



## **CLC STRIDERS COMMITTEE MEETING**

**Wednesday 15 January 2020 at 2000  
The Tivoli, Andover Road**

### **AGENDA**

1. **Minutes of the Last Meeting**
2. **Actions from the previous meeting (see table below)**
3. **Training – Amelia / Joel / Martin**
  - a. Mondays
  - b. Wednesdays
  - c. Coaches update
4. **Races and Events**
  - a. Staverton 10 - Eoin
  - b. Parkrun takeover – Matt
5. **Treasurers update - Eoin**
6. **Membership update - Gavin**
7. **Social events update - Tom**
8. **Kit update - Hedley**
9. **Website working group – John and Matt**
10. **Events update – Rachel**
11. **Club Constitution - Matt**
12. **Any other business**
  - a. **2020 Vision - Jon**
13. **Date and location of next meeting**

## MINUTES

### In attendance

Amelia Mullins  
Eoin McQuone  
Gavin Jerman  
Hedley Philips  
Jon Howes (Chair)  
Matt Ashman  
Rachel Vines  
Tom Kabala  
Sophie Longmore  
Will Pearce

### Apologies Received:

Joel Freeland  
Karlien Heyrman

#### 1. Minutes of the last meeting

The minutes were agreed and accepted as an accurate record of the previous meeting.

#### 2. Action from the previous meeting

See table at the end of the minutes for all completed and outstanding actions.

#### 3. Training – Amelia / Joel / Martin

Monday nights have switched to the alternate (backwards) route for January and will change again for February. Amelia noted that if anyone has any ideas for alternative routes she would welcome them.

**Action:** Inform Amelia of any ideas for alternative Monday night routes. **All**

Wednesday nights are being well attended, Amelia, Martin and Joel are covering whilst Brendan is unwell. The improvers and speed groups have been running together for the past few months, it was agreed this is working well although noted that with large numbers running the Honeybourne can become crowded. This will improve once the summer location is reinstated.

Eoin, Natalie, Tim and Helen are undertaking a LIRF (Leadership in Running Fitness) course this weekend.

The coaches are investigating options to run a Friday track session from April.

Discussion took place regarding the starting time for both Monday and Wednesday training as both have slipped later. It was agreed that Amelia would send a gentle reminder to everyone that training starts at 1830 promptly.

**Action:** Send a communication to all members reminding them that Monday and Wednesday training starts at 1830 and will start promptly. **Amelia**

#### 4. Races and Events

##### a. Staverton 10 – Eoin

Eoin provided a detailed update for review (Annex A). The race is now full with 250 entrants and there are currently in excess of 60 on the waiting list.

There are circa a dozen runners who will run under 1 hour with one stating they will complete in 52 minutes.

The runner who was allowed to postpone from the 2019 race to this year's race has been allowed to enter. It was noted that this would not be offered to runners in the future.

**Action:** Send Jon the list of signage locations. **Eoin**

**Action:** Purchase large water bottles for race finish. **Matt A**

**Action:** Inform runners that they can receive a discount at Up and Running if they show their race number within 2 weeks of the event. **Eoin**

##### b. Parkrun takeover – Matt

Discussion took place regarding the potential of doing another Parkrun takeover. It was agreed to look at running this in March/April, potentially when the Pittville Parkrun switches to the summer course.

**Action:** Speak to Charlie to ascertain a date for Parkrun takeover to take place. **Matt**

##### c. Taster races – Jon

Jon raised the potential of running some taster races for club members to ascertain if this would work. If so, it could be widened out to other clubs.

It was agreed that this would be beneficial to take forward and consideration to be given to the best night for these to take place.

**Action:** Committee members to recommend routes for taster races and volunteer to run a race. **All**

##### d. Cross Country

Rachel raised the potential for the club to hold a cross country race next year as part of the XC Birmingham League. It was widely agreed that this would be beneficial as the club has not undertaken one for some time.

**Action:** Look into options for the club running a XC event and report back to next meeting. **Rachel**

#### 5. Treasurers update - Eoin

Eoin provided a Treasurers report to 15 January 2020 (Annex B).

The clubs bank balance is healthy compared to last year at £7376.64.

