Cycling UK Board Meeting
Minutes of the meeting held on Thursday 28 July 2022
Virtual meeting via MS Teams

Present:

Board Members	Staff
Janet Atherton (chair)	Sarah Mitchell
Christine Gibbons	Matt Mallinder
Fiona Abbott	James Scott
Andy Macnae	Phil Hall
Paul Baker	Charlie Keep
Robin Tucker	Katherine Fairfax (mins)
Rachel Kirkwood	
Mark Smith	
Sam Marshall	
Ben Packer	
Melanie Carroll	

1. **Chair introduction - JA**

2. **Apologies for Absence - JA**
   None.

3. **Declaration of Conflicts of Interest - JA**
   None.

4. **Membership Review Project Recommendations (A) - CK/ SMi / MM**
   Presentation on Membership Review Project recommendations. The Board provided their reflections and agreed to the proposed recommendations.

5. **Approval of the 2021/22 Annual Report and Accounts (A) - PH**
   Presentation of the 2021/22 annual report and management accounts. A private in-camera session was held between trustees and auditor to allow for questions. Subject to minor amendments to the annual report, the Board agreed to the sign-off of the accounts and letters of representation.

6. **Notification of Any Other Business - JA**
   None.

7. **Minutes of 31 March Meeting - JA**
   No further comments.

8. **Matters Arising from the previous meeting not covered on the agenda - JA**
   None.

9. **CEO Report (D) - SMi**
   Presentation on CEO report covering membership transformation, CRM, people strategy, diversity & inclusion, business planning, affiliate groups review, insurance review, subsidiaries review, and e-cycles programme pause.

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Presentation on Q1 Board quarterly performance report, covering CRM data migration impacts, membership attrition, renewal issues, marketing integration, and efforts to address diversity and acquisition challenges.

The following Agenda items are for Approval (A) Discussion (D) or Information (I)

10. **Membership Acquisition Strategy (I) - CK**
Presentation on membership acquisition strategy, including key workstreams, partnership opportunities, and the role of digital marketing in driving growth.

11. **Cyclists Advocacy Network (CAN) (D) – MM**
Discussion on the Cyclists Advocacy Network development including diversity, branding, and strategic alignment, with suggestions to improve visibility and rename.

12. **Digital update (I) - PH**
Informative update on CRM, Portal, and digital workstreams included project progress and the value of CRM integration with tailored email journeys.

13. **Strategy Development process (D) – SMi**
Discussion on the 2024+ strategy development process included stakeholder engagement, resource assessment, and adaptability.

14. **Strategic Risk Register and Review (D) - PH**
Presentation on the June strategic risk register which addressed escalations in e-cycles and macroeconomic risks, and a virtual workshop focusing on future strategic risks through PESTLE analysis, with outputs to inform the strategy development process.

15. **Finance update (I) - PH**
Informative update on the finance status, which covered the onboarding of Saffery Champness, positive Q1 YTD performance, budget assumptions related to acquisition work, and management accounts

16. **Co-opted Trustee Re-election (A) - JA/ PH**
[MS left the meeting due to conflict of interest]

Approval of the re-appointment of MS as co-opted trustee for an additional year.

17. **Committee Reports (I) - Comm Chairs**
Informative update of committee reports from the Nominations, People and Culture Audit and Governance and the Finance and Performance committees.

18. **AOB - All**

Below the line paper for info
- BTL 1.0 –Cycling made e-asy Governance Overview
- BTL 1.1. –Cycling made e-asy governance summary slides
- BTL 2.0 –AGM 2022 ballot paper

Dates of future meetings

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- Friday 9 September 2022 –AGM
- Friday 14 October 2022 (Board / SLT Awayday) –IN-PERSON
- Thursday 20 October 2022 –VIRTUAL
- Thursday 15 December 2022 –IN-PERSON