



Minutes of the 84th Meeting of the CLUB COUNCIL

Date/Time: Thursday 3rd November 2022, commencing at 10.30am

Venue: DoubleTree by Hilton Chester, Warrington Road, Hoole, Chester, CH2 3PD

Club Council Members:

Madeleine Grubb, Club Leader - MG
 Pete Gregory, Deputy Club Leader - PG
 Geoff Gaunt, Club Treasurer - GG
 Ian Jarrett, Motoring Leader – IJ
 Mike Biss, Motoring Groups Deputy Leader - MB
 Graham Davis, Camping and Caravanning Leader - GD
 Trevor Rudderham, Social Breaks and Holidays Leader - TR
 Janice Stace, Local Groups Representative - JS
 Bob Thomas, Local Groups Representative - BT
 Jeff Kenyon, Local Groups Representative - JK
 Martin Fearn, Independent Council Member – MF

By Invitation:

Nick Hoath, Head of Member Communities & Events – NH
 Kadie Crichton, Member Communities Marketing Manager – KC
 Pete Worster, Chief Operating Officer – PW
 Alison Tattersall, Chester and Wirral Secretary – AT
 Roger Knight, Chester and Wirral Chair – RK
 Denise Knight, Chester and Wirral Treasurer – DK
 Mike Docker, Lunch Bunch Leader – MD
 Freda Docker, Lunch Bunch – FD
 Barry Lovatt, Lunch Bunch – BL
 Lynn Lovatt, Lunch Bunch - LL
 Jackie Wilson, Lunch Bunch – JW
 Alan Wilson, Lunch Bunch – AW
 Heather Glanville, Association Chair – HG
 Gerard O'Sullivan, Association Vice Chair - GS

1. Introductions and apologies for absence

All invited introduced themselves.

Shropshire Group forwarded their apologies (represented by IJ though)
 Steve Johnson, North-West Motorsports Chair
 Paul Kelly, North-West Motorsports Secretary

2. Minutes from the 83rd Meeting held on 14th September 2022

The minutes from the 14th September meeting were accepted as true record of the meeting.

2.1 Matters Arising

There were no matters arising that are not covered elsewhere

2.2 Action Points

Action No.	Description of Action	Who responsible?
1	CMG to consider options for encouraging more volunteers to put themselves forward for governance roles. ONGOING	Club Management Group
2	Club Council members to forward Networking Meeting topics suggestions to NH by 24 th November Club Council meeting ONGOING	Club Council
3	NH to circulate the Action Plan drawn up from the 3-Year Club Leaders Plan to all Groups (following CMG meeting in October) ONGOING – CMG to address at their next meeting	Nick Hoath

3. Matters Arising from the Interest Group Leaders and Local Groups

3.1 Motoring Groups Report

IJ had previously submitted a report to the meeting. IJ added that MB attended a National Karting meeting. MB reported that National Karting and North London Karting are not keen on merging together even though they share many events and committee members. MB/IJ will monitor the situation going forward. IJ indicated a concern at the governance of the 2 groups and the absence of formal committee meetings and records of decisions. NH noted that to provide an appropriate financial/governance trail, all decisions should be recorded in the Group minutes.

3.2 Camping and Caravanning Report

GD had previously submitted a report to the meeting. GD noted that C&C have had a good year. GD noted that some individuals are still having concerns using the SEN. GD reported that 27 Rallies are booked for 2023, with an additional 2-3 potentially in the pipeline. GD outlined there is also a proposed C&C Rally at Shuttleworth as part of the wider Boundless event. MD continued to note that Boundless rallies have been well supported this year and that this is not the case with some other C&C organisations. NH added that several C&C Rally Marshals have reported a considerable number of new members joining their Rallies and that this is positive. JW noted their great experience at the Bristol Balloon Fiesta Rally and wished to pass on their thanks to the Rally Marshal, Robin Ferris who was a real credit to the Association. GD to note Robin's great work at this Rally.

