

A Meeting of Directors of Freegle Limited will be held on 27th April 2017 at 8pm by Skype

The meeting started at 8pm

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

Andy Ludlow, Andrew Trusty, Cat Fletcher, Christian Brenninkmeijer, Edward Hibbert, Jo Fisher, Sheila Little.

BOARD VACANCIES

Finance

APOLOGIES FOR ABSENCE

David Greenfield

OFFICERS AND ROLE HOLDERS

Media - Cat

Volunteers - Edward

Finance & Fundraising - Vacant

Board Secretary - Jo

Partnerships - Edward

CTO - Edward

DECLARATIONS OF INTEREST

This is now at

<https://docs.google.com/document/d/1M5J1pKrHfqwqdgPJufwZMmDKSZuOdinPVRuZGxvSYNA/edit>

MATTERS ARISING

- **Patrons**

Cat has contacted some in person and others via social media and looking for other ways to touch base with possible patrons. Further meetings coming up in the near future. We'll continue to add names to 'the list' and keep at it.

- **Business plan**

Most promising angle is via our new fundraising volunteer Gwen.

Discussed purpose for the plan. Main use could be as input into a case for support staff document which is what funders look for.

Board suggests renaming 'Business Plan' as an Action List rather than Business Plan. Closest we have to a plan so far can be found [here](#) Info from Chris's document to be used as starting point for next steps.

ACTION - Edward to send above link to Gwen

ACTION - Jo to remove Item from agenda for further meetings.

- **Strategy plan**

Last discussion is at

https://docs.google.com/document/d/10Kkx7ABgVY0WHVmaHMFsw3_I2LdGmonFouP0djr0tM/edit , which we sent to Central. Where are we?

- IT - we are broadly ok.
- Volunteers - Mhairi's report is almost ready.
- Publicity - David is arranging a contract for Cat to improve our national publicity.

ACTION - David to forward final contract to Board for review and polling before signing.

- Income - we have significantly improved our donations, and have (early days) a promising fundraising volunteer. Further applications are in the process of being submitted - more details to come.

Above to be used as working document for moving forward.

Point of discussion

- [Risk Register to be reviewed/discussed by Board](#)

Does board want to continue with plan from previous meeting to review areas by priority? - Yes.

Lets try an email discussion for first point.

ACTION - Jo to start from highest risk and work through via discussion boards rather than at meetings.

- [Trello](#)

Jo has started adding actions from board meetings to individuals cards

Jo suggests adding completed actions to agendas to ensure feedback loops are completed

Any other suggestions for using Trello and tracking actions?

Agreed that Board needs to start looking at our 'task lists' more between each meeting so we can get more done

ACTION - How do we send reminders/alerts?

Jo to look at ways to add alerts. New platform maybe, more email driven.

BOARD REPORTS

CTO (Edward)

Servers pretty stable this month; a couple of unexpected blips when I was doing work.

The Development contract is for these items:

1. **Detailed analysis of user flows.** Nothing new this month; there is more to do on this.
2. **Fundraising.** See separate section below.
3. **Advertising of volunteer opportunities.** Now possible onsite. Still need to add email newsletters and periodic check to see if opportunity is still active.
4. **Improved Google rankings.** We are much improved from autumn last year. There may be more to do on this, but the main competitors are Freecycle (who are hard to displace), Trash Nothing and Gumtree Freebies. I've used a Google ad to pick up some crumbs from Gumtree's table in terms of web searches. I can also now track through from a particular link to user signup, so that we can see which approaches are most effective in actual users rather than just clicks.
5. **Sharing posts between neighbouring groups.** Not started.
6. **Data reporting for councils etc.** Done a basic set.

ACTION - David to define what we need.

7. Facebook integration. See immediately below.

Apart from the usual support/maintenance, and fundraising, I have been working on Facebook integration.

- We trialled a basic level of putting OFFERs/WANTEDs onto Facebook “Buy and Sell” groups that we created. With no active promotion, these groups don’t attract new members - they might have done due to Facebook’s algorithms, but don’t.
- I don’t think we can expect our existing volunteer base to actively promote such groups, and in any case we have probably missed the boat because many such groups now exist on Facebook.
- I have therefore been working on posting Freegle posts onto existing Buy and Sell groups that we are not admins of. This is tough going, because Facebook is not keen on that kind of thing, but looks to be possible using a browser plugin approach. The idea would be that these posts would then effectively be advertising Freegle to a suitable audience.
- Whether or not that will work in attracting new members needs testing. I should have something that allows that within the next couple of weeks. If it does work, then I will polish that and make it available for wider use. If not, then I will have reached the limits of what we can do with Facebook apart from some more use of share-on-Facebook and notifications.

