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## Board of Directors

### Minutes

Monday, 3 February 2025



**Hybrid meeting:** The Studio, 7 Cannon St. Birmingham B2 5EP

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**Board Attendees in Person:** Peter Brooke; Pauline Tryner; Zac Randall; David Rosen; Andy Robinson; Drew Vanbeck; Keith Willdig.

**Via Teams:** Duncan Birtwistle; Alison Howe.

**Guests:** Kay Hawke (item 3), Alex Welch (item 3),

**Apologies:** Laura Kaye Tomlinson, Rob Woods

**Minute taker:** Peter Brooke

### 1. Meeting Administration

#### 1.1. Welcome and introduction.

The Chair welcomed everyone to the meeting.

The Chair informed the meeting that a recording of the meeting would be held on the Chief Executive's computer on a personal drive and would be deleted when the minutes were approved. It was agreed for the meeting to be recorded.

#### 1.2. Apologies:

The Chair informed the Board that Laura Kaye Tomlinson and Rob Woods had submitted their apologies due to other commitments.

#### 1.3. Any other business

Two items were raised:

- Journey of new members on the British Orienteering website.
- Considerations of support/ coaching for orienteers who join as adults.

No further items were raised.

#### 1.4. Declarations of interest

No declarations of interest were made.

## **2. CEO Recruitment/ new Chair communications**

*Peter Brooke left the room. Notes provided by the Chair.*

The Chair provided an overview of the CEO recruitment process and interviews that took place.

The interview process took place in two stages. The first saw five candidates shortlisted and invited to an online interview. Following this, three candidates were invited to attend an in person interview at the head office.

There were three strong candidates from a range of backgrounds who could bring value to the organisation.

The appointments panel were pleased to recommend Peter Brooke to the Board as the new Chief Executive Officer.

The Board agreed the unanimously agreed to the appointment.

The Chair placed on record his thanks to those involved in the recruitment process, Alison Howe, Rob Woods, Duncan Birtwhistle, Peter Hart and Ann-Marie Duckworth (EMOA Chair). In addition, the staff who supported the interviews on the day.

*Peter Brooke was invited back to the meeting.*

The communications announcing the new Chair was to be published on Monday 3<sup>rd</sup> February. Arrangements to announce the new CEO were to be confirmed and conducted in the next week.

It was noted that the process to recruit two additional independent directors was to start again, and the directors pack had been updated. Peter Hart will continue to lead this work and advertisement is currently underway.

## **3. Partnerships and Communications**

### **3.1 Quid Games**

The Chair welcomed Kay Hawke to the meeting.

Kay provided an overview of the Quid Games event and the partnership with Sportsshoes.com.

In line with the strategic plan, the concept was focused on the 16 to 40 age group, and this first event was to pitch the best trail and fell runners against the best GB Orienteers.

This event successfully showcased the sport, our elite athletes and their high performance standards. Content creators and key influencers on the night helped boost the profile to orienteering reaching thousands of social media accounts.

Principles around the event focused on the ability for someone to pick up a map and go, through a simplified map and clear terminology, alongside creating a memorable experience. In addition to reaching new audiences, several key partners and brands supported the event. They have indicated their wish to be involved in future events.

Social media engagement was excellent across our channels and through the number of views through runner profiles and the Quid Games Instagram account.

Two further events are planned for 2025 and are in development with Sportsshoes.com.

The Board was encouraged by the event and its concept and further discussions highlighted brand ownership and partnership working.

The Board are keen to support future events and looks forward to hearing how it develops into opportunities to see more newcomers at orienteering events and at clubs.

**Action:** Kay's slides and links to the content creators image files to be sent to the Board.

### **3.2 New Year Campaigns & marketing**

The Chair welcomed Alex Welch to the meeting.

Alex reviewed the elevate your fitness January campaign. Resources including social media cards and a video were produced and shared to clubs and throughout social media channels.

