

SKI CLUB OF GREAT BRITAIN®

Minutes of the Meeting of Council held in-person and via Zoom on the 26th September 2024

In attendance: Walter Macharg (Chair) (Treasurer) (WM), Trevor Campbell Davis (TCD) part of the meeting, Rick Krajewski (RK), Jean Lovett (JL),

Via Zoom: Stu Bevan (SB), Nic Oatridge (Heritage) (NO), Peter Slee (Heritage) (PS)

Apologies: David Jenkins (DJ), Cris Baldwin (CB), Angus Maciver (Chair) (AM), Elizabeth Morrison (ELM), Evelyn McKinnie (EM), Chris Radford (CR), Kenny MacAllister (KMacA)

Observing: James Gambrill (Chief Operating Officer) (JG) (Minutes) Katy Ellis (Head of Holidays) (KE), Jitendra Shetty (Finance) (JtS), Pete Davies (Marketing Manager) (PD), Owen Chapman (Head of Membership) (OC)

1 Chairman's welcome and introductions

WM welcomed all Council and staff members to the hybrid meeting. He highlighted that the following areas would be covered during the meeting:

- Annual General Meeting (AGM)
- Marketing
- Holidays
- [Redacted]
- Rep resorts
- Heritage
- SBIT Proposal for funding from the environmental levy

WM noted that in general everything seemed well set up for the winter. JG commented that the Club is now fully staffed with Eve McCartney-Samples having started in the Affiliates role, holiday sales strong and above target and membership numbers on track though below revenue due to lower number of platinum memberships. JG also highlighted the busy calendar of member events including the recent Rockies Event at the White Haus, Ski with Chemmy and Warren Smith days which were proving popular along with the Snow + Rock technical talks and Carv demo days.

JL asked about the demographics of those attending the demo days, and JG advised they were broadly similar to membership overall.

JG also noted the 120th anniversary book had now been published and posted to members and suggested congratulations be extended to everyone involved as feedback from members had been excellent. Council added their congratulations and approval of an excellent product.

JG reported that our ATOL and ABTOT bonds had been lodged successfully and the club's other insurance policies were under review for renewal at the end of the month.

There was a brief discussion regarding the travel bonds and whether it would be preferable to hold members holiday payments in escrow and avoid bonding costs. TCD commented this had been discussed and looked at before and on balance the current bonding system worked out better value for the club, so it was agreed to not change this policy.

2 Minutes of the meeting held on 28th August 2024

The minutes were approved

3 Matters arising and agreed actions from previous meeting

Please see the Action Tracker for more information.

JG reported that he and JL had discussed the various policies.

Terms and Conditions are under review and will be updated to reflect the App

The Code of Conduct is being reviewed with some more advisory elements currently in the terms and conditions moved to code of conduct.

The major incident procedure has been discussed with Bruce Goodlad in his capacity as the Club's Alpine Safety advisor. Bruce is looking at some updates e.g. the ability to include photos in a report and to best practice from the British Mountain Guides. Overall though he felt the policy was in good shape.

Diversity, Equality and Inclusion, a policy exists for staff as part of Bright HR, HRAG are looking at which elements could also apply to reps. The revised code of conduct will include reference to Diversity, Equality, and expectations for all members to be inclusive.

JL also commented that HRAG had discussed positive actions especially with regard to encouraging more women and minority ethnic members to join and be more involved with the club. She has discussed with CB to take a lead on this area.

Document Management and Retention Policy, to be redrafted as a top-level document, with specific schedules such as retention of heritage items and member data to be dealt with separately.

Modern Slavery, whilst there is no legal requirement for a policy, the Club will draft one which will focus on the expectation of our suppliers with regard to compliance with standards for employee welfare for example. Suppliers will be notified and asked to comply ahead of the 2025/26 season.

Sustainability policy, this has been submitted to Council for comments and as nothing material had been raised, it was agreed this should be published on the website.

ACTION: Publish sustainability policy on Ski Club website

Discussion moved to Heritage starting with the safeguarding of assets held at the White Haus. JG confirmed Stonegate have suitable insurance in place, but he is still awaiting signature of the new overall partnership agreement with them.

NO confirmed that he felt the security arrangements at the White Haus were very good and the risk of theft low, but still existent and that many of the pieces though not valuable were irreplaceable.

JG noted that he and NO had discussed making copies of unique and/or valuable pieces at the White Haus and moving the originals to DMU. It was agreed this should be actioned.

ACTION: JG and CC to arrange making copies of selected items at the White Haus and moving originals to DMU.

