

Minutes – Steering Group Sat 1st April 10:30 – Shildon Railway Institute

Attendees: Dave Reynolds (Chair), Christine Thompson (Vice Chair), Michelle Armstrong (Secretary), Kelly Ambrosini, Colin White, Jane Hackworth-Young

Apologies: Andy Haines, Tracy Chappell, Hazel Johnson, Emma Pennington

DR circulated the corporate risk assessment policy, volunteer agreement, nomination form for election to the committee and the current dashboard summary sheet for group review.

The group discussed clarification on a point on a member qualifying for election to the committee – the model rules doesn't specify that Members have to have been Members for a set prior period but we all agreed not to impose one.

Membership strategy review

DR confirmed that last week the Group had agreed not to mess with drinks prices i.e. not to go forward with a surcharge for non-members.

Membership Benefits

- The group agreed on Members only events and trips
- The group agreed on discounted hall hire/ tickets. CT suggested that Members could get given an 'early bird' window (first chance of tickets) for events.
- The group discussed the suggestion of a Members' wall and agreed that it's something that we will look into in future but take it off the Membership Strategy – **ACTION for MA**
- The group discussed the 'service awards' suggestion, around badges for 5, 10, 15 etc. years of Membership and agreed that it was a good idea to keep – **ACTION for MA**
- The group discussed the monthly Members' draw idea. CT suggested that perhaps the prize could start off x amount on the day of the draw and reduce after that to encourage Members to come in that night. The prize would probably have to be a bar tab. **ACTION for MA**

Quantifying the regularity of membership engagement

DR- suggested conducting regular Members' surveys - asking for example 'how many times do you visit?'. Also, we can look to getting an electronic counter for footfall and take some observational data by sitting in the bar during a busy period. KA suggested recording our social media stats i.e., number of followers, post reach etc. **ACTION for MA**

ACTION for MA - keep the strategy as is as a 'long list' but take off the suggestions we classified as '3's for the final agreed published membership strategy.

Policy group approval

- Electoral nomination form - approved
- Safeguarding policy - approved
- Volunteer agreement - approved
- Risk assessment – DR needs to do some more work with HJ before it can be presented for group approval

The group discussed business continuity risk e.g., if someone left their post suddenly, and the importance of having all important procedures recorded. JH-Y asked who would put together the job specifications? DR - it would be for the permanent committee to do that. Further discussion on the staff, in particular the Steward/ess having more autonomy and responsibility over the bar business and being paid accordingly, essentially moving away from the antiquated committee run set up and towards a management structure. We agreed however that this is not the business of the steering group.

Ref. the reserves and distribution policy – we agreed that we need to get together with Ricky and run it by Plunkett before we present to the group for approval.

The group discussed the timeline for the Members' presentation (aka 'Full Disclosure'), to include a catch-up meeting with the committee and a 'save the date announcement'. ***See attached photo file.***

Key agreed dates

24th April - committee catch up – **ACTION – MA/ CW** to inform and invite committee on 03/04.

13th May – 'Save the date' announcement

Sun 4th June 11am – 'Full Disclosure Members Meeting'. It was agreed that non-Members would be welcome but not allowed a vote and priority would be given to Members if the hall was full.

Members would vote with a voting slip counted and verified by appointed tellers.

It was discussed that it would be the current committee's responsibility to open the meeting and explain to the Members the principal case for transformation They can then hand over to the steering group for them to lead the meeting from there and present all the information. At our next steering group meeting we will discuss what we are going to present at the committee meeting on 24th April (approx. 8pm after the usual business).

Next meeting Sat 15th April 10:30am, Hackworth Lounge, Shildon Railway Institute

Att. Photo file of whiteboard showing timeline as discussed above