

NBE Board of Directors meeting

18th January 2022

09.00 - 17.00

Via Zoom

<p><u>Present</u> Simon Love (SL) Claire Beesley (CB) Mary Muir (MM)left at 1300 Laura Wilshaw (LW) John Williamson (JW) left the meeting at 10.15 and returned at 11.00 Sarah Thornton(ST) Ali Roper (AR) joined the meeting at 09.20 and left at 10.40 rejoined at 11.10 Sharon Rindsland (SR) joined at 11.35 and left at Karen Fenton (KF) joined the meeting at 13.20 and left the meeting at 15.10 Mel Furness (MF) Joined at 15.10 (Jaclyn Murphy (JM) Joined the meeting at 12.25 and left at 14.00 Krissie Nathan(KN) left meeting at 16.00 rejoined at 16.30</p>	<p><u>Apologies</u> Kerry Kemp (KK) vicky page-chestney</p>	<p><u>Visitors</u> Echo - Rosie Beckford Claire joined the meeting at 11.35 left the meeting at 12.45</p>
<p><u>Agenda Item</u></p>	<p><u>Discussion</u></p>	<p><u>Actions</u></p>
<p><u>1</u></p>	<p>1.1 Present and apologies</p>	
<p><u>2</u></p>	<p>Minutes from the meeting held on the 14th December 2021 read for accuracy. Minutes approved by the committee as a true and accurate record of the meeting</p> <p>Proposer - KN</p> <p>Seconded - JW</p> <p>For - 6</p>	

	<p>Against - 0</p> <p>Abstained - 1</p> <p>Action list to be explained run through - Each roles action was run through and it was highlighted that each person needs to keep on top of this so that the actions do not grow into a big list. Sarah has reviewed some policies and allocated some policies to the board to be reviewed. Data policy was very complicated and needs a lot of work done on it. JW confirmed Finance info has been stored via CVent and Paypal. SL asked if this is something Echo could help us with and Rosie will ask Claire and Tracey if this is possible. Photos from conference on 365 and JW will share access to it with the committee ST suggested the conference title could be Unlocking the Potential and the committee liked this title. KW still having issues with back office of website and adding content for blog posts – highlights need for new web platform</p>	<p>Policies to be reviewed by those allocated Echo asked if they can help with the data policy Rosie will ask Claire and Tracey and feedback</p> <p>JW to allow the committee access to Microsoft 365</p>
<p>3</p>	<p>Admin -</p> <ol style="list-style-type: none"> 1. Monthly membership report 2. Feedback from further talks with website/database progress - set schedule for 2nd call and debrief to rest of the board - Will discuss this later but Rosie has been adding and using the spreadsheet 3. Work through the spreadsheet <p>The committee ran through the spreadsheet that ST had produced and highlighted what was essential or desirable for a website/database. This information will then be clarified when we have 2nd calls with the</p>	<p>Everyone to input to 2021 database website document</p>

	<p>companies. Some things need to be clarified e.g. event payments, calendar of events if they can be done and if there is an extra cost for this.</p> <p>KN clarified that eventbrite can take payments and is easy to set up. Agreed that JW and KN need to be on the second calls to clarify some of the information. Rosie proposed we sent them dates that were suitable for us to meet them and see what response we got. JW and KN have sent through their availability for next week. Once the 2nd calls have taken place the info provided will need to be reviewed again and then fed back to the board. Transferring the information will require involvement from all the board and Echo which will be time consuming. The information also needs to be updated. If we decide to proceed the company will show us how to set up some sheets for us to then continue</p> <ol style="list-style-type: none"> 4. Logos for board members and members 5. Removal of reference to 'ordinary' membership from the website - does this change need to be published? 6. Reminder emails and review of email templates? - <p>This has been happening but a few people have complained about membership reminders. Sometimes this has been due to them having two accounts and not realised they had set up a new one. Rosie has reviewed the template but the local group info needs updating Process flow been requested by Rosie from Herb so she can understand the process because some people have been struggling with applying for group membership</p>	<p>Need to agree on a date when the 2nd calls will take place so those attending are available. Rosie to organise it. Rosie to ask Jason if his site would link in with the new website/database</p> <p>Rosie Review template with local group info</p> <p>Rosie to look at process flow for application for group membership</p>
--	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

