

# BRITISH MOUNTAINEERING COUNCIL

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## CLUBS COMMITTEE

Minutes of the BMC Clubs' Committee meeting held using Zoom, on Wednesday 23 June 2021.

Present: Chairman Peter Salenieks (PS) *Cymru South Wales*,  
Secretary Jane Thompson (JT) *BMC Clubs Officer*

Mike Spooner (MS) *Clubs Strategy lead*, John Holden (JH) *National Clubs*, Ian Wyatt (IW) *Midlands*, Peter Barrans (PB) *Yorkshire* John Farrow (JF) *Huts Group rep*, Jonathan White (JW) *Director*

Paul Justin (PJ) *Peak* – from item 4, Dominic Oughton (DO) *North West* – from item 7

Apologies: Elizabeth Porter (EP) *Student rep*, Pete Glasper (PG) *Lakes*, Tim Crocker (TC) *London & SE*, David Jones (DJ) *Huts Group Chairman*

Non-attendance: Matt Langham (ML) *Student Rep*, Martin Corfield (MC) *South West*

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### 1. Welcome and Apologies for Absence

1.1 PS welcomed everyone to the meeting. -

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### 2. Conflicts of Interest

2.1 None stated. -

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### 3. Notice of Any Other Business

3.1 None raised. -

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### 4. Clubs Strategy

4.1 MS presented a spreadsheet with an update on the actions taken on the agreed activities. Will be posted on Teamwork. He noted that some of the priorities had changed order due to responding to the lockdowns faced in early 2021. The following points were noted against the activities. -

FYA – to be covered later on the agenda

Students – webinars “Back on Top” delivered in early 2021. Converting graduates to general clubs, linked to FYA – FindYourNextAdventure

Networks – it was reported that NW, Mids, Peak, Yorks and London& SE have started to deliver local networks

Climate Change – JT reported that a meeting is being planned for August with club members that will be led by the Access Team. Guidance is being prepared in the office that event organisers, chairs of groups/committees, clubs etc can refer to when organising activities. Thoughts from club members are being sought via the August meeting to feed in to that support guidance.

JW reported that there is a Huts Sustainability Working Group being set up to support hut operators. Being led by Huts Group with significant input from the

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Access Management Group – invites will be going out soon for volunteers to work with this group.

Clubs 2.0 – put on hold, will pick up again in the autumn. Background work has already been taking place to ensure that key people are aware of the

Support for Student Unions – put on hold due to the amount of other work that was done for student clubs, and will be picked up again in the autumn.

Terms of Reference, role descriptions etc. – put on hold while focusing on the covid-recovery.

PS to produce an update for clubs to include the good work undertaken and the future plans for club reps to send out to their clubs, and for JT to post on to the website.

Document will be shared on to Teamwork

PS will produce a communique for the clubs and include the good news from the Club Strategy work.

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## 5. Update on Clubs Reps

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|-----|---|---------|
| 5.1 | Local Area – Agreed for JT to send an email to all the clubs in the NE & N Wales who don't have a rep, and a joint email with TC to the clubs in LSE for a second                             | JT      |
| 5.2 | National Clubs – JT will confirm text with PS & MS and will send out invite for clubs to nominate a member to be the National Clubs rep. Hopefully the new rep will be in post by the autumn. | JT      |
| 5.3 | Deputy Chair – role needs definition, best to identify the key tasks within the role so that some tasks could be split out to more than one person.   | PS & JT |
| 5.4 | MS reported that lots of work had been undertaken by the Student Panel – they're the most engaged group we've had.  | -       |

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## 6. Updates

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| 6.1 | Board – two new directors voted in at AGM. Martyn Hurn & Andy Syme. Andy is the new President. Focus on training for working more effectively as a team and on directors duties (widened out to National Councillors and to senior staff). Still very busy, and still on monthly meetings. JW noted that approximately half of the directors are club members.  | - |
| 6.2 | Members' Council – composition changed following the AGM, with the chair of Clubs Comm now with a vote. There is a position for elected councillor for club members, but no-one put themselves forwards – solutions are being considered. There are also new councillors for mountaineering activities (mountaineering, climbing, walking) – there is great scope for clubs to engage with them. There will be a programme of themed meetings looking across the different aspects of mountaineering – there will be a great opportunity for clubs to engage with all of these. | - |
| 6.3 | Club Reps – No urgent items raised.   |   |
| 6.4 | Office – Report from JT will be posted in Teamwork. She noted that all BMC staff have been on flexi-furlough for one day a week since February and it will continue through to the end of September. Response times are therefore longer than usual and some activities/events may not take place.  |   |

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## 7. Clubs Are Open / #FindYourAdventure

7.1	Really positive that so many clubs have engaged with the programme, from large national clubs to very small local clubs, via the two webinars that ran in early May and early June.	
7.2	Got wide engagement within the BMC, including with the MarComms team who will be supporting with the digital pathway for potential members.	
7.3	Lots of work going in to supporting clubs to be “ready” for new members, and the support will continue long term, not just a summer 2021 focus.	
7.4	Series of Facebook ads with specific themes, and will link back to the BMC website. Email addresses will be collected to allow contact with the potential members to provide more information about what clubs are all about and to direct them to clubs. The clubs they will be directed to will initially be those clubs that have signed up to #FYA, although there will be a link to be able to access the listing of all clubs. Signed up clubs will be encouraged to run specific activities to help to engage with these potential members.	
7.5	Targeting a launch for July, it is not expected that clubs will all be ready to launch at the same time, and having “different waves” is expected. Logo is ready and will soon be sent to clubs with the branding guidance, and has been tested with the target audience.	
7.6	JT to provide a list of clubs who attended the two webinars	<b>JT</b>
7.7	Membership figure data from both 2020 and 2019 will be used as base-lines for outcome measurement.	-
7.8	There are two individuals who have joined the steering group – Jo & Charlotte. PS asked the committee if they would accept both as co-opted members of Clubs Comm for the duration of the campaign. It was accepted unanimously.	-
7.9	Steering Group has secured funding from the Board to cover digital advertising, magazine advertising, and merchandise.	-
<b>8.</b>	<b>Confirmation of Minutes of previous meeting</b>	
8.1	Any amendments to JT & PS by 27/6/21	<b>ALL</b>
<b>9.</b>	<b>Teamwork tasks (incl. Matters Arising)</b>	
9.1	PB, PS, MS to meet to discuss the best way to link the Teamwork tasks with the Strategy work.	<b>PB, PS, MS</b>
9.2	Discussion took place on whether there are other systems available that would better serve the use that the committee requires. MS reported that he had been involved in the digital operations plan for volunteers, and the BMC requires content to be stored centrally. He noted that changes to central IT systems at the BMC are planned, and it is expected that TW will be reviewed as part of that so he recommended that we should be patient for a while. JW asked if there were other systems that Clubs Comm could offer to trial?	
<b>10.</b>	<b>AOB</b>	
10.1	-	-
<b>11.</b>	<b>Dates of forthcoming Meetings</b>	
11.1	Next meeting is due to be in September – date to be circulated.	<b>JT &amp; PS</b>