

## Arboricultural Association

### Minutes of the Trustees meeting held on Thursday 8 May 2014

at the offices of the Institute of Minerals, 1 Carlton House Terrace, London

Present: Trustees Jago Keen (JK) Chair  
Peter Wharton (PW) Vice Chair  
Keith Sacre (KS) Mark Hemming (MH)  
Martyn Thomas (MT) Peter Holloway (PHol)  
Mike Sankus (MS) Ann Currell (AC)

Staff Karen Martin (KM) Chief Executive Officer  
Melanie Sutherland (MSu) Minutes

Apologies Trustees Laurence Vine-Chatterton (LVC) Treasurer  
Jonathan Cocking (JC) Jo Ryan (JR)  
Nick Beardmore (NB) Jim Quaife (JQ)  
Robin Jackson (RJ) Simon Holmes (SH)  
Karl Lee (KL)

	Confidential Items In Grey	
1	<b>Apologies for Absence</b> As above. None received from Jon Heuch	
2	<b>Declarations of Interests</b> Signed by all relevant parties.	
3	<b>Minutes of Board Meeting held on 12 March 2014</b>	
3.1	<b>To approve as a correct record</b> <ul style="list-style-type: none"> <li>• 10 Committee Chair Reports – 10 (a) Education and Training <ul style="list-style-type: none"> <li>○ Typing error – lost of changes ahead should read lots of changes ahead.</li> </ul> </li> <li>• 14 Appeal CO16 – should read Appeal Review CO16. <ul style="list-style-type: none"> <li>○ AC asked for clarification that the Appeal Panel decision was to uphold the Appeal. PH confirmed this was correct.</li> </ul> </li> <li>• 8 Governance – do members need to vote on any amendments made? Still to be clarified with solicitors.</li> </ul>	MSu
3.2	Subject to the above clarifications the minutes were approved <b>Check Status of Action Points not on current Agenda</b>	
	3 (b) Website Home Page – PW reported this was still on-going.	PW
	3 (b) Business Plan 2014 – Registered Consultant Scheme <ul style="list-style-type: none"> <li>○ KM reported that she and Peter Annett had reviewed the outstanding actions and agreed implementation within defined timescales. A copy is with SH for review and to delegate to CWG the question of a moderator after he and PA have discussed. Agreed that additional Assessors required.</li> <li>○ Annual Standards Day is on the 15 May 2014 and planned to seek expressions of interest from those present for additional Assessor candidates.</li> </ul>	SH
	continued.....	KM

3 3.2	<b>Minutes of Board Meeting held on 12 March 2014 - continued</b> <b>Check Status of Action Points not on current Agenda – continued</b>	
3 (b)	Business Plan 2014 – Registered Consultant Scheme - continued ○ KM will up-date the Directors of AATL.	KM
3 (b)	Projects – Trustee Handbook – this will flow from revised Memorandum and Articles	MS/AC
4	Finance – Mortgage terms – LVC will maintain watching brief	LVC
4	Finance – Depreciation – LVC to investigate why this has dropped and report back to Trustees (to 31 January 2014).	LVC
4	Finance – VAT – should branches be charging VAT – LVC to clarify and report back to Trustees.	LVC
4	Finance – VAT – should we be charging VAT on any element of membership? LVC to clarify and report back to Trustees.	LVC
5	Chief Executive’s Report – Library	
	○ KM reported that the cataloguing of the books received from the family of the late Dr Tom Hall was complete and an article will appear in the ARB magazine due out later this month. Details re access still to be determined and communicated	
	○ JK confirmed that a communication had been received from Paul Hanson (Chair of Scottish Branch) concerning the name of the library. Discussion ensued about the name of the library as we need to consider other donations/bequests that may be received in future that would also require acknowledgement. KM will advise Paul Hanson accordingly and KM will ensure that the ARB magazine clearly refers to the correct naming of the library.	KM
	○ KM was asked to thank Colleen Powell who undertook the cataloguing work and also the Head Librarian (Catherine Oldham) at Alice Holt who checked the books prior to this work commencing.	KM
5	Chief Executive’s Report – Patron	
	○ No reply from Kevin McCloud.	
6		
7	Communications and Marketing Plan 2014	
	○ JK reminded everyone that articles were needed to be sent to HO. To enable content to be developed for PR purposes. Keith Sacre offered the services to CM of the PR media person employed by Barchams to source additional content and to write a piece on the recent BS8545 for the AA to release. This will come via Barchams for use by the AA. Link will be KM.	ALL  KM/KS
10	Professional Committee	
	○ CWG – on-going. Chair appointment and next meeting to be determined	SH
	○ AWG – KM reported that a meeting had taken place and she would follow up with SH and Jaime Bray agreed action points. A further meeting is planned for 20 May 2014 in Suffolk.	KM
	○ MS questioned if recruitment of additional members of the CWG and AWG were not possible, would the energies of those who had volunteered be directed elsewhere within the “volunteer network” of the AA? KM assured him it would.	
	continued.....	

