



**A MEETING OF THE BOARD OF TRUSTEES 2012-13 WAS HELD  
AT 5PM ON 4 JUNE 2013 IN THE BOARD ROOM.**

05 JUN 2013

BT-132-M3

---

## **MINUTES**

**Present: Michael Pearson (Chair),** Ellie Read, Mark Dunkley, David Haines, Billy Marsh, George Martindale, Rory Mitchell, Jack Heskett, Matt Peat, Zak Evans, Louise Batts, Sam Minnitt, Caroline Walker, John Palmer.

In attendance: Andy Parsons, Louisa Allen.

1. **Apologies.**  
George Martindale, Zak Evans.
2. **Register of interests**  
Please notify LA of any updates.
3. **To approve the minutes of the previous meeting and to deal with matters arising not elsewhere on the agenda – BT-132-M2. The minutes were approved.**  
The minutes were approved.
4. **To receive and approve a report from the Executive – ER.**  
ER presented the report.
5. **To receive a financial update including April management accounts– AP/RM.**  
RM presented the update.  
We are down on last year but it is not too bad, considering the lower student numbers. There will be a reorganisation of the UB shop over the summer to re-launch with the Co-op products.  
The Nursery saving and Voice savings are both related to staffing.  
The surplus is slightly better than forecasted.  
MP asked about bars figures declining. RM stated that we are considering different global promotions, together with targeted individual promotions, linked to the loyalty scheme to track impact and ROI. RM cites the 'shock factor' of this academic year being the first £9000 fees year. This effect should dissipate as the incoming students will adapt.
6. **To note the minutes of the Finance & Management Sub Committee.**  
Noted.
7. **To note the outcome of the University Budget Bid, previously circulated, and approve a budget for the forthcoming year subject to post Freshers detailed revision - AP.**  
  
AP presented the proposed budget.  
Many other students' unions are worse off in terms of commercial income, whereas we have increased income historically and the fall-off has been slower in comparison.  
Staff matters were discussed.  
MD asked if there is a cyclical economic pattern or a general trend? This has been considered. A large chain of nightclubs has closed, general trend in the industry is a downturn. MD suggested trying to

increase sponsorship or external revenue. There are already plans to increase this, such as external bookings (eg school proms), deal with Kukri. We are planning to improve marketing sophistication via the big data project.

The pension area is due to the deficit of the now-closed final salary scheme SUSS.

JP stated that perhaps we need to look more closely at trend data for the future and put in some worst-case projections – to be more proactive. Previously we have spent the contingency which was set aside at budgeting time.

Capital budget is the investment into the future. The loans on the building and the Nursery come to an end in two years' time. 27% of the student fees is diverted into the University's Access Funds (widening participation, etc). LSU should be able to support the university's work on this and therefore receive some of that funding; we need to be involved earlier in the process.

We are not intending to discontinue the night bus, at the moment.

AB asked about the security services suggestion; there are already links with the University and we can make more of this. The idea is to staff VIP tents and special events etc with high quality staff. The university is keen to maintain the Union's services.

JH noted that it would have been useful for the trustees (particularly the student trustees) to be involved in formulating the bid before it was submitted. MP stated that the Union's bid is always of a high standard; AB agreed. A smaller group could perhaps be involved next year.

**The board approved the budget and the proposed cuts.**

**8. To note and approve the Brand Voice document, visual image and draft implementation plan – presented by Ali Cole (VP Democracy & Communication).**

AC presented the Brand Voice document.

Focus is the 8<sup>th</sup> value (big data, tribes etc).

BM stated that the addition of the apostrophe is welcomed.

MPT stated that the concepts have improved since the last time he saw it. The website will be along the lines of loughboroughsu.com (TBC).

JH asked how it will be controlled so we don't end up with hundreds eg LSU Shops. This is being discussed with regard to the AU but everywhere other than Action, Rag, SocFed, and Media will have LSU/Loughborough Students' Union.

AB asked where the budget is coming from. AP stated that £60K has been budgeted. This is still a little tight. The implementation costs are as cheap as possible (without compromising quality which is vital) by using vinyls. Staff uniforms are a huge cost but we have been holding off on replacing old uniforms as long as possible because we knew we were changing the logo (eg Nursery). Student stash is replaced annually anyway. JP noted it is a process and not an overnight venture.

