



PUBLIC

Minutes of the Socitm Board of Directors Meeting held 05 August 2010

at CAN Mezzanine, London

In Attendance: -

Glyn Evans	Vice President, Chair of meeting
Kay Brown	Vice President
Steve Halliday	Vice President
Steve Palmer	Immediate Past President
Adrian Hancock	Socitm Managing Director
David Houston	Socitm Strategic Finance Director
Melanie Smith	Socitm Finance Manager
David Bryant	Non Executive Director
David Clayden	Non Executive Director
Steve Hopson	Non Executive Director
Richard Steel	Non Executive Director
Pamela Larsen	Secretary
Ellen Jessett	Socitm Head of Membership (For membership section only)

Apologies were received from:

Jos Creese	President
Rose Crozier	Non Executive Director

1 Declarations of hospitality/gifts

PL advised of the invitation received from Celtic Manor and actions taken.

2 Minutes of last meeting and Actions Arising

The minutes were accepted as a true record.

3 Finance

Cash Management Report

MS had circulated a paper to be noted.

Financial Monitoring and traffic lights at 30 June 2010

DH had circulated a paper to be noted.

Presentation on Medium Term Financial Strategy

DH gave a presentation.

2010 is now firming up. Sufficient income is likely to be achieved because of the contingency in the original budget.

Insight is performing significantly above the business plan predictions [REDACTED]
[REDACTED]

It is unlikely that the income from new commercial business will be achieved, the reasons for which are detailed in a report from the senior managers meeting. KG is concentrating on expanding the current business as this is seen to be the most likely short/medium way to consolidate and increase revenue.

It should be noted that there is an improvement in ASI (Applications Register) figures and that [REDACTED]

Socitm Consulting are fairly close to the original business plan.

Corporate costs are now partly recharged for against the activities and business streams that benefit from them. For the first time, it is likely that these will be contained within budget.

DH concluded with a draft 2011 budget which, at this stage, is highly speculative and subject to business plans. However, he showed by means of a specific example that it could still be possible to keep to the original development plan target of £100k profit for 2011. It is envisaged that draft business plans will be available for the September Board meeting but this will depend on business managers being able to complete these earlier than normal.

Action SBD 01/05/08: DH to present draft business plans to September Board meeting

Special Report

DH/AH had circulated a confidential paper regarding futures plans for SCL and requested the Board to consider the proposals and make a decision on how to proceed.

Four options were presented and after discussion Option 1 was approved by the Board as a set of five linked decisions as recommended in the paper.

Given the implications for Socitm Group reserves, DH undertook to produce a review

paper on the level of contingency reserve recommended for the Society.

Action SBD 02/05/08: DH to prepare reserves review paper for September Board meeting

Policy Matters

MF had circulated a paper 'Policy and Campaigns – August 2010 update' which provided a high level summary of activity undertaken or in hand in each of Socitm's priority policy areas.

AH commented on the great work being done by MF and Mark Brett and reported that Socitm are now high profile in a number of significant areas. MF is rapidly reaching his capacity due to the number of Boards he attends.

GE suggested requesting assistance from one of the 'fellows'

Action SBD 03/05/08: AH to consider assistance for MF Business Development Proposals

KG had circulated a discussion and update paper.

AH advised that 'low hanging fruit' e.g. branding etc was no longer available. And KG's time is better spent (short/medium term) streamlining and maximising current business streams.

AH suggested that KG attend the next Board meeting to report the current state of play and future plans.

Action SBD 04/05/08: AH to request KG to attend SBD meeting 16 September

Diary – Key Events

Nothing to report on this topic.

Groups and Boards Updates

Commercial Board

DB/AH had circulated a paper outlining the main points and actions from the Commercial Board meeting 21 July 2010.

DB reported that Socitm Consulting have an order book of in excess of £1m. He also notified the Board that the Events Team had requested that a VP sits on their committee.

Action SBD 05/05/08: AH to review directors responsibilities

Events Progress Update

AH reported that there would not be any changes before October but that following Socitm2010 we will begin to implement the new ToR structure for the annual event planning group.

Draft Events Group Terms of Reference (July2010) had been circulated.

AH queried on 'questions of finance' whether it was appropriate for volunteers to have the 'final say' on major spend decisions. It was recognised and acknowledged that the input from active volunteer members is crucial for the success of our flagship annual events. Their work represents vital input to complement that from employed staff.

DC queried how 3rd sector, blue light and NHS could have input to annual events.

AH responded that NAC will have representation from all groups and they could have input to events.

Membership

EJ had previously circulated a paper for information and discussion 'Strategy for membership – Progress Report' and gave a presentation to the Board. The starting point was Socitm's objectives 2008-2009 re professionalism, broadening and deepening.

2010 was viewed as a year of development and positioning for growth. The proposed new membership structure was aimed at securing the future of the society (tomorrow's leaders coming forward today).

The timetable for the introduction of the new membership structure was roll out to existing members September/October with the full application process for new members from January 2011. Our membership grades link broadly against SFIA responsibility levels.

There is a possibility that Socitm members may have free access to Aspire to manage skills development including the new web skills framework, record CPD etc and this could attract interest from third sector and web/digital communities.

The target for 2011 is 2000 members excluding 'organisational membership'.

EJ also advised that there is an ambitious aim to establish a student community in September 2010 and Membership Board will be requested to support a student 'intern' to assist in establishing this community.

In order to support communities it is necessary to have on-line functionality in place and AH advised that Socitm are currently evaluating ELGG to this end.

Following the presentation concerns were expressed as to the level of resources available to implement the proposals.

EJ responded that existing members would be 'grandfathered' into the new grades

based on current member data. It is recognised that grey areas will exist and will be looked at individually by Membership Board.

It was suggested that smaller tighter targets might be more achievable and that a plan needed to be prepared to ensure these targets would be met.

Talks with Hillingdon to pilot Organisation membership were underway and it was noted that an Organisation membership package must be available by the end of the year.

PL advised the Board of the number and value of outstanding 2010 membership invoices and requested that these now all be cancelled. It was agreed that one further contact would be made with those members who this applied to and that unpaid invoices at the end of August 2010 would be cancelled.

Action SBD 06/05/08: PL to contact members with outstanding 2010 membership invoices

SP thanked Ellen for the great progress to date and asked for clear timescales and implementation milestones to be circulated.

Action SBD 07/05/08: EJ/AH to provide implementation plan

NAC

It has been agreed with NAC that proposals for future non-executive directors will be presented to the membership in the same manner as VP elections.

4 AOB

President's Chain of Office

PL reported that a new chain of office and past president's medals would cost in the region of £2.5K.

The general feeling was that the current chain was too old fashioned and that a replacement should bear the new logo rather than the original one.

DH felt that the level of cost was less important than getting the right solution for the medium term and that this exceptional expenditure should be met at whatever time was appropriate.

PL confirmed she would be seeking tenders from multiple silversmiths.

It was agreed to progress this.

Dates of Future Meetings

16 Sep 2010	Baker Tilly, 10-12 Russell Square, London
24 Nov 2010	CAN Mezzanine, Old Street, London
26 Jan 2011	CAN Mezzanine, Old Street, London
23 Mar 2011	CAN Mezzanine, Old Street, London
25 May 2011	CAN Mezzanine, Old Street, London
27 Jul 2011	CAN Mezzanine, Old Street, London
28 Sep 2011	TBA (President's Dinner in evening)
23 Nov 2011	TBA

