

## **Minutes of the 80<sup>th</sup> Meeting of the CLUB COUNCIL**

**Date/Time:** Wednesday 9<sup>th</sup> February 2022, commencing at 10.30am

**Venue:** Mercure Hatfield Oak Hotel, Hatfield.

### **Attendees:**

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

Madeleine Grubb, Club Leader - MG  
Pete Gregory, Deputy Club Leader - PG  
Gerard O'Sullivan, Club Treasurer - GS  
Ian Jarrett, Motoring Leader – IJ  
Bernard Ward, Motoring Groups Deputy Leader - BW  
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  
Richard Ashcroft, Independent Council Member – RA

#### **By Invitation:**

Nick Hoath, Head of Member Communities & Events – NH  
Kadie Crichton, Member Communities Marketing Manager – KC  
Pete Worster, Chief Operating Officer – PW  
Allan Goddard, Thames Valley Group Chairman - AG  
Bob Felton, C&C Group Treasurer – BF

MG commenced by presenting Allan Goddard with the Life Membership conferred by the CSMA Board.

### **1. Apologies for absence**

Graham Holt, Thames Valley Group Secretary – GH  
Phil Perry, North-East London Group – PP

### **2. Minutes from the 79<sup>th</sup> Meeting held on 25<sup>th</sup> November 2021**

#### **2.1 Matters Arising**

There were no matters arising from the previous meeting Minutes

#### **2.2 Action Points**

Action No.	Description of Action	Who responsible?
1	<p>GS to present a Mileage costs paper to the February Club Council meeting</p> <p>COMPLETE: Will be addressed at the forthcoming Expenses Committee meeting.</p>	Gerard O'Sullivan
2	<p>NH to circulate the agreed election schedules to all Club Council members</p> <p>COMPLETE: NH emailed all Club Council members 2/12/21</p>	Nick Hoath
3	<p>CMG to develop an appropriate proposal to widen the Club Leadership election process/field and circulate to Club Council members prior to the February Council meeting.</p> <p>ONGOING: CMG are discussing further</p>	Club Management Group
4	<p>NH to advertise all potential Club Council positions in a future Communique</p> <p>COMPLETE. NH will advertise all available Club Council positions as they become available.</p>	Nick Hoath
5	<p>NH to request Club Council members availability for the 8<sup>th</sup>/9<sup>th</sup> February Club Council on-the-road meeting</p> <p>COMPLETE: All Council members attending February Council meeting.</p>	Nick Hoath
6	<p>NH to investigate member testing of the website</p> <p>COMPLETE: NH confirmed the testing has been completed during w/c 29/11/21.</p>	Nick Hoath
7	<p>NH sort a Club Award for Farnborough Group to present</p> <p>COMPLETE: NH forwarded Club Award</p>	Nick Hoath
8	<p>NH to inform Reita Fisher of the ratification of the closure of Guildford Group</p> <p>COMPLETE: NH informed Reita on 2<sup>nd</sup> December</p>	Nick Hoath
9	<p>NH to book Club Council meetings (on the road hotels) etc..</p> <p>COMPLETE: Council meeting held in North London. ACTION: NH to book Chester meeting for November 2022.</p>	Nick Hoath

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

### **3.1 Motoring Groups Report**

IJ had previously provided a report for the meeting. IJ and PW confirmed that the Motorsports only Membership is still being considered by the Executive team, however, there remain issues around the wider membership that require consideration.

IJ updated that the Motorsports Committee are currently looking for new members.

JK enquired as to the Karting Group and North London Karting event clashes – IJ confirmed the Group committees have now met and these have been sorted.

JS enquired as to the proposed Classic Vehicle event in York. BW responded to say they are looking at options in Yorkshire (York and/or Leeds) and a local CVG volunteer is advising in liaison with the CVG Committee. JS indicated that there are a few members of the York Group who would be interested in participating.

### **3.2 Camping and Caravanning Report**

GD had previously provided a report for the meeting, there was nothing more to add or any questions raised.

### **3.3 Social Breaks & Holidays Report**

TR had previously provided a report for the meeting. TR added that he would like to co-opt an additional 2 Committee Members. TR indicated the reason is due to the imbalance with the number of Breaks separated evenly amongst the Committee members due to the presence of two couples (i.e. creating an imbalance of the share of Breaks)

TR indicated that additional Breaks/advertising would be an alternative option. MG queried this rationale and arranged to discuss directly with TR following the meeting.

MG further enquired as to imbalance of one of the Social Breaks having more guests than members.

