

A Meeting of Directors of Freegle Limited will be held on 13th January 2018 face 2 face

The meeting started at: 12pm

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

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>.

Members of the IPS are also entitled to a copy of Office Professional Plus. Please contact Christian at Christian_freegle@brenn.co.uk if you want to take advantage of this.

CURRENT BOARD

Andy Ludlow, Andrew Trusty, Cat Fletcher, Christian Brenninkmeijer, Edward Hibbert, Jo Fisher, Sheila Little, David Greenfield, Dee Moss and Michael Watts.

BOARD VACANCIES

APOLOGIES FOR ABSENCE

Andrew Trusty
Cat Fletcher

OFFICERS AND ROLE HOLDERS

Media - Cat
Volunteers - Edward
Finance & Fundraising - Michael Watts
Board Secretary - Jo
Partnerships - Edward
CTO - Edward

DECLARATIONS OF INTEREST

This can be found [here](#)

SUMMARY OF MEETING

Board met in London, Face 2 Face for the first time in 2018. We discussed the following and drafted Board plan for the coming year.

- Board Reports - Due to the nature of this meeting, there was no reports from officers.
- [Dropping Yahoo](#)
 - Following the vote of our members, we are to begin the process of moving from Yahoo.
 - We aim to have this boxed off by September 2018.
 - It was agreed that discussion forums should remain post September 2018 to help with the transition but these forums, we aim, to no longer use by September
 - We discussed groups who do not move or engage with the process and have ironed out an approach to this process and agreed it was covered by the process we have for agreeing viable platforms
- [Finance](#)
 - We're dealing with larger amounts of income and Board must be more disciplined with their oversight.
 - Board will review finances on a quarterly basis
 - We are focusing on a finalised budget for 2018/19 financial year
 - We will continue to review the options of opening a trading subsidiary but do not expect to do so for at least the next financial year.
- [Fundraising](#)
 - We could run out of money this year which is a concern
 - We are committed to fundraising and need volunteers to support this in order to keep us going
 - Further calls for fundraising support from our members and volunteers will be actioned
 - We need to understand the skills of our volunteers and members and whether there are willing bid-writers within our membership who would be interested in offering a helping hand
 - We are seeking a group that will be willing to support us in a trial; asking for members support in sponsored activity; sponsored runs, swims and bake sales etc.
- [Publicity](#)
 - We're keen to put more effort into localised publicity this year and are keen to encourage volunteers to submit articles to local rags etc. We can help individual groups with this and Cat is currently drafting a plan of action

- Whilst a national reuse event is tricky to coordinate there is scope within it for Freegle to really make change. Cat is looking into how we can deliver a larger scale awareness event
- We need to keep in touch with members and volunteers better. A regular newsletter is in the pipeline with options for mods of each group to tailor for their members.
- Users as advocates is also a focus; we're looking at ways that Freeglers can help spread the word.
- Freegle's USP is the community of committed volunteers that keep us going. We are keen for 2018 to celebrate this feel of community and that we use this to stand out from the rest in 2018.
- Students are a huge group of volunteers that we aren't reaching, their Student Unions are already running reuse events at the end of the summer term each year. Jo and David are going to look into how we can tap into this unused, willing volunteer pool.
- [Volunteers](#)
 - Our volunteers are the backbone of Freegle and we understand that the workload needs to be delegated to ensure retention. We aim to seek new volunteers to support of existing volunteers.
 - We are fortunate to have so many active volunteers but we just haven't utilised their skills enough. 2018 is the year to change this.
- [AOB](#)
 - During the meeting we focused on the main 5 themes for development and focus in 2018 (above) but there were other points that came out of this initial discussion. These have been included in AOB and something we will continue to review throughout the year in parallel with the main points.

MATTERS ARISING

- **Strategy:**

We're keeping this link here for us to keep in mind

https://docs.google.com/document/d/10Kkx7ABgVY0WHVmaHMFsw3_I2LdGmonFouP0djrb0tM/edit

Dropping Yahoo

Freegle has voted to leave Yahoo, both for the main groups and our discussion forums. Here's what we discussed:

- We should aim to move the main groups off Yahoo by end September 2018. This fits with the AGM timeline.
- We should keep the discussion forums for this year. It would be too much upheaval to do this at the same time as moving the main groups. But we should move away from them no later than September 2019.
- If groups do not move off Yahoo, and are not engaging with the process, then:
 - We should not take their members - this is fundamental.
 - We should set up replacement groups.
 - We should be transparent in doing this and avoid ErsatzFriend fiasco.
- We have already voted on use of viable platforms, and are contacting groups about this as part of the annual reaffiliation. We should include this in the process.

