

Minutes and Actions of the 95th Meeting of the CLUB COUNCIL

Tuesday 11th March 2025, commencing at 11am.

Holiday Inn Birmingham City Centre, Smallbrook, Queensway, Birmingham B5 4EW

Club Council Members:

Geoff Gaunt, Club Leader - GG
Pete Gregory, Club Council Chair - PG
Janice Stace, Club Treasurer - JS
Ian Jarrett, Motoring Leader – IJ
Mike Biss, Motoring Groups Deputy Leader - MB
Graham Davis, Camping and Caravanning Leader - GD
Bob Thomas, Local Groups Representative - BT
Jeff Kenyon, Local Groups Representative – JK
Denise Knight, Local Groups Representative - DK
Trevor Warren, Independent Council Member – TW

By Invitation:

Kadie Crichton, Senior Marketing Manager, Member Communities & Magazine – KC
Pete Worster, Chief Operating Officer – PW
Phil Pallent, Sheffield Group Chairman - PP

MINUTES

1. Opening Items – PG

Apologies

Mike Harrison sent apologies.

Minutes of previous meeting

PG approved the 94th minutes.

Actions and Matters Arising

Action No.	Description of Action	Who responsible?
1	PW to task Terry Midgley to look into this sustainable aspect on behalf of Boundless Motorsports (MSUK regulated) events. ONGOING – PW to chase Terry Midgely.	Pete Worster
2	KC to circulate the typical example emails which reveal the member benefits to members. COMPLETE – Share with the Club Council Minutes.	Kadie Crichton
3	PW to share a diagram of the new team structures at Brighton. COMPLETE – Shared, agreed to send updates in the Communique as the new team members join.	Pete Worster

2. Club Leader Update

Club Elections

GG explained the upcoming positions are up for election this year:

Club Leader, May 2025

Local Group Representative, September 2025

Chair of Club Council, September 2025

Club Treasurer, October 2025

Independent Council Member, October AGM 2025

Investing in Volunteers (IIV)

GG stated we have had accreditation for three years and we have started the process for renewal. The IIV is the UK's quality standard for good practice in volunteer management. Achieving the accreditation shows our volunteers and potential new volunteers how Boundless values them. GG explained you do not need to be perfect but to show improvements have been made and a plan of action to continue improving.

GG stated that a sub-committee are currently assessing where we are and reviewing what improvements can be made before submitting for the formal assessment. GG thanked those that have reviewed policies so far to reflect on the current workings of the club. It is felt that this is a good first step to reviewing all the resources we have available for volunteers. The ideal will be to improve the documents to make volunteering more accessible and attractive to all.

GD explained that he has taken the initiative to review all the documents the Camping & Caravanning committee use to ensure they are fit for purpose.

Member Communities Team

GG explained it has been a difficult few months for the Member Communities team and that the hiring process has started. GG felt that it was good to see that the survey was positive on the team considering the resource restraints. GG also mentioned that he had received a report from the Association Chair, Gerard O'Sullivan, who visited the Camping & Caravanning meeting last week, he came back with some glowing thanks for the Member Communities team which is great to see. GG thanked the Camping & Caravanning committee for their feedback.

KC explained the hiring process and stated she had held seven first stage interviews and had four second stage interviews this week. KC hoped to be able to make offers on the roles in the coming weeks.

GG raised that with the team growing he would like the cultural direction in which the club works with Member Communities is as one team. To view the club and Member Communities as one to help strengthen how we all work together and build on everything we are achieving. GG asked that we should ensure to represent that appreciation in our communication, that when we have a problem, it is our problem together to solve and not pushing blame.

TW asked if the the resource in the Member Communities Team being temporary reduced if there is anyway any of the Club Council could support with the workload. GG raised that it would be a positive move to make the Club Council more known within the volunteers to support fielding questions and

queries which the Club Council can answer on volunteering and events. IJ highlighted that some work should be done around explaining what the Club Council is and the roles we hold.

PW recognised that there were some big changes at Boundless last year with the restructure which has impacted the team alongside some of the team leaving. However, on review of the team additional role has been added since what was originally planned in the restructure which should help support volunteers. PW went on to explain how he is working with the Club Management Group and the CSMA board to bring a strong club strategy and volunteer strategy that feels more aligned than previous years.

Club Strategy Development

GG recalled that Colin Slinn and Gerard O'Sullivan attended the last Club Council and gave a very encouraging update and view of the club. GG explained how the strategy has now progressed from the board strategy day. GG stated there is another meeting coming up with a volunteer consultant, Rob Jackson, to see what improvements we can make to the club to help support the current volunteers and attract additional volunteers.

