

MINUTES

Group: BRIS Trust Steering Committee

Date: 14 July 2003

Locations: Debs Flat

Time: 7.30pm

Presiding: Chair: Mark Munday (Acting)
Secretary: Gillian Paterson

Attending: Deb Jones
Ian Todd
Andrew Humphreys
Andy Porter
Jake Greenland

Apologies: David Higgs
Chris French
Nigel Strachan
Giles Hawker
Oly Gaudion

Approval of Minutes

- Minutes for the first Steering Committee Meeting held on the 1 July 2003 were reviewed, approved and signed by Mark Munday. These minutes will be made available on the BRIS Trust website.

Summary of Discussions

- The main purpose of the meeting was to review the Terms of Reference (ToR) prepared by the sub-committee chairs. The following ToRs were discussed and approved, see attached documents:
 - Trust Promotion – Oly Gaudion
 - Marketing Strategy – Deb Jones
 - Membership Management – Chris French
 - Corporate Strategy – Nigel Strachan and Andy Porter
 - Community Projects – Andrew Humphreys

The following sub-group chairs are still in the process of preparing their ToRs

- Publications – Ian Todd
- Combination Clubs/Club Liaison/Publicity Officer – David Higgs
- Operational Issues – Jake Greenland

The final two sub-groups will prepare summary document when required

- Supporters Direct Liaison – Mark Munday
- Expenditure Projects – Gillian Paterson
- The committee confirmed that the next Public Meeting shall be held at the Memorial Ground on Thursday 14 August 2003. All members of BRIS Trust will be invited via their Membership Introductory letter.
- The most critical activity being addressed by the team is to ensure that by the end of July all Trust members have received their membership number that will be sent to them in the form of a laminated card and attached to a covering letter. In addition a Bank/Building Society instruction form will be included with the letter. Individual BRIS Trust share certificates will be issued at a later date.
- Jake described an internal co-operative IT working system for Trust officers, that is being implemented at no cost.

Actions:

See attached table.

Copies of Handouts:

Terms of References for:

- Trust Promotion – Oly Gaudion
- Marketing Strategy – Deb Jones
- Membership Management – Chris French
- Corporate Strategy – Nigel Strachan and Andy Porter
- Community Projects – Andrew Humphreys

Next Meeting

Tuesday 29 July 2003 at Debs Flat, 7:30 pm.
Gillian to prepare the agenda.

Handouts

TRUST PROMOTION SUB-GROUP – TERMS OF REFERENCE

- Maintain Calendar of events
 - Determine a list of targeted events
 - Put forward suggestions to the board for those to ‘attack’
- Event Manage each event that we decide to attend/organise
 - Appoint event manager
 - Liase with event organisers (if not ourselves)
 - Liase with marketing & literature team to obtain targeted marketing material
 - Liase with finance to arrange collection of donations/applications at event
 - Promote event to selected market
 - Run event (if our own)
 - Feedback to board
- Ensure Trust presence at all major regional events (if deemed appropriate by board)
- Maximise sponsorship of events from companies/people
- Maximise relationships with those companies attending the events with an aim to utilise their resources if appropriate
- Direct Marketing
 - Circulating fliers
 - Negotiating for Media adverts

TRUST MARKETING STRATEGY SUB-GROUP – TERMS OF REFERENCE

- Define Trust’s marketing strategy in the short-medium term
 - Define key target markets for new members
 - Prioritise contact strategy
 - Define communication method
 - Clarify purpose of communication
 - Ensure messages are consistent within Trust material and are relevant to specific target markets

- Review
- Liaise with other Sub-groups to ensure consistency of message
 - Input into direct mail pieces
 - Advise on most appropriate communication methods for each target group
 - Monitor through feedback, sources of information and utilise where appropriate
- Drive growth of Trust through awareness
 - Plan timetable of publicity to ensure greatest numbers of potential members
 - Ensure messages are understood by widest community, through use of all sources, including media.

