



A MEETING OF THE BOARD OF TRUSTEES 2014-15 WAS HELD AT 5PM ON 11 NOVEMBER 2014 IN THE BOARD ROOM

3 Dec 2014

BT-143-M2

MINUTES

Present: John Palmer (Chair), Rob Whittaker, Krupa Nandha, Luke Thompson, Jack Needham, Matt Peat, Izzy Ford, Harish Pesala, Dan Thomas, Richard Taylor, Liam Peoples, James Bowker, Mark Dunkley.

In attendance: Andy Parsons, Louisa Allen, Salome Senthilkumar.

1. **Apologies:** None.
2. **Register of interests.**
Any updates please notify LA.
RT informed the new members of his role as Chief Operating Officer of Loughborough University.
New members should note that items discussed at this meeting are commercially sensitive and confidential.
3. To approve the minutes of the previous meeting and to deal with matters arising not elsewhere on the agenda – BT-143-M2.
The minutes were approved.

4. To receive a report from the Executive.



Executive Report
11.11.14.pdf

RW presented the report. JP suggested a structure of successes and challenges for the next report.
The Board congratulated the executive on an impressive catalogue of achievements.
HP asked what is the value to employers for sponsoring exec elections. We had the largest turnout last year so there is a good marketing potential for graduate recruiters, they are high profile students so their reach is very good. There are recruiters who are targeting Loughborough students exclusively and they are looking for other marketing opportunities such as this. Our readership numbers are around 52% for our marketing emails.

5. To receive a Budget and financial update including September management accounts – DT/AP.



Budget 2014-15 1st
draft .pdf



Budget-2014-comme
ntary-v-1.docx



capital-longtermmay
14supp.pdf

DT and AP presented the budget which included a Version 1 budget and a list of potential cuts which if implemented would all have a negative affect on the Union's ability to deliver its mission.

HP asked about the night bus. The alternative is not to have it at all. There are some schemes that could be arranged with our taxi firm for emergency situations but this is not as good as the night bus scheme.

HP asked if prices could be increased. AP responded, these are a balance, as if you increase prices then people will buy less. We have reduced the level of promotions by exchanging them with Loyalty-based offers, but we are still facing a lower take per head of approx. 10%. Wednesday is closer to 20% reduction in average spend per head. Prices are set to create the optimum profit levels in the medium term.

JB referred to the proposed cut in entertainment subsidy for non-drink led events; he said if there is a change in going out culture, we should not cut events that may appeal to these students. AP agreed; however, we cannot make a profit out of them in any way and mostly we lose money, so this unfortunately had to be included in the list for cuts.

LP asked if events run in partnership with LU Arts, can they be funded by them entirely? LU Arts pick up the entertainment cost (ie the acts) and we pick up everything else (security, bar staff, overhead etc).

JN asked what impact is people using Loyalty points to buy drinks having on bar takes? It is approx 1% promotional cost to the Union. The scheme does pay for itself. We very carefully evaluate the scheme to ensure this and it was clear that it produced very significant benefits both in terms of attracting additional sales and reducing the cost of other promotions so we get a better Gross Profit.

HP asked if we have data on which times of the year our events are profitable. Almost all of our events are profitable, but they are less profitable than they were last year. Mondays and Thursdays are somewhat experimental, and almost none of them make any money for us. However, some are successful in that they attract students to the Union.

The VAT situation is still unresolved. For a certain amount of charitable events, the government does not require VAT to be paid on income. We proceeded on this basis and have been challenged on this. If at some point in the future we lose all the cases and the potential appeals, we may owe c£800K. The Board needs to bear this in mind when making decisions about reserves of the Union. The University have indicated that would loan us the money if this were the case, though we would appreciate that written in an agreement as reassurance. AP referred to the capital and reserves projection.

JN - will the extra bid from the university cover the cuts that we are proposing? RT stated that the university would require a deeper understanding of the proposed cuts and the background/overhead considerations. It would then consider a one-off uplift to cover part of the deficit, providing there were plans in place for the priority areas - for example the education areas would be higher up the list than some of the others due to the NSS, etc. Also what needs to be considered is whether the building will need refurbishment etc (as the Union owns its building).

Our depreciation is equivalent to 40% of the university grant.

LSU's proportion of income gained from commercial activities is much higher than any other student union (with the second gaining under £1m and 10th less than £200K).

HP - if we still need to continue cutting in future years, what happens then? We would have to consider the bid to the university.

The Board needs to consider the financial/depreciation plan over a 3-5 year horizon.

ACTION: AP and DT to reach an agreement with the university on the interim funding and the VAT position, and also discuss the Union's longer term financial relationship with the university.

ACTION: AP to bring the financial strategy back to the next meeting.

6. To receive an update on the proposed revisions to the Strategic Plan and the revised Best Test



Isu-Statagy-2014.pptx

AP briefly presented the revised strategic plan.

RW noted that the executive will be presenting more of their successes and linking up their plans to show how the strategic plan is driving our work.

LP noted that this new version needs to go up on the website together with the further information. Possible Christmas update for all our members.

7. To note the revised Health & Safety Policy.



H&S POLICY
CURRENT.pdf

Noted and approved.

8. To note the quote for the renewal of Investors In Volunteers.



Investing in
Volunteers (IV) renev

The Board agreed that we should not proceed with this award.

9. To receive and approve a report from the Union Director - AP



Union director
Report 11Nov14.doc

AP presented his report which was approved.

Proposals for the projects will be presented in AP's future reports, to include the longer term full projected business and feasibility plans.

MP requested a report on the student activities helpdesk impact. AP noted that we are in the process of assessing the changes including those in Media as well as Societies, Welfare & Diversity, and Sport.

ACTION: AP to report back on the helpdesk function etc. at the next meeting.

10. To receive an update on the Key Performance Indicators.

The KPIs are being redesigned along the lines of the strategic plan and the next version will be available at the December meeting.

11. To elect members to the PMSC and FMSC

PMSC – MP, JB, HP.

FMSC – SS as Chair of UAC will chair. KN, LT, JN, LP and JB volunteered: **LT, LP and KN were selected.**

12. **Any items referred to the Board from Union Affairs Committee and vice versa:**

To note the minutes of the UAC.

The remaining places on UAC will be co-opted by the existing members. - The Board agreed.

13. Institutions.

- University: no items.
- College: no items.

14. Any other business.

Worldpay Requirements – As required by financial regulations, LA will be supplying Worldpay with Trustees' name, DOB and nationality.

Barclays paperwork – This may be available for sign off by the next meeting.

15. Date of next meeting - Tuesday 16 December 2014.