Paid ads have proved successful and saw greater reach into more unique accounts. This provided important learning for future campaigns.

TikTok has been launched, and initial analysis shows good reach to our target audience.

A discussion was held on the relevance of X (formerly twitter) and if it's appropriate for our members and target audience. The Board recognise the need to focus our resource on social media channels which support our target growth and therefore supported closing the British Orienteering X account.

Alex provided an update on the Spring Campaign which focuses on newcomers and the stories of why they got involved and enjoy the orienteering. A variety of groups within the membership will be used to demonstrate orienteering's relevance and versatility to attract new people.

*Kay Hawke and Alex Welch left the meeting*

## **4. Minutes of Board meetings 9 December 2024**

The Board minutes of the meeting 9 December 2024 were approved.

### **4.2 Actions review**

#### **Staffing update**

- Two part time positions have been advertised for roles within the performance team.
- Peter Brooke will review the current staffing structure ahead of the next Board meeting to ensure it meets with the strategic plan's objectives.

#### **Club insurance consultation**

- A paper has been written and reviewed recommending the removal of the non-member insurance cover at events.
- DR is to review this document for final amendments prior to distribution.
- The survey is to be open for a month and close on 14<sup>th</sup> March.

### **Find Your Way Project review**

- The Board noted the independent review report and consider this action closed.

### **WOC 2024 Finances**

- WOC 2024 expect to make a small surplus. Final confirmation should be received soon.

### **AGM 2025**

- On the agenda

### **Russian & Belarusian athletes**

- On the agenda

### **Corporation Tax**

- Action outstanding

### **Loughborough BS Account**

- Research is still being made for appropriate accounts to move money between different accounts for safety and accessibility.

### **Hosting Major events**

- Action on hold.

### **Risk Management**

- Action on hold.

## **5. Finance**

### **5.1. To receive the draft end of year Accounts 2024**

The Treasurer referred to the previously circulated draft end of year accounts. He reminded the Board that we set a deficit budget of £101K for 2024. The final figure subject to any adjustment would be a deficit of £66K.

The key reasons were:

- WOC 2024 received £40k.
- There were gaps in staffing at different times during 2024.
- Interest from reserves were slightly higher than forecasted.
- There was still a notable amount of levy outstanding, which was being chased up.

The annual Audit is starting 3<sup>rd</sup> February 2025.

### **5.2. Reserves Policy**

The Treasurer reminded the Board that the current Reserves Policy allowed for six months full operating costs plus any wind down costs including redundancy payments.

As of 1 January 2025, this was £324,423.

Following a discussion, the Board approved the Reserves Policy.

### **5.3. Insurance – Non-member insurance cover**

As discussed in the action points:

- A paper has been written and reviewed recommending the removal of the non-member insurance cover at events.
- DR is to review this document for final amendments prior to distribution.
- The survey is to be open for a month and close on 14<sup>th</sup> March.

## **6. Governance**

### **6.1. Russian & Belarusian athlete eligibility**

Following a discussion in the December meeting an updated eligibility paper have been written in line with the IOF's policy.

The Board approved the updated criteria.

### **6.2. AGM 2025**

The Chief Executive confirmed that the AGM would be held in The Lakes at Bampton Memorial Hall on Saturday 17<sup>th</sup> May 2025 at 16:00.

Work was underway in producing the annual report for 2024 alongside the supporting materials. David Rosen is to review the documents on the Board's behalf prior to sign off by the Board at the next meeting.

## **7. Strategic Plan**

The Chief Executive gave an overview of the progress in the Strategic Plan.

### **7.1 Performance Figures**

The Chief Executive provided the meeting with an update of the end of year figures for membership and participation including the profile of members.

He reported that the final membership numbers were 8,963, which was slightly below those forecasted at the start of the year (9,000).

16-40 segment of the membership was now at 1,948 (21.7%) which was up on the previous year.

Participation is expected to be approximately 148,000 when all data is submitted. Poor weather had led to a large number of cancellations leading to a significant number of runs being lost.

