



Minutes – February Board 2016

Date of Meeting	25/02/2016
Location	Eversheds
Present	Chair, T Cadman, J Campbell, C Halsted, C Oliver, B Speight, P Wedge.
In attendance	CEO, J Magill, C Coleman, David Moseley (items 3 and 4), M Liston, H Philbin, K Robinson.

1. Introductions & Apologies

The Chair welcomed everyone to the meeting and introduced Chris Coleman/BF Relationship Manager from Sport England.

There were apologies received from Gill Palmer, John Troiano and Paul Abrahams.

2. New Declarations of Interest/Urgent catch up items/Actions from last meeting (non exec)/Interim Decisions approved/New Risk Management Items/Agenda priorities

New Declarations of Interest - P Wedge declared he is the Chair of the New BF Charity Commission - T Cadman and J Troiano remain trustees.

There were no urgent catch up items.

Actions from last meeting will be taken offline

Interim Decision – the Board is currently dealing with approval of the Photography Policy.

New Risk Management Items will be picked up under item 7.

3. Q3 Accounts

DM reported to the Board; the overriding message is result is just slightly better than budget.

Surplus showing at £8,778 adjusted to remove the timing differences both for any surpluses in the Sport England, WCP and Talent budgets, which shows a revised deficit.

Revised deficit and revised budget show an improved, better than budgeted, result of just over £3,500.

Board noted the report.

4. 16-17 Budget

AGRC were charged with reducing the projected deficit.

WC and Talent – to break even budget.

Development – now just contains the participation budget and the AASE budget. The Development budget needs to break even.



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Commercial – ‘go-fence’ and ‘FALA’ courses will no longer exist (reshaped and re-branded coaching offer) and will be replaced by the ‘Core Coach Offer’. These have projected a significant increase next year based on the work done this year.

Likely that significant part of income we will get from sponsorship will be spent on what we have to deliver for that sponsor. Raised at the AGRC was the cost of staff delivering events. We have now taken 50% out of events for the Events Manager salary and shown it in the commercial tab.

Sponsorship deal is not yet finalised.

Events - comparative results show actuals and estimates, BYCs hoping to do well, School Teams will be the same as this year. Senior Championships hoping for a better result this time around. The Eden Cup is budgeted to lose slightly less this year, Camden International expected to have small loss.

Corporate Services – as part of budgeting for future years we have assumed an increase on membership.

Conclusion - Budget is a transitional year so budgeting for a deficit and moving towards and improving commercial activities.

Q3 Accounts - approved (as presented by AGRC) by the Board.

16-17 Budget - approved (as presented by AGRC) by the Board.

Chair and TC thanked DM for the hard work done on the budget.

Action - DM

5. Sponsorship

Have targeted 150 companies through Brand Meets Brand. We have 6 meeting, 1 proposal in and 34 are a no. The proposal on the table is Wilkinson Sword and is currently with their legal team. Last discussions we are having are around athlete availability.

We need to work on our membership and commercial offering to offset the lack of sponsorship opportunities in the market.

CEO stated - and the Board noted - that we in BF are in as good a place as we can be, given market conditions. She produced a leaflet that lays out our offering, and summarises what we are selling. We are getting in a few of the lower level awards, the £500 awards, but currently do not have anyone looking to be a headline partner.

“Brand Meets Brand” contract ends now and BF are no longer paying for their services but for the 6 meetings they will be pushing the companies to try and get them across the line.

The successful introductions to date have been through personal contacts.



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We will run an event like the networking event that was held on the 23rd February each 9 months. AGRC has approved a variation to the budget to run these events.

It is important to make fencing more visible, and improve branding. PW suggested going to a national newspaper to tell them about our fight for sponsorship.

The decisions made are that we will not move forward with Brand Meets Brand – **Board agreed**

The second decision was to commit to the 9th monthly networking event – **Board agreed**

Third Decision to try to encourage a media story - **Board agreed.**

Fourth decision was to make the continued search for a sponsor “business as usual” – **Board agreed.**

Action: Chair

Action: CEO

6. Charity

PW is now the Chair of the fund. The trustees have met a couple of times to discuss the strategy and messaging going forward. PW is taking forward the website platform for the charity and is liaising with the executive to work out where the overlap is in terms of delivery.

The charity is called the BF Charitable Fund. Money has been put in to get it going. PW is working to get the charity on the “just giving” site. There is a need to determine the message for the platform. There should be three hats, two supporting good causes and the other a more general one. Want to go forward with pushing the charity to go for big funding projects. There will be a webpage, which PW will update the Board on at the next Board meeting.

