

LFR
Regular Committee Meeting
Tuesday 13th August 2019

Co-Presidents: Kirsty Fitzgerald (KF) and Jamie Keenan (JK)
Club Secretary: Christos Bitzis-Politis (CBP)
Club Treasurer: Alex Darsley (AD)
Membership Secretary: Simon Mac (SM)
Races Secretaries: Erika Kulikova (EK) and Alex Rendall (AR)
Publicity & Communications Officers: Joey Knock (JKk) and Andrew Corti (AC)
Social Secretaries: Brittany Bernard (BB) and Daniel Brittle (DB)
Coaching Team Coordinator: Rob Daly (RD)

Agenda Items

July Financial Updates (CT)
Races Update (RS)

Publicity Update (P&C O)

- Social Media Guidelines (AC)
- Financial Proposals (JKk)

Social Calendar update (SS)
Membership Update (MS)

Club Secretary

- Festive Period Closure
- Big Vitality Half, update and proposal
- MyCrew feedback

Co-Presidents
LFR email addresses (JK)

AOB

Chair: KF
Apologies: BB, JK, RD
Minutes: CBP

July Financial Updates (CT)

The membership fees happen to currently be just a fraction below of what we would have expected them to be for this time of year. On the positive side, we are underbudget for the River Relay, as based on what has been reported by the RS, and some further money has been saved by having cancelled the Saturday run on Pride Run day.

Discussion on the Club's email addresses, in conjunction with the same subject brought forward by JK.

Google is charging LFR already a lot for email addresses the Club has been using though they have increased their fees and it is going to be more than £700 in the new year. This is a great expenditure which needs to be minimised as much as possible. We have had 15 different email addresses, which were all created in a period that the Club was much more robust financially, and the price to pay for each was much less. Now it is going to be about £50 per year and with 15 existing addresses, this is quite a lot. Hence we have already cancelled three of them (LFR Administration, LFR Mental Health and LFR GBR) and unfortunately we still need to pay until June even for the three we have cancelled.

We are considering from the next Club Year to gradually faze out some more of them out, as they are not used that much either. It would be practical to know how other clubs which find themselves similarly to our situation are coping with this subject

Action to be taken: AC is to kindly make some research and provide any available information to the Committee relative to the above

Discussion on the protection of data and eventual security issues which might arise, if the Club is not using a Club email address.

As before cancelling any email address one is being asked where do they wish to have their data moved into and stored, it is also pointed out and suggested that when the time comes, we also need to move the drive over to a new address.

In addition every LFR document into which the cancelled email addresses may appear needs to be updated, and the same applies for the LFR website.

When the time comes we will need to address this issue and inform other Club voluntary sections why have we taken this decision and the committee will have to let them know that certain email addresses have been shut down simply because they are too costly to maintain, as they are costing the club a great amount of money every year.

Suggestion by KF to check further into what security is Goggle currently offering us for the use of the Club email addresses and what are we actually getting as Club for the money we are paying.

The budget position for whole year, is as follows: based on the last update, there is an £1170 -1100 expected deficit at the end of the Club Year. There has been an expenditure of £20 for certain Pride March items, which were completely within budget, The fees for the Battersea 1 mile Relay were by £30 less and we also gained £70 from our changing venues, by cancelling the venue for the Pride Run day; this had been included in the budget.

We have collected £220 less in Membership fees, and as per above, it looks like we'll collect less than we hoped for the whole year and there has been the expenditure of £140 for the Green Belt Relay, as the overall costs were higher than the amount collected in fees, an item that has been discussed in previous Committee meetings. As mentioned above, Google have unexpectedly and significantly increased their fee for each LFR domain email address. We are now paying a total of £745 a year for the email addresses.

The SEAA yearly fees still needs to be paid, £25, and before our members leave for the fell races at the Isle of Wight.

Last though not least, and as the greatest amount of money is spend over the changing facilities, we need to come up with contingency plans for our changing venues.

Auto-renew is going to go on in the new Club Year in April, with an email going out previously and informing everyone of the recipients that their registration will be auto-renewed.

LFR still hasn't received the £200 owed to them from volunteering at the RC

Query relative to the request of fees for the training of three coaches.

Action to be taken: KF is to please liaise with the Coaching Coordinator, in regards to the above, and report back to the CT

The Club reserve at the beginning of the Club Year was £16,600, so we're currently expecting to end the Club Year at about £15,430.

This doesn't allow for the contribution to the 25th anniversary celebrations, which will fall in next year's budget. Nor does it allow for any potential fund-raising which might close some of the gap.

2. Discussion over the LFR Christmas Dinner subsidy

Races Update (RS)

We have been currently been occupied by the River Relay which is taking place on Sunday the 8th September and LFR will be entering a number of teams to compete; each team is made up of five persons out of which at least one has to be a veteran (40+) and there has to be at least one female runner. We also need at least one, though ideally two, drivers to help us pick up and deposit runners at the various stages.

