

## **Minutes of the 90<sup>th</sup> Meeting of the CLUB COUNCIL**

**Wednesday 1<sup>st</sup> November 2023, commencing at 11.00am**

**Venue:** Boardroom, Clermont Charing Cross, The Strand, London WC2N 5HX

### **Attendees:**

#### **Club Council Members:**

Madeleine Grubb, Club Leader - MG  
 Pete Gregory, Deputy Club Leader - PG  
 Geoff Gaunt, Club Treasurer - GG  
 Mike Biss, Motoring Groups Deputy Leader - MB  
 Jeff Kenyon, Local Groups Representative – JK  
 Janice Stace, Local Groups Representative - JS  
 Bob Thomas, Local Groups Representative – BT  
 Martin Fearn, Independent Council Member – MF  
 Alan Thurbon, Independent Council Member – AT  
 Trev Warren, Independent Council Member – TW

#### **By Invitation:**

Nick Hoath, Head of Member Communities & Events – NH  
 Kadie Crichton, Member Communities Marketing Manager – KC  
 Pete Worster, Chief Operating Officer – PW  
 Rob Eagles, Events Manager – RE  
 Gerard O’Sullivan, Association Chair – GS  
 Observing: Alan Swift, Leeds Group Chair – AS

### **1. Introductions and apologies for absence**

PG commenced the meeting by welcoming Gerard O’Sullivan, Alan Swift (observing) and Rob Eagles who’ll be providing an update on the Britannia House led Member Events.

Apologies received from:

Graham Davis, Camping and Caravanning Leader  
 Ian Jarrett, Motoring Leader  
 Brian Comber, Association Governor  
 Simon Amos, C&C Committee

### **2. Minutes from the 89<sup>th</sup> Meeting held on 11<sup>th</sup> September 2023**

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

#### **2.1 Matters Arising**

There were no matters arising not covered elsewhere on the Agenda.

## 2.2 Action Points

Action No.	Description of Action	Who responsible?
1	NH to add the Events Update Presentation to the 1 <sup>st</sup> November Club Council meeting  COMPLETE – RE will present under Agenda item 3	Nick Hoath
2	NH to organise the appropriate Club Award as agreed, GD to present the award.  COMPLETE	Nick Hoath Graham Davis
3	NH to add the Local Groups Report to the Volunteer Hub along with the Club Council Minutes.  COMPLETE	Nick Hoath
4	Club Council members to review their constituent Groups to ensure that all Groups have a least one live event on their web pages.  COMPLETE – NH informed the Club Council of 5 Groups – Canterbury and Cinque Ports, Kingdom of Fife, Surrey, Motorcycling and Marshalling who aren't showing any events as at 1 <sup>st</sup> November.	All Club Council Members
5	NH to circulate Club Leader Nomination Forms to all Club Council members.  COMPLETE – Election now complete	Nick Hoath
6	NH to put forward an Article change to recognise a specific role for Online Groups Representative within the Club Council construct.  COMPLETE – NH explained that several article changes are due for consideration at the 2024 AGM, including the construct of the Club Council, reflective of the proposed Club Leadership changes and that once approved by the CSMA Board, this change could potentially be included.	Nick Hoath
7	MG to contact Trev Warren to invite him to join the Club Council.  COMPLETE	Madeleine Grubb
8	NH to circulate the LOGs/Independent Volunteers Guidelines to all Groups and add to the Club Handbook.  ONGOING	Nick Hoath
9	PW to provide an update on the organisation's Carbon Offsetting Project at the next Club Council meeting.  To be taken under agenda item 8	Pete Worster

### 3. Member Events Presentation – Rob Eagles

RE began by reflecting on the successes of the 2023 programme of Member Events, and how they'd help celebrate the Association's 100<sup>th</sup> Anniversary. RE also explained he would be covering the strategy for the delivery of the Member Events programme during 2024. RE emphasised that the Member Events are an essential tool for supporting the Membership proposition, aiding both recruitment and retention, by providing a tangible member benefit. RE explained that in recognition of the 100<sup>th</sup> Anniversary we invested in providing free member tickets, with guests only paying £10 (maximum of 3 guests). RE noted that a large percentage (30%) of event bookers are members who have joined in the last 2-3 years. The segments identified between the Culture Seekers, Future Proofers and Time Pressed families closely matched the current membership demographics. RE stated that whilst we had a limit on the number of guests (to limit costs), on average each member was bringing 1.6 guests. RE also outlined the incredible demand for events tickets during 2023, with all events selling out very quickly. RE also referred to the success of the online events and the options these provide for members, in particular the ease of access and expanded geographic spread these events provide. MG noted how good these events are and encouraged all Club Council members to watch/engage with an online event. NH also indicated that all online events are available to watch again 'on demand', and that these could be a good resource for local groups to use. ACTION: NH to include the 'on demand' options for Groups to utilise the online events provision. RE explained that the Britannia House staff have received a similar presentation to that provided to the Club Council and explained that the positivity at events seen by our members is a real asset to the Association. MG re-enforced that the feeling of belonging to the club, experienced at events, is a culpable benefit.