Action: Edward to write a delivery plan for this.

Finance

- We need more financial discipline and awareness at Board level now that we are dealing with larger amounts. We should have quarterly Board discussions on finances.

Action: Jo to schedule.

- We need a budget for Financial Year 2018-19.

Action: Edward and Michael to review with Jane

- We are earning non-primary income (e.g. ads). We should not set up a trading subsidiary - we do not need to pay tax up to a threshold, and it's extra overhead. We can review this regularly.

Fundraising

- We need to know when we will run out of money

Action: Edward and Michael to review with Jane

- We are aiming for around £40-45K of core income in the next financial year.
- Groups cannot opt out of fundraising efforts.

Action: Edward to add eBay ads

Action: Edward to explore email ads

- We should have 2 appeals to members a year. One needs to be soon for monthly donations.

Action: Edward to do the first.

- We should have volunteer roles to pursue major donors, and to pursue grants/trusts. We do not currently have people to do this, nor do we have funds to pay someone

Action Jo and David to work on volunteer recruitment ideas

- We should appeal for people to do sponsored events for us (e.g. runs), via a trial on a group.

Action: Which group will trial this?

Publicity

- We discussed the balance between national top-down publicity (e.g. articles in national media and glamorous patrons) and bottom-up local publicity (e.g. articles in local papers, local directories).
 - The former is hard and we have not made breakthroughs this year.
 - The latter can also be hard (e.g. TechTakeback publicity) but is probably underexplored.
 - We would need central effort to produce articles, then localist with names/photos of local volunteers.

Action: Cat to produce a plan.

- A national “reuse week” is hard to coordinate because we cannot deliver simultaneous activity on groups across the whole country.
 - National publicity should focus on monthly themes to piggyback on the zeitgeists which we may miss out on by being a general service. e.g. January is tech, tech, tech; February is plastics, plastics, plastics. Focus on promoting campaigns which match our monthly theme.

Action: Cat to produce a plan.

- We must have a monthly newsletter to members. We should allow mods the option of customising this per-group, but if they take no action then it gets sent anyway.

Action: Edward to write tech part; Cat to write newsletters.

- We could do more to convert our users into our advocates:
 - Tell a friend
 - Tear-off-strip posters

Action: Edward to get ideas off paper and circulate designs

- We discussed our USPs compared to competitors such as TFN, Gumtree, Facebook. We need to be able to differentiate ourselves better. One key one is “community” - that’s what makes it work, we have local volunteers, we have community features.

Action: Edward for website feel

Action: Cat for publicity message.

- We need to tap into students - CV building exercises, keep city tidy, NUS partnership scheme, Sustainable Futures.

Action: Jo and David.

Volunteers

- We lack a newsletter to volunteers, e.g. including seats vacant. Realistically we do not have capacity to deliver this.
- We discussed the balance between retention of existing volunteers and attracting new volunteers.

Action: Edward to put the former on the risk register; NUS above for the latter.

- We should identify active members who might make good volunteers.

Action: Edward to implement.

AOB

Other ideas came out of the discussion that didn't quite fit into the 5 main themes for the meeting.

- **Groups**
 - We want to fill in the current 50 group gaps in 2018
 - We want to facilitate change in attitude to size of groups
- **Delivery**
 - With the difficulties of 'no-shows' we were keen to look into the idea of offering a delivery team
 - Benchmarking user activity/income vs others.
 - We need to focus on how we measure our success and are keen to look into this in 2018
- **Up-skill volunteers**
 - What can we offer our volunteers as a 'carrot'
 - We can't just focus on goodwill
- **Increasing activity of existing user base**
 - We want our users to have a great experience
 - We believe this will help with the publicity of Freegle via word of mouth
- **Publicity**
 - Make videos.
 - Freegle on TV.
 - Advertise at tips/recyclingpoints

Date of Next Meeting

February 27th

March 29th

April 26th

May 31st

June 28th

July - Face 2 Face - Date TBC

August 30th

September 27th

October 25th

November 29th

December - Face 2 Face - Date TBC