

MAD WALKERS (MR50) COMMITTEE

MINUTES

GREY HORSE PUB, MANCHESTER.
WEDNESDAY 1st DECEMBER, 7PM

Attendees

Oliver Cosgrove Fearn (Chair), Claire Nolan (Secretary), Joanne Grantham - virtually (Treasurer), Bhavesh Mistry (Social Secretary), James Brett (Walks Coordinator), Arthur Embleton (Webmaster), Stephen Jones (Weekend Officer) and Marieke Van Der Zande (Membership Secretary.)

Apologies

Peter Lloyd (WebMaster) and Kara McCabe (Social Media and Communications Officer)

Actions

1. Welcome

The Chair welcomed everyone to the first committee meeting of 2021-2022.

2. Welcome to the new committee. Housekeeping - allocation of duties, use of WhatsApp group, communication preferences and delegation of Facebook messenger enquiries.

The Chair is delighted to have both new and old faces taking positions on the committee, after some trepidation of not filling roles we now have more than enough.

General committee roles were discussed, including the importance of communicating with other members if we would like to assist them. This avoids others feeling like their toes have been trodden on.

The Chair thanked us all for submitting our photos to update the MAD website, CN's is outstanding and will be sent to Arthur ASAP.

Thank you all for submitting the first reports of the year, especially with such a short turnaround after the AGM. Please can reports be submitted promptly before the committee meetings to allow the Agenda to be completed beforehand.

Communication - Everyone has different communication preferences, discussion took place regarding how and when we would like to be contacted. Committee members are happy with all forms of communication. We agreed use of the whatsapp group will be brief and if needed sub groups can be set up to discuss topics, this avoids excessive notifications. The committee agreed the whatsapp group will not be used past 10pm.

Queries and messages from the Facebook group fall under the responsibility of the Secretary and it was agreed that CN will be the primary contact. Unless they are specific to another role or not answered within 8 hours/urgent, at which point other members can step in.

ACTION - To add committee members as admins for the Non-Members facebook group.

3. Acceptance of Manchester and District Walkers Constitution for forthcoming committee year.

The committee members present have read and accepted the Constitution, this is sufficient to maintain the constitution for 2021 2022

4. Acceptance of October committee meeting minutes

The committee members present have read and accepted the October 2021 meeting minutes. It was agreed these will now be distributed before each committee meeting and accepted during.

5. Review of actions from the last meeting

ACTION 1: T-SHIRTS -

Becca Lowe has previously been dealing with the creation and supply of the MAD t-shirts. Steven and Mareieke have volunteered to get an update on progress and discuss if Becca would like to continue to be involved in the project. Brief discussion regarding ideas for the launch of t-shirts and using them as possible incentives. **ONGOING**

ACTION 2: MARKETING / SOCIAL MEDIA =

This has now been incorporated into Karas and Bhavs role. Since the last meeting we have seen a rise in activity and MAD members have been sharing the group which in turn has increased members.

Oli has had a meeting regarding a possible opportunity for a social media campaign and/or walks magazine. He will continue to pursue this and update us in due course.

Budgeting for a new year social media campaign will be discussed today.

Joanne works as a social prescriber which links service users with other groups which promote positive mental health and feels that signposting them to our group would be beneficial. She will share the E flyer with her local teams. If we go down the printed route we will include her service in the numbers. **ONGOING OCF & JG to follow up**

ACTION 3: JOINT INITIATIVE WALK -

Stephen has had discussions for the walk to take place on 6th Feb to coincide with Time to Talk day, a key date in the mental health calendar. He is planning to catch up in early Jan to finalise plans. The committee agrees it's a good idea to incorporate it with this date and support them especially as they align with our values.

Another Justica Hong Kong walk took place and was a success with new and returning walkers. We discussed ideas to encourage walkers to join us on other walks, not just the joint initiative walks. **ONGOING**

6. Sign-ups for open number walks.

It is no longer a requirement of the Ramblers to have sign-ups for walks for covid purposes. They are encouraging it otherwise, but don't mandate it. We agreed there are numerous benefits in retaining sign ups. It would also be a lot of work to remove the forms, and re implement at a later date. General thoughts were, a membership question would allow Marieke to follow up with non-members. The car share option worked well on the Bolton Abbey walk but aside from that was rarely of use. Perhaps we could have an option to contact the walk leader if they need or can offer car share. There is a chance COVID-19 could return so the committee is reluctant to completely remove the sign up function. It is agreed we can trim the form to name, email and whether they are a member or not. Luke Morris has offered to produce an email welcoming non members and first time attendees.

Action –

Oli to follow up with LM on welcome email

Trim form as discussed.

Walk leaders to send email out mentioning car shares?

Committee will review and discuss if we should remove the form after COVID-19.

7. Organising future committee meetings

Joanne brought up that the Wednesday evening meetings may not suit everyone. Currently they are organised for the 1st Wednesday of the month to coincide with the MAD social, however this could be changed to another date. Committee has agreed to do a poll for the next date and we will go with the majority vote.

ACTION - Claire to create a Doodle poll for next time and meeting date.

8. Budget for marketing

Kara's proposal for funds for a New Year marketing campaign were discussed. Kara would like to diversify and raise awareness of the group during January for the 'New year New me' period. This would span 10 days on both Instagram and Facebook for a planned budget of £100/150 each.

Joanne has confirmed we can allocate funds for this. Arthur discussed the possibility of linking the ad to the website to collect the data. This will see how much new traffic we are getting through the website from the campaign. He has volunteered to collect this data.

The committee thought it's a great idea to attract newcomers to the group and have confidence in Kara's experience in this area. We discussed possibly seeing a mock up of the campaign beforehand.

It was a unanimous vote to go ahead with the campaign.

9. Independent examination of accounts

Tom Whitehead is now on top of the examination. This is still ongoing but should be completed imminently.

10. AOB

NEW YEARS EVE - Stephen discussed the NYE weekend. If there are no COVID-19 restrictions then we will go ahead and it will be non refundable. If we are unable to go because of a change in government rules, or advice from the venue, or SHYA then we will be able to reschedule or obtain a refund. We discussed whether we are able to encourage Lateral flow tests as we do not feel we can mandate them. We are also unsure how we would collect the lateral flow data. We will discuss further if and when anything changes via the whatsapp group.

CHRISTMAS PARTY - An email will be sent out to the attendees of the Xmas party 1-2 weeks beforehand. The main vibe is to get people excited about the event with a footnote regarding the prohibition of bringing your own alcohol.

Places will be non refundable once we pay the caterer unless the ticket can be allocated to another member. We currently have 1 member on the reserve list.

NEW MEMBERS EMAIL - Mareike will be sending out a new members email for those who have joined us since the summer. If anyone has any events planned please contact her so she can add them to the email.