Notable payments and receipts are detailed within the report at Annex B.

## 6. **Membership update - Gavin**

Gavin presented a report on membership (Annex C). There are currently 90 signed up members, those who have not renewed membership have been retired from the club and removed from the England Athletics Portal.

Gavin noted that there would be benefit in the club moving to using the online payment method for memberships which has been used successfully in recent weeks. It was agreed that this would be preferable moving forward as it would remove the need for cheques and etc.

**Action:** Implement online payment for memberships. **Gavin**

Discussion took place regarding the 'grace period' for members to pay their membership fees, particularly as a portion of the fee is payable to England Athletics in April for members registration.

It was agreed to allow members a month to pay their membership before they are sent a reminder to pay or are resigned from the club.

**Action:** Text to be added to the membership form re membership payment terms. **Gavin**

Matt reported that changes have been made to the membership form to take into account updates to the privacy statement in relation to GDPR, these have kindly been reviewed by Helen Howes. As there have been changes to the form and the privacy statement it was recommended that all members are asked to sign a new membership form this year.

Retention of the membership forms was also discussed. It was noted that there is a requirement to retain the forms due to the inclusion of acceptance of the privacy statement. It was proposed that forms are scanned and electronically stored in the club OneDrive account to which Matt and Gavin have access.

**Action:** All members to sign new membership forms with the updated privacy form. **Gavin**

**Action:** Membership forms to be scanned and securely stored in the club OneDrive account. **Gavin/Matt**

It was proposed that the club should look to move to online membership forms in future to avoid the use of paper forms which can be lost. It was agreed that this would be a sensible approach and consideration to be given to how this would operate.

**Action:** Determine a process for having online only membership forms for both new and renewing members. **Gavin/Mat/Matt**

Gavin noted that the club still has an Entry Central account for taking membership payment and queried if this was still required. It was agreed to stop using Entry Central moving forward.

**Action:** Remove Entry Central payment link from the website. **Mat**

Rachel noted that historically the club captains and coaches had been emailed to inform them of new members so they could be welcomed/encouraged to attend training. It was agreed that it would be beneficial for this to be reinstated moving forward.

**Action:** Email Captains and Coaches when a new member joins the club. **Gavin**

## 7. **Social events update - Tom**

Tom reported on the social events that have taken place or are planned.

The Christmas Party took place in December at Thai Emerald with 21 members in attendance.

Tom has emailed all members to ascertain who is able to attend Fiona's quiz night at the end of February in aid of Clic Sargeant who she is running the London Marathon for. There are currently enough attendees to have 2 teams.

Tom has been in contact with the Pilates coach recommended by Eoin and is looking to setup some taster sessions for club members in the coming months. There is a need to determine a venue.

## 8. **Kit update**

Jon reported that he has ascertained a member to take over as Kit Co-Ordinator now he is Chair. Jon duly nominated Hedley Philips as Kit Co-ordinator, this was seconded by Gavin.

Hedley is reviewing the current kit in stock and will shortly send a communication to members informing them he is taking over from Jon.

**Action:** Release a communication to members informing them of the new Kit Co-Ordinator.  
**Hedley**

Jon proposed having a kit sale to reduce the stock currently held by the club, both to allow for a refresh and to release what is in essence club funds tied up in kit.

**Action:** Organise a sale of current kit to members. **Hedley**

Jon also proposed moving to one style of t-shirt all in standard club colours. Attendees agreed this would be sensible, Hedley was asked to progress.

**Action:** Ascertain options for introducing a single style of t-shirt in standard club colours.  
**Hedley**

## 9. **Website working group – John and Matt**

The Website Working group met on 12 December to review the existing website, determine immediate changes required to the existing website and to discuss content and layout for the new website.

Thanks were given to Mat Benfield who has undertaken a significant amount of work to update the existing website and both develop and populate the new website.

Members can access the new website for review at <https://striders.thechels.uk>.

Mat Benfield was unable to attend the meeting so circulated an update on progress to the Committee which is available at Annex D.

The use of club email addresses was discussed. It was noted that it is preferable for the committee to communicate with members using the club email addresses, not personal email addresses. Mat B has been reviewing the club email addresses, it was proposed that Gavin and Mat review the club email addresses and assign as required.

