



## MINUTES OF MEETING HELD ON 25<sup>th</sup> July 2025 9.30am - 3.30pm

### BOARD DIRECTORS ATTENDING

Yvonne Emery (**YE**) - Chair  
Michelle Mills-Porter (**MMP**) – National President  
Alastair Greener (**AG**) – National Vice President  
Patrick Mercie (**PM**) - Commercial Director  
Phil Ingle (**PI**) – Finance Director  
Denise Fay (**DF**) - Marketing Director  
Olga Gaidane (**OG**) - Director of Regions  
Mike Pagan (**MP**)– Foundation Director

### APOLOGIES

Leon Bamforth (**LB**) - Membership Director

### GUEST

Jackie Barrie (**JB**) - Fellow

Notes
<b>1. WELCOME</b> Yvonne Emery Chair welcomed everyone
<b>2. APOLOGIES – Leon Bamforth</b>
<b>3. CONFLICTS OF INTERESTS</b> <b>LB</b> is going to be buying a cancelled member early bird ticket.
<b>4. Approval of the Minutes</b>  July Board Minutes have not been provided yet – this will take place after the August Board Meeting for Board to approve by e-mail. <b>Action:</b> <b>● YE to send to Board for approval and then put on Website.</b>
<b>5. Matters arising from the minutes (YE)</b>  <b>a) YE</b> noted that Aoife has been highly active in responding to enquiries, raising the issue of procurement in Ireland. The challenge is that goods shipped directly to the Republic

face customs charges, so items are currently routed through Northern Ireland, adding delays and costs. Examples included banners, framed certificates, and pins.

**OG** explained the need for a procurement solution that allows Irish regions to access materials quickly and without extra costs. **MMP** confirmed these logistical issues have been a persistent frustration.

The board discussed whether a formal procurement policy is required, recognising that branding consistency must be maintained. Members agreed a case-by-case approach may be more practical in the short term. **YE** suggested Aoife prepare a clearer proposal outlining typical items and processes.

**PI** confirmed the new WISE account could ease cross-currency payments, particularly in euros, which are most relevant for Ireland and GSF subscriptions.

The board then considered a separate idea of offering 5-year or 2-year memberships at a discount. It was noted other organisations such as BNI do this successfully. **PM** and **YE** expressed caution, noting risks of members leaving early and limited added value compared to CPD-driven offers. The board leaned towards not pursuing this at present until Sport 80 had been fully implemented.

#### **Actions**

- YE to ask Aoife to outline a clearer proposal for Irish procurement needs, ensuring branding consistency.
- PI to monitor use of the WISE account for euro payments and assess its effectiveness for regional purchases.

#### **Decisions**

■ Procurement to be managed case-by-case for now, with a proposal to be reviewed once received.

■ Board decided not to introduce discounted 5-year or 2-year memberships at this stage.

- b) Fellows upgrade process – moved to August.
- c) Pins for Professionals and Fellows (AG)

#### **Member Recognition – Pins, Certificates, and Engagement**

**AG** raised the idea of reinstating member and fellow pins as a way of recognising progression. **PI** supported this, highlighting the value of recognition at regional events. A quote for 50 Fellow pins and 100 Member pins was presented at approx. £387 including VAT, expected to last many years.

Concerns were raised about traditional pins damaging clothing. The board agreed magnetic pins would be preferable if available at similar cost. **PM** noted the possibility of selling spare pins or replacements via a PSA “merch desk.”

**DF** emphasised that pins and certificates should form part of a wider **membership journey** celebrating upgrades, with personal touches such as letters from the National President. **MMP** stressed the importance of recognition and welcome as members progress from Associate to Professional and beyond.

Ideas discussed included:

- Service pins for 10/20 years of PSA membership.
- Certificates presented at regional events to enhance visibility and sense of belonging.
- Expanding recognition with slides at SBS showing board members, RPs, and volunteers.
- Exploring a new aspirational level for Fellows, based on feedback that they seek further progression opportunities.
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The board agreed to move ahead with pins subject to securing magnetic designs, and to broaden the conversation into a recognition and engagement strategy.

#### **Actions**

- **AG** to confirm artwork and request magnetic pins within the agreed budget.
- **PM** to explore creation of a PSA merchandise line (pins, journals, etc.) for sale.
- **SB** (with **YE** oversight) to verify current upgrade recognition process and ensure letters come from the National President.
- **LB** to review the membership journey (upgrades, certificates, long-service recognition) and report back with proposals when SP80 is over the line.
- **DF** to coordinate revolving recognition slides for SBS with Dave Henderson and office support.
- **OG** to confirm RPs' role in presenting certificates at regional events.