<p>4</p>	<p>Publications -</p> <p>1. MHOC (Kidz 2) update -</p> <p>Good sales from this book which have increased overall sales. 72 - 84 editions have been sold. Dementia care continues to sell well. We are starting to see a return on investment from the children's book. Positive situation with income in general with publications</p> <p>2. Lavenhams update -</p> <p>Emails have been sent to Lavenhams to arrange a meeting but staff have been off sick so this will be arranged over the next couple of weeks.</p> <p>3. New publications - discussion -</p> <p>Anita Rush has been contacted to look at writing a 24 page booklet on rehabilitation and also Rosie Scrutton on sex and disability. MM will discuss these further with them and give feedback to the board.</p> <p>4. Standards meeting date - organisation in progress – recording meeting for Penny as she can't make first one</p> <p>5. Publications scoping overview, work plan and budget discussion</p> <p>MM shared an overview of her scoping exercise in regards to print solutions. The slide was broken down into various titles e.g. digital services, asset management, print procurement. MM will put this info into an excel spreadsheet and share it with the board for comment.</p>	<p>MM to arrange a meeting/phone call with Lavenhams</p> <p>Rosie to send Rosie Scruttons contact email address to MM work address</p> <p>MM to convert a powerpoint slide to an excel spreadsheet and share it with the board.</p> <p>Board members to comment on MM's shared excel sheet regarding potential new publishers.</p>

	<p>Need to be clear about if we changed publishers how Lavenhams would transfer the information over.</p> <p>We also need to clarify if there is a penalty for leaving or a termination notice period. The board is unaware if there is an SLA with Lavenhams so MM will contact Carole Johnson. To see if she can confirm if there is one.</p> <p>Long term aim would be to look at sales on Amazon and Waterstones. Rosie highlighted that we might not sell enough books to use Amazon because we would have to pay storage costs at an Amazon warehouse.</p> <p>6. Publication cost review discussion - discussed in Finance section</p> <p>HOP 7 - SL confirmed the book has not been completed yet. Agreed that any queries should be referred back to back care for them to answer.</p> <p>ST still has copies of publications from the OT Show</p>	<p>MM to contact Carole Johnson to see if there is an SLA agreement with Lavenhams</p> <p>Rosie needs to arrange collection of publications from ST</p>
<p>5</p>	<p>Finance report</p> <p>1. Cash Flow and Budgets for 2022-23</p> <p>JW shared the screen and ran through the finance report. Finance plan / strategy previously presented has been updated and ran through with the board to highlight the updates.</p> <p>One main aim was to Improve finance and non finance data and this has greatly improved due to the input from Echo and the reports they are producing.</p> <p>Alternative conference venue being looked at which will impact on money coming in and out.</p> <p>Predictions made for cashflow for 2022/23. In the middle of the year we have low income so we need to</p>	

	<p>try and get money from conference coming in at these points e.g. from exhibitors for conference, Column adverts</p> <p>It allows us to see when we need bills coming in and out and when we need to try and generate money. April/May/June/July – we need to focus on how we can drive in any revenue and minimise spending – focus on renewals, conference revenue etc</p> <p>Membership joiners and renewals discussed. We have increased numbers for some months and the March ,april, May that are usually very low did pick up. AR had sent personal email out to people who had lapsed or was due to renew which may have helped to increase numbers.</p> <p>In regards to VAT we are expecting to pay a lump sum rather than it being spread out over the year.</p> <p>2. Investment and priorities for 2022/23</p> <p>New short term priority to support database investigations and reoccurring auto – renewal Digital column investment review moved to medium term instead December publication sales were quite high without any events – interesting point</p> <p>3. VAT liability review and charitable status</p> <p>Agreed to ask Detlev from Ryecroft Glenton to review and feedback on VAT liability and charitable status.</p> <p>Tracey and John dealing with this and steps are in place – they need to see the letter of engagement in place between NBE and RG</p> <p>Hopefully this will be done in time to be implemented for the new financial year.</p>	<p>JW will contact individual directors to discuss budgets.</p>
--	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------

	<p>4. Budgets for Events/Column/publications and conference</p> <p>Spreadsheet shared with Board that Echo prepared. Conference budget has been agreed but we need to look at budgets for other areas. E.g. If we attend events we need to allocate travel expenses. JW will contact individual directors to discuss further. JW asked Who is responsible for OT show? SL explained this would be JM</p> <p>5. Tom update Not discussed</p>	
<p><u>6</u></p>	<p>Marketing strategy</p> <p>1. Update -</p> <p>Plans keep changing according to NBE's priorities and KN will arrange to meet with Rosie to move further forward</p> <p>2. Social media</p> <p>Rosie will be helping with some of the social media and they will meet to discuss this.</p> <p>3. Populate the NBE diary for forthcoming events/ Further information required for this to be able to advertise and put out on social media</p>	<p>KN to arrange a meeting with Rosie to discuss social media input required from her.</p>
<p><u>7</u></p>	<p>Conference -</p> <p>1. Date provisionally booked for 2022</p> <p>Date proposed for conference - 25th to 27th – provisional dates</p>	

