

## Minutes of the Trustees Meeting –

Tuesday 5<sup>th</sup> December 2017 from 10:30 am  
held at The Institute of Materials, Minerals and Mining (IoM<sup>3</sup>)  
297 Euston Road, London, NW1 3AD

Present: Keith Sacre (KS) Chairman                      Robin Jackson (RJ)  
Ged Collins (GMC)    Navin Sehmi (NS)  
Alastair Durkin (AD)    Ian Murat (IM)  
Jonathan Cocking (JC)    Mike Sankus (MS)

Apologies: Jaime Bray (JB) Vice Chair  
Laurence Vine-Chatterton (LVC) Treasurer  
Simon Holmes (SH)

Minutes: Stewart Wardrop (CEO)  
Jessica Palfreyman

Item	Agenda Item	Action
1.1	<p><b>Signing of attendance sheet and declarations of interest</b> The attendance record was completed by all present. The 2018 declaration of conflict of interest was signed by all trustees in attendance; No conflicts of interest were identified. Action – CEO to circulate conflict of interest declaration to trustees not in attendance</p>	CEO
1.2	<p><b>Apologies for absence</b> As listed above.</p>	
2.1	<p><b>Minutes of the AGM Board Meeting held on the 13<sup>th</sup> July 2017</b></p> <p>The minutes were approved as a true and accurate record, with the amendment of the following two items to read as follows -</p> <p><b>4.2 Building up operational cash reserves.</b> <i>Action:</i> LVC will update the trustees at the November board meeting regarding progress towards investigating available options regarding cash release options for the Board's information.</p> <p><b>5.1. Education &amp; Training</b> - Co-opted places to be considered for main organisations; BTEC, ABC, Lantra and C&amp;G. RJ announced that he would remain as chair for now, but requested whether another Director could take over E&amp;T shortly. RJ wishes to resign due to a conflicting training interest. KS offered to stand as Chair once no longer Chair of the Board - to be considered for the future.</p>	



Item	Agenda Item	Action
2.2	<p><b>Minutes of the AGM Board Meeting held on the 11<sup>th</sup> September 2017</b></p> <p>a. The minutes were approved as a true and accurate record.</p>	

Item	Action/agreements required by the Board	Action
3.		
3.1	<p><b>Co-opt Board Member Proposal (CEO)</b></p> <p>Unanimously agreed in principle that we advertise for a co-opted trustee with either marketing &amp; communications OR political lobbying skills.</p> <p><b>Action</b> - CEO to progress during 2018.</p>	CEO
3.2	<p><b>Committee Structure (KS)</b></p> <p>A working group of trustees was formed to review the efficacy of the current committee structure and outputs. The committee comprises of Ian Murat (Chair) and Mike Sankus, Navin Sehmi and Alastair Durkin.</p> <p><b>Action</b> – Group to give initial feedback at the February Board meeting.</p>	IM, MS, NS,AD
3.3	<p><b>BRG Draft Terms of Reference (CEO)</b></p> <p>The draft terms of reference were agreed subject to the additional requirement that past chairman (Non- trustees) would be required to complete a confidentiality agreement prior to taking up BRG duties.</p> <p><b>Action</b> - The CEO is to circulate the revised BRG terms of reference to trustees including the confidentiality agreement.</p>	CEO
4	<p><b>Finance</b></p>	
4.1	<p><b>Performance – YTD 2017</b></p>	
4.2	<p><b>Balance Sheet</b></p>	
4.3	<p><b>Debtors &amp; Cash Position</b></p> <p>Questions were answered by the CEO on the financial statements.</p> <p>The CEO read out the treasurer’s comments regarding the above financial statements these being summarised as –</p> <ul style="list-style-type: none"> <li>• October forecast result appears conservative hopefully income will remain strong until year end.</li> <li>• Debtors improvement is encouraging; we should be encouraging more “upfront” payment for services and all subscriptions should be paid on time.</li> </ul> <p><b>Action</b> - The trustees requested that as part of the supporting financial information provided to trustees that a breakdown of one of the major expenditure lines within the financial statement is provided.</p> <p><b>Action</b> – a breakdown of 2017 sponsorship and advertising income (What we do and what we don’t do) is to be provided to Trustees for the February Meeting.</p>	CEO CEO