<p>3 3.2</p>	<p><b>Minutes of Board Meeting held on 12 March 2014 - continued</b>  <b>Check Status of Action Points not on current Agenda – continued</b></p> <p>13 The Malthouse – KM reported</p> <ul style="list-style-type: none"> <li>○ The problem has been identified by the building contractor, Pyments.</li> <li>○ Contractor are contacting the sub-contractor who handled the work as the material used has failed.</li> <li>○ The AA insurance company have been notified as the damage to the building will potentially be the subject of a claim.</li> <li>○ The situation is being monitored by Simon Richmond at HO.</li> </ul> <p>15 External Liaison</p> <ul style="list-style-type: none"> <li>○ EAC – report awaited</li> </ul>	<p>JC</p>
<p>4</p>		
<p>5 5.1      5.2 5.2.2  5.2.3 5.2.4 5.2.5</p>	<p><b>Chief Executive’s Report</b> (KM reported)</p> <p><b>Arb Australia</b></p> <ul style="list-style-type: none"> <li>• KM was invited to be a key note speaker at the Arb Australia annual conference and to present a session at a Workshop, she briefed the Trustees on the key notes from the trip. <ul style="list-style-type: none"> <li>○ 300 attendees with a very different style of conference to that of the Association in the UK.</li> <li>○ Heavy focus on utility arboriculture and working arborists as well as research.</li> <li>○ Craig Hallam – Arb Australia Chair and his company (ENSPEC) acted as hosts during KM’s stay.</li> <li>○ Excellent opportunity to see i-Tree at work within two city councils and a consultancy</li> <li>○ Pyramid structure for sponsorship which the Association will now review to see if it is suitable for adoption in the UK.</li> <li>○ Publications were sold and memberships gained – 10 to date.</li> <li>○ Arb Australia has 600-700 members.</li> <li>○ KM has contacted KL to discuss the utility arborist opportunities in the UK following her trip.</li> <li>○ Articles on the trip will appear in the ARB magazine with the help of the PR person from Barchams who will interview KM.</li> </ul> </li> </ul> <p><b>Systems and Processes</b></p> <p><b>Office 365</b></p> <ul style="list-style-type: none"> <li>• 3 staff still to be trained – will be completed by end of following week.</li> <li>• Document storage – all new documents being saved on Office 365.</li> <li>• Document storage – transfer of all previously saved documents from 2014 to Office 356 to be completed by end of June 2014.</li> </ul> <p><b>Other</b></p> <ul style="list-style-type: none"> <li>• Trustmark <ul style="list-style-type: none"> <li>○ PW reminded the Trustees of the recent success in securing the Trustmark status.</li> <li>○ Thanks were extended to Paul Smith and the team for the work involved in securing this accreditation.</li> </ul> </li> </ul> <p>continued.....</p>	<p>KM</p> <p>KM/KL</p> <p>KS/KM</p> <p>KM</p> <p>KM</p>