The number of non-member runs was up to 17% of the total runs at just over 24,000.

### **7.2 Updates on other areas of the Strategic Plan**

#### **Development Conference**

The CEO highlighted the number of sessions being delivered and nearly 400 registrations. YouTube viewing hours are over 48 hours. Feedback is positive and the series was well engaged by the membership.

#### **Marketing/ Website**

The Chief Executive informed the Board that work was now moving onto the development of the major event mini sites following the website overhaul in 2024.

As discussed earlier, we have recently launched several email campaigns with a success rate of openings of 66%.

Our Instagram followers have recently reached 2,700.

### **Volunteer Awards**

Nominations are now open, and the number received each year was increasing.

These will once again be presented at the JK on the Friday.

## **8. Matters of Significance**

### **8.1 British Middle Championships**

The CEO informed the Board that the entries for this event had opened late due to various challenges. There was expected to be some impact on the number of entries.

### **8.2 Poor weather**

The CEO highlighted the recent impact of extreme poor weather on events. 38 events had been postponed or cancelled in three months, compared to 10 events in the same period last year.

Over 3,100 runs had been lost. However, several events had been rearranged for a later date.

It was also noted the challenges the weather presented at the recent Concorde Chase event.

The Board recognises and appreciates the additional effort our clubs, members and volunteers undertake when facing these challenges.

## **9. Welfare & Safeguarding**

### **9.1. Welfare Matters**

Peter Brooke, Lead Safeguarding Officer referred to the update provided within the papers.

There is one case going through an appeal process and the Board would be updated at the next meeting.

Peter Brooke reported that no further cases that had been received.

## **10. Standing Items**

### **10.1 Steering Groups and Committees**

#### **10.1.1. E&CC/Rules Group**

The Chief Executive informed the meeting that the Rules Group had published the competition rules for the 2025 season.

#### **10.1.2. Talent & Performance – Performance Pathway Programme Group (PPSG)**

The CEO informed the meeting that the selection policy for 2025 had been published.

The recruitment process to replace Tom Bray was underway and interviews due. Following a review involving the PPSG, it was proposed that the role be split into two positions.

A further update will be provided in the next meeting following the interviews and appointments.

#### **10.1.3 Trail O**

Keith Willdig provided an update from the latest Trail O committee meeting.

## **11. International Matters**

The Chief Executive informed the Board of an update received from Scott Collier from a recent Foot-O commission meeting.

- **World Games** - Several countries are not sending teams to China due to cost and the timing of the event.

- **Extreme heat** – Work is going on to prepare for extreme heat at competitions and weather considerations are being considered ahead of events in 2028.
- **Sprint guidelines** – Draft guidelines are being developed for head to head sprint races.

## 12. Closing business

### 12.1 Any Other Business

#### Marketing and communications

Alison Howe reflected on subjects raised during the recent CEO recruitment process. Highlighting the route on the website to become a British Orienteering member and could this be simplified.

Building on the Quid Games event can further work be done to consider more specific branding for campaigns? How can the sport be more brand specific?

These considerations will be passed to the team to look into.

#### Seniors and masters training and development

The Board held a discussion on training and development opportunities for senior and masters' members who may have either joined the sport late or didn't progress from the junior squads.

Discussions considered if there was a demand, and how this could be supported.

Pauline Tryner was to discuss this at the next JROS meeting.

No further matters were raised.

## 14. Future meetings

Key Dates	Venue
Monday, 31 <sup>st</sup> March 2025	The Studio, Manchester
Saturday 17 <sup>th</sup> May 2025 - AGM	Bampton Memorial Hall, The Lakes
Monday 7 <sup>th</sup> July 2025	Birmingham TBC The Studio
Saturday 13 <sup>th</sup> September 2025	Online
Monday 8 <sup>th</sup> December 2025	London TBC Bird & Bird

The Chair formally closed the meeting at 15:20