TRUST MEMBERSHIP SUB-GROUP – TERMS OF REFERENCE

- Maintain the membership database
- Provide members with feedback regarding the status of their membership
- Provide demographic information to other sub-groups in line with their terms of reference
- Provide membership documentation to the members, in conjunction with other sub-groups
- Work with the Treasurer in reviewing and maintaining levels of Trust membership and donations
- Provide full and accurate records as and when necessary for the purposes of accounting and audit
- Comply with the Data Protection Act for the storage of members personal details

TRUST CORPORATE SUB-GROUP – TERMS OF REFERENCE

- Establish a database of companies in the region
 - Business West web site
 - Trade directories
 - Chambers of Commerce

- Bristol 2008
 - Trade associations
 - Companies already related to the rugby club
- Identify the 300 ‘most likely’ to join
 - Specifically target (in conjunction with the marketing group) businesses whose executives are associated with rugby. The obvious are the likes of Fran Cotton/Steve Smith of Cotton Traders, Tony O’Leary of Heinz, but there must be former Bris players in commerce or other business people associated with Combination sides (probably Clifton) where we could benefit by a direct approach
 - Look though previous season’s match programmes and identify those already advertising/or who have advertised in the rugby arena
 - Work with Literature team to produce an information pack appropriate for this market
 - Establish a Corporate benefits package
 - Web advertising
 - Access to membership for their promotions
 - Contact companies (big sub-group activity)
 - Run corporate information presentations (evenings)
 - Revenue earner using our membership data base to circulate sales literature, with a percentage to the Trust where orders result from or are processed through the Trust

TRUST COMMUNITY PROJECTS SUB-GROUP – TERMS OF REFERENCE

Objective

- To further the aims and objectives of BRIS Trust through the participation in and organisation of community projects in the Bristol and surrounding area.
- To increase the membership of BRIS Trust from members of the community who would not have normally had cause to hear about our aims.

Scope

- Take an active part in community projects that are likely to be able to meet the aims and objectives of the BRIS Trust in the Bristol and surrounding area.
- Organise community projects that are likely to be able to meet the aims and objectives of the BRIS Trust in the Bristol and surrounding area.
- Where appropriate work alongside Bristol Rugby Club in community projects that are likely to be able to meet the aims and objectives of the BRIS Trust in the Bristol and surrounding area.

Activities

- Identify and engage with community projects that are likely to be able to meet the aims and objectives of the BRIS Trust in the Bristol and surrounding area.
- Identify ideas for and organise community projects that are likely to be able to meet the aims and objectives of the BRIS Trust in the Bristol and surrounding area.
- Work alongside Bristol Rugby Club in their programme of community projects and identify which ones BRIS Trust should be involved in.
- To work with the BRIS Trust board and other sub groups to ensure that the objectives of this sub group are met.
- To report to the BRIS Trust board and it's members on progress and issues in line with the constitutions reporting requirements.
- To be an ambassador for BRIS Trust in the community.

Effort

- The chair of the sub group is to engage with volunteers and make effective use of their time.
- Report in line with constitution time lines.
- Meet as a minimum as a sub group 4 times per annum or greater depending on the schedule of projects and their individual requirements.

Ongoing Actions

Date 2003	Owner	Action	Complete Date	Comment
28 May	Giles	Record all initial expense and income transactions	Ongoing	
28 May	FINANCE	Draw up financial plan		
03 June	Oly	To forward to the entire team the draft contacts excel spreadsheet, everyone to send back known contacts not on the list	Ongoing	Contact list circulated, needs more names added
16 June	David	To contact local TV stations for further coverage		
16 June	Ian	To investigate getting letter headed paper		
16 June	Giles/Ian	Confirm if Solomon and Hare can act as the registered address	Ongoing	
16 June	Nigel	To investigate if the Post Office will do a deal for free letters for the Trust if registered as a new business		
16 June	Giles	To investigate getting a BRIS Trust stamp for letters		
16 June	David	To work on a proposal for the Combination Clubs	Ongoing	Gillian obtained contact details for President, Chair and Secretary for the Combination Club
1 July	David	To circulate via email summary of ideas for Trust response to strategic priorities		
1 July	Sub-committee Chairs	To circulate summary of the objectives of their projects	Ongoing	David, Jake and Ian still preparing ToR