5 5.2.5	<b>Chief Executive's Report – continued</b> <b>Other – continued</b> <ul style="list-style-type: none"> <li>• Trustmark - continued <ul style="list-style-type: none"> <li>○ The analytic information that Trustmark can also provide to the Association will be valuable in our marketing campaign in the recruitment of additional ARB Approved Contractors.</li> </ul> </li> </ul>	
6	<b>Governance</b>	
7  7.1  7.2	<b>Business Review Group (JK reported)</b> <ul style="list-style-type: none"> <li>• The group met on the 24 April 2014.</li> <li>• Majority of items discussed now form part of this agenda.</li> <li>• The Claus Mattheck event taking place in Scotland was a cause for concern at the 24 April 2014, however this has now been resolved.</li> </ul> <b>KPI's</b> <ul style="list-style-type: none"> <li>• Conference – 90% of potential attendance (average over the days).</li> <li>• Conference – less than 10% of feedback received expresses dissatisfaction.</li> <li>• Training Days – no KPI for 2014, however having collected base line data on days achieved in 2014, KPI will be set for 2015.</li> </ul> 7.2 Date of Next BRG meeting is 25 June 2014.	   KM KM  ALL
8 8.1 8.1.1  8.1.2  8.1.3  8.1.4	<b>Committee Chair Reports</b> 8.1 <b>Education and Training Committee</b> (JK read highlights of the report submitted by RJ prior to the meeting) 8.1.1 <b>Trees and Timber Apprenticeship Framework</b> <ul style="list-style-type: none"> <li>• Letter from Lantra SSC indicating that unless the sector re-designs the Apprenticeship, there will not be a framework for new work-based learners starting from September 2017.</li> <li>• JK to send an e-mail to Lantra (which they need to receive by 16 May), confirming that the Association wish to be involved in re-developing both the standard and assessment for our sector.</li> <li>• The Committee strongly believe the Association needs to have an input.</li> </ul> 8.1.2 <b>Lantra SSC</b> <ul style="list-style-type: none"> <li>• Internal restructure settling with individuals being allocated to roles.</li> <li>• The Association will soon be advised about key links; it is likely that Ros Burnley will still be involved with forestry and arboriculture; the parameters of her new role are not yet known.</li> </ul> 8.1.3 <b>Anniversary Year – Research and Educational Grants - 2014</b> <ul style="list-style-type: none"> <li>• Four applications received; only one met ethos of anniversary funding.</li> <li>• Decided to award £500 to TDAG Midlands towards their Trees are Worth IT event on 4 June 2014.</li> <li>• Balance will be retained with a view to encouraging bids later in the year, particularly from students at colleges etc.</li> </ul> 8.1.4 <b>Qualification Development</b> <ul style="list-style-type: none"> <li>• Non-work-based qualifications - City &amp; Guilds and Btec (aka Edexcel, aka Pearson) are redeveloping their QCF qualifications into the NQF so they are recognised in the 16-19 performance tables.</li> </ul> continued.....	          JK       RJ

8	<b>Committee Chair Reports - continued</b>	
8.1	<b>Education and Training Committee – continued</b>	
8.1.4	<b>Qualification Development - continued</b> <ul style="list-style-type: none"> <li>• The Association wants to be involved in developments as they occur.</li> <li>• Various communications with RFS over their apparent development of a Level 3 arboriculture qualification in association with ABC Awards.</li> <li>• E&amp;T concerned that this may negatively impact upon the viability of the existing ABC Awards arboriculture qualifications.</li> <li>• KM and Simon Richmond have met with the RFS, who are giving “mixed messages” - we await clarification and have reiterated our wish to be involved</li> </ul>	
8.1.5	<b>E-learning</b> <ul style="list-style-type: none"> <li>• Continuing to try to explore the range of e-learning opportunities potentially available with a view to making some recommendations</li> <li>• Committee has received some helpful contributions.</li> </ul>	RJ/KM
8.2	<b>Professional Committee</b> (JK read highlights of the report submitted by SH prior to the meeting) <ul style="list-style-type: none"> <li>• Professional Committee met on the 5 March 2014.</li> <li>• New member Nick Bolton volunteered his services as Vice Chair.</li> <li>• Committee also welcomed new members Tim Pursey, an independent arboricultural consultant based in Bristol and Charlie Griffies, Business Manager at Ansa Environmental Services, Crewe, both volunteering following the E news article.</li> </ul>	
8.2.1	<b>Membership – Fellowship</b> <ul style="list-style-type: none"> <li>• Fellowship application review is complete and has now gone live.</li> <li>• All applications from 31 March 2014 must be on the new application form.</li> <li>• The Committee recently considered three applications for Fellowship under the old scheme. Pleased to announce that David Challice, Ian May and James Hedges were approved as new Fellows.</li> </ul>	
8.2.2	<b>Business Plan</b> <ul style="list-style-type: none"> <li>• Key work streams within the AA 2014 Business Plan are the primary focus and the following are complete and live:-</li> <li>• The complaints procedures for all category of membership.</li> <li>• The procedures for anyone making a complaint against an Association member, including codes of ethics and professional conduct.</li> <li>• A revised code of ethics.</li> </ul> <p>Also outstanding :</p> <ul style="list-style-type: none"> <li>• A review of Guidance Note Number 7 WORK IN PROGRESS</li> </ul> <p>Continuing efforts leading on or actively involved in the following work streams, in brief:</p> <ul style="list-style-type: none"> <li>• Reviewing the need for a Craft level membership category.</li> <li>• Membership retention.</li> <li>• To identify the membership benefits to corporate members</li> <li>• Liaison with government and other professional bodies remains high on the agenda and is a crucial piece of work. This is proving to be a time consuming task but we remain committed to improving existing links and developing new ones in 2014.</li> </ul>	

