

Draft Minutes of the 92nd Meeting of the CLUB COUNCIL

Wednesday 15th May 2024, commencing at 11.00am
held at the Holiday Inn, Birmingham

Attendees:

Club Council Members:

Geoff Gaunt, Club Leader - MG
Pete Gregory, Deputy Club Leader - PG
Janice Stace, Club Treasurer - JS
Ian Jarrett, Motoring Groups Leader - IJ
Denise Knight – Local Groups Representative – DK
Jeff Kenyon, Local Groups Representative – JK
Bob Thomas, Local Groups Representative – BT
Trev Warren, Independent Council Member – TW
Mike Harrison, Independent Council Member – MH

By Invitation:

Gerard O’Sullivan, Association Chair - GS
Nick Hoath, Head of Member Communities & Events – NH
Kadie Crichton, Member Communities Marketing Manager – KC
Pete Worster, Chief Operating Officer – PW

1. Introductions and apologies for absence

PG welcomed DK as the recently elected Local Groups Representative and also representing Social Break hosts.

Apologies received from Graham Davis, Camping and Caravanning Group Leader and Mike Biss, Motoring Groups Deputy Leader.

2. Minutes of the 91st Meeting held on 6th February 2024

The Minutes of the previous meeting were accepted as a true record.

2.1 Matters Arising

There were no matters arising from the Minutes not covered under the current meeting Agenda

2.2 Action Points

Action No.	Description of Action	Who responsible?
1	<p>Motorsports Committee to consider a multi-activity Motorsports taster day for members.</p> <p>COMPLETE: This was discussed at the last Motorsports Meeting. PG indicated that logistics and the return on investment should be the primary consideration. TW enquired as to whether there could be a multi-activities event. NH responded to say that the cross</p>	Ian Jarrett Mike Biss

	pollination of Groups activities very rarely happens due to the relative small numbers involved and specific interest areas.	
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3. Matters Arising from the Interest Group Leaders and Local Groups

3.1 Motoring Groups Report

IJ previously provided a report to the meeting. IJ noted that the Motoring Groups that have a social element to their activities (CVG an Motorcycling), appear to be the most successful. IJ also noted that Motorsports activities are still struggling for venues post pandemic and participation levels are struggling.

IJ detailed that MSUK are looking into the sustainability of their events. This will require clubs to record their carbon footprint for their events. PW responded to note that our Head of Health & Safety and Facilities, Terry Midgeley will pick this aspect up for Boundless as part of his focus on sustainability.

ACTION: PW to task Terry Midgeley to look into this aspect on behalf of Boundless Motorsports (MSUK regulated) events.

IJ queried the MSUK regional memberships held by Boundless.

ACTION: NH to check the regional memberships for Boundless (inc. Brighton)

NH noted the Motoring Groups Leader position is up for re-election. IJ has one more tenure available to him.

ACTION: NH to invite nominations for the role of Motoring Groups Leader to all motoring group committees.

3.2 Camping and Caravanning Report

GD previously provided a report to the meeting. NH added that several rallies have been canceled due to waterlogged fields. There were no further questions.

3.3 Local Groups Report

JK/BT/DK previously provided a report to the meeting. JK added that the picture for Local Groups appears to be very mixed across the Local Groups. JK did note however that some of the LOGs are performing very well enjoying good attendances at their events. JK added that there has been some comment regarding the removal of the calendar pages in the magazine, however the localised emails are popular. KC will address the magazine pages in the Member Communities update.

NH updated that there is going to be an initiative launched at developing identified individual Local Groups later this year, this initiative will be instead of a more generalised Networking Meeting. GG added that once the initial pilot of Groups has been completed, this initiative may be expanded to other Groups.

The proposed Club Award Nomination was agreed for presentation unanimously.

ACTION: NH to progress the Club Award nomination. NH requested a member of the leadership present the award.

4. Update from CMG/Club Leadership

GG invited PW to update regarding the Membership situation. PW outlined that we are currently in the third year of the 3-year strategy. This has focused on 3 specific areas; firstly, how we develop the membership proposition, secondly how we promote ourselves and thirdly how we retain members. PW noted that the launch of the 'Boundless Plus' offering has been a 'soft launch' to establish the processes and demand. PW noted a strong success from the strategy has been the increase in retention rates for year 1 memberships from approx 30% to over 51%. PW noted that the Member Day Events have also been particularly successful. IJ noted that he attended the Chester Zoo event, and whilst he saw many members with their red lanyards, he didn't see a huge amount of interaction. NH noted that whilst members may not directly interact with each other, they do appear to gain some comfort from seeing other members (via the lanyards). GS added that some events, such as the RHS events did promote more member interaction, possibly due to the nature of these events and the attending member demographic. DK noted that the Boundless presence didn't clearly identify the benefits of joining. NH added that one of the core purposes of the Member Days is to get members active, adding that the definition of 'active members' needs to include those attending Member Days, and not just those engaged with the Groups. PW added that we are looking to widen the engagement with as many members as possible.