Need to get save the dates out next week and announce that it is at Harrogate

2. Working title?

Various suggestions made

Agreed the following title would be fine -

Moving forward - Unlocking potential

3. Feedback from Harrogate - site

Claire from Echo provided feedback about their visit to Harrogate conference centre. Good feel about the venue , the rooms had lots of potential. Location is central to public transport and plenty of parking. One concern is the centre is huge and we did not want people wandering off but we would have a section of the centre so delegates would be contained in one area.

Rooms all lead nicely into one another for exhibition/speakers etc Crown Plaza and Premier Inn entrances connected to our section to provide a seamless link to accommodation depending on individual budgets

Potential is there to develop larger launch pad area for example – space available is better and offers more options to develop certain areas of conference

Good access available for beds/hoists etc

Claire is looking to contact local tourist boards to see if they can work together to encourage conference attendees to come as a tourist destination also and stay longer should they wish – lots of potential to use Harrogate as a “pull”

Delegates will be booking their own rooms and there will be a designated bar where everyone can

	<p>meet. Members to be encouraged to book accommodation early</p> <p>SR commented that it is a long journey for anyone travelling from the South – train fares are coming up at £140 at the moment – this is a negative as she has reservations about how trusts paying for their staff to attend She is positive about everything else! Claire has suggested that we could look at moving the NBE event venue around more regularly to tackle the North vs South travel issue Nicole (Echo) sees this as an opportunity to grow the exhibition offering – more space – more opportunity for sponsorship packages – to bring in more revenue from conference we need to spend more Reached ceiling at Hinckley of that we can achieve We need to focus on what we are going to do to make the event of the year so that people will want to be part of it and wont mind travel Looking at data from Conference last year – we have a large spread of geographical locations</p> <p>Alternative venues were a struggle to find that could cater for all our needs. A Lot of venues were out of our price bracket.</p> <p>Claire confirmed that BACCN moved their conference round and this has never really impacted on attendance at them.</p> <p>Agreed that we acknowledged that it might be difficult for some people to attend due to distance but we might have new people attend that wouldn't have travelled to Hinckley so this may balance out attendance figures.</p> <p>All board members asked their opinion on whether we should move</p>	
--	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--

the conference to Harrogate. All raised pros and cons about moving or staying at Hinckley. We agreed we need to market it well, sell the solution to travel problems e.g. organise car shares between members. Make sure we highlight why people should attend our conference and that it is only once a year. We could launch the new improved NBE at conference with a new look, vision and website.

Proposed that the NBE conference 2022 moves from Hinckley Island to Harrogate conference centre

Proposed by - ST

Seconded - JW

For - 8

Against - 1

Abstain - 0

4. Financial projections

Discounted rates for room hire are good
Claire is in touch now about catering
John still believes that we expect to make the same amount of revenue as we at Hinckley at Harrogate
We can also add on that we save money on TOMS – not to be added into conference budget but overall for NBE we will have a big saving on tax bill by using Harrogate as a venue

Financial figures run through with the board prior to taking a vote on where to hold the conference.

5. Sponsorship opportunities

Felt Harrogate was a positive move and would move NBE forward and offer more opportunity to increase sponsorship and exhibitors