The Charity is proposing a patrons’ membership with a modest subscription, giving patrons something for their money – eg going to the ETC to watch elite fencers, Leon Paul discounts etc. PW will liaise with GU regarding BF plans for a patron membership category.

Agreed that the charity fund must align with the BF Talent Pathway.

Action: PW

7. NomCom - Annual HR Policy Approval and Review, Org Chart, Annual Appraisal process, changes to policies, Honours and IRC

JC reported on the NomCom actions.

Board Directors need appraisals of themselves as a Board for 6 months – a “light touch”. JC will lead on the Chair appraisal. Chair will lead on the overall Board appraisals. There are no requirements for face-to-face interviews.

HR policies – JC asked the Board to delegate the amendments of the policies to JC and CEO.



There were 2 proposals from the President – 1. The President to chair the IRC Committee. The current Chair will stand down as chair but remain on the committee. 2. The President to step down from the Honours Committee and Peter Jacobs recommended as new Chair.

Board agreed as follows;

- ***to “light touch” on Board appraisals;***
- ***to delegate the HR Policies approval to JC;***
- ***the IRC Committee to be chaired by the President;***
- ***P Jacobs to be the new Chair of the Honours Committee.***

Board noted that CEO and staff appraisals will follow the same process as in previous year.

TC reported that the AGRC Risk log has been subjected to a comprehensive review by AGRC but warrants further discussion at next Directors only meeting in March.

8. Break

9. Stakeholder Briefing - SE Update

The Chair introduced Chris Coleman who gave a detailed update, in confidence, on Sport England’s contribution and investment challenge.

The Board noted that SE will produce a new strategy, based on that from DCMS, in April/May.

10. Update on Talent Pathway

Chair welcomed James Taylor, Talent Pathway Manager, to update on the Talent Pathway; he was accompanied by Alex Newton, Performance Director. Led by the Chair, the Board gave Alex a round of applause in recognition of the Foil Team’s qualification for the Rio Olympic Games.

JT reported that currently there are 77 athletes across the two talent programmes covering all six weapons. From the 77, 35 are new athletes brought onto the programme in June and through into their first camp in August. We have run 3 camps. The October camp had talent, TIC and the AASE programme in as a joined up camp, the December camp had talent and TIC and the February camp took athletes selected to the Europeans and focused on psychological and physical demands for the team events.

We have a full squad going to the European Championships.

We are looking at talent development centres and the talent transfer programme as part of the Tokyo strategy. Talent development centres will be key to talent programmes in ensuring that we hit the talent-based target set by Sport England. They will help to ensure we can increase the level of training whilst cutting down on the athlete travelling time. We see these centres being in the South West, London and the East Midlands. We will be engaging with local coaches in those areas.



We need to raise the level of the domestic competition structure.

Our top-level cadets are not getting enough quality training each week in comparison to international counterparts.

Chair thanked James Taylor and Alex Newton.; ***the Board expressed thanks for the update.***

11. CEO update

Actions from last meeting – all done.

Balanced scorecard;

Items to note:

- Equality Standards are sitting under “red”, there is a piece of work that still needs to be done, the work required includes pulling out significant amounts of information and evidence,
- Talent Pathway - WE and WS are the two areas that talent transfer strategy will work on. The Board has committed to a six-weapon strategy and equality and diversity.
- Membership – we are still in the position where it costs us more money to deliver membership services than the income we receive.
- The Corporate Membership Services Q3 has a box empty for Commercial Products and Services which acts as a marker for future commercial activities.

The last slide showed reporting against the Sport England Award Conditions.

CEO asked if the Board approved of the reporting mechanism. ***The Board agreed*** and noted that it can continue to be improved on the basis described.

12. AOB

Patrons’ Lunch, Sunday June 12

BF has bought tickets for the Patrons’ Lunch that come with a set of Terms and Conditions. We need a strategy on how the tickets will be offered to members. CEO will speak to the Charity Trustees to ask how to handle any donations included in the ticket offers.

13. Next Board Meetings Agenda

Chair asked the Board to email any concerns with the newly modified Agenda, also to let the Chair know of any concerns over the new Evershed facilities.

Chair thanked everyone for attending the meeting.

The meeting closed at 16:54



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Date of next meeting 15th March 2016, 1-4 at Schrodgers – Directors Only Meeting