#### **Decisions**

- Reintroduce member and fellow pins, subject to magnetic design at similar cost.
- Certificates to be presented where possible at regional events rather than mailed directly.
- Recognition of members to be embedded in a broader membership journey strategy.

#### **d) New members and Upgrades recognition**

**OG** suggested that RPs should liaise directly with the office (SB/Hazel) when new members join or existing members upgrade. This would allow RPs to ask individuals whether they prefer certificates sent to their home or presented at a regional event.

**AG** stressed the importance of making this part of a systemised customer journey so that recognition is consistent and not reliant on individuals spotting updates. Currently, RPs are often unaware of upgrades within their regions unless told directly by members.

**MMP** and **DF** reinforced that recognition should be embedded into the member experience, with regional presentation of certificates being stronger and more celebratory. **YE** agreed to follow up with **LB** and **OG** to align recognition with regional best practice.

The board also discussed accessibility at conferences. **MMP** raised the need for subtitles on all presentations by default, to support members with hearing difficulties or challenges understanding accents. All agreed this should be standard practice and will be taken forward.

**MMP** will liaise with Dave Henson regarding slides for SBS25 whilst also preparing for the introduction of live subtitles.

#### **Actions**

- RPs to liaise with SB/Hazel upon member upgrades to coordinate certificate delivery/presentation.

- **YE** to liaise with **LB** and **OG** to ensure recognition becomes part of the wider membership journey and regional best practice.
- **MMP** to brief Dave Henson on holding slides for SBS.
- Confirmed implementation of live subtitles at conferences.

#### Decisions

- Certificates to be presented at regional events wherever possible, with RPs central to the process.
- Subtitles to be introduced as standard practice for PSA conferences.

### 6. Foundation Update (MP)

**YE** and **PI** reported ongoing difficulties in securing a suitable new bank account, with “plan C” currently in progress. Applications have been made, and updates will follow.

**MP** updated the board on Foundation recruitment. Two applications have been received so far for the new split roles of Foundation Director and Chair. A concern was raised that the job description did not originally state that candidates should not have received Foundation support in the past 12 months. This criterion is being applied informally to ensure candidates are financially stable enough to serve effectively.

**MMP** questioned whether this condition might unfairly exclude strong candidates, noting that board work can itself create financial strain, and those who have accessed support may still bring valuable understanding of the Foundation’s purpose. **MP** confirmed that the rule is not absolute but will be considered case by case, distinguishing between small amounts of support and more substantial reliance on Foundation funding.

**MP** asked board members to help identify and encourage strong applicants before the closing date of 31st July. **MMP** agreed to share names and suggestions in a one-to-one conversation.

Additionally, **MP** confirmed that:

- A Foundation fundraising letter will be issued on Monday.
- A list of SBS speakers (to be provided by **MMP**) will be used to approach individuals for donations.
- Standard SBS auction and volunteer recruitment will also begin shortly.

#### Actions

- **YE** and **PI** to progress “plan C” banking arrangements and report back.
- **MP** to check applications against criteria and continue recruitment efforts.
- **Board members** to encourage suitable applicants to apply before the 31st July deadline.
- **MMP** to provide **MP** with the full list of SBS speakers for targeted fundraising.
- **MP** to launch Foundation fundraising communications, including the SBS auction and volunteer requests.

#### Decisions

- Applications from candidates who have received Foundation support will be reviewed on a case-by-case basis, not as an absolute exclusion.

## GSF Questions

**MP** updated the board on his role with the Global Speakers Federation (GSF). He will attend several evening meetings with the US board next week as part of their two-day strategic planning session. PSA UK&I could not fund travel, so he will participate remotely.

Applications for hosting **GSS 2028** have been received from Kuala Lumpur, Goa, Montreal, and Germany. Costs for Germany and Canada are higher, while India (Goa) is less likely to be selected this time. **MP** asked board members to review his summary notes (shared in the board chat) and send any further questions before voting.

**YE** confirmed that votes must be submitted to **MP** by Tuesday evening, ahead of the GSF board meetings on 30th July–1st August.