RE continued to outline the 2024 plans are to focus on delivering events across 4 distinct areas in the North-East, North-West, South East and South West. RE explained that one of the key learnings from 2023 was the need to always have events available – hence the 2024 strategy is to spread the delivery of the events to ensure (where possible) there are always events available for members to purchase. RE explained that all tickets will be £10 (maximum of 4 allowable) for members and their guests. All tickets are now purchased through the Boundless website and can be held in their digital wallet (on their phones) or within their profile on our database and website. RE emphasised the benefit of Boundless holding all the ticket purchasing data, rather than a third-party supplier. GG enquired whether members are made aware of the savings they are making by attending a Member Day compared to attending them outside Boundless – KC confirmed this is included in the marketing messages. GOS enquired as to the size of the waiting lists, RE explained that the waiting lists are still to be fully developed, so at present we're moving tickets across from the very popular events to those that are less so. MF enquired as to whether the ticketing system allows for non-digital members to still access tickets. RE confirmed that our Member Services team are able to facilitate non-digitally enabled members, by producing physical printed out tickets (confirmations), although the requirements for these types of tickets is currently less than 2% of attendees.

RE continued to outline the importance of the Boundless team being present at venues/events appears to be for members. Members noted this provides them with the re-assurance that their event ticket is valid and that the team are on hand to sort any issues. RE explained that we already have over 1000 positive testimonials from members.

RE outlined the current events for 2024 Quarter 1 programme includes Chester Zoo, Wookey Hole and Chatham Dockyard – tickets are already 96% sold. Quarter 2 events include Brooklands, Tatton Park and Drayton Manor, these events tickets will go live in the next few days. The provisional Quarter 3 events include Marwell Zoo, Black Country Museum and Yorkshire Wildlife Centre, plus others that are being considered. RE reiterated that the Events Programme is designed to be 'always on' to ensure they contribute to the Membership proposition.

RE outlined the benefits of the Online Events and the ease of access they provide for members, plus the economical methods of experimenting with new topic areas. RE added that the learnings from the online events is the importance of the presenters communication abilities,

rather than just their subject knowledge. RE also outlined that the production quality of the events has steadily improved over the time we've been delivering the online events. RE summed up his presentation by outlining that the Member Events participation target is to increase by 20% from the 2023 levels. RE added that we will be seeking volunteers to help support the Member Events team in the delivery of the events, particularly during the busy periods in the morning as members arrive (normally between 9am - 11am). RE concluded his presentation by inviting Club Council members to put forward suggestions for events; these can be forwarded directly to RE or NH, KC or via the usual Member Communities contacts (i.e. email, telephone, etc..)

MG thanked RE for his presentation and the value the Member Events provided to the Association. PW echoed MG's sentiment that the Member Events are one of the only aspects that we 'own' entirely (along with our Leisure Properties and magazine) and hence we can develop these without necessarily third-party involvement.

#### **4. Matters Arising from the Interest Groups or Local Groups**

There were no matters arising from the Interest and Local Groups. MF enquired as to the Club Leadership review of the ICM Club Council review, NH responded to note that this was due for discussion at the next CMG meeting.

#### **5. Club Leader Election**

NH confirmed that as there was only one nomination, Geoff Gaunt has duly been elected as the Club Leader until May 2025. NH explained that an election for the now vacant Club Treasurer role will commence following this meeting. NH proposed that the term of office for the Club Treasurer is amended to run until January 2025, as such after the 2024 AGM. This would be an alteration to the requirements outlined in Article F33. This would also then allow for more time between the election of the Club Leader and the Club Treasurer NED positions.

ACTION: MG/GG to propose to the CSMA Board that the Club Treasurer be elected for a period of one year, until January 2025 (i.e. after the 2024 AGM proposals to amend the election process). This would then allow the proposed election processes to be applied and also create a greater time period between the elections of the Club NED roles (i.e. Club Leader and Club Treasurer). This would be contrary to the requirements of Article F33.

