

Overview of Board of Directors' Meeting

Wednesday, 13 September 2023, 9:30 am to 3:30 pm, via Zoom conference call.

Directors in attendance: Dr Ibrahim Akubat FBASES (IA) (Sport and Performance Division Chair) (part), Dr Lindsay Bottoms FBASES (LB) (Deputy Chair and Physiology and Nutrition Division Chair), Dr Adam Gledhill FBASES (AG) (Psychology Division Chair) (part - supplied notes for periods of absence), Prof Zoe Knowles FBASES (ZK) (Chair), Greg Koral (GK) (Non-Executive Director), Dr Kiara Lewis FBASES (KL) (Physical Activity for Health Division Chair); Dr Andrew Mitchell FBASES (AM) (Biomechanics and Motor Behaviour Division Chair) (part), Dr Helen Rippon (HR) (Non-Executive Director), Ian Wilson (IW) (Chief Executive Officer).

Attending: Emma Forsyth (EF), Marketing and Communications Manager (item 6).

Minutes: Jane Bairstow (JB) (Senior Admin Officer).

Apologies: James Tugwell (JT) (Non-Executive Director), who, prior to the meeting, had provided input into the agenda discussion items, and Susan Went (SW) (Senior Non-Executive Director).

1 **Welcome and opening remarks.**

ZK welcomed everyone to the meeting. The priority focus areas for discussion were outlined by the Chair.

2 **Declarations of Interest**

Directors were reminded of the need to declare their interest in any items and to remove themselves from such decision making when required. IA declared an interest in the Rework project (item 7).

3 **Minutes of the previous Board meeting (held on 18 July 2023)**

These were accepted as a true record of the meeting.

4 **Matters arising:**

Chair and CEO updated the Board on a recent unauthorised use of imagery on the website and the steps adopted to mitigate this.

Noted the [2022-2023 Annual Report](#) was issued to members on 4 September 2023.

Congratulations were extended to the [Three Fellows' applications](#) which were received and recently approved.

In advance of a proposal to be tabled at the AGM in November, Board noted the recent work on the petition for a Royal Charter, including the current consultation with members and stakeholders, issued 8 September 2023 (Do you agree with the principle of reincorporation as a Chartered Organisation? What do you believe should be the name of BASES as a Chartered Organisation? Do you agree with the proposals for membership categories and classes for BASES as a Chartered Organisation? Do you agree with the proposed arrangements for decision making within BASES as a Chartered Organisation?). All members are encouraged to read the documents and provide feedback via the short survey, which closes 29 September 2023. Mid-way through the consultation, the Chair will issue a short video recording to remind members to feed back on the consultation questions.

The Chair and CEO had an introductory meeting in July with Jo Rycroft, Clinical Exercise Physiologist.

Noted the confirmation of the first cohort for new [Professional Development and Mentoring Programme](#).

Noted that Dr Ash Wilmott has succeeded Dr Andy Smith FBASES as Chair of CCAT, with thanks extended to Dr Smith for his hard work in establishing the CCAT.

Noted that the Finance and Risk Committee had agreed a proposal to move some reserves from the main NatWest business account to other 35-day and 95-day accounts, to maximize current interest rates.

Noted the year-end accounts had been signed by the Chair and submitted to Companies House in July 2023.

Noted that a follow-on meeting had taken place regarding the BASES influencing / advocacy campaign and that the Public and External Affairs Advisory Panel would be asked to make recommendations to the Board on what specific topics should be prioritised.

Noted AG has contacted colleagues to seek interest, in principle, in contributing to a project to develop a BUES textbook for publishing.

5 **Fee increase (Membership, Accreditation/Endorsement and Training Programmes)**

The Board is committed to investing in People (Operations Team, volunteers, consultants to add capacity and expertise to the Operations Team), Projects (new initiatives that are beneficial to our members and add value), Programmes (ensuring programmes remain fit for purpose) and Partnerships (with reciprocal mutual benefits for our members). The Association has seen increases in staffing costs, higher operational costs and increases from external suppliers. Over the last few years, the Board has not passed on to its members any increased costs that the Association has incurred, instead keeping constant the BASES membership fees and training programme fees. The Board is actively focussing on new member recruitment and retention of current members, to increase revenue streams.

In order to deliver the operational plan, which includes new projects, the Board agreed a small fee increase was required across Membership, Accreditation/Endorsement and Training Programmes. A special resolution paper will be prepared for the AGM in November to outline the fee increases and what this will cover.

6 **Marketing and Communications update**

Emma Forsyth attended this item and provided an update since the last MarComms Board update in February. Significant work has taken place re developing key reports and analytics, as the building blocks to help focus the direction to create relevant campaigns to achieve greater organisational success through increased member acquisition and retention. This work will help to gain insight into our members and their membership journey, as well as recognising who our potential members are. The current and future priorities were highlighted, and the Board thanked Emma for the update and her recent hard work.

7 **Rework Project - Redefining development and employment expectations for sport and exercise science**

IA left the meeting while the Board further considered an updated proposal by IA for a Rework Project (redefining development and employment expectations for sport and exercise science). Board agreed an investment to start the consultation phase and seek key information from stakeholders.

8 **2023 - 2024 Operational Plan Q2 report**

IW provided an overview on the current deliverables, noting some good work has taken place on some deliverables over the first five months of the year.

9 **KPI dashboard**

The Board reviewed this reporting tool, which visually shows actual performance versus trajectory. Discussion took place over a number of the KPI graphs, including those with a positive trend.

10 **Updates were provided for the following Standing Committees:**

Division Committee - Physical Activity for Health

Division Committee – Psychology

Division Committee – Sport & Performance

Governance Committee

Human Resources, Remuneration & Appointments Committee. Discussion took place over staffing and current capacities and what measures can be put in place to support the challenges.

Finance & Risk Committee, including sign-off by the Board of the 2023-24 Q1 Management Accounts. Board discussed the challenges of profiling for SEPAR due to the complexities of the programme and noted the larger than anticipated cohort from Q1. Board discussed and reviewed the Risk Register.

Professional Standards Committee. Board reviewed the proposed changes for BUES criteria regarding climate change & sustainability and considered the updated application form and exemplar. Board will provide feedback to the HE Endorsement Scheme Advisory Group, who were thanked for their recent hard work and efforts.

Stakeholder Committee

11 **Planning for the development of the 2025 – 2029 strategy**

The Board started to consider early planning for the 2025 to 2029 strategy, including the Vision, Mission and some high-level Strategic Objectives. Agreed this will be an evolution of the current strategy, with an aim to sharpen the Strategic Objectives and reduce the number of operational deliverables. Work will continue over the coming months.

12 **Any other business**

Noted the 2023 AGM was taking place at 5:15 pm on Thursday 16 November 2023 at the CBS Arena, Coventry (and virtual).

The Board considered a short-list of Fellows for a new Lifetime Achievement award and requested more information in order to reach a decision on who the first recipient would be.

The Board noted that SW would be taking part in the Clipper Round the World challenge from November 2023 to March 2024 and discussed Board and Committee provision over this period.

The Board noted the draft Board Meeting and Board Call dates for 2024.

Dates of next meetings:

Board Call:

Thursday 12 October 2023, 0900 - 1000

Board Meeting:

Wednesday 15 November 2023, CBS Arena, Coventry.