JP noted that the values now need to be built into all the work done in the future; the visual identity is straightforward in comparison.

Council meets on Thursday. Students have been consulted in the process.

**The Board approved the plan.**

**9. To receive a proposed Code of Practice on External Speakers - AP.**

AP presented the proposed Code. Our position would be to permit freedom of speech, unless it would lead to unlawfulness. MD noted that it is important to have such a policy to back the Union up in the event of a complaint being made, and an attempt to be proactive rather than reactive.

The risk element lies with the Board, and the student activities element lies with Council.

JH noted that on previous occasions he has sat in a meeting with a member of the university senior management group to monitor a presentation; this would continue with appropriate persons present.

DH asked why it needed to be in English; this is a risk reduction factor, a translation can be requested, for example.

**10. To note draft proposals for the reform of Union Council – Ali Cole.**

AC presented the proposals. AC has been formulating these proposals since his election last year. MD asked who would chair the forums/Congress? Currently there is an ex-officio Council Chair elected by cross campus ballot. In the future the members could decide to elect from among themselves, or make another arrangement.

JH has concerns about the membership as this may lead to BNOC taking the posts. This has not been discussed with union councillors in detail as yet. He gave the example of himself as not 'involved' in any of the member lists currently proposed, so therefore would not be a councillor under that system, which would preclude others in the same situation. AC noted that people are currently getting onto Council with very few votes and little support from their peers (as Council is not a popular activity at the moment). The new system would involve already elected students being promoted to Council.

ER noted that people who are only involved in Council (and not any other areas of the Union, eg as a volunteer) having influence on areas that they are not involved in is a problem we are trying to solve. Getting onto the Executive is not people's only motivation, but becoming a Union councillor only should not be the route.

BM noted that the new system will mean people who actually care about the Union will get onto the decision-making body.

SM stated that a smaller group of people would be having an influence – and it would be less representative because of shifting the emphasis from departments to areas already involved in the Union. What happens to town students? AC stated that there would be other routes to them getting on Council, eg via departments, sections. The new system would encourage diversity and a more representative spread of students. Each section, for example, would get to decide how their representatives are chosen eg a campus wide election, via committee etc.

MPt can the board overrule Council decisions – no, it is as existing. MD noted that the role of Council vs the role of the Board is a tension area, and the fact that Council is not currently fulfilling its role is not helping this situation. The Board cannot canvas the wider student population; that is the role of Council (or whatever replaces it).

MP asked who has power to amend the constitution – only Council. Items may be referred between the committees for discussion.

**11. To receive a report from the Union Director – AP.**

AP presented his report.

MPt asked about the QXP. He attempted to fill it in but got put off completing it, as it was onerous.

AP agreed and will discuss that with Redbrick.

Social media training – a combination of our own people and outsourcing training.

NUSSL shares: subject to AP's insistence that decisions be made via a forum, he recommends the Board approve the sale. It does need 90% of students' Unions to agree to the sale, however. **The Board agreed.**

**12. To note the minutes of the Performance Management Sub Committee.**

Noted.

**13. To note with thanks the end of MP's term of office as Chair and to elect a new Chair to take office from the end of this meeting.**

AP and the Board thanked MP for his service.

MP and ER nominate JP as new chair.

JP was elected.

**14. To consider any items referred to the Board by Union Council and vice versa – DH.**

Health & Safety – food prep at the Bazaar was forbidden but at international day it was permitted, why? The difference was that members of the society have completed food hygiene certificates in the intervening time, and were otherwise supervised by the Union's own qualified catering staff. Risk assessments can be supplied if Council wish to see them.

Student Board members: thanks to those student members who are leaving at the end of this year.

15. **Institutions.**

No items.

16. **Any other business.**

**New trustees**

JH suggested that new trustees have pc access to the management accounts so they can discuss any concerns in advance of the Board or PMSC meetings.

**Night bus - DH**

Has the bus been removed? ER stated that the bus is not being used this term as fewer students were requiring it (and drivers are very limited). The bus has not been taken out of the future budget. DH's concern is the welfare of students who are unable to use public transport. If there is a genuine demand and concern for welfare, campus security can be prevailed upon, or we can arrange a taxi.

**Union Director's Appraisal**

This was external. There were no performance issues. The matter arising from the appraisal was noted; the matter will be delegated to MP, JP and ER.

17. **Date of next meeting – TBC.**