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4.4	<p><b>Draft Budget 2018</b> The draft budget was discussed with the CEO reading out the treasurer’s comments which can be summarised as follows –</p> <ul style="list-style-type: none"> <li>• Draft budget looks acceptable especially given that a target margin of 5% has been set</li> <li>• Malthouse loan costs should reduce as we are repaying the principle</li> <li>• Attrition level needs work; target membership numbers conservative?</li> <li>• Schemes income is static and needs work;</li> <li>• Little partner income (ISA) income is forecast</li> <li>• Capex needs budgeting in future fiscal plans</li> </ul> <p><b>Action –</b> CEO to present the 2018 Business plan at February board meeting.</p> <p><b>Action –</b> CEO to present a business forecast for 2018 – 2020 including draft capital expenditure and major revenue activity.</p>	<p>CEO</p> <p>CEO</p>
5	<p><b>Committee Reports</b></p> <p><b>5.1 Education &amp; Training</b> Robin Jackson updated the committee as to the actions arising from the Education and training meeting held on the 31<sup>st</sup> October 2017. The primary points being –</p> <ul style="list-style-type: none"> <li>• Will Rolph has been elected Vice Chair</li> <li>• New career section of the AA website being reviewed</li> <li>• Four awarding bodies have been invited to 2 meetings a year (ABC; C&amp;G; Lantra and Pearson)</li> <li>• C&amp;G appointed as “an end point assessment organisation” for apprenticeships</li> <li>• 2018 training programme content progressing well</li> <li>• NHSS18/CSCS/LISS – committee agreed Arb apprentices should have cards</li> <li>• Research grant – a clear plan is required including promotion of its availability.</li> <li>• E &amp; T chairman will be raising with NLBC the need for a short guide to trailblazer apprenticeships.</li> </ul> <p><b>5.2 Professional Committee</b> The CEO read out the Professional Committee Action Points arising from the meeting held on the 9<sup>th</sup> November 2017 these being -</p> <ul style="list-style-type: none"> <li>• Recirculate nominations for final seat on Professional Committee to be voted for by current committee members. (SH) E mail now sent and agreed to advertise seat and skills required to attract a Contractor</li> </ul>	



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5.3	<ul style="list-style-type: none"> <li>• SW and MS to discuss draft Whistleblowing policy ready for inclusion in new CoE and Professional Conduct. (SW and MS)</li> <li>• MS and PB to review Fellow Reinstatement Documentation (Keith Vernon) JP to forward them this documentation. (MS, PB, JP)</li> <li>• Aspiring RC Day – Hold first event in early spring with a set deadline for submissions following event. Review effect of new process in Nov 2018. (NB and HQ)</li> <li>• RC Reassessment Process- MS to review wording of two sections within Competence Management System draft by end of Nov 2017. (MS)</li> <li>• RC Reassessment Process – Commence Reassessment process in Jan 2018. Reassessment invites and information to be included with the RC’s renewal notices or with renewal confirmations. (HQ)</li> <li>• HQ to develop new logo for ‘I Support the Arboricultural Association’ for release to open grade members. (HQ)</li> <li>• JP and SW to review membership structure for lower grades and present proposal back to PC in January 2018. (JP and SW)</li> <li>• CoE- SW and MS to carry out final review of Code of Ethics for approval in 2018. (SW and MS)</li> <li>• New AARC Lead Assessor- All PC members to email a suggestion for Lead Assessor to SH before 4 December 2017. (All)</li> </ul> <p><b>Media &amp; Communications</b></p> <p>Alastair Durkin updated the committee as to the actions arising from the Education and training meeting held on the 31<sup>st</sup> October 2017 the main ones being –</p> <ul style="list-style-type: none"> <li>• Paul Jenks elected Chair of M&amp;C</li> <li>• Journal – now caught up to date with 2 issues for 2018 well progressed               <ul style="list-style-type: none"> <li>○ Need to publish short extracts from the journal in the Arb Mag and on line</li> <li>○ Jim Mullholland requested to do a Bats “paper” for the Journal</li> <li>○ May do a “Duncan Slater” bundled issue</li> <li>○ Mark Chester joined editorial board</li> </ul> </li> <li>• Facebook engagement at over 10,000, growing well</li> <li>• More promotional activity planned to local authorities regrading both schemes – Contractors and consultants</li> <li>• Moving renewals to DD wherever possible</li> <li>• Good response to the Mike Raupp/Ted Green videos – we plan to do more</li> <li>• Podcasts – should be forthcoming in 2018</li> </ul>	



