

MINUTES OF PECT BOARD MEETING

Held on Tuesday 19 December, 2006

At the Green House, 4-6 Cowgate, Peterborough



PRESENT: Ken McKay (Chair), Mike Holland, Trevor Gibson, Steve Magenis, Nick Sandford
In attendance: Hugh Cripps, Rachel Huxley (minuting)

Action

1 Apologies

1.1 Chris Gerrard, Andrew Heeler

2 Minutes of the previous meeting (31 October 2006)

2.1 The minutes were agreed as a true record

2.2 Matters Arising

BeMS progress – Clare Turner has been recruited to BeMS manager. This means we will have to recruit for another Business Support Officer, a process already in progress.

Second year funding for the REC was not sought after issues with targets and 'poor fit' with BeMS core activities. However BeMS has received funding for an 18 month extension to the South Lincolnshire project which will provide replacement funds. The South Lincolnshire project is a better fit with BeMS core so this is a positive outcome.

3 Finances

3.1 Financial Commentary – October and November Management Accounts

MH asked about the temporary ESTAC variances. RH explained that Maxine already reports to Ashley Baxter and EST on their accounts and that this provides a financial control system. Therefore it seemed overly onerous to ask her to provide another set of figures to fit in with this system. As a result there will usually be temporary variances showing for ESTAC. RH will endeavour to get a verbal commentary from Maxine to confirm that ESTAC are on target but was unable to this month due to tight timescales.

MH raised the issue of how AES/PCL accounts would be represented from 1 Jan 2007 when PCL will start using its own bank account. RH to resolve this book keeping issue.

RH

4 PECT PR and Marketing

4.1 The boards feedback on the circulated paper was requested.

Generally the board felt that re-branding to remove the link with Peterborough would not be appropriate as the Trust is focused on Peterborough and the strategic direction from the company members has been to retain that focus. There were mixed views as to how functional PECT as an acronym was. SM suggested a compromise of having a national brand we could use if we needed but retaining the PECT brand otherwise. PCL was suggested as the obvious option.

4.2 HC has obtained 2 quotes for re-branding at £1,200 and £2,000. This was felt not to be a cost effective option.

KM suggested that rebranding wouldn't be a solution to the problem of PECT's low profile. Instead it would be better to look further into dedicating more resources to PR and marketing, specifically through a dedicated member of staff.

Options for a PR and marketing officer were:

1. recruit a part time officer;
2. recruit a combined PR and fund bidding officer full time;
3. raise funds for a joint PR officer for a number of local environmental organisations;
4. recruit a full time PR officer and offer these services to other organisations through PCL.

MH proposed that the idea of rebranding was dropped as it is an expensive process and as the Board were either against it or ambivalent about rebranding the proposal **was agreed**.

MH further proposed that KM, HC and MH meet again to define some objectives for PECT's PR and marketing and present a proposal to a future Board meeting

HC/KM/
MH

NS raised a separate marketing issue of the tree plaque on Cathedral Square that needs replacing. HC to investigate.

HC

5 Board Member and Succession Planning

5.1 KM gave a small presentation on how the Board needs to address succession planning, particularly to look at options for gaining a more representative, diverse Board.

NS suggested that as PECT has many younger members of staff there could be a place for them on the board. However the Trust's Arts and Mems excludes staff members from being on the Board. However HC mentioned he had recently put into place a process for capturing the ideas of Trust staff.

RH suggested two options for recruitment of younger board members through the CSR yahoo group and StudentForce.

HC raised the point that the board should always be elected based on their ability to successfully govern PECT.

KM and NS felt that within this we should also strive for diversity as well.

SM felt this was linked to previous discussions regarding company membership. Since the Board are elected from the members, the recruitment of a diverse company membership is required to strengthen the board.

HC added that succession planning within the Board for the Chair, Treasurer and Secretary posts also needed to be considered.

SM suggested there is a link with PR, should we be going to groups and giving a presentation about PECT? The PR officer could potentially facilitate this.

KM proposed that KM, NS and AH get together to discuss further.

KM, NS,
AH

6 PECT Annual Review

6.1 HC requested feedback on the Annual Review whilst it was still fresh in everyone's mind. The general consensus was that Alan Simpson was an excellent, inspiring speaker and that this year's schedule of speakers worked well, being less arduous than previous, longer series of presentations.

SM said it would have been good to have a panel for questions to follow on from the presentations. This had not been possible this year due to Alan having to leave early. MH did raise the issue of attendance and that he felt less people had attended this year. It was suggested that this was due to not having a big name speaker to draw in the crowds.

- 6.2 Again the link was made to PR and Marketing, do PECT need a big name speaker to get good attendance at an Annual Review or should we work to raise our profile so people attend drawn in by PECT itself.
HC mentioned Alan had been enthusiastic about the work of PECT, he would like to pursue further links with Alan. Everyone was in agreement this would be a good thing to do.
It was suggested that he could come and speak again, possibly at a members meeting or the showing of An Inconvenient Truth.
- 6.3 TG mentioned the plan was to put on a number of showings of An Inconvenient Truth probably end Feb/early March, and to have a panel at one of the showings.
HC/RH – PECT are keen to support this and help if we can.

7 **Eastex Materials Exchange**

This item was on the agenda as the board had asked to discuss it further after last board meeting...

Again the question of company to company, as opposed to company to charity, exchanges were raised. It was suggested that this should be the ideal to aim for. However there are logistical barriers to company to company exchanges – the need for a constant, quality raw material supply, lack of storage, image, sometimes more cost effective to dump than transport.

MH suggested it was hard to move the discussion forward without a clear idea of the situation from Ian. KM suggested Ian could present Eastex to the members. MH asked if the context for the presentation could be very clear so as to help guide discussions and input from the member and board.

TG suggested the possibility of a warehouse for storage and the opportunity to cover funds by charging a nominal fee for exchanges.

HC/IT

8 **Any Other Business**

- 8.1 SM raised the issue of copywrite for Greener Futures, HC said that PECT have copy write.
- 8.2 Agenda for company members meeting
Suggested agenda:
1. Recruiting new members
 2. Succession planning and recruitment for the board,
 3. Report on PECT branding
 4. East Ex presentation
 5. Presentation of other key projects, e.g. Greener Futures
- 8.3 HC and RH were then asked to leave the meeting whilst the Board discussed HC's remuneration package in light of his full time appointment as CEO

9 Date and time of next meeting

Board meetings are as follows in 2007

Wednesday 31st January
Tuesday 27th February
Wednesday 28th March
Tuesday 24th April
Wednesday 30th May
Tuesday 26th June
Wednesday 25th July
No meeting in August
Tuesday 25th September
Wednesday 31st October
AGM 28th November
Tuesday 18th December

The **Company Members meetings** are

Tuesday 20th February
Wednesday 16th May
Tuesday 11th September
AGM 28th November

The Meeting closed at 8.25 pm.