

**Icelandic Horse Society of Great Britain**  
**Minutes of Board Meeting**



<b>Date: 09/11/2013 Face to Face Trustee Meeting; venue Freija's/Charterhouse, Somerset</b>		
<b>Attendees: Jem Adams, Mike Adams, H Ashford, Debbie Ede, Freija Glansdorp, Tim Hutchinson, Jan Payne</b>		
	<b>Notes and Actions</b>	<b>Owner</b>
1.	<b>Apologies</b> - Nadene Butler, Kirsty Carson, Kristina Christof, Mike Edwards, Fi Pugh, Ann Savage TH: Thanks to all for coming and to FG for hosting. Future plans F2F 2x per year, spring & autumn	
2.	<b>Annual Report &amp; Final Accounts.</b> Draft received from accountants B&B. Wording changes agreed in Tim's report to reflect that the 'fund for members' has to be all inclusive due to Charity restrictions. Agreed to integrate the reports just received from Sport and Youth and to add FG's breeding report. Subject to these changes the accounts and annual report were agreed and signed off by the quorate Board (TH & FG) and also approved by the Trustees elect.	
3.	<b>3 year rolling budget;</b> Draft budgets previously circulated were discussed and fine-tuned to an agreed 2013/14 - 15/16 three year rolling budget. Provisions were made to fund the youth cup and breeding show in 2013/14 and the profit generated by the 2013 BCs was carried forward for Sport to spend in 2013/14. Wide discussion ensued about v.f.m. for the membership and 'perceived bureaucracy' where the benefits of the IHSGB attending FEIF for (1) the society and (2) the membership discussed. The Regional funds for supporting local activities were preserved but it was noted that the AFPs are not fully aware of the fund or how it can be used. Coverage of AFPs across the UK is not 100% yet. MA suggested link roles for the Trustees to facilitate communication with the AFPs and the Board but this was thought too complex, maybe the Comms Trustee s/be the link? The scope of the insurance coverage was discussed - the bulk of the cost attributable to public liability. It was agreed to review the policy again and to look at whether the BC's should be covered by the umbrella policy and MA, as trustee elect, agreed to look into this. New budgetary provisions: Linking in with other items on the agenda, was the need to ensure funding for the development of the new website (as previously agreed in year) and to look at the IHSGB reserves and reserve policy alongside TH paper re IHSGB development fund. £1500 was budgeted for the new website set up costs	
4.	<b>TH General Development Fund</b> paper was discussed (reproduced at Appendix A). MA - highlighted the need for the IHSGB need to be seen as a more generous society rather than 'if you not a member you can't'. Rationale being that a perceived more 'open' society will, in turn, attract further funding. Concerns raised about financial liability of long term investments v. cash in the current economic climate. The principles behind TH's paper were endorsed, the marketing deemed important so that members understand it is THEIR fund and one they can apply to for bursaries etc as long as the aim is consistent with the Society's objectives. Briefing document could go out with new members' pack and circulated to existing members via Sleipnir, newsletter etc. Detail to be worked up. Donations invited to the fund in return for package of say mug, t-shirt etc...a 'package' of benefits	

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<p>5.</p>	<p><b>Aims &amp; Goals next 10 years.</b>          Ref SWOT analysis attached. An addition to threats - member retention, An addition to Opportunities - the 50% of icy owners who are not IHSGB members.  <u>Future Vision/Proofing</u>          Goals:</p> <ol style="list-style-type: none"> <li>1. The 10 year vision is to have 75% of icy owners as members, looking at a circa 10% growth in members year on year.</li> <li>2. Increase Inclusivity</li> <li>3. Increase the 'value' felt by members - members to feel they are getting more out of the society and feeling they are part of it/it is their society</li> </ol> <p>The hows:</p> <ul style="list-style-type: none"> <li>• Agreed real opportunities existed to target the 50% icy owners who are not members. To do this there is a need to re-launch the AFP initiative as Area Reps - they are the initial face of the Society, they need to be more fully involved with the Society and, in some cases, more pro-active in their roles. Guidelines/'job descriptions' do exist but 'all a bit vague'. Given this targeted growth revolves around the roles of Communications, Membership and Studbook these 'departments' be asked to come up with a strategy and also to draft an exit poll for those leaving the society to gather intelligence. Timeframe next few months.</li> <li>• Increase Inclusivity; how attract more members to events? Marketing of a social event which also has a competition attached, tea tents, TV's for the non-riders, night time tolts, 'fun events', in hand classes, educational themes - The IHSGB Summer Party....Need to decide venue and dates for 2014 asap (breeding show too).</li> <li>• MA queried the possibilities/risks of sending out Sleipnir etc by email to non-members</li> </ul>	
<p>6.</p>	<p><b>Website and Facebook</b>          The rewrite is on-going and ready for at least a demo launch at the AGM. Target launch date of 1<sup>st</sup> January (to be kept under review). Discussion about different access levels for Trustees eg: Sport have a password specific to editing their page(s) but not deemed necessary. Board and named management team (re corporate bits -ToR's, Articles, Forms advertising, links etc)l to have write access .          Facebook: Accepted that the Trustee in charge of Comms &amp; PR should have editorial control of social media and websites. Agreed Jem would liaise with MR about existing posts on IHSGB website.</p>	
<p>6.</p>	<p><b>Long term service</b> - the meeting agreed how to recognise and mark the event of a long term Board member standing down. £100 budget was agreed.</p>	

