

A Meeting of Directors of Freegle Limited was held on April 28th 2021 at 6:30pm by Zoom

Minutes of the previous meeting can be found [here](#)

MEETING DETAILS:

- Meeting ID: 531 800 8618
- Join at: <https://rbs.zoom.us/j/5318008618>
- Or Join via Phone: 0203 481 5237 and enter conference code 531 800 8618 when prompted
- You will get put in the waiting room – don't worry, someone will let you in

MEMBERSHIP OF FREEGLE LTD

All Freegle Volunteers are entitled to be Members of Freegle Ltd, which is registered in England as an Industrial and Provident Society for the Benefit of the Community. You can join at <http://freegle.it/JoinFreegleLtd>.

CURRENT BOARD

Cat Fletcher, Edward Hibbert, Jo Fishwell, David Greenfield, Dee Moss. Michael Hoeben, Craig Hilton, Andy Ludlow, Ruth Willmore

BOARD VACANCIES

APOLOGIES FOR ABSENCE

NO SHOWS

OFFICERS AND ROLE HOLDERS

Media - Cat
Volunteers - Edward
Company Secretary - Andy
Finance - Craig
Fundraising - Edward
Board Secretary - Jo
Partnerships - Edward

CTO - Edward

DECLARATIONS OF INTEREST

This can be found [here](#)

Actions from Last Meeting

Action Log has moved to [here](#)

Date	Action	Who
Jan 13th	Contract Review needing to be completed. Template of contract to be reviewed, fit for purpose still? Suggested needs to be simplified. Should include details regarding new rates of pay. Edwards Contract updated Board agrees to issue 1 year contract to Edward for IT services starting May 1st 2021.	Dee and Craig
Jan 13th	FSC Remit arrange for an updated remit and circulate to Board for review and approval. Craig and Andy to work on reviewing FSC remit	Andy and Craig
Jan 13th	Ask Tech for where links to the Wiki can be added to modtools Completed	Edward
March 10th	David to complete Fit and proper person Declaration Link to be sent to David for completion - Edward	David
March 10th	Draft Freegle annual calendar for April Board to review Ruth to take the lead and ownership of the calendar moving forward	Edward
March 10th	Draft new wording for fundraising for SMS costs Having considered, the Board agrees that this isn't a viable course of action. Action dropped.	Edward
March 10th	Discuss with David Housing Management Systems Research Edward to arrange meeting	Edward
March 10th	To take over updating Finance Board report from April Board onwards Completed	Craig
March 10th	Discuss with Jacky volunteers sending thank you emails	Edward
March 10th	Review of finances and future of development contract prior to April Board Update in AOB section: Link to update in AOB Section	Craig
March 10th	Partnerships draft proposal to be circulated to the Board	Cat
March 10th	Send Board response ref: Calendar Complaint Done	Dee
March 10th	Freegle merchandise project plan Board agreed for Cat to continue with the current plan (selling cups at coffee shops).	Cat

SUMMARY OF MEETING

- The Board's annual calendar was discussed. It was agreed that we need to maintain this document better. Ruth has agreed to take the lead.
- A finance review was undertaken. It was agreed that due to the increase in finances and the 'healthier' financial outlook; the plan to hold-off on development work will be paused. Board will periodically review the situation.
- A social media post went viral last week with a reach of 480K

MATTERS ARISING

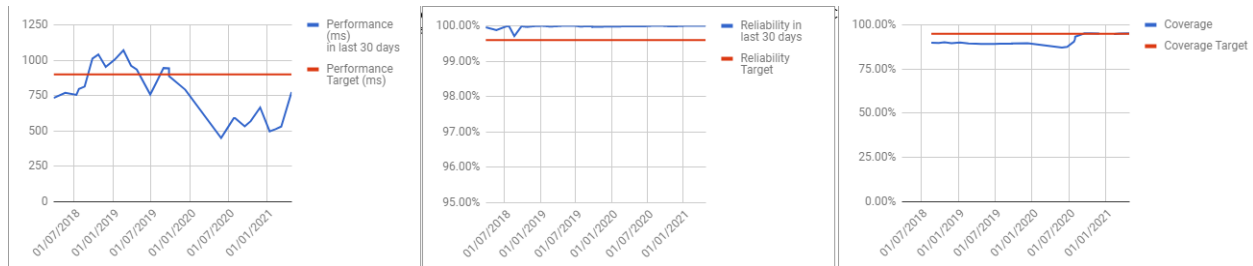
- Jacky has very kindly drafted a Board calendar at https://docs.google.com/spreadsheets/d/1Fe8yXXQl9qTBP1rdFfhcQVhc6OoBSVX-mArW2mr_EU/edit?ts=604a6fbb.