**Action:** Review the existing club email addresses to update who is assigned to which and remove those no longer required. **Gavin/Mat**

**Action:** A dedicated Kit email address to be setup for Hedley. **Mat**

**Action:** Link to the new website to be circulated to committee members. **Matt**

**Action:** Circulate the minutes from the Website Working group meeting to the committee. **Matt**

It is intended for the new website to launch early April in line with the new membership year. Committee members were asked to review the website and propose any new content that would be beneficial to members.

**Action:** Committee to review the new website and provide suggestions for content. **All**

10. **Events update – Rachel**

Rachel provided an update on upcoming events. She has compiled a list of events which has been loaded onto the new website which will be available to members.

**Action:** Cross country events and the road race series need to be identified and added to the new website. **Rachel**

It was agreed to identify dates for the road relays which commence at the end of March and promote to club members.

**Action:** Bring a list of the road race series and summer races to the next meeting for review. **Rachel**

11. **Club Constitution - Matt**

Matt reported that he has been reviewing the Club Constitution and identified areas that are in need of update, in particular relating the committee and its setup, privacy information and general updates. It was agreed that an update to the Constitution would be beneficial and noted that it ought to be provided to club members as stated on the membership form. It was also proposed that the Constitution ought to be available on the website.

**Action:** Work on updating the club constitution and provide back to the next meeting for review. **Matt**

**Action:** Once updated provide the Constitution to all members and make available on the new club website. **Matt**

**Action:** Ascertain if English Athletics have an updated club constitution template that could be used. **Matt**

12. **Any other business**

a. **2020 Vision - Jon**

Jon proposed that the club should have a 2020 Vision and has identified 4 aims to be considered:

1. To be known  
Identify opportunities and ways for marketing  
Go live with the new updated website

Update committee members and club photos

2. Be welcoming and inclusive
  - Respond to comments from members
  - Be welcoming to new members
  - Re-build / re-brand the improvers group
3. To be competitive but sociable
  - The club should be more than just XC
  - Look to encourage splinter groups
  - Consider days/weekends away
4. To grow
  - Consider how the club is 'seen'
  - Get 1, 2, and 3 right and 4 will follow
  - Consider how to make the club more prominent – lots more clubs around locally

**Action:** Committee members to consider the proposed 2020 Vision and provide comment at the next meeting. **All**

**Action:** Produce some flyers and business cards for handing out as required and also via social media. **Jon**

b. **GDPR**

Matt reported that there is a need to review the club's approach to GDPR. The privacy notice has been updated to take into account GDPR requirements and work has also been taken place to update the clubs Data Protection policy, Cookie policy and Website terms and conditions.

It is essential that the club abides by the data deletion provisions detailed in the privacy notice and treats all personal data with a suitable level of security and diligence.

It was agreed that GDPR processes would be reviewed to ensure the club is compliant.

**Action:** Consider GDPR requirements to ensure the club is adhering to the legislation. Update to be provided to the next committee meeting. **Matt**

c. **Club photos**

It was proposed that some new photos of committee members and coaches would be beneficial for the website and to promote the club. The committee agreed this would be beneficial. It was noted that taking new pictures of the club kit at the same time would be worthwhile.

**Action:** Identify a suitable photographer to take new committee members, training and kit photos. **All**

d. **Social media**

Matt reported that Mat has setup an Instagram account for the club which ought to be promoted. If anyone has any pictures they are posting on Instagram whilst running for the club, they are asked to tag @clcstriders so it can be added to the club account.

**Action:** Send an update to all members informing them of the new Instagram account and how to access Twitter and Facebook. **Matt**

- e. **Gift for Brendan**  
It was agreed to send Brendan a gift following his accident. The committee agreed to allocate £100.

**Action:** Identify options for a suitable gift for Brendan. **Amelia**

- f. **Committee meeting reports** (subsequently added to minutes)  
Could committee members please send any reports for committee meetings to Matt for circulation prior to meetings and inclusion in the minutes at [secretary@clcstriders-runningclub.co.uk](mailto:secretary@clcstriders-runningclub.co.uk).

13. **Date and location of next meeting**

Wednesday 18 March @ 2000, The Tivoli Cheltenham.