#### **6. Update from CMG/Club Leadership**

MG outlined that the Club Leadership election proposals are now finalised and will be considered by the CSMA Board in November, before being prepared by the Company Solicitor for consideration at the 2024 AGM.

MG requested that the LGRs request of the Local Groups how they celebrated the 100<sup>th</sup> Anniversary of the Association.

ACTION: Local Group Representatives to request of Local Groups how they celebrated the 100<sup>th</sup> Anniversary of CSMA.

MG enquired whether the Club Council would be interested in viewing all the C&C reports from the Local Groups.

ACTION: MG will request Graham Davis provides reports from all C&C activities are included in his report to the Council

MG noted that the Club Leadership are reviewing the outcomes of the Volunteer Survey to prepare an actions list to address the issues raised.

MG reflected on the Leeds Networking Meeting, outlining that the content closely followed that of the previous 2 meetings earlier in the year, and included reviewing the Membership benefits, eligibility, methods of how to join, plus the aspects of Groups events and hosting requirements. MG reflected that the benefits of face-to-face contact should not be under-valued.

MG proposed the co-option of Mike Harrison as an ICM, to enhance the skill set of the Club Council. Mike brings considerable experience and knowledge of the Club and volunteers. The Club Council agreed this co-option.

ACTION: NH to invite Mike Harrison to the Club Council

MG noted that this was her last meeting as Club Leader and thanked all the Club Council members for their support. GG proposed thanks to MG on behalf of the Club Council.

## **7. Club Treasurer's Update**

GG reported that overall, we're still operating under budget and thanked the Group Treasurers for their prudence in managing the Groups funds.

## **8. Member Communities Update**

PW outlined the Carbon Offsetting initiatives are being tasked within the organisation to ensure compliance. GOS is the executive sponsor for this aspect of the Association. PW continued to emphasize that the objective should be to prevent the production of carbon rather than offsetting it. Terry Midgely (Head of H&S) is leading the initiative for the business. JK enquired as to whether our Leisure Properties and Britannia House have electric car charging points – PW confirmed they on the plan to be installed at all Boundless sites.

NH confirmed the election of Bob Thomas as an LGR for a further 3-year term of office.

KC outlined the situation with the new members contact via the welcome letter process. KC explained the mechanics of why this will need to be reframed and potentially integrated into the Member Services welcome calls instead, explaining that the number of specific new joiners in close enough proximity to Local Groups does not make the introduction of a universal process viable.

NH explained that the proposals to amend the SEN system are making good progress and he is hopeful of being able to announce considerable improvements in January, which will make the system much easier for the majority of low risk events.

NH proposed the following Club Council dates for 2024:

10.00am Tuesday 6<sup>th</sup> February via Zoom  
 11.00am Wednesday 15<sup>th</sup> May in person, venue TBC  
 10.00am Thursday 5<sup>th</sup> September via Zoom  
 11.00am Thursday 31<sup>st</sup> October in person (with AGM)  
 10.00am Monday 2<sup>nd</sup> December via Zoom

## **9. Health and Safety Incidents at Groups Activities**

NH reported that there has not been any significant Health and Safety incidents at Groups events.

### 10. Any other urgent business

MG thanked PW for his attendance at the Club Council meetings and Networking Meetings and for representing the Member Communities at the Exec level in Britannia House.

#### ACTIONS FROM 1<sup>ST</sup> NOVEMBER CLUB COUNCIL MEETING

Action No.	Description of Action	Who responsible?
1	NH to circulate the LOGs/Independent Volunteers Guidelines to all Groups and add to the Club Handbook.	Nick Hoath
2	MG/GG to propose to the CSMA Board that the Club Treasurer be elected for a period of one year, until January 2025 (i.e. after the 2024 AGM proposals to amend the election process). This would then allow the proposed election processes to be applied and also create a greater time period between the elections of the Club NED roles (i.e. Club Leader and Club Treasurer). This would be contrary to the requirements of Article F33.	Madeleine Grubb Geoff Gaunt
3	Local Group Representatives to request of Local Groups how they celebrated the 100 <sup>th</sup> Anniversary of CSMA.	Local Group Representatives
4	MG to request Graham Davis provides reports from all C&C activities are included in his report to the Council	Madeleine Grubb
5	NH to invite Mike Harrison to the Club Council as an ICM	Nick Hoath