1 July	Jake	To provide email links on the Trust website to each chair of the sub-committees		Biogs and terms of Reference to be added
14 July	Gillian	To give Andy Porter details of David Pine who could be very helpful in developing Corporate Strategy	Completed	
14 July	Gillian	To contact Tim Thorne regarding using his laminator		Left voice message and will email. Trust to consider buying a laminator
14 July	Gillian	To amend application form and send out for comments	Completed	
14 July	Gillian	To send Ian the recent BO form.	Completed	Comments given by Giles
14 July	Gillian	To arrange a meeting date for working party to help with introductory membership letters		Mem probably not possible. Pencil in the Welly on the 24 th of July
14 July	Gillian	To send details to Mark regarding the Co-Op		
14 July	Gillian	To send Jake minutes of meeting held on 1 st July 2003	Completed	Removed Debs address
14 July	Gillian	Tacky glue to attach membership cards to letter		
14 July	Gillian	To confirm location of next officers meeting	Completed	Mem had no other bookings on the 29 th so it will be at Debs
14 July	Gillian	To prepare an update that will be posted on the unofficial and official website		
14 July	Debs	To forward Giles email containing the address of the registered office	Completed	
14 July	Debs	To get envelopes for membership letters		
14 July	Jake	To prepare labels from membership excel spreadsheet sent by Gillian		
14 July	Jake	To prepare content for membership cards		Need to agree if we have an expiry date

14 July	Ian	To prepare a draft introductory membership letter. Includes formatting for address and membership number		Aim for 18 July
14 July	Ian	To prepare BO forms with BRIST logo. Copies to go with Introductory letter		Aim for 18 July
14 July	Ian	To send group the background to be used for the Certificates (logo)		Aim for 18 July
14 July	Ian	To report back information on holders for leaflets		
14 July	Mark	To investigate the required contents of the share certificate		
14 July	Mark	To send Supporters direct our logo and web address so they can add it to their links page		
14 July	Mark	To investigate the purchase of a seal		Post meeting action
14 July	Andrew	To research options for community projects	mid Sept	
14 July	All officers	To complete Biogs and send to Jake		
14 July	All officers	To change passwords for email site. Details already sent by Jake		

Completed Actions

Date	Owner	Action	Complete Date	Comment
16 June	Gillian	To book meeting dates with the Mem Stadium	Completed	Mem can not offer meeting dates on a regular basis. New venue being investigated
16 June	All	To send agenda item to Gillian	NA	
16 June	All	To email Tim to confirm if attending the Mega Bowl event	Completed	
16 June	Tim	To provide Giles with the financial reconciliation of the Mega Bowl event	Completed	
16 June	Mel	To prepare posters advertising the Mega Bowl event	Completed	
16 June	Deb/Gillian	Circulate the draft launch article	Completed	
16 June	All	To give comments on article back to Deb	Completed	
16 June	Deb	To contact Ryland James and Steve Cotton to arrange publication of launch article	Completed	
16 June	Deb	To contact David Hibell and have launch article published on unofficial site	Completed	
16 June	Deb/David	To draft a general press release statement	Completed	

16 June	Oly	To update contacts excel spreadsheet with more rugby websites	Completed	
16 June	Jake	To forward photos from Di to Deb	Completed	
1 July	Gillian	To book meeting rooms at the Mem	Completed	14 July not available for Steering Committee meeting. 14 August booked for Trust members meeting
1 July	Mark	To prepare agenda for meeting on 14 July	Completed	
1 July	Deb	To email media contacts to confirm that she will be Publicity officer while David is on holiday	Completed	
1 July	Jake	To update Web with photographs and letter from Major and any other available documents	Completed	
28 May	Tara	Set up initial membership database	Completed	
03 June	David Higgs	David Higgs/marketing group to prepare a press briefing for after the Public meeting – we will be the first Rugby Union Trust!	Completed	Deb Jones to draft a statement
16 June	Ian	To have published the letter from the Mayor	Completed	
16 June	Ian	To send to Deb example articles	Completed	