3.3 Social Breaks & Holidays Report

TR had previously submitted a report to the meeting. MG responded to the Social Breaks report to reiterate that the existing Committee are still being utilised for Breaks in the future. JS indicated a concern regarding members being able to bring a dog on a Social Break. KC responded to say that this is entirely controlled by the providing hotels – these Breaks are clearly indicated in the Social Breaks advertising. AT indicated a concern at the single supplements applied to Breaks. MG responded to say this is being addressed, where possible, although the supplying hotels do not often provide rooms without a single supplement.

3.4 Local Groups Report

The LGRs had previously submitted a report to the meeting.

JK reported back on the LGR meeting held the previous day. JK reported that Farnborough Group wished to change their name to Hogs Back Group. JK proposed that the LGRs would rather the Group reverted to the name Farnborough and Guildford Group and will contact the Group accordingly.

ACTION: JK to contact Farnborough Group to indicate the preference for a name change to Farnborough and Guildford Group

JK outlined the principle to carry out a membership status check on all Local Group attendees. This will be a one-off check. Local Groups will be requested to undertake this task by the end of January. The principle will be to establish whether Groups have non-members attending their events and for Groups to try and encourage those non-members to join (or re-join). The process will be for Groups to ask attending members to provide their surname and membership no. or postcode, and then send this list to the Member Communities team, the Member Communities team will return the list showing those members who are fully paid up and identify those non-members who should be considered for recruitment. This exercise can be delivered at any event (or multiple events) during the period before January 2023.

JK outlined the Treasurer Training will commence with a Zoom catch-up with all Treasurers; the specific Treasurer Training will follow this on a one-to-one basis.

ACTION: NH/GG to set up a Zoom Treasurers update

JK outlined some of the suggested Networking meetings should cover 2 items for Local Groups – recruiting via local Public Sector organisations (confirm Eligibility), and also exploring ideas for varying Groups activities (i.e. afternoons and evening events)

JK referred to the Local Groups report. The responses are increasing (only 3 Groups didn't respond). JK indicated the key aspects of the report, for example the SEN issues, Treasurer training, Public Liability Insurance cover requirements, etc. MG noted that the non-respondents will be contacted via the Club Leadership. AT indicated a view that PLI is not required by law, NH confirmed our Insurers do require this for all Boundless events. GD indicated that some farmers fields do not have PLI, MB added that Motorsports events are covered under MotorsportsUK insurance (for certificated events).

ACTION: NH to review the issues raised in the Local Groups report and respond to the LGRs accordingly.

ACTION: MG to contact the Local Groups who did not respond to the request from the LGRs for a report to the Club Council

JK noted there was a mistake regarding Yorkshire Lunch Club in the Local Groups report – the organiser is still a member but is looking for someone to take the Group on in the new year.

ACTION: NH to circulate the Local Groups report (with the suggested amendment to Yorkshire Lunch Club)

ACTION: IJ to circulate the Motoring Groups report to the contributing groups prior to the Club Council meetings.

4. Update from CMG/Club Leadership

MG outlined the Club Management Group (CMG) is made up of the Club Leader, Club Treasurer, Deputy Club Leader, Head of Member Communities and Member Communities Marketing Manager.

MG reported a proposed amendment to measure active members' participation, changing from the total attendances, to be moved to monitoring individual attendances. IJ queried how the member attendance is going to be delivered. PW indicated that we currently monitor Britannia House led events via QR code readers. A carefully considered model will need to be considered prior to any roll out. PW explained that updating our database with specifics of what members are doing with their membership is of real benefit to ensure appropriate communications are delivered to individuals. PW added that the monitoring of member usage is also being developed for our commercial partner usages. PW explained that the CRM system (Customer Relationship Management) system is used to control our membership database and also drive personalised communications to individuals. NH summarised that the proposal to identify those members attending Groups events remains a long-term objective but is not essential at this moment, hence we can be very considered in the delivery of this initiative. JW indicated the need for members to carry a membership card will need to be re-enforced. PW indicated that valuing the membership card is a strategic objective for the whole organisation.