CTO (Edward)

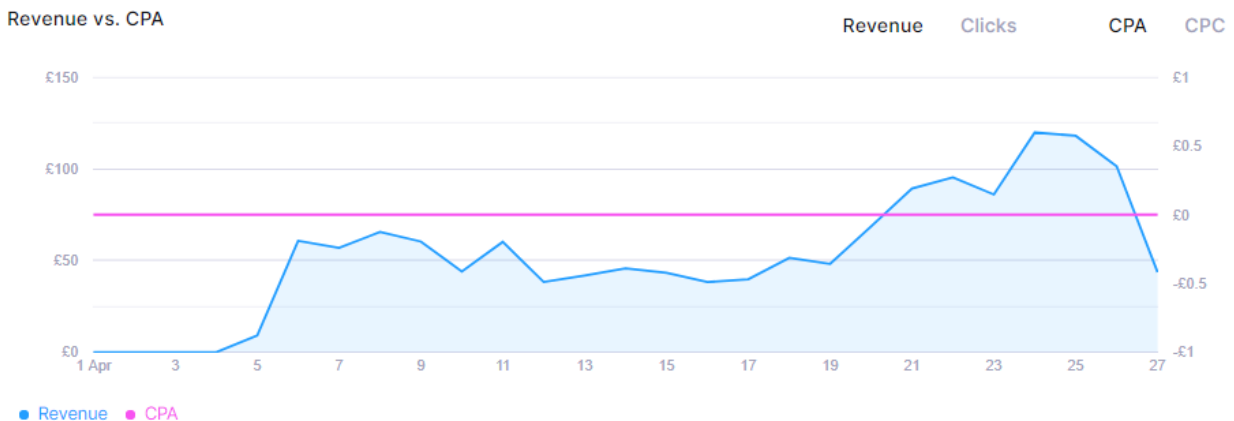
We have lifted most of the lockdown restrictions. We continue to see much higher activity than before lockdown:



This requires some work to cope with. We're doing ok, but you can see from the KPIs that our performance has got slower. There may be more work to do here if we stay this busy.



I've done quite a lot of work during this period on job ads, as the interface we used to use has been removed. This is better for us overall, because we have more control and can therefore do more to increase the click rate. It is looking like we are raising significantly more from this source than we have recently.



I've also done some work on chasing the PayPal funding competition, which triggered some anti-spam measures and required some changes to the ways we send emails.

Finance (Craig)

Note: Doc created to summarise who has access to Freegle Bank Account.

<https://docs.google.com/document/d/1G6M3ABhVPOkj3Vz3la1efP1UdBK-ZoC2ckGCJWSIXqo/edit?usp=sharing>

>>> **Restricted Access** >>>> **Please bookmark/memorise.**

Finance Report - Key Points

- Increased income following the fundraising push (c.£18.5k)
- Job ads changes could result in more income (see above)
- Originally predicted hitting 3 months reserves level in July 2021. This is now April 2022
- However, uplift is mostly 1-off donations, so not a long-term solution to the problem - we spend £21k more than we raise

See also: [Link to update in AOB Section](#)