Crisis management simulation and review. JG reported he is attending an ABTA crisis management training course and following that will conduct a crisis review and simulation with the team

JG summarised the legal position on minibuses in France it was agreed that the Club are currently compliant, insofar as the Club does not organise stand-alone transportation and the rep as driver is always accompanying the group skiing. Council agreed we did not want to go to the further step of running a licensed transport operator.

Awards, JG confirmed that the Thomas Lang bursary had been awarded to Swanwick School. There was a discussion about the Evie Pinching award which in recent years hasn't been awarded expressly as we have supported young athletes as ambassadors – most notably the Carrick-Smiths. It was agreed a dedicated Evie Pinching award of £1000 should be made in 2025 to a promising young athlete, with a request for them to provide exposure for the Club.

ACTION: JG to suggest nominations for Evie Pinching Award 2025

[Redacted]

App – update in COO report

Future IT – spend as part of budget

4 Annual General Meeting

[Redacted]

JG confirmed the Annual Report was coming together and draft would be circulated ahead of the next Council meeting.

TCD proposed that a copy of the 120th celebration book should be signed by all the Council in place in 2023.

5 Reps and Resorts

OC reported that the three new French resorts were confirmed, and rep slots being filled. It was noted that some of the new resorts were supporting with lift passes and advertising spend. It was acknowledged that it was very unlikely we would see a return to a time when many resorts would provide reps accommodation.

OC summarised the training for reps, this would include workshops on inclusivity.

The rep's course itself is full, with 36 participants including one journalist Simon Miller who was being funded at 50% through the club's media budget.

All reps are being required to attend in-person autumn training.

6 HRAG Update: Terms and Conditions, Code of Conduct and Policies

[Redacted]

JL confirmed that an approach had been formulated to update the various HRAG related items on the action tracker. Specifically, the membership terms and conditions were being updated and a new code of conduct written which would be referred to in the conditions. The code of conduct would reference club policies that were also being reviewed. The full scope of work and timelines is outlined in the action tracker.

7 Marketing and Membership

Council briefly discussed the upcoming Snow Show, and JG reported we have both a stand and an involvement in the Mountain Exploration Zone where Bruce Goodlad would be speaking. The stand will include several Heritage items which JL cautioned should be secured. PD confirmed this was already in the plan.

PD reported the new brand video was going well and generating click throughs to the website as designed.

OC presented the membership figures for August which show joins slightly above target, but attrition also slightly above target at 17%. However, a net increase was still achieved so paid membership households grew from 10350 to 10396.

Platinum membership continues to run slightly below target resulting in membership revenue slightly below budget, although membership numbers are running ahead of budget.

OC explained the discrepancy in the discretionary membership numbers between the monthly reports was due to the staff discretionary memberships which are not automatically renewed. There was a short period between staff memberships expiring and renewing, hence the different figures reported when a snapshot of membership is taken at a point in time.

Please see Appendix A for further details.

8 Holidays and Chalets

KE reported that holiday sales remained very strong and significantly ahead of the same time last year. She felt this was due to multiple factors, improved marketing, improvements to the website, a more experience team with more capacity.

KE also advised that holiday costs as well as revenue was now being held in Sugati for some holidays as part of a work in progress. This will improve visibility of trip margins. KE warned this would only be a snapshot in time until the trip had taken place as costs such as number of hotel rooms, flights and mountain guides etc. can vary according to member numbers on any given trip.

Mountain Tracks is also slightly ahead of target for the time of year, when summer trips are included, giving confidence the annual target can be achieved.

Please see Appendix B for further details.

9 [Redacted]

10 Chief Operating Officer Report and Other Matters

JG highlighted the strong performance of advertising and partnerships, both of which are now over 50% of target which have been significantly increased from last year. He noted too that many resorts were spending with the club on advertising, so although there is less direct support from reps there is a still a significant revenue contribution from resorts.

Discussion moved to the proposal from SBiT (Seasonal Businesses in Travel) to fund research into train travel from the club's environmental levy fund. The proposal was to match funding provide by ATOUT France of £10,000, leaving approximately £18,000 in the fund for other environmental projects. Council noted that this

supported our sustainability and innovation policies and also benefits of working with the French tourist offices.

The proposal was approved by Council.

11 Heritage Advisory Group Update

NO reported that the annual meeting with DMU had taken place, and the main item was that the new library building has been cancelled. The impact on us was that DMU are unlikely to have capacity to take more items of skiing historical interest unless directly related to the club.