We have had 14 members coming forward until now and we are hoping for some more. Last year we send five teams but then we paid for six teams, and as we only entered five teams the organisers have agreed that for this year they will deduct £50 pounds, regardless of the number of teams we are going to send, which is very positive. The RS will not be able to attend the event, but HR and JR will be running the race and have volunteered to help assist and organise it. The RS are checking that there will not be any major engineering works taking place at that time, like last year, and are searching for the two drivers necessary for the day.

The other on-going project is the one relative to updating the Club Records, where there has been also some significant progress.

The RS have requested Admin rights for the WebCollect site, so that they may login and confirm members' date of birth and other data, necessary for the race registrations.

Action to be taken: JK is to please authorise and facilitate the above

The Club Championship pages have been updated, especially after the last races, so now members may see how they are doing.

Discussion on the update of the Club records and what happens to the results of members who are currently second claim, but when they set a record happened to be LFR members. Other running clubs allow to include the results of those who

are only first claim, but we need to know when these persons were first and when they became second claim.

Action to be taken: CBP to find out whether it is possible to check on the EA website the date a number of the LFR runners have become second claim members, at the be able to update with major accuracy the LFR Record Archives.

Discussion relative to the race results and when to send them to the P&C Officers, as to facilitate everyone's tasks and roles as much as possible. It has been decided the race results will be send on a Sunday, as soon and as early as possible, so as to have the e-bulletin ready to be send out on Monday morning. The results which are from Sunday races and manage to reach the RS and in consequence the P&C Officers very late in the day, may appear into the next week's e-bulletin.

Publicity Update (P&C O)

Discussion on the LFR Leaflets. As the artwork of the previous LFR leaflet has not been saved and is not available anymore, the idea would be to re-create these leaflets, possibly in a different way, by omitting a number of information at the back of the fliers, which was deemed as slightly too much.

Suggestion to login into the England Athletics site and use the marketing hub which allows clubs to create their own promotional material.

Social Media Guidelines (AC)

The relevant document, viewed previously by Committee members, is still a draft, though very close to completion. It contains a number of guidelines which will assist those who have of the Club who have volunteered to help the Committee in this task maintain the Instagram, Twitter and FB accounts.

Action to be taken: Committee members are requested to please have a look at the document and send to AC and relevant corrections and/or suggestions

Number of financial Proposals (JK)

We briefly mentioned and dismissed a bring a friend day or initiative during the last RCM but decided no. I think revisiting the budget, this would be a good thing to do as long as we get the logistics right so not to swamp our venues and annoy them.

Discussions that potentially LFR could have a specific such day, which could then be advertised as such to all our members, in the hope that they will bring a friend of two and in the hope that these friends will then wish to join . Discussion as to set a day in September for friends, with the exclusion of a Monday and of a Saturday, and so we come to the conclusion of choosing Wednesday the 18th of September. We will advertise that there is also going to take place a friendly coaching session on that day as well and we need to have this put on the LFR main FB page so that members may be able to share it.

A second suggestion would be relative to considering a new committee role, that of the Fundraising Officer for next year, which will give LFR an extra person to plan fundraisers and do any grant bids. Fact is that fundraising is more or less already

embedded into each of the existing Committee roles, without having to create a new specific one. Also it needs to be said that there have already been difficulties in most of the previous years in filling the eleven existing Committee roles, and yet another role could add to that. For the time being we are not looking into a specific sponsor, as by accepting to have a sponsor we have to answer to someone who is outside the club, which is not always easy to manage. Coming back to the suggestion by JK, the Committee reiterated that every role has a fundraising part and although the Club could benefit for someone who is expert in fundraising, we can't afford having such a role as a permanent one.

In addition, the financial problems the Club is currently experiencing are mostly related to financing specific events, and are seen in this singular context, not as a whole.

The simplest ways to raise some cash for the Club would be to organise a Bingo Night and/or go around with buckets in Soho, asking people in the street for some spare cash, or acquire an official sponsor.

Another proposal would be to ask those coming to the Christmas party and not having dinner to make a small voluntary donation to the Club (£5-£10), by either having a bucket present there in the evening or have a link on line.

What we could do is have a "drinks ticket" for £5, for all those joining the event after the diner is over, as and because everything else has already been bought by the members who are having the seated dinner. An alternative would be to organise a raffle for the night besides having a guest ticket.

Last though not least, JKn proposed having a 25th anniversary fundraising campaign, e.g. can you donate £25 for the 25th year. These last two points need to be approached with the right communication and wording so not to put any pressure nor any guilt on anyone in the Club.