MG indicated that the focus for all Groups should be primarily on providing activities for members. MG suggested whether there ought to be an additional supplement for non-members on Social Breaks. TR indicated this would be difficult to administer or monitor due to the hotels used taking the bookings, without their being able to ratify an individual's membership status. MG noted other Groups advertise a differentiated pricing structure for members/non-members, thereby providing members with greater value for their membership. GD indicated that C&C Rallies are for members only due to the requirements of the Exemption Certificate. GD proposed that Social Group events should investigate differentiated pricing. MG agreed there should be processes in place for Social Breaks to be able to determine Members vs Non-Members.

NH suggested there should be a clear differential between Members and Non-Members pricing.

However, each Group would require their own processes to ensure, (where possible) that the membership pricing or member value is differentiated. The Club Council agreed there should be a clear policy for Groups to move towards a Member/Non-Member differential in pricing.

**ACTION:** NH to send out a message to all Groups regarding the requirements for a Member/Non-Member pricing or value structure for all events, following a CMG review.

### **3.4 Local Groups Report**

JS/BT/JK had previously provided a report for the meeting. JS indicated that there were 6 Groups who did not send in a report. PG commended the LGRs on the comprehensive nature of their report.

JK added that Oxford Group will likely be moving towards a LOG. BW enquired as to whether the Group can be saved via some dedicated Marketing activity. JK indicated that the timing is not quite right to try and push re-establishing the Group, as the problem is with an absence of Committee Members.

NH reported that he had spoken with Beryl Smith last week regarding Pendle Group who are also struggling to fill their Committee positions, and as such might need to revert to a Low Overhead Group. Beryl mentioned they're still keen to carry on doing their talks and lunches.

JK indicated that the LGRs will be meeting with the Member Communities team on the 21<sup>st</sup> Feb to establish priorities and plans for the year.

BT indicated that Norwich Group are likely to re-establish a committee following a couple of difficult years.

MF indicated that Tamar Group are operating well with good attendances, although encouraging members to join the Committee is very difficult. PW indicated that James Street, Business Development Manager lives locally and would like to get involved with the Group.

NH indicated that his advice to the Local Groups who had contacted him regarding holding their Local Group AGMs, has been to conduct an AGM this Spring (during March/April/May) unless they conducted an AGM at the end of last year. NH indicated that ideally, we will return to the usual schedule of Spring AGMs by 2023.

NH responded to the enquiry regarding Proxy Voting at Local Group AGMs. NH indicated that this is not currently permitted, due to the absence of a robust formal process, NH added that any Members who wished to vote in a Local Group AGM, needed to be present (either in person or via Zoom) at the meeting itself.

The LGRs added further content to the Club Award nomination, the Club Council agreed.  
ACTION: NH to order the recommended Club Award

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

MG updated on the work of the CMG who have met twice since the last Club Council meeting.

MG outlined the Networking Meeting feedback and issued a paper for review by the Club Council. The key points are:

- CMG have taken on developing the Training requirements; however, some training requirements will be allocated to Club Council members as it will be that they are more appropriate to deliver this training.
- The LGRs will be asked to review the recruitment of new committee members
- An ICM Project will focus on the Communications issues raised.

IJ enquired as to the point raised regarding the use of terminology within the Group structure. MG indicated that use of terminology and the impression of a closed shop needs to be addressed – including the use of acronyms.

MG indicated that the CMG reviewed the Historic Houses organisation, MG added that Group organised events will allow a single member to bring up to maximum of 3 guests. MG also confirmed that the minimum number for an event would be 10 members.

GD indicated that the use of the Historic House project could be simplified. MF indicated that planning an event a long way in advance presents problems, due to gaining commitments from members. MG encouraged MF to try an event and accept any issues that arise. JK indicated that Groups should be introducing flexibility into their events where possible to allow for under or over subscribing to events.  
ACTION: KC to prepare a brief summary of the Historic Houses project requirements for Groups for the Communique.

MG updated regarding the new SEN software/process – this is ongoing, NH will update further under Agenda item 7.

CMG have reviewed the Groups participation achievements during the pandemic. This showed some encouraging resilience with many Groups providing good activities or contact with members. MG added that we have begun looking at tracking member attendance via the QR code on the Membership Card, however this is still some way off due to the introduction of the technology.

CMG have been discussing issues with specific Groups. Most Groups appear to be returning to their usual activities; however, the Pandemic has affected several Groups, in particular with some Committee members not returning to their previous roles.

CMG have begun discussing the Club Leadership election protocols. However, there are considerable restrictions to what can be done due to the procedures set out in the Articles of the Association. MG indicated that the information regarding all Club Council roles should be widely circulated, including summaries of the requirements of the roles.