The following dates have been proposed for future meetings which will take place at The Tivoli:

18 March 2020

20 May 2020

20 July 2020 – Monday due to track open competition

16 September 2020

18 Nov 2020 – AGM

**Action:** Committee members to inform Matt if any of the proposed committee meeting dates for 2020 are unsuitable. **All**



## ACTIONS

<b>Date raised</b>	<b>Action</b>	<b>Assigned to</b>	<b>Updates</b>
2019-11-07	Put the Staverton 10 mile race forwards for the Gloucester AAA Road Race series	Rachel Vines	Complete
2019-11-07	Advertise for a female club member to assist with kit ideas/purchases	Jon Howes	Complete
2019-11-07	Request club members to support with media for the website/local press	Paul Northup	Complete
2019-11-07	Nicola Weager to complete handover of Committee Secretary duties to Matt Ashman	Nicola Weager	Complete
2019-11-07	Sam Baylis to handover Membership Secretary duties to Gavin Jerman	Say Baylis	Complete
2019-11-07	Advertise for club member to take on Kit responsibilities	Jon Howes	Complete
2020-01-15	Inform Amelia of any ideas for alternative Monday night routes	All	
2020-01-15	Send a communication to all members reminding them that Monday and Wednesday training starts at 1830 and will start promptly	Amelia	
2020-01-15	Send Jon the list of signage locations for Staverton 10 mile	Eoin	
2020-01-15	Purchase large water bottles for Staverton 10 finish	Matt	
2020-01-15	Inform runners that they can receive a discount at Up and Running if they show their race number within 2 weeks of the event	Eoin	
2020-01-15	Speak to Charlie to ascertain a date for Parkrun takeover to take place	Matt	
2020-01-15	Committee members to recommend routes for taster races and volunteer to run a race.	All	
2020-01-15	Look into options for the club running a XC event and report back to next meeting.	Rachel	
2020-01-15	Implement online payment for memberships	Gavin	
2020-01-15	Text to be added to the membership form re membership payment terms	Gavin	
2020-01-15	All members to sign new membership forms with the updated privacy form.	Gavin	
2020-01-15	Membership forms to be scanned and securely stored in the club OneDrive account	Gavin/Matt	
2020-01-15	Determine a process for having online only membership forms for both new and renewing members	Gavin/Mat/Matt	
2020-01-15	Remove Entry Central payment link from the website	Mat	
2020-01-15	Email Captains and Coaches when a new member joins the club	Gavin	

2020-01-15	Release a communication to members informing them of the new Kit Co-Ordinator	Hedley	
2020-01-15	Organise a sale of current kit to members	Hedley	
2020-01-15	Ascertain options for introducing a single style of t-shirt in standard club colours	Hedley	
2020-01-15	Review the existing club email addresses to update who is assigned to which and remove those no longer required	Gavin/Mat	
2020-01-15	A dedicated Kit email address to be setup for Hedley.	Mat	
2020-01-15	Link to the new website to be circulated to committee members.	Matt	
2020-01-15	Circulate the minutes from the Website Working group meeting to the committee.	Matt	
2020-01-15	Committee to review the new website and provide suggestions for content	All	
2020-01-15	Cross country events and the road race series need to be identified and added to the new website	Rachel	
2020-01-15	Bring a list of the road race series and summer races to the next meeting for review	Rachel	
2020-01-15	Work on updating the club constitution and provide back to the next meeting for review.	Matt	
2020-01-15	Once updated provide the Constitution to all members and make available on the new club website	Matt	
2020-01-15	Ascertain if English Athletics have an updated club constitution template that could be used	Matt	
2020-01-15	Committee members to consider the proposed 2020 Vision and provide comment at the next meeting	All	
2020-01-15	Produce some flyers and business cards for handing out as required and also via social media	Jon	
2020-01-15	Consider GDPR requirements to ensure the club is adhering to the legislation. Update to be provided to the next committee meeting	Matt	
2020-01-15	Identify a suitable photographer to take new committee members, training and kit photos	All	
2020-01-15	Send an update to all members informing them of the new Instagram account and how to access Twitter and Facebook	Matt	
2020-01-15	Identify options for a suitable gift for Brendan	Amelia	
2020-01-15	Committee members to inform Matt if any of the proposed committee meeting dates for 2020 are unsuitable	All	

## ANNEX A – Staverton 10-mile race update

### Staverton 10 Race Director's Report 15<sup>th</sup> Jan 2020

#### Entries

We have a full entry roster of 250 runners and awaiting list on excess of 60 people

Looks like we have a really strong entry know. I think we have probably a dozen or 15 runners who will go under an hour, with the fastest who has a 52 minute PB for 10 miles.

