

Icelandic Horse Society of Great Britain
Action Notes of Board Meeting



Date: 13/01/2018 Face to Face Trustee Meeting; venue Connegar Farm, Dorset

Attendees: Jem Adams, Mike Adams, H Ashford, Ellen Brimble, Debbie Ede, Freija Glansdorp, Nicola Guenigault, David Savage,

Apologies: Kirsty Carson, Karen Smith

Notes and Actions	
1	<div style="background-color: #90EE90; padding: 5px; border: 1px solid black; margin-bottom: 10px;"> <p>This meeting is not minuted per se; the day was spent discussing/designing/looking forward to the future using a brief prepared by Karen and Nicola. Action notes form the record and the agenda to take forward.</p> </div> <p>Minutes of last meeting agreed.</p>
2	<p>NG (and KS in spirit!) took the next session; their joint marketing/software development skills being used in tandem, their current remit looking at how we should consider our 'audience' – the membership as we look to the future.</p> <hr/> <p>Need to agree/confirm our focus: from October and November's AGM this is set out as:</p> <ol style="list-style-type: none"> 1. To improve the members' perception of the worth of the Society for all riders and their ownership of their Society – YOU are the Society 2. A riding academy; offering access to education and support throughout your journey with an Icelandic Horse 3. To be able to field a full Sports Team to the WCs 4. To continue to promote the welfare and purity of the breed 5. To publicise the Icelandic Horse and grow its popularity as a breed <p>One of our major weaknesses is numbers on the ground and our geographical dispersity –“- strength is the passion/willingness of all in the Society – we want it to succeed</p> <hr/> <p>Undertook a sharing of skills and roles round the table</p> <p><u>Aide memoires from this:</u></p> <ul style="list-style-type: none"> • Need teaser/publicity re the transition of tolt on line to the new training regime to keep the momentum going – there is currently a communication hole • Sports Squad – publicity for this needs to be increased • Facebook is not a reliable form of communication and its algorithym are not helpful re prioritisation of message • Clarification of the 2 IHSGB FB sites is required – which does what and who/what/where is the voice of the Society. Our page needs 'a voice' and, for example, cheat sheets/position statements on key issues eg: weight carrying • Communication needs to be of real value/benefit to the membership – they should get priority in any communication hierarchy • Clarify IHSGB insurance – reminder to members about their need for insurance and the limitations re. the corporate cover of the IHSGB. For recipients of grant funding the award should be explicit that it comes without any insurance liability • Paypal – look at fee structure especially w.r.t. new tolt on line initiative, payments to judges and entry fees.



- Data audit required and new data protection legislation due in May – to review;

Action:

- KS & NG to do future brief - also need to review our insurance w.r.t. data protection/GDPR
- Review of what is personally identifiable information
- Tightening consent rules
- Use of data/holding and retention
- Right to be forgotten
- ...& how, this will impact on say distribution of Sleipnir for example, re. data sharing and how Sleipnir/communication in future comes from the Society OR the community – plus more onus on copyright /permissions etc . This change needs to be managed. Initially, the Society will work with the newsletter editor to ensure that each edition of Sleipnir is proof read/accredited by the Society, a proof v. publishing timetable will be shared and the use of data clarified. JA and NG to liaise.
- NG to draft formal Records Management policy to meet our obligations under the DPA and new legislation. DE to provide example policy.
- The Society must make an effort to be seen at events and accessible to newcomers – how? Flyers/Posters on own vehicles etc./ “ I am a representative of the Society – here if you want me”

NG/KS – have undertaken a ‘community segmentation’ analysis identifying the different levels of gait expertise (rider and horse and combination thereof), requirements and aspirations of the membership. Their steer is that the immediate focus should be on all those who wish to **retain/improve/learn re gait training** – there are other organisations etc. out there that can assist with dressage/TREC and other disciplines. For simplicity and ease of reference they roughly categorised the audience into 3 sections of the membership and discussions took place as to how to support all. Common to all tiers/levels/segments is the theme of education in the gaits be it en route to oval track riding or improving your gaits on a hack and provide for those that want it a transition path re. expertise through the gaits. Plus, Karen’s role embraces the ‘would be’/potential new members and the ‘leisure attrition’.

We need greater transparency about what is in the works....we are currently reactive or behind the message – we should have more lead into events....a lot is going on ‘out there’ but as a Society we are, maybe, playing catch up with the initiatives. But how many members are active and how many do we lose/not retain because we are not perceived to be offering the right support? NB; re. future Event postings – make sure all include an insurance disclaimer

Actions: Immediate Leisure steps NG:

- Survey – formalised mechanism to let their voice to be heard
- Monthly challenges – can we pick up this up, with a training focus, the Halfkey one winds down in May, with exclusivity of access for members - evolution of a ‘tolting toolkit’
- Exploring video content/feedback – education
- Develop Exclusivity of Community
- Reinstate the Performance Award (miles covered); NG to champion – retrospective by invite and annual submission – the onus being on the individual to submit - using variety of platforms.
- Data audit and development of Records Management Policy

The roles:

Having reviewed the skills now around the table and with the decision at the AGM to appoint to a Board



vacancy and not create a new role/portfolio the meeting determined that:

Karen : Communications (including marketing)

Nicola: Leisure (incl. website)

Education: Jem (incl. GB ranking)

Ellen, Mike, Kirsty and Freija stet.