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

GS indicated there has been an increase in suspicious emails being sent to Treasurers with requests for fund transfers. GS has emailed all Treasurers to request they review the Volunteer Hub advice concerning avoiding email scams.

GS advised he will be working with the Club Management Group to put together a Training package for Treasurers in the coming months.

GS updated regarding the HSBC banking issues for community accounts, including the introduction of charges and their requests for CSMA Directors information. GS indicated any requests of this nature should be sent to either him or NH, these will then be dealt with by our Finance team.

GS indicated that he is now receiving requests for clarity around the 100<sup>th</sup> Anniversary funding, and as such has discussed the policies to be introduced with NH who will update under Agenda item 7.

GS informed the Club Council that he will be circulating a Recognising Volunteers Survey in the coming weeks, to reflect on the system introduced during 2021.

GS outlined that the 2021 Member Communities Budget out-turn had come out under the re-forecasted budget and thanked all Groups for their prudence during what was another difficult year for planning activities.

GS outlined that the Finance team will be requesting Group's financial updates and their QBAs to be returned so an audit can be conducted. This is inline with the company financial auditing carried out during January – March each year.

GS updated that he will be setting up an Expenses Sub-Committee, with Bob Felton (C&C Treasurer), Geoff Gaunt (former ICM) and Bernard Groves (York Group Treasurer) attending. The principal Agenda items for the Expenses Sub-Committee will be as follows:

- Mileage Rates for Electric Vehicles
- Policy for personal Data Usage
- Carbon Neutral events

## **6. Independent Council Members Update Report**

MF/RA had previously provided a report for the meeting. MF indicated he will be clarifying with MG what the requirements are for the proposed ICM projects.

## 7. Member Communities Update

NH referred to the circulated 2021 Attendance figures and reported that some Groups had performed very well, despite the challenges of the Pandemic. The Club Leadership will be looking at how to recognise these Groups as part of the Group of the Year Award.

NH outlined that the new SEN software is in the final stages of testing by his team and will be rolled out in the next few weeks for volunteers to test. Following this final test stage, the new software will be introduced via a phased approach to all Groups along with detailed instructions.

NH continued to explain that the new system is logic based, so will only ask event organisers the Risk Assessment questions that are appropriate for the type of event the Group are running (i.e. residential, motoring, involving food preparation, etc.). The new system will not however address the uploading of the Event details to the website, this will still need to be undertaken manually, with the inevitable time constraints, however this process is being looked at as a next stage.

NH outlined the suggested 100<sup>th</sup> Anniversary budgeting subsidies agreed with the Club Treasurer at the following levels:

- £5 per member for a single day/evening event  
Estimated additional budget spend 40 events x average attendance of 50 members = 2000 member attendances. Therefore: approx £10,000 overall budget
- £2 per member per night for residential events (up to 5 nights). This wouldn't apply to Social Breaks  
Estimated additional budget spend 15 events x average attendance of 70 members x 5 days = 1050 member attendances. Therefore: approx £10,500 overall budget
- Groups would only be eligible for one event to attract these subsidies – although Groups can of course organise additional Anniversary events although they would need to be considered as self-funding as per usual.
- Groups should look to these subsidies either as an individual subsidy on ticket prices or gift provisions, etc. or use the total expected funds to supplement the event
- For this purpose, members will be deemed to be those who live at the same address as the card-carrying member
- Any requests for 100<sup>th</sup> Anniversary event deposits etc. to be made in 2022 should be made directly to the Club Treasurer

NH indicated the overall Member Communities Budget for Groups would likely reflect approx. £20k increase. All Groups will be requested to include their 100<sup>th</sup> Anniversary event budgeting in their 2023 budget requests.

NH added that his team will be providing some keepsake articles and that there is a specific brand and logo to be used for the 100<sup>th</sup> Anniversary year.

NH continued to outline the other plans for the Association to mark its 100<sup>th</sup> Anniversary:

It is the intention to hold a 100<sup>th</sup> Anniversary celebration dinner for members at a hotel in the Midlands on Friday 21<sup>st</sup> April/Saturday 22<sup>nd</sup> April 2023. Currently, the proposal is to invite 2 members from each Group (plus partners), plus other invited guests, with the dinner and accommodation being provided (but not T&S). This proposal is subject to approval by the 100<sup>th</sup> Anniversary Steering Committee.

NH also confirmed the plans to hold a large-scale Hospitality Event at the Silverstone Classic in August 2023 – final date to be confirmed. NH added that Michael Tambini, Cotswold Motor Museum Manager is pulling together a 100<sup>th</sup> Anniversary commemorative book which will be made available to members to buy, plus there will be a bumper anniversary Magazine issued during 2023.