#### Admin

- We are in good shape
- We have the race numbers and tags
- First aiders and race timing are booked
- The Aviator, Airport and Farmer know we are coming
- The T-Shirts are on the r way (including one for each of the marshals)
- We once again have free bananas from the Coop
- The Aviator will be providing marshals with coffee and bacon rolls
- Jamie Penton is going to provide massages – we need to provide shelter
- Jon has a plan for sorting out all of the signage (a job Brendan normally does)
- Will Ferguson will be lead bike (again normally a Brendan Job)
- Me, Will, Matt and Tom Fletcher will mark out the course on Sunday
- There will be a run for Marshals and to check the course for obstacles at 10.30 on 25<sup>th</sup> Jan
- Marshals need to arrive 7.45-8.00 for a briefing at 8.15. Packs will be sent out next week.

#### Budget

Unfortunately, we have gone £300 over budget on costs, which is my mistake for approving the high spend on the momentoes.

We also have had a higher proportion of entries at the lower price than we estimated giving us £150 lower income from fees

Altogether that means we will make almost £200 less than last year and £500 less than we hoped to.

#### Staverton 10 Race

	2019		2020
	Receipts	2020 budget	ACTUAL
	224	Entries	250
	16	Average entry	16
Race entry fees	3583.38	Race entry fees	3859
		Sponsorship	250
	3583.38		4250
			4109.00
First Aid cover	225.00	First aid cover	225
Mementoes	807.50	Mementoes	1125
Trophies	155.48	Trophies	160
Marshal refreshments	148.50	Marshal refreshments	150
Chip timing	213.00	Chip timing	215
	30.00	Race Licence	30
LINC Charity donation	300.00	LINC Charity donation	300
Misc (tape, pins etc)	48.75	Misc (tape, pins, paint, cups etc)	50
	30.18	Printing flyers	30
Contingency		Contingency	50
	1,458.51		2,335.00
			2,662.05
Net income	1,624.87		1,915.00
			1,446.05

## **ANNEX B – Treasurer’s report**

### CLC Striders Treasurer’s Report 15<sup>th</sup> Jan 2020

#### Banks Balances as of 12<sup>th</sup> Jan 2020

Main Account = £7376.64 (up from £6521.11 on 1<sup>st</sup> April 2019)

Social Account = £0.00

#### Notable Payments since last meeting (AGM)

£1394 Staverton 10 T-Shirts

£647 Silver Fox: Jackets & Hoodies

£280 LIRF Course Fees (Natalie Burfitt & Helen Rawcliffe)