Local Group Representative Meeting (LGR)

GG felt the meeting yesterday was very positive. The largest agenda item was a new local group pilot. GG explained that the growth of other similar organisations shows there is appetite for the activities and volunteering opportunities we offer. GG went on to say how he came to volunteer with Boundless via a letter invitation to meet other members in the York area to start a committee. The LGR's agreed they would like to re-create this letter invite and host meetings in three locations to create three new local groups.

PG raised that the leader of the Low Overhead Group in Milton Keynes is struggling. PG stated he would be prepared to support Milton Keynes Group with a LGR to see what can be done.

ACTION: PG to support the leader of the Milton Keynes Group with the issues he is facing.

3. Club Business Update

Strategy Update

PW explained that last year was very positive membership numbers. Since the chancellor's update, we have seen a slight decline in growth this year, which is across the board with similar memberships due to current financial status. PW explained that we have some new initiatives coming. Firstly, we are looking at the gift of membership. Making it easier for people to buy membership as a present. Secondly, we are exploring bulk membership. These initiatives will open new distribution channels, giving us more opportunities to generate more income to feedback into membership.

Regarding the club strategy, there are two key aspects. Firstly, focusing on what we are offering as a club to attract participation with the group's events from the wider membership. Secondly, from the volunteer perspective, how do we become more of a magnet to attract volunteers and support our volunteers further. Working through the Investing in Volunteers accreditation will help support the second aspect, then we can start to openly promote volunteering opportunities which will support the first. GD highlighted how important it is to remove the 'need to join' the groups so members know they all have access to the groups within the membership.

PW mentioned that the Club Management Group will be meeting with Rob Jackson a Volunteer Consultant. If the meeting is successful, PW would like to invite him to present at the next Club Council to give informed information on the wider volunteer landscape and how Boundless can succeed.

ACTION: PW invite Rob Jackson to next Club Council meeting if appropriate.

PW suggested that everyone should join the member panel to give feedback on membership. The member panel is a cohort of members who are surveyed throughout the year and asked for their opinion on different aspects of Boundless to shape future planning.

Retirement Proposition

PW explained that they are looking at developing a course that can help prepare people for retirement which is not solely focused on finance. It looks at social elements, staying active, avoiding loneliness and retiring well. The course can signpost people to our membership and how it can support them in their retirement such as getting involved with groups and volunteering. PW said he would like to pilot the course to get feedback which might be a good opportunity. PP suggested that the course should be available to all members to support members.

4. Discussion Items

Volunteer Recognition Paper

GG explained that this has come about from the Investing in Volunteers review and questions raised on how our current recognition does not match the industry standard or expectations. When previously awarded the IIV this process was highlighted as a criticism and would need to show progress on future accreditation reviews. GG hoped everyone was able to see the positives of why the change has been suggested and asked for the Club Councils thoughts.

IJ asked if the change was for consideration or confirmed to go ahead. GG explained that due to the time restrictions the paper is a confirmed change however the details are to be worked through together. IJ stated that a central communication needs to be written and circulated to all those volunteers affected to state that the change has been put in place by the Club Leadership and underwritten by the Club Council, if the Club Council are happy to support the paper. It is vital for everyone to receive the same communication that is clear on why the change is being made.

GD raised that in his committee, the current process allows all volunteers receive something. Due to this they don't always claim everything or don't mind covering an extra cost knowing the recognition gift would be coming later in the year. GD raised that he felt taking this away would upset some groups as not all those can attend and this change will change that way of thinking. GG expressed that all volunteers should absolutely be claiming their expenses and should not be out of pocket. The recognition funds should never be seen as a reimbursement of funds. GD expressed he is aware of that, but it is a way some volunteers have viewed it.

PG raised that a lot of volunteers do not share the funds across the full committee as suggested in the previous review to the recognition funding. The recent claims showed many groups shared the fund between three of the committee and not everyone. GG went on to highlight that the recognition funds can be seen as a payment which is not appropriate, and this is why the shift has been made by all other volunteer associations away from this style of recognition. TW expressed that most groups were used to how the funds had been shared previously so might not have chosen to change this after the review several years ago.

PP stated that looking at the ethos of the paper it is a benefit. Looking at the practicalities some volunteers will not be supportive of the change. It is important for the club to move forward and the only way to move forward is to support volunteers and celebrate those individuals engaging in the club.