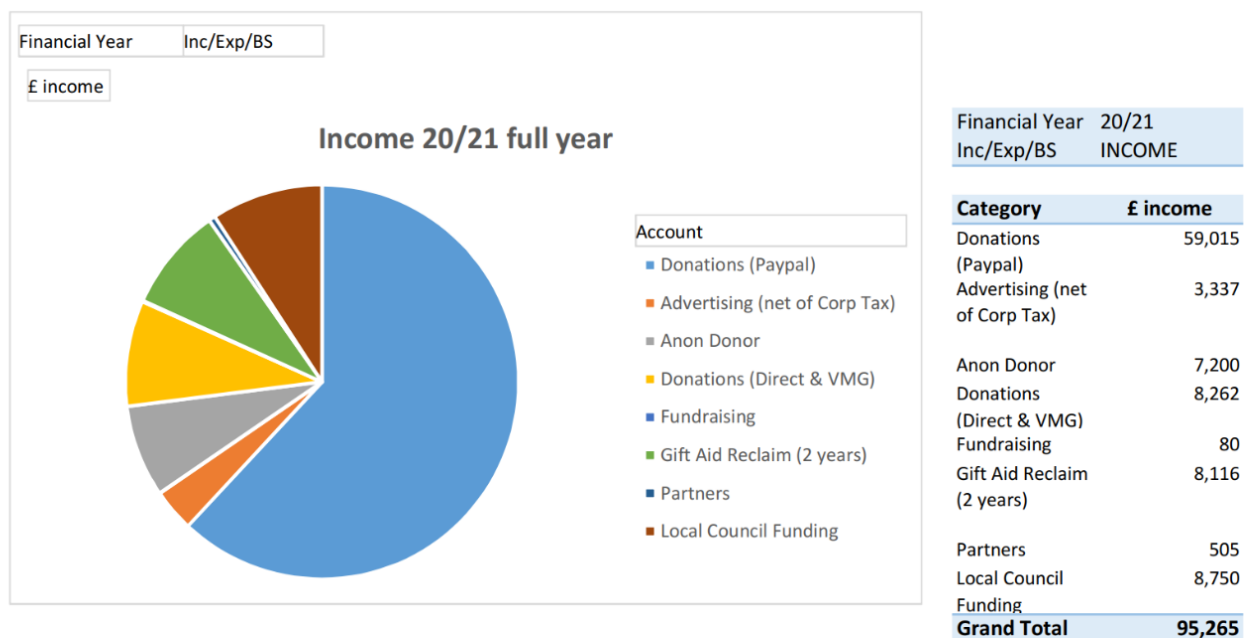
Finance Report - Detail

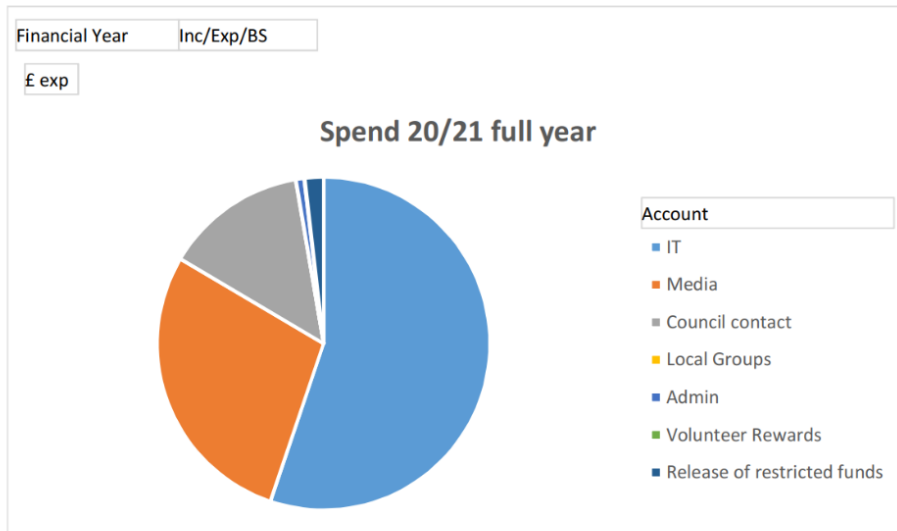
In the forecast we did in February, it looked like 2020/21 would have a surplus of £9.9k which, added to the reserves brought forward of £18k, would give us total reserves of £27.9k. However, with a forecast deficit in 21/22 of £22.9k, this would have left us with reserves of just £7k at the end of 21/22 - and we would have hit our agreed minimum level of reserves (3 months spend =£19.5k) in about July 2021.