MG welcomed Geoff Gaunt as Club Treasurer to the CMG and thanked GS for his work as the retiring Club Treasurer, wishing him well in his new role as Vice Chair.

MG updated the Club Council on the progress being made in re-modelling the Social Breaks offering to members, explaining that she is working with the existing Committee and developing new proposals.

MG explained that CMG have reviewed the proposed 2023 Club Budget to be put forward to the CSMA Board on 25th November – details will be circulated to the Club Council at our 24th November meeting.

MG outlined that CMG continue to monitor the Member Events delivery during 2022, noting that participation has been really positive, despite several factors counting against the participation number.

MG indicated that PW has initiated a Strategic Change Project to review the Active Community, NH will be project managing this and will be inviting Club Council and other stakeholders views in due course.

MG reported that the topics for the Spring Networking Meeting are being considered and reminded Club Council members that they can contribute to these meetings as well.

MD enquired as to the maximum optimum number for Zoom meetings – IJ noted that the objectives or subject areas for individual meetings tends to dictate the ideal numbers, i.e. the difference between an interactive meeting and a one-way presentation. KC outlined the online events model and how members can interact with the online events via the chat/questions function.

5. Club Treasurer's Update

GG thanked all the Group Treasurers for submitting their proposed 2023 budgets on time. GG continued to outline the process for the Member Communities and Events Budget is to provide the detail to the Club Council on the 24th November, prior to the submission to the CSMA Board on the 25th November.

GS had previously submitted the Expenses Sub-Committee report to the meeting. GG outlined the background to the proposed increase of the mileage rate from 30p/mile to 35p/mile, reflective of the increased fuel costs. GG added that the over 10 hours away from home allowance should also increase from £35 to £38 to reflect the inflationary rises in food costs. NH added that the total impact on the overall budget would be an additional £3.5k. IJ enquired as to the passenger rate – GG responded to note this remains at 3p/mile. MD enquired as to allowance for electric vehicles – GS confirmed that an electric vehicle rate will be confirmed in due course once advise has been sourced from HMRC.

POST MEETING NOTE: GG confirmed that the Chief Finance Officer recommended that the Electric Vehicle rate should be the same as the conventionally powered vehicles (source HMRC).

6. Independent Council Member Update Report

MF previously submitted a report regarding communications within the Member Communities. MF asked the Club Council to review the suggestions made in the report. PG indicated that CMG will directly respond to each of the suggestions and report back to the 24th January 2023 Club Council meeting.

ACTION: CMG to report back to the 24th January 2023 Club Council meeting regarding the suggestions made in the ICM Communication report.

GD indicated a concern at the submission of events without an SEN. JK noted there are not any suggestions relating to inter-group communications. MF confirmed the report had some observations without any specific suggestions.

AT enquired as to what determines a newsletter – is an email circular determined as a newsletter, NH confirmed this does count as a newsletter.

7. Boundless Membership Update

PW outlined the strategic changes being made within the Membership function in Boundless. The 3 stage approach centres on:

1. Improving member benefits,
2. Recruiting new members
3. Engaging and retaining members

Added to this approach, is increasing the brand visibility and awareness within our eligible audience.

In delivering this strategy, PW explained that whilst the objectives are clear, delivering this is a challenge, and in particular against the history of a declining membership.

PW identified the target areas for recruitment are centred on the Civil Service, Education and Local Government sectors. The choice of these sectors reflects the understanding that the uniformed sector (NHS, Emergency Services, etc..) of public services are already being swamped with providers similar to Boundless.

PW explained that the Boundless offering is to encourage a community feeling. Recruitment during 2022 has been strong with an average age of 53 being seen as a positive trend. The geographical spread reflects the current membership (i.e. London/South-East, Gloucestershire and the North West). PW added that the personas of new members are also similar to our existing membership – i.e. similar types of individuals are joining as we have seen previously.