**MP** reflected on the demands of the GSF role, noting it provides valuable global exposure but requires significant time and focus. He intends to step down in July 2026, as his current involvement was only intended as a temporary solution. Future appointments should go to someone without competing responsibilities who can fully commit. **MP** has one potential candidate in mind and encouraged suggestions from the board.

## Actions

- Board members to send any questions on GSS 2028 bids to **MP** by Tuesday 29th July.
- Board members to provide **MP** with votes on GSS 2028 bids by Tuesday evening.
- Board members to suggest and/or approach potential candidates for the next GSF representative role.

## Decisions

- PSA UK&I will participate in GSF 2028 host city voting, coordinated through **MP**.
- Future GSF representative role to be considered as a dedicated, standalone responsibility from July 2026.

## Finance Update (PI and MO)

### Draft Accounts and Reporting

- PI presented draft accounts for the year ending 30 June 2025, supported by MO, who explained how Xero reporting can provide executive summaries, P&L, balance sheet and regional breakdowns.
- MO recommended monthly and quarterly reports be published directly from Xero for consistency.
- Approx. £12,000 of 2025/26 costs (conference deposits and Eventbrite fees) have been recognised in 2024/25, making results look weaker though cash is held.
- Irish regional results appeared unusually strong; figures will be checked for missing costs.
- Membership income (~£107k) had been mis-recorded; corrections made, with ~£50k deferred into 2025/26.
- £9,701 remains outstanding from Dublin conference debtors (mainly speakers); MO and DA will pursue diplomatically before AGM.
- PI proposed circulating concise account summaries for board reviews, with detailed reports retained for reference.

### **SBS26 Ticketing – Refunds and Instalments**

- PSA will not offer direct refunds. Instead, optional insurance (~8% of ticket value) via Sport80 will be available, covering limited circumstances (e.g. bereavement, illness).
- Members may privately resell tickets if unable to attend.
- Instalments will not be managed by PSA; instead Klarna (0% over 3 months) or similar will be used. PSA receives full payment upfront.
- Pricing and accommodation arrangements for SBS26 will be reviewed; Q Hotels AV supplier already in contact.
- Accommodation will be booked directly by delegates. PSA will block-book some rooms and share links to alternative hotels.

### **P&L, Cashflow and Debtors**

- PSA reserves appear at ~£60k but include ~£52k Foundation funds. Actual PSA reserves ~£6k. Quarterly reconciliations recommended.
- Some Foundation costs were paid via PSA accounts and need reallocation.
- Small anomalies (e.g. under £10, including YE duplication) will be written off. Larger items (e.g. GSS22, £1,350 membership invoice) will be pursued.
- MO reminded the board of VAT apportionment rules; SB's costs will be split between conference (reclaimable) and membership admin (not fully reclaimable). Annual review required.
- Draft figures show ~£3,200 surplus vs £95 loss last year. Surplus understates true performance as £12k of next year's costs charged this year.
- Cashflow forecasts show a temporary September 2025 dip (-£8k), but £70k savings and £24k ringfenced SBS income ensure liquidity. PSA is forecast to hold £20k–£30k in cash through 2026.
- YE requested that forecasts retain both original projections and updated actuals.
- PI confirmed presidential expenses are covered under policy. Board praised financial stability achieved.

### **Finance Q&A**

- A member Q&A session will take place Monday 15 September, 7.00–8.30pm, set up by Hazel.

### **Banking Review**

- PSA cash balances: just over £100k (excl. Foundation). Largest liability is ~£65k SBS25 costs due Oct/Nov. An additional ~£25k income required from ticket sales/sponsorship/foundation to balance SBS25.
- DF queried aligning accounts to a calendar year; MO advised June year-end remains appropriate.
- MP suggested a “work in progress” report for AGM to highlight the turnaround under current board; MO and PI to prepare.
- WISE account opened with international card. Foundation will open a Metro Bank account to bring funds under FSCS protection. Allica Bank being explored.
- OG asked about international payments; PI noted WISE and Sport80 should help streamline for Ireland and others.

### **Further Finance Discussions**

- AGM financial report to show Jan–June 2025 results alongside interim Dec 2024 figures for clarity.
- PI/OG to develop clearer financial reporting for Regional Presidents.

- MO to attend September board meeting and quarterly thereafter.
- YE sought a vote on writing off debts within £9,701 provision. Board unanimously agreed, with PI, MO, and DA to continue pursuing significant amounts.