A major donations appeal was launched in the second half of February 2021, and in the month to 5th March 2021, we had £12.4k more income than we forecast (£11.5k PayPal vs £1.5k forecast, £2.1k direct donations, £0.3k other). There was a further increase of £6.1k in the month to 5th April 2021. These were nearly all one-off donations, so do not herald a long term improvement in donations income. There was a £0.2k increase in spend on Council Engagement compared to forecast, and the net effect was an improvement in the reserves at the end of 20/21 £46.2k.

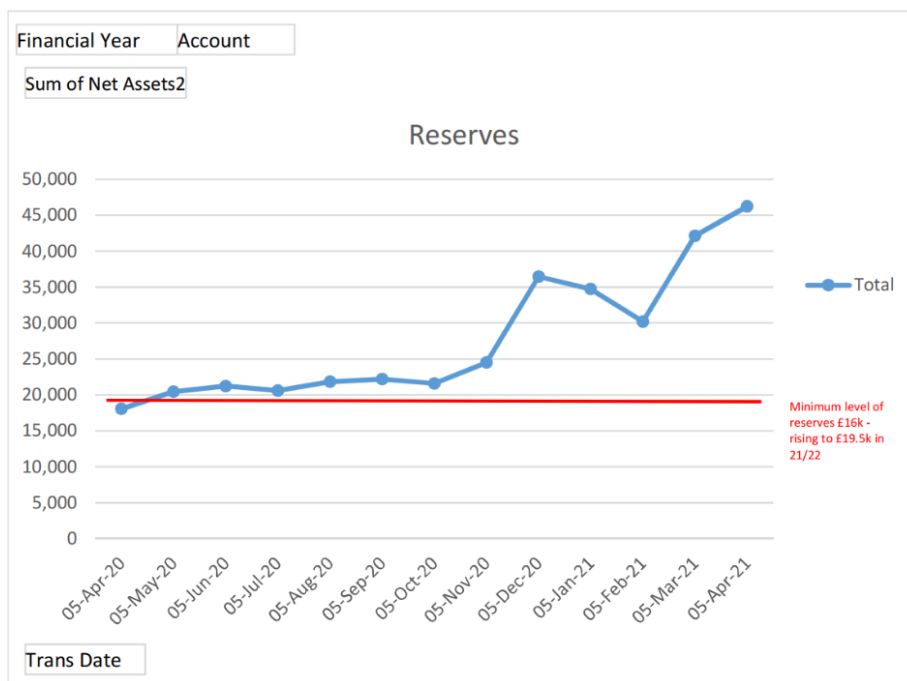
That means the reserves at the end of the 21/22 financial year are now forecast to be £25.1k, and our minimum reserves crash point has moved to April 2022. This is good news, but structurally, Freegle still has the problem that regular annual costs exceed regular annual income by £21k.

Full reports: [Available on Drive](#)





Financial Year	20/21
Inc/Exp/BS	EXPENDITURE
Category	£ exp
IT	-37,017
Media	-18,998
Council contact	-9,251
Local Groups	-40
Admin	-523
Volunteer	
Rewards	-60
Release of restricted funds	-1,199
Grand Total	-67,089



Financial Year	20/21
Account	MONTH END BALANCE
Month end	Sum of Net Assets2
05-Apr-20	18,054
05-May-20	20,448
05-Jun-20	21,229
05-Jul-20	20,593
05-Aug-20	21,845
05-Sep-20	22,215
05-Oct-20	21,571
05-Nov-20	24,518
05-Dec-20	36,477
05-Jan-21	34,732
05-Feb-21	30,201
05-Mar-21	42,138
05-Apr-21	46,229
Bank account	47,021.39
Paypal	911.40
Credit card	-501.39
Accountants owing	-930.00
LCC money owing	-125.00
Share capital	-147.00
	46,229.40

Councils (Natalie)

- Submitted Ashden award.
- I got in touch with NetworkFour, the Northampton HOPE Centre and the Seaview Project to offer support and information - awaiting replies.
- Enquiry from Lancashire CC asking about WDF - can they count our data.