The other issue raised was one of cataloguing. NO reported that whilst the books loaned to DMU are catalogued, only around three-quarters of the other items are. DMU reported that whilst they continued to look for sources of funding to complete the cataloguing work, no timescale could be given.

TCD asked a question regarding the cataloguing systems, NO confirmed the system to catalogue books was the one used for all DMU, but the other item cataloguing system was separate. TCD offered to introduce NO to the Alpine Club librarian who may be able to advise on future cataloguing.

NO then moved on to an update of the club's digital heritage, which remains patchy. Some copies of previous websites have been found using waybackwhen.com. NO also confirmed he would draft a list of current digital assets to be retained, and the correct person appointed in each case.

JG reported that a recent press visit to DMU had been very successful, but that it had been challenging to find press willing to spend a day travelling to DMU. Several leading journalists had expressed strong interest in accessing the collection online. NO noted that whilst the index of items held was available online at DMU, full images and transcripts were not yet available.

PS raised the point that the Heritage group has three key objectives when formed:

- 1) identifying and safeguarding all Heritage records held by the club, at DMU and at the White Haus;
- 2) making said items more accessible; and
- 3) using the items better to promote the club.

Therefore, in his view completing the cataloguing and making more assets available online were key to achieving all three objectives. He complimented the work of DMU, but pointed out they are constricted by resource.

WM summarised that those present at the meeting were sympathetic to this view and suggested the next step should be to produce a costed scope of work to achieve the above, and that he would be happy to attend the next Heritage Advisory Group meeting to help facilitate that.

WM thanked PS and NO for joining the meeting and for their excellent work with the Heritage Advisory Group, with thanks echoed by all.

Agreed that SCGB should support the completion of the catalogue. Current estimate is some £15,000. Can source librarian advice from the Alpine club. Heritage steering committee and WM to meet to firm up the proposal and cost. Member volunteers could be asked for.

Agreed that digitisation was desirable, at this stage probably only for a few taster items. The benefit would be in publicity with journalists.

NO listed various recent items that were missing from the digital archive, e.g. S&B, AGMs, we need to look on SharePoint for some of these.

12 Confidential Human Resources update

[Redacted]

Note that TCD left after item 7. Meeting remained quorate with four members.

Close 19.30

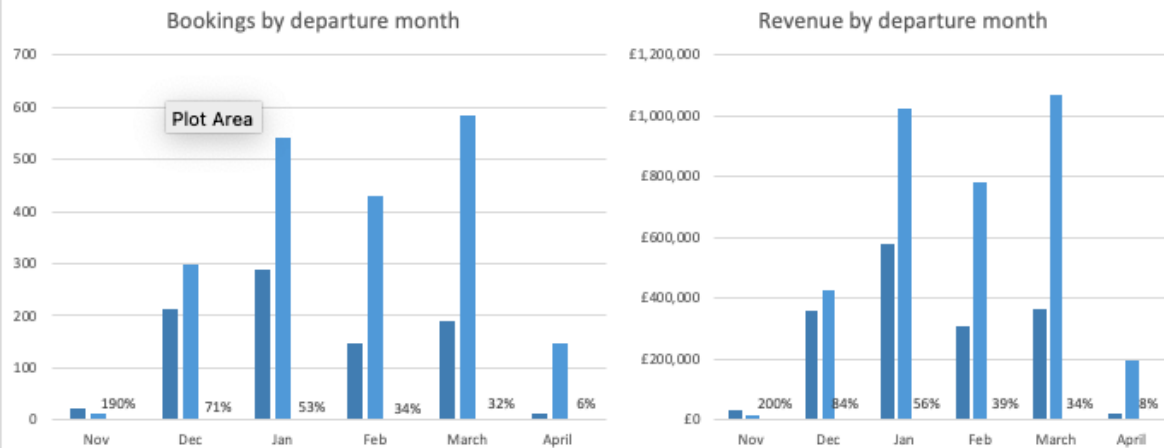
Where the minutes contain commercially sensitive or personal information, the relevant extract will not be included in the published online record and will be marked as redacted.

Appendix B

Freshtracks

Figures as of 01/09/24

Target Passengers	Current Passengers	Target Revenue	Current Revenue
2000	851 (43%)	£3,493,851	£1,629,586 (47%)



Mountain Tracks

Figures as of 31/08/24
Winter only

Target Passengers	Current Passengers	Target Revenue	Current Revenue
315	59 (19%)	£413,680	£113,255 (28%)