### **Actions**

- PI and MO to review Irish regional accounts and confirm reported surpluses.
- PI and SB to maintain corrected subscription allocation process.
- MO and DA to follow up on Dublin conference debtors (~£9,701) before AGM.
- PI to circulate concise draft accounts for AGM.
- PI to review SBS26 contract and propose clear ticketing and accommodation arrangements.
- PI and AG to continue discussions with venue and AV supplier re: SBS26.
- YE to review Sport80 insurance small print before launch.
- DF to ensure member comms explain refund insurance, instalments, and resale options.
- SB to conduct quarterly reconciliations separating PSA and Foundation funds.
- PI to write off small duplicate debts.
- PI and MO to finalise VAT apportionment framework for annual review.
- PI to circulate updated cashflow forecasts with forecasts + actuals.
- PI to update scrutineers on receivables and provide draft accounts by 1 Sept.
- PI and MO to prepare AGM “work in progress” report.
- PI to review expense presentation (e.g. social media) for clarity.
- Board to monitor SBS25 sales/sponsorship to secure ~£25k additional income.
- PI to explore banking options incl. Allica Bank.
- Foundation to open separate Metro Bank account (FSCS protection).
- PI to assess WISE for euro transactions (esp. Ireland).
- YE to ensure Sport80 integration supports international payments.
- PI and OG to develop regional financial reporting approach.
- MO to attend September board and quarterly thereafter.
- PI, MO, and DA to continue recovery of significant debts (e.g. GSS22, £1,350 membership).
- PI to oversee reconciliation improvements before Sport80 migration.
- PI to review banking arrangements for FSCS coverage.

### **Decisions**

- Concise accounts to be used for board reviews, with detailed reports retained for reference.
- PSA will not provide direct refunds; only via optional Sport80 insurance.
- Instalments to be offered via Klarna/equivalent, PSA receives full upfront.
- Accommodation to be booked directly, with PSA block-bookings and hotel links.
- Small duplicate debts to be written off.
- VAT apportionment to be reviewed annually and approved by board.
- Draft accounts (concise) to be finalised for AGM by 1 Sept.
- PSA will retain June year-end.
- AGM materials will include a “work in progress” report.
- Foundation to open Metro Bank account as separate legal entity.
- PSA to continue exploring alternative banking solutions.
- AGM reporting to include Jan–June 2025 results.
- Regional Presidents to receive clearer financial reports.

- MO to attend quarterly board meetings.
- Board approved writing off debts within £9,701 provision, with significant amounts pursued.

### Membership Fees – Value, Structure, and Timing

**DF** argued for growing **member value** (e.g., stronger CPD offers) rather than discounts or multi-year/lifetime deals. **PI** and **PM** saw potential cash-flow benefits to multi-year options but, along with **MMP**, advised **no structural changes until Sport80 is live** and processes are proven. **AG** and **PM** stressed keeping things **simple** and aligning with the **member journey**; ideas like loyalty bonuses or “frequent flyer” perks should be parked for a future strategy review.

The board noted first-time visitor discounts can feel unfair to members; a future balance of **intro offer vs. member loyalty** should be explored as part of the customer-journey work.

On policy alignment, **PM** flagged the **Code of Ethics** references UK law only; **PI** agreed to **add relevant Irish legislation**. The board recognised **Aoife’s** contributions; **MMP** will discuss her **member champion** role with **LB**, and **AG/YE** noted the need to **recognise contributors** (e.g., on website/SBS slides).

#### Actions:

- **PI** (with **LB/MMP**) to **defer any membership structure changes** until **Sport80** is operational and stable.
- **DF** and **PM** to draft options to **boost member value/CPD** (loyalty perks, repeat-purchase offers) for the **November strategy day**.
- **PI** to **update the Code of Ethics** to include **relevant Irish legislation** and review other policies for jurisdiction coverage.
- **PM** and **DF** to propose a **pricing comms plan** that balances first-time visitor discounts with **member loyalty recognition**.
- **MMP** to discuss **member champion** remit with **LB** and revert with a proposal.
- **AG/YE** to ensure **recognition of contributors** (e.g., member champions) on the **website/SBS slides**.

#### Decisions:

- **No changes** to membership fees/structures **until after Sport80** implementation and initial learning period.
- **Keep it simple**: prioritise process reliability and clear member value over complex discount schemes in the short term.