JK enquired as to whether there is a potential target for recruitment within the more elderly age group. PW noted that whilst that target market has good potential, the first priority of the strategy was to stem the loss of members. This has now been achieved, and hence there is now breathing space to begin focusing on developing our recruitment strategies further. PW added that we have different specific sectors for recruitment based on their age, working status, social demographic, etc. PW highlighted that he sits on a working panel focused on the retirement sector and how this demographic can be supported. PW indicated that once the next strategy has been developed, he would like to share the plans with the Club Council at a future date. PW updated that membership recruitment is ahead of target for the year to date, with over 3,000 members recruited in 2024 already.

PW outlined that a lot of effort in the past few months has been focused on the development and launch of Boundless Plus. This has involved securing new benefits, developing an efficient joining process and benefits activation process. PW added that the new benefits chosen are aimed at expanding the geographical benefits, particularly in those areas that offer good recruitment opportunities.

TW enquired as to whether there are plans to develop an 'App'. PW responded to note that we are now working towards developing this option.

TW enquired whether the Boundless Plus members have a different membership card. PW confirmed there is a different membership card, both in a physical and digital format.

MH noted that he finds the Boundless website easier to navigate more recently. PW responded that we have put a lot of effort into developing the user interface of the website, although we still have the issue of having so much content/benefits.

PW clarified the rationale behind the 'soft launch' for Boundless Plus is to check the processes and technology, and also with a mind to members using the new benefits which are primarily aimed at recruiting new members. DK enquired whether existing members are able to upgrade their membership mid-term. PW confirmed all members can upgrade, paying a pro-rata price.

GG noted that participation numbers are slightly down for our Groups, although online participation is strong, particularly following the sunflower grow along.

GG referred to the proposed Article Changes for the 2024 AGM, one of which relates to the election of the Club Leadership roles, to encourage a wider pool of applicants. GG encouraged Club Council members to begin talent spotting of potential candidates. The other 2 proposed Articles changes relate to governance changes for the Association Governance and reference to the gender of Association Roles.

GG noted that the management of the Groups appears well established. GG queried whether the Club Council focus could be amended to involve more discussion of wider issues relating to the active membership. GG indicated a concern that the future governance of the Association, in

particular the ethos of being 'member led' should be protected. GG circulated a potential draft agenda for future Club Council meetings and asked Club Council members to consider the proposed agenda. JS enquired as to who determines the length of time for the agenda item. GG confirmed that this should be advised by the agenda item holder and then this should be managed by the meeting chair.

ACTION: NH to amend future Club Council meeting Agendas with the supplied format.

5. Club Treasurer's Update

JS confirmed that Member Communities are within budget for the year to date.

JS indicated that she has been tasked by the Board with reviewing the Recognising Volunteers Funding. However, JS proposed that the Volunteer Recognition Funding process for 2024 is retained as it has been in the previous year, as it is too late to make any significant changes to the process and funding this year. IJ enquired why the Board have asked the Club Leadership to review the Recognising Volunteers funding. GG responded to note that Boundless are very unusual in providing the rewards, and that the Board would like to see the use of these funds suitably justified.

6. Independent Council Member Update

TW provided a report to the meeting. TW highlighted that the ICMs have reviewed the Volunteer Hub. TW indicated his view that the Volunteer Hub link should be further up the navigation list on the member website dashboard. KC responded to note that access to the Volunteer Hub is an add on to only registered volunteers, hence its position on the navigation list.

TW noted that the Facebook Groups continue to grow and are on target for online participation, for the end of year target of 18k moments of participation.

TW highlighted that the 100th Anniversary events were very well received by members and could more of these types of events be organised. GG indicated that the events were of good quality and could be repeated without the need for any anniversary.

KC responded to the other queries regarding the website from the ICM report. KC highlighted that the choice of the term 'Community' has been derived from member research and website data tracking. PW added that because Boundless has such a wide variety of benefits, it is difficult to surface everything. KC noted that the website tries to surface Groups activities via member's exploring the website, plus the regular emails to members for which the Groups have a good number. JS requested the email communications could be shared with the Club Council. KC agreed to send some example emails to Club Council members.

ACTION: KC to circulate the typical example emails which reveal the member benefits to members.

PW added that the Boundless website is in constant evolution, reflecting the changing behaviour of members. GG requested the Club Council are given an update on initiatives being driven by Britannia House. PW agreed that a regular update of Britannia House initiatives should be a regular agenda item.

NH noted that the 2024 AGM will include the election of one ICM. NH indicated that MH would need to be elected at the 2024 AGM. NH encouraged Club Council members to propose potential ICM candidates.