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7.	<p><b>A.O.B.</b></p> <ul style="list-style-type: none"> <li>• <b>The Shop</b> - No trading in 2012/13. Inventory received from Shona. TH has had some preliminary discussions with MR/Anne Davies about selling small misc articles. All supported the idea of a shop but recognised it needed a named individual to take forward. KISS - mugs, brand t-shirts, adopt concept of 'friends of...'</li> <li>• <b>Member thank you</b> - a perpetual calendar, accompanied by hints and tips...free for Area Reps, sell at £x...and/or photo competition and IHSGB annual calendar....Education &amp; Welfare Trustee to develop idea</li> <li>• <b>ToR</b> - all Trustees to review their terms of reference and update</li> <li>• <b>Board Meeting schedules:</b> Agreed to meet on <b>Skype</b> on the second Tuesday of the month at 19.30-21.00hrs-DE to initiate protem on Skype, FG to be the Pow Wow standby. PP to continue as Minute Secretary/FG to confirm with her.</li> <li>• <b>FEIF CONFERENCE</b> 7<sup>th</sup> - 9<sup>th</sup> February 2014</li> <li>• <b>F2F</b> - April 12<sup>th</sup> in lieu of Skype call. Venue: Charterhouse</li> <li>• Agreed '<b>Not So Secret Diary of a Trustee</b>' as a light hearted synopsis of the Trustee meetings/agendas agreed; FG to write up this meeting</li> <li>• <b>Next newsletter copy deadline</b> by 20<sup>th</sup> November - to include intro pieces from the new Trustees</li> <li>• <b>JA - widening of Performance Awards</b> - review of overall scheme required (Jem's team) and nominations from Area Reps, an awards evening to be incorporated into the Summer Party/Show.</li> <li>• Thanks Freija for hosting and everyone for their constructive input and enthusiasm.</li> <li>• DE to update yahoo forum website re AGM times and nominees</li> </ul>	
15	<b>DONM - Tuesday, December 10<sup>th</sup> 2013 @ 19.30hrs</b>	

**Distribution List:** Trustees, Management Team

**For information:**

**Guidance for the Creation and Use of the IHSGB General Development Fund**

To maintain our status as a registered charity that is able to claim tax relief, we are required to demonstrate annual achievement of the Society's aims. The creation of this fund will help us achieve to our goals and will also demonstrate our charitable credentials. The aim of the fund is for the interest earned to be used to award grants that will further the Society's objectives.

The Society's objectives are:

1. To educate the public about the Icelandic horse and its origins, preservation and standards in accordance with the standards of FEIF.
2. To improve general standards in the management, use and treatment of horses with special features of the Icelandic horse by the education of breeders, importers, owners, judges, vets, trainers and the public

Applications for grants are to be made in writing to the Board of Trustees by 31<sup>st</sup> July each year for the following year. The application should include the reasoning why the applicant believes that the Society objectives would be enhanced and state the benefits to be gained.

Applications may be from anyone, and there is no limit to the number of times an individual may apply.

The Board of Trustees shall consider the merits of each and every application, seeking clarification where necessary. Any awards so granted will be announced at the Society AGM in November. If no

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applications are received or none is considered sufficiently worthy then the interest will be reinvested into the fund.

If the total amount asked for by those applications considered worthy exceeds the amount of interest available then the Board will decide which applications will provide the Society with the greatest return. The Board decision is final and there will be no right of appeal, however the individual may apply again the following year.

The capital of the fund may only be spent in exceptional circumstances and the trustees will need the majority of fully paid up members to give their written agreement. This will reassure people that their donations will be fully used to create a lasting legacy.

Gift Aid and Donation Form.

*TH Paper: 9<sup>th</sup> November 2013, Version 1*

### Swot Analysis

#### **STRENGTHS**

The Horse - gaits and temperament.

A core of committed members who are prepared to support the organisation..

Members allowing the BC Show to be held on their property so reducing the cost of the show

The construction of a new web site which will provide a better shop window for our Society.

There are strong international links between the FEIF member countries and people.

We all have the same interest, which requires a high level of commitment.

#### **WEAKNESSES**

The number of breeders in this country is very limited. The same applies to sport riding which again attracts a low number of participants, which is not helped by the lack of opportunity to take part.

If we only appeals to these two groups then the Society is unsustainable as the majority of members neither breed nor take part in Icelandic Sport competitions

Low percentage of members actually attend IHSGB events e.g. BCs and AGM. Low levels of engagement and interest in sport, breeding and the core workings of the IHSGB from the membership.

The fact that the BCs is held on private land makes demonstrating Icelandic Sport riding difficult to an outside (public) audience

Icelandic horses are perceived to be 'expensive'

We are very vulnerable to everyone's lack of time - most of us have full-time jobs and horses to look after, which leaves only very limited of time for the organisation.

#### **THREATS**

Proposed EU alteration to the horse passport system could impact on the income of the society and result in a reduction of funds

The reduction of horse Ownership due to the economy

Increased popularity of other breeds and riding disciplines. Members selling their Icelandics and buying other breeds.

General apathy from Icelandic Horse Owners.

Disharmony within the organisation

Weak riding skills - in general

#### **OPPORTUNITIES**

Raising the public profile.

- New horse magazines have come onto market so these can be contacted with view to publicising the breed.
- Attendance at some of our smaller regional agricultural/horse shows.
- Greater use of the Internet and Social media.

Rider Badge scheme devised by Holar should help in the development of gaited riding given it comes from a respected Institution.