

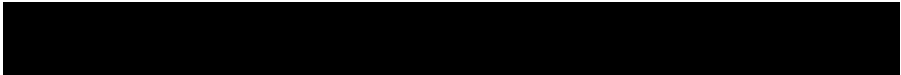

**Minutes of the Socitm Board of Directors Meeting held 24 September 2009  
at Camden Town Hall, London**


	<p><b>In Attendance: -</b></p> <p>Steve Palmer                      Socitm President, Chair of SBD  Richard Steel                      Immediate Past President  Jos Creese                            Vice President  Rose Crozier                        Vice President  Peter Gallon                        Vice President  Adrian Hancock                    Socitm Managing Director  Martin Ferguson                    Socitm Head of Policy  Melanie Smith                      Socitm Finance Manager  David Houston                      Interim Executive Director  David Bryant                        Non Executive Director  David Clayden                      Non Executive Director  Steve Hopson                        Non Executive Director  Frances Kettleday                 Advisor to the board  Pam Larsen                         Secretary</p> <p><b>Apologies were received from: -</b></p> <p>Steve Jones                        Non Executive Director</p>	<p><b>Action</b></p>
<p><b>1</b></p>	<p><b>Declarations of interest</b></p> <p>Steve Hopson advised of his association with Socitm Consulting.</p>	
<p><b>2</b></p>	<p><b>Declaration of hospitality/gifts</b></p> <p>Steve Jones advised by email that he had accepted hospitality, on behalf of Socitm, from Adobe by attending a football game.</p> <p>It was stated that, in future, acceptance of hospitality must be prior agreed with both SBD and the Commercial Board.</p> <p><b><i>Action SBD 24.09/01: Acceptance of hospitality only by prior agreement of SBD &amp; Commercial Board.</i></b></p>	<p><b>ALL</b></p>
<p><b>3</b></p>	<p><b>Previous minutes and actions</b></p> <p>The minutes were accepted with the following amendments: -</p> <p>Item 5 – Governance. Exec Directors to be replaced by non-exec Directors.</p> <p><b><i>Action SBD 24.09/02: AH to seek clarification from NAC</i></b></p>	<p><b>AH</b></p>

<p><b>4</b></p>	<p><b>Matters arising from previous minutes.</b></p> <p>Item 6 - Budget and Finance Reporting. The Commercial Board will receive fully detailed reports and SBD will receive ‘traffic lights’ report. Directors are liberty to request full reports.</p> <p>Item 8 – Insight Purchase Orders. The Insight Business Manager is supplying details directly to the Finance Manager.</p> <p>David Houston advised of the appointment of Wright Vigar as successors to Christine Peacock &amp; Co as auditors for 2008/9.</p>	
<p><b>5</b></p>	<p><b>Report from Head of Policy</b></p> <p>Martin Ferguson had circulated two papers: -</p> <ul style="list-style-type: none"> <li>• Strategy for Policy 2009 – 2012</li> <li>• Strategy for Policy Work Programme</li> </ul> <p>Martin gave a presentation to support the above which focussed on: -</p> <ul style="list-style-type: none"> <li>• Why Socitm is becoming more policy focussed</li> <li>• What areas they are acting on</li> <li>• How are we influencing</li> <li>• How to move on</li> </ul> <p>Comments from SBD were: -</p> <ul style="list-style-type: none"> <li>• Awareness of rapidly decreasing pool of talent and skills</li> <li>• The principle of members representing Socitm Policies or if expressing personal view then this needs to be made clear</li> <li>• Whilst the report is a really good ‘piece of work’ there needed to be a reality check on what could be financially resourced</li> </ul> <p>The board also requested from Martin</p> <ul style="list-style-type: none"> <li>• A summary of outputs from the strategy</li> <li>• A focus and prioritisation within overall strategy</li> <li>• Other stakeholders to comment when strategy completed</li> </ul> <p><b><i>Action SBD 24.09/03: Martin Ferguson to supply SBD with requested information</i></b></p> <p>Martin requested a budget of £10k for 2010 in order to cover costs for e.g. professional lobbyists.</p>	<p><b>MF</b></p>