8.2	<b>Professional Committee - continued</b>	
8.2.2	<b>Business Plan - continued</b> <ul style="list-style-type: none"> <li>• PC is working closely with HQ on developing the AA Liaison Strategy and Chris Martin is co-ordinating this important piece of work.</li> </ul>	SH/KM
8.2.3	<b>Registered Consultants Scheme (AARC)</b> <ul style="list-style-type: none"> <li>• The Scheme continues to grow.</li> <li>• Congratulations to Ben Rose on his appointment to the Scheme.</li> <li>• A recent E-news article resulted in nominations for the Consultants Working Group (CWG) and with a new remit a meeting is proposed in May.</li> <li>• Selection of a new chair needed within the Group (group should represent a diverse cross section of the industry and to this end members were drawn from Local Authority, private and commercial arboricultural practice, E &amp; T Committee and partner organisations).</li> <li>• Agenda items will include career progression, training courses and communications with a priority on developing the many non-AARC and providing a mechanism to attain the AARC status.</li> </ul>	SH
8.2.4	<b>ARB Approved Contractor Scheme (ArbAC)</b> <ul style="list-style-type: none"> <li>• The target figure for 2013 was 40 ArbAC and 38 achieved the standard.</li> <li>• The target figure for 2014 is an additional 51 having lost 6 at the end of 2013. This is a challenging target but with the achievement of Trustmark there is still confidence that it can be achieved.</li> <li>• There are 241 contractors in the Scheme.</li> <li>• Congratulations to the existing contractors who have undergone successful re-assessment in 2014 to date.</li> </ul>	
8.2.5	<b>Utility Arboriculture Group (UAG)</b> <ul style="list-style-type: none"> <li>• No report available at the time of the meeting.</li> <li>• The Group have recently met.</li> </ul>	
8.3	<b>Media and Communications Committee</b> (PW reported in absence of NB) <ul style="list-style-type: none"> <li>• Increased media awareness of the Association.</li> <li>• Publications – Alastair Durkin reviewing the possible publication of a further Field Guide to add to the series as this is a great source of income for the Association.</li> <li>• Publications – also investigating converting a number of existing publications to e-books.</li> <li>• Chris Martin and Jason Ward looking at the Members’ Area on the website to establish what work is needed to make this “live”.</li> <li>• Membership Applications Forms – mistakes made as forms complicated – trying to make them easier to understand – target is to get them ready for use at the ARB Show.</li> <li>• Website – Trustee details still required for website. Photograph and short biographical piece to be sent to NB.</li> <li>• Journal – JR stepped down from the role as Book Reviewer Editor but still remains on the Editorial Board. Committee to investigate how we nominate new representative.</li> </ul>	M&C NB/M&C NB/KM
8.3.1		
9	<b>2014 – Anniversary Year</b> (PW reported) <ul style="list-style-type: none"> <li>• Working party last met on the 12 March 2014. continued.....</li> </ul>	