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6	<p><b>Strategy 2018 – 2020</b></p> <p>The trustees debated the draft document and agreed the following amendments to the draft –</p> <ul style="list-style-type: none"> <li>• <b>Communication section (amendments in red)</b> <ul style="list-style-type: none"> <li>○ Update and publish annually a communications plan focused on the priority industry segments, audiences and activities; maximising use of the Associations available resources; this plan will communicate and promote the benefits of Association membership and the benefits of membership of the Associations accreditation schemes.</li> <li>○ Grow our social media reach by a minimum of 25% per annum; double the number of web pages viewed to 2Million per annum by 2020.</li> <li>○ Via supporting the branch network, ensure a minimum of 25% of Association membership attend an annual branch event by 2020.</li> </ul> </li> <li>• <b>Membership section (amendments in red)</b> <ul style="list-style-type: none"> <li>○ Grow our total membership number by over 5% per annum; &gt;3000 subscription paying members by 2020.</li> <li>○ Reduce subscription paying membership attrition from its historic value, of &gt;13% per annum, to &lt;8% per annum by 2020.</li> </ul> </li> <li>• <b>Careers Section (amendments in red)</b> <ul style="list-style-type: none"> <li>○ By 2020, map out, publish and support clear career development pathways and associated steps, for members to progress within the industry, wherever they may be within their career.</li> <li>○ Annually review all training and information provision, both public and member facing, to ensure relevance and that it meets current and anticipated future needs.</li> <li>○ Support and influence the educational agenda by meeting annually with all Arboricultural universities, colleges and national qualification awarding bodies.</li> </ul> </li> <li>• <b>Financial Section (amendments in red)</b> <ul style="list-style-type: none"> <li>○ Annually review the cost effectiveness and financial performance of each activity area to ensure that effective public and member value are being delivered in line with charitable aims and objectives.</li> </ul> </li> </ul>	CEO
7.	<p><b>Information and Comment</b></p> <p>No additional questions, that had not already been addressed were forthcoming</p>	
8.	<p><b>Items determined to be confidential.</b></p> <p>None</p>	



<p>9.</p>	<p><b>AOB</b></p> <ul style="list-style-type: none"> <li>○ <b>Use of Logo/ Code of Ethics –</b> <b>Action</b> – this needs definition in the revised Code of Ethics which MS and CEO are working on.</li> <li>○ <b>Circulation of draft HQ documents to trustees</b> <b>Action</b> - Staff are to be reminded to ensure tracked changes are recorded.</li> <li>○ <b>Arb show – staff list of “suggestions and improvements”</b> <b>Action</b> – Circulate the staff list to Trustees</li> <li>○ <b>Trustees Meetings 2018 - Speakers</b> <b>Action</b> – CEO to invite speakers to address trustees at the end of each board meeting. February meeting – Taylor &amp; Francis – The Arboricultural Journal. May meeting – Hazlewoods – draft audited 2017 accounts.</li> <li>○ <b>Trustees Meetings 2018 – Start times.</b> The trustees debated the merits of a later starting time to allow reduced travel costs (train tickets) <b>Action</b> - the later start time of 11.30am is to be trialled in February 2018. Action</li> </ul>	<p>CEO, MS</p> <p>CEO</p> <p>CEO</p> <p>CEO</p> <p>TRUSTEES</p>
<p>10.</p>	<p><b>Dates and venues of next meeting:</b></p> <ul style="list-style-type: none"> <li>➤ <b>Thursday 22<sup>nd</sup> February 2018</b>; Institute of Mines &amp; Minerals – IoM, London.</li> <li>➤ <b>NOTE – revised starting time – 11.30am</b></li> <li>➤ Thursday 17<sup>th</sup> May – Venue to be agreed (London)</li> <li>➤ Thursday 19<sup>th</sup> July – Venue to be agreed</li> <li>➤ Monday 10<sup>th</sup> September – Exeter University (Conference)</li> <li>➤ Thursday 15<sup>th</sup> November – Malthouse HQ, Stonehouse, Glos.</li> </ul>	