### 7. SBS25 Update (MMP)

Ticket sales currently stand at 95, with some recent cancellations. **MMP** stressed the need for urgent support in sponsorships and visibility. **DF** confirmed emcee changes and marketing activity is underway, with speaker posts and social campaigns scheduled every three days.

#### Promotion & Website

The agenda was initially only visible after starting ticket purchase, but **DF** has now added it to the homepage. Social posts and “I’m Going” stickers are being prepared, alongside short video



interviews with speakers. **Board members** were asked to share content widely through their own networks.

### **Sponsorship**

**MMP** highlighted the urgency of securing more sponsors and exhibition stands, even small-value ones, to normalise sponsorship presence and create visibility. Board members were asked to suggest contacts (e.g., suppliers, service providers).

### **Ticket Pricing**

**PI** emphasised the importance of pricing integrity—those who purchased Early Bird tickets must not feel disadvantaged. Early Bird offers remain for new members until 12 September, at £499. **MMP** is offering one-to-one coaching as a personal incentive for conversions.

### **Volunteers**

**OG** suggested engaging Vice Presidents (VPs) as well as Regional Presidents (RPs) to strengthen volunteer numbers and regional engagement. Foundation tickets are still available to support RPs or members unable to attend due to cost.

### **Programme & Experience**

The “Ask the Experts” feature will return, providing interactivity and extra value for attendees. Guidelines will be made explicit to prevent self-promotion or book selling at tables.

### **Actions**

- **Board members** to actively share SBS25 content on their own networks and WhatsApp groups.
- **Board members** to suggest potential sponsors/exhibitors to **MMP**, especially suppliers or service contacts.
- **DF** to continue social campaigns and finalise “I’m Going” stickers and speaker interviews.
- **DF/PI** to ensure agenda visibility and ticket links are clear on the website.
- **MMP** to follow up with new members eligible for the £499 Early Bird ticket until 12 Sept.
- **OG** to encourage both RPs and VPs to volunteer and attend; remind RPs that Foundation tickets may assist.
- **MMP** to issue clear written guidelines for “Ask the Experts” to avoid self-promotion.

### **Decisions**

- Early Bird pricing for new members confirmed at £499 until 12 September.
- Agenda now visible on the homepage and will remain prominent for marketing.
- “Ask the Experts” will run at SBS25, with clear rules to protect the event experience.

### **SBS25 – Stands and Opportunities**

The board revisited the idea of a **book table**. While there was agreement that it offers visibility and member benefit, concerns were raised about it looking unprofessional if members actively sell books. Several options were considered:

- A PSA-managed table with volunteers, where books are sold on behalf of members and PSA takes a small commission.

- A lighter-touch **PSA Book Display**: members provide sample copies, with QR codes or order forms linking directly to Amazon, avoiding live selling.
- Positioning it as a **membership benefit**, showcasing PSA authors and encouraging associates to aspire to publish.

**MMP** noted the importance of avoiding pushy selling and maintaining professional standards. **OG** suggested also profiling members' **TEDx talks**, while the **L&D group** will host a stand to promote PSA courses.

On sponsorship, **OG** confirmed arrangements with **Pete** to provide headshots and showreels, generating ~£700 income for PSA, matching exhibitor value.

#### **Actions:**

- **DF/AG** to design a **PSA Book Display template** (sample copy + QR code/order form) for SBS25.
- **MMP** to draft clear guidelines ensuring no self-promotion at the book stand.
- **OG** to coordinate with Pete on headshots/showreels sponsorship arrangements.
- **OG** and L&D group to prepare a **PSA Courses stand** for SBS25.

#### **Decisions:**

- A PSA Book Display will replace live book selling, with QR codes/order forms to Amazon.
- Headshots and showreels with Pete to proceed, generating sponsorship income.
- An L&D group stand will be included to promote PSA courses.

### **9. Data cleansing and transition to Sport 80 (YE)**

**YE** and **DF** updated the board on progress. The number of problematic records has reduced significantly, with only 46 members outstanding compared to 157 previously. Each case is now tracked on Trello, and lapsed members who continue to pay are being identified. Transition of data to Sport80 is scheduled for **4 August**, with Birmingham selected as a **September pilot region** to test the system. Other regions will follow in October–December, aiming for full rollout by year-end.

The board agreed that **SBS26 ticketing on Sport80 is mission-critical**. The system can technically handle event ticketing, but confirmation is needed on Klarna instalments and the optional insurance add-on. **YE** stressed the importance of reviewing insurance small print so members are clear on cover.