9	<p><b>2014 – Anniversary Year - continued</b></p> <ul style="list-style-type: none"> <li>• Press Day held on 25 March 2014 at Wisley. Poor attendance as it coincided with Press Day at Kew.</li> <li>• Founding Father’s at Hillier Nurseries due to take place on 23 July 2014.</li> <li>• PW sending out letters of invite in w/c 12<sup>th</sup> May for above event.</li> <li>• Working on display material for ARB Show and Conference.</li> <li>• JR working on time line for AA marquee for ARB Show.</li> <li>• Suggestion for 50<sup>th</sup> budget expenditure (if appropriate) – meeting room table at Head Office.</li> </ul>	<p>PW PW/JR JR  PW</p>
10		
11	<p><b>External Liaison</b></p>	
11.1	<p><b>GPLI – Green Cities Conference</b></p> <ul style="list-style-type: none"> <li>• JK reported that he had attended the conference in Russia.</li> <li>• All expenses paid for by GPLI.</li> <li>• They are keen to work with the Association – on-going.</li> </ul>	
11.2	<p><b>Trees, People and the Built Environment</b></p> <ul style="list-style-type: none"> <li>• Our conference attendees need to be referred to as delegates.</li> <li>• The conference was well organised with excellent speakers.</li> </ul>	<p>KM</p>
11.3		
11.4	<p><b>Bio Security</b></p> <ul style="list-style-type: none"> <li>• KM has written to Professor Nicola Spence newly appointed Plant biosecurity Officer at Defra</li> <li>• Meeting arranged at the Malthouse on 11 June 2014.</li> </ul>	<p>KM</p>
11.5	<p><b>National Parks Alliance</b></p> <ul style="list-style-type: none"> <li>• The Association were invited to a meeting on 8 May 2014.</li> <li>• Diary clash with Board so sent apologies with intention of attending next meeting.</li> </ul>	
11.6	<p><b>Landscape Collaborative Working Party</b></p> <ul style="list-style-type: none"> <li>• KM looking at wording of document and will distribute this to Trustees for feedback.</li> </ul>	<p>KM</p>
11.7	<p><b>South East Branch</b></p> <ul style="list-style-type: none"> <li>• Perennial (formerly Gardener’s Benevolent Fund) approached JK at Ardingly show attended by SE branch. JK to meet with their Head of Development to explore opportunities in their 175<sup>th</sup> year.</li> <li>• Forestry Commission – good liaison in place. Sharing exhibitor stand at forthcoming local shows.</li> </ul>	<p>JK</p>
11.8	<p><b>ALG</b></p> <ul style="list-style-type: none"> <li>• KM reported that they had met at the end of April – AA did not attend as no agenda provided.</li> <li>• Wiggio Link in operation where we show all events amongst the group members to avoid date clashes.</li> </ul>	
12		
13	<p><b>Any Other Business</b></p>	
13.1	<p><b>Resignation of Andrew Poynter – AATL</b></p> <ul style="list-style-type: none"> <li>• JK reported that a letter had been received from Andrew Poynter (AP) confirming his decision to resign from AATL at the AGM 2014.</li> </ul> <p>continued.....</p>	

13	<b>Any Other Business - continued</b>	
13.1	<b>Resignation of Andrew Poynter – AATL - continued</b>	
	<ul style="list-style-type: none"> <li>• JK declared an interest as AP is now an employee of Ian Keen Limited.</li> <li>• AP has requested that he be released from duties as an Assessor for the ARB Approved Contractor Scheme for the remainder of 2014.</li> <li>• KM has acknowledged the letter from AP and will speak with Paul Smith regarding Assessor duties.</li> </ul>	KM
13.2	<b>Vice Chair – Peter Wharton</b>	
	<ul style="list-style-type: none"> <li>• JK reported that Peter Wharton has written to him confirming his resignation as Vice Chair with effect from the AGM in September.</li> <li>• General discussion about recruitment of Vice Chair.</li> </ul>	
13.3		
13.4		
13.5	<b>Big Barn Conference – June 2015</b>	
	<ul style="list-style-type: none"> <li>• Barcham’s hosting event.</li> <li>• Can Association become a partner for the event so event is marketing “in association with the Arboricultural Association”? KS/KM to discuss.</li> </ul>	KS/KM
14	<b>Determination of Items to Remain Confidential</b>	
	<p>3 Minutes of Board Meeting – 12 March 2014</p> <p>Check Status of Action Points</p> <p>6</p> <p>4 All</p> <p>5 Chief Executive</p> <p>5.2.3</p> <p>5.2.4</p> <p>6 All</p> <p>8 Committee Chair Reports</p> <p>Professional Committee</p> <p>8.3.1</p> <p>10 All</p> <p>11 External Liaison</p> <p>11.3</p> <p>12 All</p> <p>13 Any Other Business</p> <p>13.3</p> <p>13.4</p>	
15	<b>Date of Next Meetings</b>	
	<ul style="list-style-type: none"> <li>• Wednesday 9 July 2014 – Trustee Duties at Conference and AGM</li> <li>• Thursday 20 November 2014</li> </ul>	