	<p><i>Action SBD 29.07/04: David Houston/Melanie Smith to take account of budget request when preparing 2010 budget</i></p>	<p><b>DH/MS</b></p>
<p><b>6</b></p>	<p><b>Governance</b></p> <p><b>SSL</b></p> <p>Melanie Smith reported that the latest advice from our auditors was that Socitm should form a new company with new articles of association etc and leave SSL dormant.</p> <p>Further meetings with advisors are planned.</p> <p><b>National Advisory Council</b></p> <p>Rose Crozier reported back from the recent NAC meeting.</p> <p>It was disappointing that apart from SBD members and the Chair there were only 5 regional representatives present.</p> <p>It was felt that NAC saw themselves solely in a scrutinising role and not as a conduit to the regions.</p> <p>It was agreed that the ‘conduit’ issue would be referred to the Membership Board with input from Head of Membership (when appointed).</p> <p><i>Action SBD 24.09/5: RC to refer issue of ‘conduit’ to the regions back to the Membership Board</i></p>	<p><b>RC</b></p>
<p><b>7</b></p>	<p><b>Budget and Finance</b></p> <p>David Houston quickly went through the presentation which he had given to the NAC covering</p> <ul style="list-style-type: none"> <li>• Present Financial Status</li> <li>• Financial challenge faced by the Board</li> <li>• The Boards response</li> <li>• Structural issues related to Financial well being</li> </ul> <p>The financial position was still reasonably stable after the turn-round in 2009. Reserves had been clarified [REDACTED] free for investment in the business. However, David stressed that Socitm could never survive on membership subscriptions alone and so the Board had carefully considered options for the future. To illustrate the earlier Board debate, David outlined two scenarios:</p> <ul style="list-style-type: none"> <li>• Scenario 1 was “continue to minimise expenditure and sustain existing commercial services only” which although financially beneficial in the short term in the Boards view would be likely to result in Socitm declining and eventually</li> </ul>	

	<p>being wound up as members left because of inadequate support.</p> <ul style="list-style-type: none"> <li>• Scenario 2 “increasing capacity” by utilising the free reserves to invest in three new roles; Heads of Policy, Membership and Commercial Development. While this investment would create a loss in 2010 the Board believed there would be increasing profits in 2011 and 2012 to the extent that reserves could be built up again to a more reasonable level.</li> </ul> <p>NAC were also advised of the current situation with Socitm Consulting Ltd. David showed a graph which illustrated the much better returns to the Society since September 2008. The MOU under which both parties are operating expires on 31 December 2009. Discussions are in progress to produce a new arrangement which would be agreeable to all parties. A decision will need to be taken soon as the MOU would only be extended for a couple of months at the outside.</p> <p>David prepared the board for a possible loss in 2009 due to: -</p> <ul style="list-style-type: none"> <li>• Uncertainty of events revenue</li> <li>• Outstanding membership invoices</li> <li>• Spending on the three new senior posts</li> </ul> <p>Socitm Consulting are still on target and Insight are potentially [REDACTED] over target.</p> <p>NAC had been advised of the situation at their last meeting.</p> <p>[REDACTED]</p> <p>The board reaffirmed an earlier decision to restrict further expenditure in 2009 unless there was a short term return on investment as demonstrated by the use of the business case template.</p> <p>Adrian Hancock advised that additional £10k expenditure had been authorised the previous week in order to ensure the continuity of hosted systems following termination of the contract with Claranet. Software had been purchased in order to move to a new host.</p> <p><b><i>Action SBD 24.09/6: AH to approach the CE of Claranet regarding their somewhat limited co-operation.</i></b></p> <p>The board noted the additional expenditure.</p> <p>It was agreed that a high level announcement to the membership regarding the financial status and the appointment of new auditors would be published via the website.</p>	<p>AH</p>
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	<p><b><i>Action SBD 24.09/7: AH to liaise with Vicky Sargent over website announcement</i></b></p> <p>David Houston presented the ‘traffic lights’ report advising that the definition of the traffic light colour was now consistent across Corporate, Consulting and Insight.</p> <p>Red indicates the situation is much worse than planned (&gt;5%)</p> <p>Amber indicates there is a variance of up to 5%</p> <p>Green indicates on plan or better than planned.</p>	<p><b>AH</b></p>
<p><b>8</b></p>	<p><b>Divisional Boards</b></p> <p><b>Commercial Board</b></p> <p><b>Consulting Update</b></p> <p></p> <p>David Houston advised of a meeting scheduled with the financial advisors for 15 October 2009. Advice received would be communicated to the Commercial Board on 21 October 2009 with a view to providing SBD with recommendations by the first week of November.</p> <p><b><i>Action SBD 24.09/8: DH/AH to provide recommendations by first week in November.</i></b></p> <p><b>Insight Update</b></p> <p>David Bryant advised of a potential joint venture between Insight and Headstar under the Socitm banner.</p> <p></p> <p>Whilst it was recognised that very good ideas were generated from Insight all proposals must be approved by the Commercial Board.</p> <p><b>Head of Business Relationships and Commercial Development</b></p> <p>Adrian Hancock advised that the advert had been placed on the Socitm website and two other channels. The response to date was favourable.</p> <p><b>Commercial Strategy</b></p> <p>A fairly substantive draft strategy had been produced and will be carried forward by the new Head of Business Relationships and Commercial Development (when appointed).</p>	<p><b>DH/AH</b></p>