	<p>attending. Outgrown Hinckley and cannot increase opportunities there. All exhibitors are keen to have it somewhere else Need to focus on what we are going to do to make it the event of the year so that people are not concerned about the travel.</p> <p>6. Call for papers - when date and location have been set SR needs to do work on this with Claire from Echo and Nicole from Echo. Meeting will be arranged to discuss this further.</p> <p>7. Media calendar for marketing - dates and content set Claire is working on a project management report and marketing schedule which will be shared with the board.</p> <p>8. Awards - lots of time! Need to advertise the awards a lot earlier so that people can put submissions in. Agreed the innovation award and Maggie Williams Award would run again</p> <p>9. Delegate cost</p> <p>10. Speakers</p> <p>11. Exhibitors - new leads from OT show? Rosie will ask Nicole for info on this and will give feedback to the board.</p> <p>12. When to run AGM after conference</p> <p>13. DLF update with change of date etc</p> <p>Clare and John raised concerns about their date being near NBE event – we need to get marketing out for our event ASAP and we need to make sure that our content is totally separate and that they can't get the same thing at DLF.</p> <p>Simon debriefed Board on his call with DLF representative – DLF were left with no choice but to move their event so that they would not lose revenue – it was a make or break situation and had no other option</p>	<p>SR to arrange a meeting with Echo to discuss call of papers</p> <p>Share conference management report and marketing schedule with the board when ready</p> <p>CB to put awards documentation into share folders to be reviewed.</p> <p>Rosie to speak to Nicole to see what leads she got for new exhibitors from the OT show and feedback to the board</p>
--	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

	<p>Simon's stance is that the clientele are fundamentally different between DLF and NBE – DLF is targeted at a foundation level audience</p> <p>An agreement has been made that they will not duplicate any of our content and very different agendas/schedule</p> <p>NBE and DLF will work together to ensure that events do not clash</p> <p>The advantage that we have is that our event is a month before and releasing our publicity early will mitigate risk</p> <p>14. Possible link of speakers/content with new segments of interest</p> <p>15. Business case for members to attend - how to manage this?</p> <p>We need to produce this so that potential attendees can put this in front of their managers to argue the case why they need to attend.</p>	<p>ST to review and share business case for attending conference</p>
<p><u>8</u></p>	<p>Events</p> <p>1. Update on Kids CPD event</p> <p>This has been rescheduled to the 8th Feb and Pat Alexander, Penny Townsend and Carole Johnson have been contacted. Pat still needs to confirm so it may run just with Carole and Penny. Meeting with Penny arranged for tomorrow to discuss content and CPD application will be submitted and a save the date will be sent out.</p> <p>2. CPD application update</p> <p>3. How to manage attendees & certificates</p> <p>4. Sponsors for event</p> <p>For the Kidz book we will not have a sponsor and would rather highlight NBE more than a sponsor. Guldmann has agreed to sponsor Scott Turner's session. We could charge non members to attend and it was agreed at the last meeting it would be £10. Eventbrite would charge for payable tickets so Rosie from Echo will ask Claire from Echo if she has any suggestions.</p>	<p>JM to submit CPD application for Kidz 2 event</p> <p>JM to arrange for a save the date to be sent out for this event</p> <p>Rosie to speak to Claire about what system could be used to take payment for non members attending</p>

	<p>5. AR to set dates for AM meetings - This will be on hold for a few weeks until AR has time to arrange dates.</p> <p>6. Events diary on the website (poss reciprocal arrangement with other parties for promotion)? Agreed this is not a priority at the moment. It has been delayed for a couple of weeks due to scheduling issues – it is now 8th February – pending Pat accepting this as a date</p> <p>7. Populate events diary on the drive Future confirmed dates will be submitted to Column to go into the next issue. Key events Calendar updated during the meeting. Some of the dates still need confirming. Kids CPD event is 8th February – 12:30pm National Network Meeting – 16th February – needs to be promoted Local Officers Meeting – 9th March Angela Wing Event - 22nd/23rd March Scottish Manual Handling Conference – 25th/26th May Dementia week event – June?</p> <p>National networking meetings will need to be advertised. Suggested that for the dementia awareness CPD we need a key speaker. ST suggested we could ask Mike Fray if there were any students that could present for us. AR will contact the Admiral nurses who have previously presented at a local group meeting to see if they could do something. Could also ask Mel Furness if she knows anyone.</p> <p>8. OT show debrief, OT show 2022 A stand has been booked for next year. JM would like us to update banners/backdrops etc to improve NBE presence on the stand</p>	<p>the KIDZ 2 event.</p> <p>Details of events that have been confirmed to be sent to Column by the 7th Feb by JM</p> <p>AR to ensure an email goes out to all the members to highlight the National network meeting event.</p> <p>JM to send rough budget requirements for promotional banners and costs for people attending events</p>
--	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