PW also added that the technology side of the business is making good progress, including website development and digital solutions to allow members easier use of commercial products.

PW concluded by outlining that retention rates have also increased, from 90% retention to 92%. New member (Year 1) retention is increasing from 23% last year to circa 50% this year. PW indicated this could be due to the focus on providing directed communications to new members, including welcome calls from our own contact centre.

PW outlined a key strategic project is designed to look at the Active Membership. i.e. what makes an active member – is it someone who attends and event, or someone who uses a product?

IJ indicated a view that active members are those that participate in activities together (as a community). The types of activities have varied from social activities to motorsport involvement. IJ enquired as to whether work-place based Groups could lead to growth in the active communities. HG indicated a view that the workplace social activities are unlikely to be as strong as previously – however a Boundless community could replicate this to a certain extent. PW indicated that the introduction of work-place based Groups is a key aspect of our proposition to organisations. HG indicated that the CSMA Board have tested new initiatives (i.e. free memberships, Parliamentary involvements) and then monitor these initiatives as to whether they have been successful.

MD indicated that the North-East offers a good recruitment opportunity with many civil service employees. PW responded to say that we currently do not have anything within the current membership proposition to appeal to those in the North-East (possibly Dine and Kids Pass), hence the recruitment focus is elsewhere where we have a stronger proposition (WWT, Kew, Dine, Kids Pass, Groups and Events, etc..). MD enquired as to whether English Heritage could be established as they have a good geographical spread. PW confirmed that due to the exclusive deal English Heritage have with CSSC, we cannot create a relationship with English Heritage.

PW indicated that the feedback from member surveys reflects the reasons for joining are centred on discounts and perceived value.

GD indicated that there is very little in the membership proposition for South Wales.

JW indicated that the WWT offering is beneficial due to multiple sites across the UK.

MF enquired as to the reception Boundless receives when we approach new partners (i.e. Kew Gardens, WWT, etc..) PW indicated that our requests of a new partner are clear – the key aspects being the promotion of the benefit to member and non-members and ideally the organisations sharing our ethos. PW indicated that the considerations around the introduction of any new partner are carefully considered to ensure they are complementary to our membership.

MD enquired whether individual deals could be negotiated to improve the geographical spread of the membership proposition (i.e. Beamish, Black Country Museum, etc..). PW responded to note that the preference is for Boundless to deal with national organisations.

8. Member Communities Update

NH updated that participation this year has been above target, both in person and via our online channels, however some Groups continue to struggle, whilst others are thriving.

NH also updated regarding the Britannia House led events, these are just below their participation target, but the NPS (Net Promoter Score) is currently at +75 this is exceptional. NH confirmed the Member Events programme for 2023 is not confirmed yet and details will be circulated to all once they are known.

9. Health and Safety Incidents at Groups Activities

NH reported that beyond the 2 heart attacks on 2 separate Social Breaks, there have not been any other H&S issues at Member Communities events.

10. Any other urgent business

Next meeting 11.00am, Thursday 24th November at the Clermont, Charing Cross.
NH confirmed reports from Interest Groups, LGRs or ICM are not required for this meeting.

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4	NH/GG to set up a Zoom Treasurers update	Nick Hoath Geoff Gaunt
5	NH to review the issues raised in the Local Groups report and respond to the LGRs accordingly.	Nick Hoath
6	NH to circulate the Local Groups report (with the required amendment to Yorkshire Lunch Club)	Nick Hoath
7	MG to contact the Local Groups who did not respond to the request from the LGRs for a report to the Club Council	Madeleine Grubb
8	IJ to circulate the Motoring Groups report to the contributing groups prior to the Club Council meetings.	Ian Jarrett
9	CMG to report back to the 24 th January 2023 Club Council meeting regarding the suggestions made in the ICM Communication report.	Club Management Group
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