£240 Sam Baylis: This was reimbursement for membership fees that he had paid

£150 England Athletics Affiliation Fee

£144 Staverton 10 trophies

£120 Will Pearce: Food at AGM

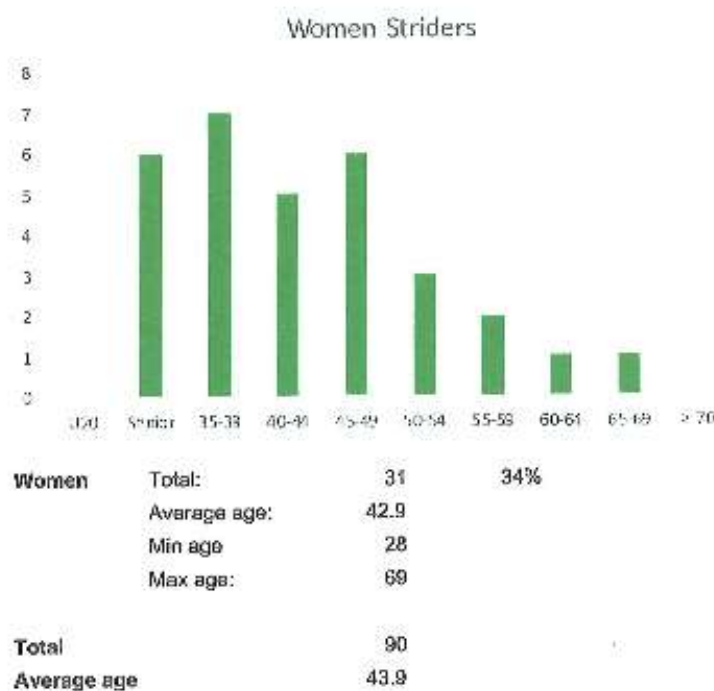
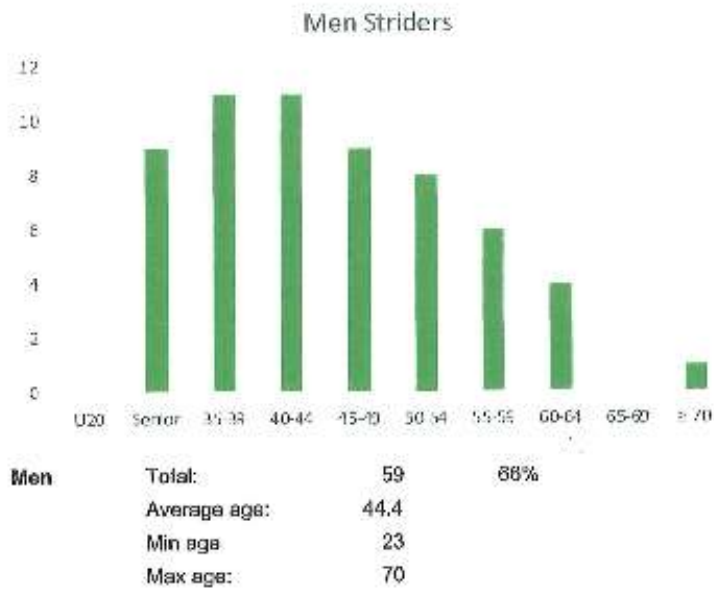
£90 Reca: Road Paint for Staverton 10

#### Notable Receipts since last meeting (AGM)

£3859 Staverton 10 Entries

£250 Staverton 10 T-Shirt Sponsorship

## ANNEX C – Membership report



@ 15 Jan '20

## ANNEX D – Webmaster report

### CLC STRIDERS COMMITTEE MEETING - 2020-01-15

#### WEBMASTER UPDATE

##### **New Website update**

The new website is coming along nicely, which much of the development work complete.

##### High level items

- Homepage has image 'slider', large announcements box and a few latest news items.
- <https://striders.thechels.uk/fixtures> Fixtures page has column sorting and search facility and is generated from a CSV file that can be simply be updated with new races as they come to light
- <https://striders.thechels.uk/records> Records page has 591 entries, again sourced from a CSV file, with sorting and search facility
  - The time column is stored as a number and not a time field (as not all data correctly formatted – so the sorting doesn't work as one would expect).
- Privacy, Terms and Cookies pages now exist and have been updated to reflect Matt Ashman's work – they are still awaiting a second pair of eyes / peer review.
- on Google Chromes' auditing tool the new website scores:
  - 100% for performance,
  - 96% for accessibility,
  - 100% for SEO and
  - 86% for best Practices
- Average website loads in approx. 750ms
- As of 17<sup>th</sup> December 2019, all news items have been copied across and some bulk fixes made to urls, images, content etc (some minor problems may still exist – but will address those when found).
- Contact form uses a googles form. This is currently tied to my account. But a striders account makes sense, does one exist?
- All images copied across to new site (but many duplicates i.e. same image at different sizes that could be deleted).
- Website has a google analytics account setup to monitor website usage.

The website sub-group are working on replacing the content on key pages (training etc) and this is ongoing.

Website url: <https://striders.thechels.uk>

##### **Old website**

Old website has had a little refresh

- Minimising the amount of news items on the homepage (3)
- Removing a number of menu items.
- Removal of the Strava widget
- Updated to latest version of WordPress, themes, plugins.