GD raised the concern that volunteers will be disappointed and complain about the change. PG raised that on the last review of the recognition funds we received many complaints from volunteers, however this is to be expected and managed, to allow us to move forward in a progressive way.

GG mentioned the buzz of the centenary dinner was very positive and many volunteers gave positive feedback. The awards will allow the club to create that buzz on a yearly basis instead of waiting for large milestones.

The Club Council agreed to support the paper and requested for the change to be communicated to all volunteers.

PG suggested the Club Council to share category suggestions over the coming week. GG asked who would like to volunteer to create an awards working party. Jeff Kenyon and Mike Biss volunteered to support the working party.

ACTION: Club Council to share category suggestions by end of April.

ACTION: Club Council to confirm any changes to the paper before sharing with the wider volunteer base.

ACTION: KC to email all volunteers regarding the recognition change.

Initial Volunteer Survey Feedback

KC confirmed the survey was sent to 283 volunteers and 65 completed the survey, with a mix of volunteers from both local and interest groups. There was a real mix of volunteering tenure which is helpful to be able to split the data to see how the views change over time and understand the stages of a volunteer's journey with Boundless.

KC highlighted some of the key feedback topics that came back from volunteers KC said there was a mix of positive and negative comments which need to be reviewed and addressed to ensure Boundless is meeting the needs of its volunteers. There was a strong consensus around the extensive paperwork/admin processes attached to the volunteer roles which should be reviewed and simplified where possible. Volunteers highlighted an interest in knowing more about the Club Council and possibly like to join. KC stated it would be a positive step to showcase what the Club Council do and what the roles involve helping support more engagement from volunteers. KC highlighted those groups that stated they were thriving are the groups who have newsletters, a wide range of events and request regular emails to promote their events to wider membership. A second meeting is required to dive into all the feedback and create an action plan to address what had been raised.

ACTION: KC to arrange a second meeting with the Club Management Group to review feedback and create next steps to present at the next Club Council.

5. Club Performance

Club Treasurer's Report

JS explained that budgets have all been confirmed and spend so far this year are well within budget.

Member Communities Report and Updates

In-person participation as of the end of February we had 956 attendances against a target of 1,100. Online participation we have had 1,658 against a target of 1,700. Next month we have the sunflower

growalong go live, we have added an additional 500 seeds this year so 1,500 members can get involved.

Health & Safety Incidents at Group Activities

We have had one incident at a Social Break.

6. Information Items

Groups Reports

GD stated that the Camping and Caravanning Group now have a new secretary, Phil Pallent. GD raised that they will only be having three in person committee meetings this year as they do not require the planned four.

IJ mentioned he had very little feedback from the motoring groups. Everyone's events are going ahead as scheduled. The only discussion has been around the promotion of events at the member days. IJ explained there is also some questions around expenses which will be a conversation with the Club Treasurer after the motoring meeting next week once further discussed.

TW mentioned that the Aviation group is still growing and active with their events. TW raised how he would like to see all events shared across different groups to cross advertise. GD and MB stated that it should not be all events as this dilutes the individual groups focus. GD stated that if a different events want to be advertised, the individual should speak to the interest group committee to ask permission to advertise first.

KC stated it is important to not dilute the group pages, but it is essential to allow some cross over to support group growth. For example, 8 couples who were more seasonal caravanners wished to go away in winter but not in their caravans, so they booked on the new year's social break in 2024 due to it being advertised on the Camping and Caravanning Facebook. This is a success as it allows members to find out about different interest activities. However, it is important to do it in a measured and consultant way with the group's committees.

LGR Reports

No additional comments.

7. Any Other Business

GD asked if he could invite the deputy leader of the Camping & Caravanning group to attend a future Club Council meeting. GG confirmed that it would be possible and is welcomed.

ACTION: KC to invite Camping and Caravanning deputy leader to next Club Council meeting.

8. Date of Next Meeting

Tuesday 1st July 2025, Birmingham.

95th Meeting of the CLUB COUNCIL ACTIONS

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2	PG to support the leader of the Milton Keynes Group with the issues he is facing	Pete Gregory
3	PW invite Rob Jackson to next Club Council meeting if appropriate.	Pete Worster
4	Club Council to share category suggestions by end of April.	All
5	Club Council to confirm any changes to the paper before sharing with the wider volunteer base.	All
6	KC to email all volunteers regarding the recognition change.	Kadie Crichton
7	KC to arrange a second meeting with the Club Management Group to review feedback and create next steps to present at the next Club Council.	Kadie Crichton
8	KC to invite Camping and Caravanning deputy leader to next Club Council meeting.	Kadie Crichton