forms a policy document for the organisation.

The policy was agreed. Staff to add to the website.

**Staff**

**70/25 Future Strategy**

Daniel Lyons presented a paper, circulated in advance, which broadly sets out a plan for the main steps of development of OutdoorLads in terms of strategy over a 10 year period. The paper asks for trustee approval for the initiation of the planning and scoping works for the delivery of a new strategy, and an agreement in principle to make budget available for external facilitation and support, if required.

Following discussion, trustees approved the paper and the recommendations within, including for budget if required.

**71/25 Round Table for Each Trustee/Staff to give Updates**

Liam updated trustees with a recent difficulty with the YHA and the resulting impact on the BIG North Christmas event. There are some concerns that after many years of working together, the YHA are increasingly difficult to work with. OutdoorLads must be one of their best customers but often the level of service is falling short. It was agreed that the board will write to their Chief Exec asking for more support and a review of their offer. We are currently spending less with them and increasingly booking other venues as a direct result of this issue.

**72/25 Confirmation Dates**

LR to email next year's board meeting dates as currently results of survey favour no given dates for all.

**The Meeting closed at 9.32pm**