GD enquired as to the make up of the 100<sup>th</sup> Anniversary branding, NH noted he will circulate the current brand guidelines, although this is not to be utilised until 2023.

**ACTION:** NH to circulate the 100<sup>th</sup> Anniversary branding.

KC updated regarding the Groups Promotional Kits. KC stated that all the kit (that has not been sent directly to Groups) has been ordered and will be with the Member Communities team by the end of

February. These items will be sent out during March – KC will email recipients to warn them of the parcels arriving. It was noted that delivery of some items is currently difficult to confirm due supply chain and delivery firm difficulties.

KC updated regarding the progress with the Historic Houses project. KC outlined that 5 locations are being looked at; Cardiff, Glasgow, Brighton, Northampton and Southampton as these have the potential for good member engagement and we do not currently have a Local Group based in this area. KC continued to explain that the free entry to the Historic House could be enhanced to try and encourage members to attend, at which point the potential for developing a Local Group in the area would be explored. KC explained that the rules around these days would be slightly different to the days organised by the Local Groups, with a limitation on members only being able to bring one guest, thereby maximizing the opportunities for accessing potential volunteers. KC concluded by indicating that 2-3 local volunteers will be sought to assist on these days by acting as advocates of volunteering with Boundless.

PW updated on the encouraging Membership situation regarding recruitment and retention, following the launch of the new core products (Kew Gardens/Wakehurst, WWT, Dine Card and Kids Pass) in October 2021. PW also updated regarding the equally positive uptake from members using the new core products and the resultant increase in members registering with the Boundless website. PW continued to outline where the newly recruited members are coming from geographically (predominately London/South-East, Gloucestershire and the North-West), their age ranges (average age 53) and their working status (80% of whom are employed).

PW concluded by noting that whilst the early signs are very positive, the work of the new strategic direction projects he is overseeing are also still very much a work in progress, and in particular how we recruit new members and add value to the membership product.

JK enquired as to whether there could be value in utilising a northern/Scottish address to encourage recruitment in those areas. PW responded to say that over 99% of new joiners, join via digital channels where geographical location is not relevant.

IJ enquired as to the physical numbers of members not renewing. PW explained that the 90% retention, equates to approx 17,000 members not renewing each year.

IJ enquired as to the Marketing strategy for attracting members within the workplace. PW responded to say that specific digital recruitment campaigns focus on either localised areas or direct to identified employers.

BW enquired as to whether the 100<sup>th</sup> Anniversary will be leveraged to encourage individuals to join Boundless. PW confirmed that the 100<sup>th</sup> Anniversary is not seen as a significant reason to join Boundless.

PW circulated a printed copy of the Membership update (for internal use only).

NH noted that the Club Leader is due for election at the next Club Council meeting on 7<sup>th</sup> April and said he will be circulating nomination forms prior to this meeting. As the April Club Council meeting is a Zoom meeting, the election will be conducted via email just prior to the meeting itself. NH reminded Club Council members that only full voting members are eligible for nomination and voting, and candidates are required to be nominated by another Club Council member.

NH confirmed the Club Leader nomination forms will be circulated on 3<sup>rd</sup> March for return by 31<sup>st</sup> March. Voting will then be held between the 31<sup>st</sup> March and the 6<sup>th</sup> April.

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

NH reported there had not been any reported accidents or near misses at Groups events.

## **9. Any other urgent business**

NH circulated the application for Association Governor for the Club Council to consider. Following discussion amongst the Council, it was agreed not to recommend the applicant to the CSMA Board for consideration as a Governor.

BW enquired as to whether the Member Communities Communique should be circulated to the wider membership. BW indicated that the Classic Vehicle Group and North East London Group circulate the Communique. NH responded to note that the content of the Communique is possibly not suited to the wider audience and may distract from promoting Groups events.

### ACTIONS FROM 9<sup>th</sup> FEBRUARY CLUB COUNCIL MEETING

Action No.	Description of Action	Who responsible?
1	CMG to develop an appropriate proposal to widen the Club Leadership election process/field and circulate to Club Council members prior to the February Council meeting.	Club Management Group
2	NH to send out a message to all Groups regarding the requirements for a Member/Non-Member pricing or value structure for all events.	Nick Hoath
3	NH to order the recommended Club Award	Nick Hoath
4	KC to prepare a brief summary of the Historic Houses project requirements for Groups for the Communique.	Kadie Crichton
5	NH to circulate the 100 <sup>th</sup> Anniversary branding.	Nick Hoath