	<p>JW has asked JM to put together a proposal for her budget Potentially will not bring bed as it used up space. Agreed we should not do practical at the OT show. People were very interested in publications so a display stand would be useful to have – focus on publications, leaflets, information about NBE and have a membership desk to encourage people to join up. Same people not to be on stand all of the time. What and who should be on the stand should be agreed in advance.</p> <p>9. Create podcasts of the events? 10. Support to help arrange/organise</p> <p>JM asked what needed to be in place at the Scottish manual handling conference. SL is aware he has a table but will contact Emma to find out more and give feedback to JM.</p>	<p>to represent NBE to JW</p> <p>SL to contact Emma to see what type of stand we have at the Scottish conference and feedback to JM</p>
<p><u>9</u></p>	<p>Membership</p> <p>1. Update of numbers</p> <p>Membership reporting – produced on 6/12/21 – Rosie has identified duplicate files – Herb to be asked to produce a report to resolve.</p> <p>Local Groups -</p> <p>VPC has done work on the local officers contact list. Also going to try and attend via zoom with local groups to keep them up to date.</p> <p>2. Buddy mentoring scheme? 3. Contacting lapsed members</p> <p>79 emails sent out to members who had not renewed. Some bounced back, some no longer worked for the organisations.</p>	

4. Issue of membership certificates?

Agreed this would be good for all members but need to look how we do it. ST suggested we could perhaps send it out with the welcome email/renewal or we could send one on request. We also need to ask it as a follow up email with the website.database list of questions.

KN produced a draft template for Advanced members so she will share this with Rosie and the membership team

5. Work though NBE membership survey document

this needs to be finalised so that it can be sent out to all members.

Questions have been formulated but there are a lot of them. We need to prioritise what we need to know now that impacts on our plans/future activities for the year.

Agreed that a main priority should be to retain and grow the membership then we need to know why they continue to be members, increase the benefits to attract new members.

Suggested that the membership team pick out the questions that link into membership and send these out as the first survey.

As a group we then ran through the questions and chose the ones most relevant.

Rosie to add this into scoping call question for website

	<p>Q1, 2, 5, 6 (what else would you like to see on the website), Question 5 and 6 will be combined together. Could use the Likert scale to score each individual benefit. Membership team will rewrite the questions and share with the board as soon as possible. These can then be sent to Claire and Rosie from Echo to revamp and put into a survey format to send out</p> <p>Need to decide if we will be asking for personal information but did not think we needed this.</p> <p>Claire and Rosie would be able to help arrange the platform to use to send the questions out.</p> <p>6. Advanced membership</p> <p>Also work being done on lapsed AM and the CPD documentation linked to this</p> <p>7. Links for local groups</p> <p>8. Links with LARF?MF</p> <p>AR will contact Mike Fray soon</p> <p>Other -</p> <p>Looking at E-Learning package</p> <p>Training packs</p> <p>Tangible benefits for members.</p>	<p>Final questionnaire to be shared with board and Echo for final comment before being circulated to membership</p> <p>Rosie to speak to Claire (Echo) about which platform to use for survey and how Echo can support with design of survey</p>
<p>10</p>	<p>Column -</p> <p>CJ handed over at the beginning of the year and MF has had to deal with 3 complaints . Handed over meeting with Jason and Carole this Friday.</p> <p>Mel is putting together a succession report for future proofing</p>	

Most of Mel's work will be done outside of core hours due to her NHS role

Asked if there was a column editor linkedin page so that MF can post about Column and try and get new people to write articles for the journal. KN suggested that MF has access to NBE social media. KN also said they were happy to post the social media about Column. MF was happy to work this way. KN would also like to do a blog post about MF taking over as Column editor.

The next two Column runs will be a learning process and MF can work out how to make changes/improve things.

MF has contacted Mike Fray and he is interested in what the LARF group can do to help MF with articles for the Column. The board were happy for her to continue with this line of enquiry.

Work that MF does on articles for Column could also be potential speakers at conferences. Would also like to encourage members to write articles for Column and thought it would be good to contact local officers. MF was informed of the date of the next local officers meeting. MF will contact Mike Fray and see if he is free to attend our next meeting.

1. Update on next issue

Cut off date for next submission is the 7th Feb. MF queries why the publishing company are doing the news articles. SL suggested she