**Comms and training:** Testing is ongoing with fake credit cards and dummy events. Further training sessions are planned for **DF**, **SB**, and **Hazel**. A comms plan will be developed to ensure RPs and VPs can support member transition. Non-member emails will be excluded until data is cleaner and costs are clarified.

**Emails:** Sport80 includes an email tool but charges per send, unlike the current Mailchimp process. Estimated cost is modest (~£60 for 20,000 emails annually) but will add to running costs. Mailchimp will be retained in the short term for non-member communications.

#### **Actions:**

- **YE** to confirm feasibility of launching **SBS26 ticketing on Sport80** with **LB**.
- **YE** to check timeline for the **new Sport80 platform release** with **Kaylin**.
- **YE/PI** to review insurance small print and ensure clear member communication.
- **All board members** invited to assist with testing Sport80 events.
- **DF/YE** to prepare comms plan for RPs and VPs to support member transition.
- **PI** to calculate cost implications of Sport80's built-in email tool vs Mailchimp, using last year's email volume.

#### **Decisions:**

- Data transition to Sport80 will begin **4 August**, with Birmingham as the first pilot.
  - Full rollout to regions targeted by **December 2025**.
  - SBS26 ticketing must run on Sport80, with Klarna and insurance functionality in place.
  - Non-member outreach to remain via Mailchimp until data is cleaner and costs are better understood.
- a. Sport 80 training and testing - This is to be decided on **LB** return
  - b. E-mails to non-members - Decision not to send these at this time.
  - c. Sport 80 launch and comms- Prepared by DF and to be sent out at appropriate points over the next few weeks.
  - d. Involvement of RPs and VPs - There will be a roll out of Sport80 purchase of event tickets for Regions up to December 2025.

### **10. Policy Adoption (YE)**

**YE** confirmed that several new and updated policies are being prepared for approval, starting with **grievance and complaints** as the PSA transitions away from the ethics process. A draft **policy map** will be circulated to the board as a starting point, with further additions to follow. The map will also be shared with **Bob Bradley** as part of the governance review.

On risk management, **YE** reported a positive discussion with **Mal Budd** on the “**bowtie process**” model. Mel will prepare the first draft of a new risk register framework, which the board will review and expand at the **August in-person meeting**.

Policies scheduled for review — **Disciplinary and Grievance, Complaints process for members, Social Media**, and **AI Policy** — were postponed to August.

#### **Actions:**

- **YE** to circulate draft **policy map** to the board and share with **Bob Bradley** for the governance review.
- **Mal Budd** to prepare draft **risk register** using the bowtie model; board to review at August meeting.
- **YE** to table **Disciplinary & Grievance, Complaints, Social Media**, and **AI Policy** for August.

**Decisions:**

- Initial policy approvals postponed until the **August 2025 board meeting**.
- Risk register to be developed using the **bowtie process** model.

**11. Chair Items for Discussion (YE)****a. Risk Register update**

**YE** reported progress with the new risk register, following input from **Mal Budd**. Mel was impressed with the initial work and recommended padding it out further to include causality and potential failures. He could facilitate an **online session in August** (during the in-person meeting) to work through board input live.

**Actions:**

- **YE** to work with **Mal Budd** to prepare draft framework and schedule facilitation session in August.

**b. Governance Review update**

**YE** updated the board on conversations with **Bob Bradley**, who is reviewing governance. Most directors have spoken to him, with **Leon** scheduled to meet him after returning on 1st August. Bob's report is expected before he leaves on the 4th.

**YE** to provide additional documentation requested. Feedback from directors was positive, noting Bob's searching and valuable questions. It was confirmed that Bob has been connected with **Jane Gunn**.

**Actions:**

- **YE** to send requested documents to **Bob Bradley**.
- **Leon** to meet **Bob Bradley** after 1st August.

**c. Board Reports review**

The board reflected on the usefulness and format of reports:

- **MMP** apologised for missing recent reports due to workload and suggested a simpler format.
- **PI** emphasised their value for transparency but recommended streamlining, proposing headings: **"Doing/Done"**, **"Coming Up"**, and **"Items for Decision"**, ideally on **one page**.
- **PM** and **OG** found recalling activity challenging and favoured a **live, updateable document** (e.g. Google Docs/Drive) to log actions as they happen.
- **YE** highlighted reports are critical for oversight, AGM reporting, and crisis management, and suggested format consistency is key.