7. Member Communities Update

NH apologised that the revised SEN process is behind schedule. NH reminded the Club Council that the new process will be a web-based form outside of One Trust, apart from the medium risk events and should be much easier for the majority of event organisers.

IJ enquired as to who will be able to complete the SEN. KC confirmed that the form will be behind the Volunteer Hub (member log in).

NH outlined that we have had 5 events occur without an SEN (Thames Valley x 2, CVG x1, Pendle x1 and Leeds x1), and that this raises a significant risk for the Association – hence the work being completed to make the SEN process less complicated and time consuming.

JS enquired as to the specifics of risk assessments for events. NH outlined that there will always be challenges from the Health and Safety team for more stringent requirements that might be difficult to implement within events organisation.

KC updated on the changes to the Boundless Magazine. KC explained that the usages of the magazine calendar pages have been reviewed, both in terms of data, i.e. members clicking on links for Group's events included in the magazine, plus tracking website visits around the time of the magazine delivery times and attendance levels at the events included in the magazine. This data demonstrated very minimal impact on the events listed. However, KC did note that the one-off features focused on Member Communities did receive good attention. KC added that the majority of Groups were not submitting their events in time for publication in the magazine, hence she only had very limited content she was able to provide. Hence the decision has been made to remove the calendar pages. However, Member Communities will have access to include appropriate events in the Out and About section of the magazine.

GG enquired as to what would be the best method of promoting Groups events. KC responded to note that localised emails are still the best method of promotion. However, the information is required at least 6 weeks prior to the send date. KC did note that there is a maximum number of available slots, however if Groups plan sufficiently in advance we can plan these communications. IJ highlighted that the Communique only stated what had been taken away regarding the magazine and not what Groups should/could do instead. PW indicated that the email communication strategy is being developed to utilise resources more efficiently.

ACTION: NH to include an outline of the process and timelines for requesting a localised email in the next Communique.

KC updated that our Social Breaks have held 4 events, attracting a total of 150 members so far in 2024. Feedback from members has been very positive so far. KC added that as we look ahead to the remainder of 2024, 14 breaks are scheduled, with two already at full capacity (South Devon and Lovely Llandrindod). Currently, we have 543 members confirmed for these upcoming breaks. Ally Grant in the Member Communities team is working hard on the itinerary for 2025, having already secured contracts for 12 breaks, five of which are already on the website and generating bookings. KC concluded by adding that we have initiated the process of data sharing agreements with several suppliers, seeking permissions and feedback to integrate into our communication strategy – this will aid to improve the member's experience at these breaks greatly as well as making the member feedback process easier.

DK added some specific feedback regarding the Break she recently hosted.

NH added that we will be holding 2 Social Break hosts meetings in October to review all hosts feedback and related Social Break plans for 2025.

8. Health and Safety Incidents at Groups Activities

NH noted there have been 2 incidents reported in the last month. A member tripped and fell on a Social Break, suffering only minor injuries, plus another member fell and sustained more serious injuries at a Club Night. Both have been reported to the H&S team and no further action is required.

9. Any other urgent business

GS provided an update from the Board. GS indicated that as we come to the end of the 3-year strategy which has been successful in stemming the loss of members, particularly when we reflect on the issues caused by the pandemic and the focus on individuals discretionary spending. GS noted that the next stage of the strategy is to move our membership up to the next level within the experience economy, for example what it means to be a Boundless member. GS noted that ideally, Boundless should become more day-to-day, front of mind for members. GS concluded that the success of the current strategy has now moved the organisation into a stronger position with a good foundation for progressing the Association. PW added that his key question is what is the Boundless experience? PW added that we have strong content from the magazine and online, but could we potentially utilise this content further. PW also noted that we have been able to develop our own brand of experiences such as the Social Breaks and Member Events; these types of offerings provide great potential for further development. DK noted that on her recent social break, several members began to access the Tastecard benefit and therefore enjoy the wider benefits Boundless provides.

JK enquired as to the gender split between the membership. PW responded to note that the current membership is split 6:3 in favour of males, however the new member recruitment is the reverse, 6:3 in favour of female members.

Next Meeting: 10.00am, Thursday 5th September 2024 via Zoom.

ACTIONS FROM 15th May 2024 CLUB COUNCIL MEETING

Action No.	Description of Action	Who responsible?
1	PW to task Terry Midgley to look into this aspect on behalf of Boundless Motorsports (MSUK regulated) events.	Pete Worster
2	NH to check the regional memberships for Boundless (inc. Brighton)	Nick Hoath
3	NH to invite nominations for the role of Motoring Groups Leader to all motoring group committees.	Nick Hoath
4	NH to progress the Club Award nomination. NH requested a member of the leadership present the award.	Nick Hoath
5	KC to circulate the typical example emails which reveal the member benefits to members.	Kadie Crichton
6	NH to include an outline of the process and timelines for requesting a localised email in the next Communique.	Nick Hoath