- Asked WRAP to change wording on their new website to not recommend councils set up their own platforms for reuse but contact us instead - awaiting reply.
- Contacted Lewes Town Councillor to suggest partnership working - she is going to try and get Freegle on the agenda for the next council meeting. She saw Cat speak at a recent Green Party event and was very impressed.
- Hubbub - asked if we can do a newsletter takeover for them.
- Emailed Edinburgh Councillor - awaiting reply.
- Working on the National Lottery Climate Action application for a collection and delivery service in Cumbria. Initially this was pitched to Hampshire and Essex, but after initial interest, neither confirmed that they would like to be involved.
- Attended Ashden webinar on increasing diversity and got some useful contacts for organisations we can contact to try and reach more hard-to-reach groups.

Volunteers (Edward)

I've posted a volunteer opportunity on Reach Volunteering for some Machine Learning work for image recognition, which I don't have a large enough head to do.

We are thinking of Wanda.

Media (Cat)

- Funding bid submitted in collaboration with The Green Centre.
- Also with The Green Centre, a hub being set up which will include Freegle Friday activities. Official launch in May.
- Last weekend, Cat hosted a Freegle jumble sale which was successful and there's been requests from other areas for similar events.
- Viral Social Media post with over 480K reaches. Did this increase website traffic?
- Facebook is removing analytics from groups, Cat will be drawing down the data before it disappears.

Company Secretary (Andy)

We have not had any new Members, but there are amounts of £1 appearing in the Bank a/c. I presume that these are donations unless anyone knows differently ?

Yes, they are donations.

Development (Jacky)

Development Group Report for the Board Meeting 7th April 2021

1. Task 103 - Central Mods Team Remit Review

The group discussed the current remit and concluded that the Team should be extended to include all national discussion groups, renamed as the Discourse Support Team, with more emphasis on encouraging participation rather than just moderation. A majority of voters agreed to the proposed new remit, so we ask here for the Board to agree to adopt it. If agreed, the wiki will be updated and a message will be posted on Central to advise members. The proposed remit is here -

https://docs.google.com/document/d/1kHS8_ovFKlcalCHw91IV79ZBx11ZdS0EsDGoH00nTLM/edit?usp=sharing

2. Task 107 - Review Abandoned Groups Procedure

Discussion has mainly been about reducing the amount of time the current procedure takes. There is a vote happening now on a revised document. When a revised procedure is agreed, we will recommend to the Board that it is adopted.

3. Moderating discriminatory items: is a review needed?

This task was raised by a new moderator who left soon after the discussion commenced. It was a great shame she left so early because there was a glitch in Discourse at the time she raised the subject and she didn't read sympathetic replies to her points as they were delayed, so just saw some more challenging ones. The discussion carried on with discussing whether all volunteers should be sent our Equality Policy as part of induction as a volunteer. This hasn't reached a conclusion as yet.

AOB

Dates for June and September Board. Due to the month end being the 5th of the month, our planned dates for June and September are too early for us to receive a finance update.

Proposed:

June 9th to move to - 16th @ 6:30pm

September 8th to move to - 15th @ 6:30pm **ACTION: Jo to change to 18th August**

Edward is planning to go for a saunter in September.

Voting in a timely manner.

Moving forward, polls and reminders will be pinned at the top of the Board.

Action: Review of finances and future of development contract prior to April Board

Discussed Craig, Andy, David, Michael, Ruth, Dee via email (excluding those that provide paid-for services to Freegle)

Agreed that:

- as that date for hitting 3 months reserves has moved back, we should continue with Development work at this time

- Craig (as Finance Director) will highlight in his reports/board updates when the 3 months date is AND when we are 3 months before the 3 months date - as this is a point when we need to take action.
- Currently, these dates are April 2022 and January 2022 respectively.
- We note that solving the underlying problem (i.e. Freegles income vs outgoings) remains a priority.

DATE OF NEXT MEETING

May 12th @ 6:30pm