	<p>contacted Lois Lees who always shares good links of various new items.</p> <p>There had been confusion around innovation awards at the conference one was for the exhibitors and the other was for members.</p> <p>Unfortunately the members innovation award was accidentally missed out of last Column and this will be addressed in the next issue.</p> <p>MF will send a gentle reminder to Echo a week before the Column cut off for details re sponsors/ advertising required for the next issue.</p> <p>MF could also contact MM to discuss case studies.</p> <p>SL will send a written piece to MF about Carole Johnson retiring that can go into Column.</p> <p>MF shared a document produced by Creative pages of an audit tool of mail chimp. The tool showed us how many people opened the Column email, how many bounced back etc.</p> <p>Bounce backs have been sent to Rosie who has tried to advise of alternative email addresses to try sending to.</p> <p>We had one person who stated they had unsubscribed. We agreed that he had clicked the link on the email but this does not update our database. If a member wants to unsubscribe from Column they need to approach NBE directly. Rosie will also ask Jason about the unsubscribe function and if it can be linked to our database.</p>	<p>Rosie to locate picture on 365 from conference of innovation award – best use of innovation during Covid – Heather and Carrie – Anne – John presenting award to them</p> <p>Mel to speak to Nicole about sponsorship/advertising and media pack Rosie to touch base with Nicole about where she is at with advertising</p> <p>Rosie/Mel to check in with Jason about unsubscribe process</p>
--	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

	<p>In the future MF and Nicole will look at if we can get a similar report for advertisers in Column.</p> <p>Would be good to ensure we have correct local contact info, future membership surveys and up and coming events, check your membership information, save the date for conference (Echo asked if she could do this), call for papers(needs to be discussed with Sharon and Claire), chat from the chair.</p> <ul style="list-style-type: none"> 2. Transition process ? gone smoothly ? Any help required? Feedback from meeting with Jason on 11th? 3. New ideas/pieces for Column 4. Contact MM to look at case studies to support media package 5. Echo to share conference recordings with MF? 	<p>Mel to create share folder for Board with Column Analytic information</p> <p>Rosie to ask Claire if she can put something together about conference for Column – before deadline of 7th Feb</p>
<p><u>11</u></p>	<p>A.O.B</p> <ul style="list-style-type: none"> 1. Ergonomic/optimal handling discussion and set date for separate meeting <p>Looked at how we can support this to implement this in the community. Agreed SL and ST will arrange a meeting and see how this can be drive forward by NBE</p> <ul style="list-style-type: none"> 2. OTAC discuss <p>Emailed received from OTAC asking if we could advertise their webinar</p>	

	<p>3. Yacht club</p> <p>A yacht club asked if we could write some guidance on moving and handling. This will be discussed with PAC to see if this is something they could do. Rosie asked to send an email to say we are looking into this and will respond.</p> <p>4. Other ways to set up meetings - discussion of how to have shorter more topic specific meetings with relevant members more frequently</p> <p>Unsure how we get round this and it was suggested we have small meetings and then feedback.</p> <p>Conference, admin, finance and database, marketing and membership.</p> <p>Agreed that some of the small groups could make some decisions without input from the whole board.</p> <p>If we do small groups everyone will need to have done pre reading and Rosie offered to put a pre meeting pack together.</p> <p>JW will ask Claire from Echo if there is any opportunity of having a business meeting prior to conference at Harrogate so that we know the layout and also can have a face to face meeting. Not everyone might be able to attend but some could Zoom in.</p> <p>5. Vision and mission statements</p>	<p>SL to look at alternative ways to run meeting to increase attendance.</p> <p>John to liaise with Claire about meeting at Harrogate with Board</p>
--	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------

	<p>This would be best done as a small working group initially to get a draft version done</p> <p>6. PAC update including statements from stakeholders?</p> <p>7. City and guilds - AR</p> <p>Board members to add to the document agenda ideas for the next meeting.</p> <p>Rosie made us aware that the admin email box is full to capacity and we either need to delete old emails or up the capacity of Google email system. Agreed we need to delete emails from a certain year to free up space. If we upgraded the capacity it would cost £4.40 a month. Agreed that the best option would be to increase the storage capacity. Rosie asked to arrange the increase in the storage space as soon as possible but to also look at how we can free up space e.g spam emails, out of office replies.</p> <p>KN asked if anyone had heard of NHS patient safety conference that she has been asked to speak at. SL asked if she could forward on to SL and see if they need any input from NBE.</p>	<p>Board members to add to the agenda ideas document</p> <p>Rosie to payment to increase storage for the admin email address.</p> <p>KN forward the link to NHS patient safety conference</p>
	<p>Meeting ended 16.50</p>	

Audio minutes timings -

Finance - 8.15 - 29.00

Conference - 30.10 - 01.53

Lunch break

Conference - 02.17 - 02.28.30

Events - 02.28.30 - 03.00.44

Membership - 03.00.44 - 04.14.23

Column - 04.14.23 - 05.06.11

AOB - 05.06.11 - 05.39.25