	<p><b>Membership Board</b></p> <p>It was reported that five applications had been received for the Graham William Challenge award.</p> <p>Adrian Hancock reported on the work being carried out by Vicky Sargent in establishing communities. There is a need to deliver a skills framework for which there is additional work to be carried out for which a budget of £6k is required.</p> <p>It is recognised that Socitm need to take the lead in this initiative and would lose credibility if the work was not carried out.</p> <p>Steve Hopson suggested there may be a commercial opportunity in that if this framework is required in Local Government it may also be needed in the private sector and there may be an opportunity to licence it.</p> <p><i>Action SBD 24.09/9: DH to review the budget for membership activity and advise accordingly</i></p> <p><b>Mentoring Update</b></p> <p>To date the tally is 15 Mentors and 7 Clients. A mentor training day has been arranged for 2 October 2009 in Northampton. The pilot scheme will be launched at the October conference.</p> <p><b>Learning Pool</b></p> <p>Adrian Hancock advised that Learning Pool will give a demonstration to the Membership Board in December.</p> <p><b>Regional Banners</b></p> <p>Steve Palmer advised that regions are requesting new banners.</p> <p><i>Action SBD 24.09/10: AH to advise regions on what and when</i></p>	<p><b>DH</b></p> <p><b>AH</b></p>
<p><b>9</b></p>	<p><b>Events</b></p> <p>It was advised that Martin Ferguson would join the Events Committee.</p> <p></p> <p>It was noted that Socitm are already committed to the 2010 spring event (22 April, Birmingham).</p>	

	<p>It was recognised that there may need to be changes in the way in which events are managed in the future.</p> <p><i>Action SBD 24.09/11: AH to document thoughts and suggestions</i></p> <p><b>IT Excellence Awards</b></p> <p>It was questioned whether or not Socitm were the right forum for ownership of IT Excellence awards.</p> <p>It was agreed that these would be part of the events review.</p>	<p><b>AH</b></p>
<p><b>10</b></p>	<p><b>Corporate Services Team</b></p> <p>Adrian Hancock reported on the appointment of Melanie (Mel) Duncan as a replacement for Diane Spokes.</p> <p><b>Head of Membership</b></p> <p>Adrian Hancock reported that interviews would be taking place on 30 September 2009.</p> <p><b>Contract Extensions</b></p> <p><b>Strategic Finance Role</b></p> <p>It was agreed to offer a three year contract to David Houston as Strategic Finance Director (average 2.5 days per week/fixed salary).</p> <p><b>Information Assurance Role</b></p> <p>It was agreed to extend the contract of Mark Brett for an additional three years.</p>	
<p><b>11</b></p>	<p><b>Systems and Resources</b></p> <p>Adrian Hancock reported that the CRM integration was on target.</p> <p>The CMS front end will be available at the autumn conference with integration to the back office systems by the end of October.</p>	
<p><b>12</b></p>	<p><b>Policy</b></p> <p><b>Strategy briefing</b></p> <p>Adrian Hancock advised of the need for a half day vision/planning</p>	

	<p>meeting to determine the next three year strategy.</p> <p><i>Action SBD 24.09/12: AH to arrange</i></p>	<b>AH</b>
<b>13</b>	<p><b>Events</b></p> <p>Steve Palmer reported that to date there were 260 delegates registered for the Autumn conference.</p> <p>It was suggested that board members promote the event with their organisations and regions.</p>	
<b>14</b>	<p><b>Frances' Spot</b></p> <p>Frances reported on social networking opportunities and queried if Socitm could run such events free of charge. From her experience, the younger people are prepared to attend this type of event in their own time.</p> <p>There is also a level of control required at these events in terms of the contents of written/published information after the event.</p>	
<b>12</b>	<p><b>AOB</b></p> <p><b>BCS</b></p> <p>The board were advised that BCS had just announced a new 'Academy of Computing' and had published a new strategy focussing on five key objectives.</p> <p>This is something which Socitm need to monitor.</p> <p><b>Composition of SBD 2010</b></p> <p>This needs to be an agenda item for 3<sup>rd</sup> December meeting.</p> <p><b>Presentation by Vicky Sargent</b></p> <p>Vicky Sargent presented a draft strategy for communications with Socitm's core (traditional) membership. This highlighted: -</p> <ul style="list-style-type: none"> <li>• Where we are now</li> <li>• Where would we like to be</li> <li>• internal challenges</li> <li>• External challenges</li> <li>• Two strategy solutions</li> <li>• What we can do</li> </ul>	

<b>Future SBD meetings</b>	
Date	Venue
03 December 2009	Room 3 Camden Town Hall
04 February 2010	Room 4 Camden Town Hall
01 April 2010	Room 3 Camden Town Hall
03 June 2010	To be advised
05 August 2010	Room 3 Camden Town Hall