GAT/Support/I have been working on sorting out overlaps in the core areas (we now have only very minor overlaps) and default posting areas (ongoing). Once this is done I can then try to identify areas where we have significant interest, but no groups, to see if we have gaps we should actively try to fill.

Finance (Edward)

I have spoken to Jane who has agreed to be on a finance committee. We are setting this up with Jane, Christian, Andy, Sheila. They will write a remit (for Board approval) and then set up delegated authority for different kinds of expenses. I have let Development know that there will be changes to the Finance Procedures for this.

Board are welcome to join as viewers only once set up.

Fundraising (Edward)

I’ve been continuing tweaks to try to improve rates of donation. This month we have £1650, so we should be near £2K by the end of the month. This is very encouraging, and I’ll be doing more.

We have a fundraiser with professional expertise (Gwen) who Mhairi found. I've had some conversations with her. She is interested in helping us get to a "case for support" document, which will require some clarification of our overall strategy. She is also intending to do some applications (e.g.

https://www.transformfoundation.org.uk/website-grants?utm_source=Charity%20Digital%20News). More on this as it develops, though Mhairi is continuing to sift other responses.

Partnerships (Edward)

I spoke to [Savoo](#). GAYL are coming from a charity background and heading towards a discount voucher site; Savoo are coming in the other direction. Where they overlap we will stick with GAYL but Savoo have 1.1M members and so we may get some new members and supporters via that route. I will complete the registration process.

Volunteers (Edward)

I have reviewed a second draft of Mhairi's report. Next one will come to the Board for our discussion.

Media (Cat)

I did BBC filming this month for Summer transmission.

Working with Shangrila (Glastonbury)-have provided materials for reuse for art installations and am their 'waste oracle' Do phone and email; consultancy. Going to Bristol w/c 8 May and will ensure Freegle is included in their marketing, website etc etc

Have only done 4 weeks of social media work in the 6 week gap between contract ending in March and now as was ill over Easter.

Company Secretary (Andy)

No new members since the last meeting.

What is our offering to be a member and how can we encourage and engage more?

ACTION - Andy or automated reminder email to be sent of memberships and reasons to sign up. To contain reminder of support fund if needed.

Development (Jacky)

Since our last report of 21st February, the group has picked up a bit, although with few actively participating or taking part in polls (typically 16 voting of a membership of 70). The two main topics have been:

- Contact procedure for groups: This has now been agreed, adopted and related remits reviewed. We need to appoint Contact Admins, so I contacted Mhairi to progress and we are currently discussing with Edward the best way forward to do this.
- Decision making processes: New discussion about whether the way we work gets in the way of doing as much work as we could. Possible new ways of delegating are very relevant, but also the discussion is hopefully making people more aware of how we prevaricate too much on occasions, as well as having over prescriptive procedures.

No actions arising from this at the moment.

Pending on our task list is updating the wiki to accommodate FD. The Tech reports are good at giving answers to questions, as are the experiences of the support@ mailbox, but I am not sure if there is anyone willing to undertake the task of updating the relevant sections of the wiki. I am willing to work on the wiki, but I don't have the knowledge to do this. I haven't raised this yet as a task, but those sections are increasingly very out of date.

ACTION - Jacky to send report to Jo for adding to agenda for future board meetings

ACTION - Christian to contact GAT to discuss opening groups where we don't have any, where there is interest but no group

Mentors (Sheila)

Development agreed that Caretaker groups can be changed over to native FD only groups. We have started the process and the first two will be going native on 26th April. They are Frome and Chelmsford. Once we have done a couple successfully we will look at moving more across in the coming weeks.

The Frome group we are closing has an ex Freecycle group about to take it over, so it may actually end up with another Yahoo group bolted onto it for a while at least, depending on what the Freecycle group decides to do. I am waiting for GAT to complete the move and let me know if it will remain native or not.

Once we have a few more moved across, we will try recruiting on some of them to see if getting volunteers really is easier without the need for a Yahoo id.

AOB

David exploring various programmes that Freegle can become part of - more details to come

ACTION - Edward to organise payment to Cat. Board agreed 4 weeks payment for continued media work

DATE OF NEXT MEETING

May 18th 8pm

Board has been moved up 1 week to account for absences.