Welfare - all with Dave as Lead Trustee/Coordinator

- **Action:** All to update Terms of Reference and feedback (to DE by end of January)

Again from the October F2F and the AGM, with the focus as agreed above we then said *“our view is probably around regional based centres/clubs, all members being a member of the Society but with local ownership and budgets to deliver what the local region wants. Area Reps would evolve and be subsumed into a smaller number of regions. Our possible new recruit to then be tasked to undertake a proactive ‘baseline audit’ of what resources – personnel and facilities and willingness to engage - exist across the country with a view to determining if this model would work.*

So if we know where we want to be (the Vision), we know where we are (the baseline audit) now we just have to flesh out the middle bit of how we get from one to the other and if the proposed regional zone/club model is feasible to help us get there!”

With NG’s agreed immediate action re undertaking a survey/baseline audit - the information/analysis of this will help us assess the viability, or otherwise, of our proposed regional models – the AGM having also greeted this idea with enthusiasm. How the Area Reps interact with this is also key.

Actions:

- ALL to input by week end, 20th, as to what questions we want to ask the membership. For eg; current activities, aspirations, skills audit, barriers etc. – but care re. making the questionnaire too onerous – needs to be some funnelling of what data we want to capture.
- NG to evaluate our suggested questions and make a proposal as to how to structure the survey and define its focus. Proposal back from NG by mid next week, 24th.
- Once finalised questionnaire will be out with members by month end
- Return date 15th Feb to allow a week to analyse and reported on for next meeting.

Re. making this Regional model real - debate centred on how would we go about introducing a Pilot scheme/Region? As a starter :

Actions: KS to advance -

- Redefine Area Rep’s role; there must be some accountability and mandatory engagement/ must do’s to fulfil the role – make the TERMS OF REFERENCE more explicit for them
- KS to explore/advance how she sees the role of the ARs and how performance issue should be enforced – liaison with JA to provide history/Society insights. ALL to input into this exercise as to what we expect from the role.
- Can Karen produce this for discussion by end of January? *Post meeting note – no, will aim for asap but with enough time to inform next F2F*



	<p>So at next F2F – we will have the survey results, active members mapped, an idea of the future role of the rep for discussion and use all this to inform the development of a pilot scheme. Agreed to meet again and really build on this momentum end February 24th at Freija’s (Cheddar).</p>
<p>8</p>	<p>AONB -</p> <ul style="list-style-type: none"> • Mic Rushen submitted a Grant application for course with Fi; £100 funding agreed but need new grant conditions to be communicated with letter announcing award of grant (see below). JA • 2 more Grant applications were tabled for tolt training from Dave & Ann Savage. With Dave declaring an interest, the Board reluctantly refused the retrospective application and pended the second to see if it meets the new explicit conditions of award (to be drafted by JA/DE) not least that the funding is used for facilitating member training – non-members should not be seen to be accessing a free benefit. • JA/DE to draft standard letter announcing the reward of grants but with explicit conditions of acceptance and with paragraph indemnifying the Society against any liability claim. Any grant award should be seen to offer member benefit not to defray costs for allcomers. • New HMRC small donations scheme – DE to research • Maureen (Edwards) - Agreed to send a card to the family from Board expressing sympathies and publish an obituary in Sleipnir (could/would Mic do this? DE to check). DS to send card • FEIF conference – MA is attending & representing the Society. ALL – are there any issues anyone wants taken forward? DE to research what the unexpected budgetary event was last year – maybe better forward financial planning, or communication of, is required from FEIF? • Sports Squad – highlight/market – MA/KC • Your Horse Live – do we want a breed presence? • Breeder – Library books – now in stock – EB advancing how the loan scheme should work and to ask the 1st borrower to review for Sleipnir. Full value deposit required as each book c. £50 • Re the virtual tolt on line budget – agreed initial 3/12th subsidised/tapered fee for members as the exercise comes on stream MA • FG to circulate formal company sign off to all for their use to ensure IHSGB correspondence has a corporate identity and meets legislative requirements. • Jem reported that she & KC are working on an Education System – w.i.p. structured progression across the levels with visible rewards eg: badges. Maybe evaluate grant funding opportunities (DE to research grant information) – are we missing other funding sources? • JA informed the meeting that she is refining roles of FB personnel – thus building on the initiative to clarify the use of the pages as above • Q: How can we get the Society involved in the winter tolt series for example – can there be a IHSGB rosette to highest (member) performer, thus supporting the organiser – agreed in principle. KS/JA to develop ideas. Awards for improvers etc.
<p>9</p>	<p>DONM -</p> <ul style="list-style-type: none"> • F2F Cheddar 24th February 2018 start time 10am • Meeting closed at 16.00, EB and FG leaving at 15.30

Distribution List: Trustees, Management Team