Social Calendar update (SS)

The Love, Simon film screening has been scheduled for Saturday the 24th of August, and we have sold just 27 tickets, when we need 45 to break even. Committee needs to find the way to interest many more people to the event: there needs to be changed the photograph used for publicity at the e-bulletin and replaced with a real photo from the film. The film on DVD needs to be checked, that it is playing properly and we could also do a slide-show with a number of LFR photos; needless to mention that we are going to go to a nearby pub afterwards for drinks

There should be some effort into contacting other LGBT+ groups, as to raise awareness. It would be good to publicise this to OutToSwim, through the mediation of EC.

Action to be taken: Please send a number of photographs from various LFR events to be considered for the creation of a slide-show, previous to the film preview.

For the Gay Sports Day, due to take place on the Bank Holiday Monday the 26th, LFR is not going to send out a team this year as only three persons came forward to participate and there need to be five persons.

We have also booked for a bingo evening the Wednesday 23rd of October, at the downstairs cocktail bar of The Old Quebec, with Sheela Simmons hosting

The Bingo Night had to be moved from September to October and there isn't currently an LFR social event in September.

Update on the LFR Christmas party and the available venues.

The LFR SS currently have a favourite one, which is in Bank, meaning very central, though there is one annoying issue with them, as we really want to have it until late, and they normally shut at midnight, so we have requested whether they could apply for an extension of their license until late, as LFR really wants to book with them but not just until 12. Their events organiser is currently on holidays, so we just have to be patient and wait. The venue is large, like the Balls Brothers, with two separate spaces, one for dining and the other for dancing, so guests do not have to be moved around and wait for the dance floor to become liberated. With the current LFR subsidy for this year, the current price for the ticket is £ 55.90, which is a £ 7 increase since the price of last year. The booking will be for 130 seated members and the most possible date we can do is Saturday the 30th of November, which is a very good date, as most Christmas events are usually crammed in December. There will be a three course seated meal, drinks and canapés, upon arrival, and a disco dj.

There is the proposal if the venue is so good and they are reluctant to extend their licence over midnight to have the LFR event starting a bit earlier and then finish at midnight.

Questions and discussions on whether we are being a bit too optimistic, wishing to have 130 members attending the event at price that is not particularly cheap, and what happens if not all the tickets are sold. The venue has a minimum spend of £7000 on the evening, with £6,500 being currently covered by the suggested price for the dinner tickets. £500 is an amount that we feel very confident the members will cover with just their drinks for the evening. In case not all tickets are sold, then the Club needs to pay for all unsold tickets, as to be able to cover the amount requested in advance by the venue. We predict that the event is going to be very popular, as it does not coincide the peak of the Christmas period, so members are not having their calendars already booked. The event needs to come out and the date needs to be pencilled down as early as possible, as to be able to promote it timely.

A Plan B should also be established, and we could also ask for a £5 fee for those coming as evening guests, after the seated dinner. Question on whether by charging the £5 guest ticket for the evening, will cover the subsidy fee.

SS will come back to the Committee with answers to the above questions and further details on the subject.

Membership Update August 2019 (MS)

The membership rates have been quite steady for the time being.

We are currently at 436 members, with 78% of the way to hit 562 members that we had last year and we still have seven months of the Club Year to go; ultimately we will need 126 members to match last year. On an average, we will need 18 members to join/renew each month as to match last year.

Historically (based on the data collected during the past 7 years) and realistically speaking:

For August, we can expect to gain between 12 - 18 members with the average being 14.

For September, we can expect to gain between 10 - 28 members with the average being 14.

Additionally, based on the average new members per month, we can expect to reach 506 members by the end of Club Year 2019/20

This means we will end up 90% of the total members of the last club year.

Club Secretary

Festive Period Closure

The Committee discussed and decided to have during festive period a closure of two weeks as follows: Thursday 19th December - Monday 6th January. The website is to be updated accordingly and all the LFR venues need to be informed as well.

Big Vitality Half, update and proposal

We are currently sending 130 LFR runners through the Community Places, with £10 per person for the registration fee, instead of the regular £46. As it is a rather cheap rate and thus accessible to almost everyone, and with the caveat that LFR will of course continue to receive the same amount of Community places, CBP wishes to know whether the RS in particular and the Committee in general would consider including the above race into the LFR Championships.

My Crew membership discussions.

Co-Presidents

LFR email addresses (JK)

AOB

Action to be taken: In regards to the latest Wahaca non-payment, CBP is to please have a word with Wahaca management, coming to offering them a practical solution, possibly the one adopted by Prezzo, by dividing each table and thus each bill into four.

The document relative to the risk assessment of the Monday and Wednesday runs needs to be updated.

Action to be taken: JK is to send to CBP the Risk assessment documents for both Monday and the Wednesday runs, as the latter may have a look beforehand, in order to facilitate the procedure.