**Actions:**

- **YE** to review options for shared live reporting (Google Docs/Drive) and circulate to board.
- **Directors** to adopt the streamlined format for the next cycle.

**Decisions:**

- Board reports to be retained but **streamlined** into a one-page format with three headings.
- Board to explore moving to a **shared live reporting system** (e.g. Google Docs).

#### d. AGM prep

**YE** confirmed preparation has begun. Key points:

- AGM notice to be issued by **4th August**.
- Meeting will be held on **29th September (6:30–8pm, Zoom)** with electronic voting via **Sam Warner**.
- Reports from board members required; templates circulated by **Sara Beth**. **AG** offered to send **OG** last year's example; **YE** will assist **PM** if needed.
- Agenda will include minutes approval, foundation updates (ratification of two new chairs), and acknowledgement of **MP** stepping down as Board Director (remaining GSF rep until July 2026).
- Scrutineers (**Will** and **Derek**) may be asked to continue until 2026; **PI** to confirm.
- Recognition of helpers (e.g. Jane Gunn, competition coordinators, scrutineers, volunteers) to be added formally at AGM.
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#### Decisions:

- AGM to be held on **29th September 2025, via Zoom** with electronic voting.
- Reports to follow simplified template; strict deadline will be enforced.

#### Actions:

- **YE** to draft AGM notice and send by 4th August.
- **Board members** to complete AGM reports using template (deadline mid-September).
- **AG** to share last year's example with **OG**; **YE** to support **PM**.
- **PI** to confirm scrutineer continuation with **Will & Derek**.
- **YE** to include formal **recognition of helpers** at AGM.

#### Awards discussion and votes (YE)

This section is confidential prior to announcements being made at SBS25.  
Further discussion to take place at the August meeting.

#### 12. Fellows Discussions (ADH and DH)

##### a. Honorary Fellows award – discussion

- **ADH** and **DH** reported Fellows are positive, finances healthy (Manchester event +£400 profit, London online event profitable, October forum secured at a good rate).
- **ADH** announced stepping down end of year, with **JG** lined up as co-president alongside **DH**, ensuring continuity.
- **ADH** nominated **Jackie** for an Honorary Fellowship, citing her extensive contributions (founding PSA SE, co-chairing Fellows, upgrading Fellowship process).
- Board discussed the **purpose and criteria** for honorary fellowships:
  - Should recognise **exceptional service** beyond normal expectations.
  - Process suggested: nomination by one Fellow, two seconders, minimum 3–5 years as a Fellow, board approval.
  - Debate on whether it should extend to **non-members** (exceptional external speakers).
- **DH** suggested honorary fellowships could attract industry-leading speakers, raising PSA's profile.
- **YE** and **AG** expressed concern about the **financial implications** of lifetime free membership; alternatives discussed included a **Fellows Award** rather than free Fellow status.

- **OG** argued financially the PSA could afford to award occasional honorary fellowships, as ongoing meeting fees provide additional income.
- **PI** suggested separating financial considerations from criteria; **MMP** and others stressed clarity is needed to prevent arbitrariness.
- General consensus that criteria must be **tight, fair, and transparent**, with potential for a **maximum of one honorary fellowship per year** (not obligatory annually).

#### **Actions:**

- **ADH** to provide written criteria/process draft to **YE** by Monday.
- **YE** to discuss framework with **Leon** in August and bring recommendation to the board.
- **Board** to finalise criteria and decide Jackie's recognition route in August, ensuring conclusion in time for **October awards**.

#### **Decisions:**

- Agreement in principle that **Honorary Fellowship should continue**, but with clear, published criteria.
- Board to consider alternative recognition routes (e.g. Fellows Award, Founders Award, Spirit of Joy Award) where more appropriate.
- Decision on Jackie's nomination and final framework for Honorary Fellowships to be made at the **August board meeting** (after **Leon** returns).

#### **2025/26 President**

Discussion took part as to nomination for 2025/26 President and this will be announced at the AGM and they will be formally introduced at SBS25. There will be a live vote of ratification at that time.

Note: There will need to be a vote at the AGM regarding the title given to this role ongoing.

Note: As part of the Governance review, we will be considering the process of appointment of Presidents.

**The meeting closed at 3.30PM**

**Next Board Meeting will be Friday 22<sup>nd</sup> August 2025 - 9.30am to 3.30pm**