



## MINUTES OF MEETING HELD ON 27<sup>th</sup> June 2025 9.30am - 1.30pm

### Board of Directors attending

Yvonne Emery (**YE**) - Chair  
Michelle Mills-Porter (**MMP**) – National President  
Patrick Mercie (**PM**) - Commercial Director  
Leon Bamforth (**LB**) - Membership Director (joining meeting later)  
Phil Ingle (**PI**) – Finance Director  
Denise Fay (**DF**) - Marketing Director  
Olga Gaidane (**OG**) - Director of Regions  
Mike Pagan (**MP**) – Foundation Director

### APOLOGIES

Alastair Greener (**AG**) – National Vice President

Notes
<b>1. WELCOME</b> Yvonne Emery Chair welcomed everyone
<b>2. APOLOGIES – Alastair Greener</b>
<b>3. CONFLICTS OF INTERESTS</b> – Nothing to be updated
<b>4. Minutes from previous Board Meeting are accurate</b> Proposed by <b>DF</b> and Seconded by <b>LB</b>  ● Action: The minutes will be put on the website – this section has moved into the Hub as that is the members only section of the website.
<b>5. Matters arising from the minutes (YE)</b>  <b>a. Member enquiries via Trello – (YE)</b> Aoife Gaffney has raised the following queries:  PSA Ireland is not listed on eSpeakers, it lists PSA UK only. ● Action: <b>YE</b> to look into this.  Members from Ireland would like to pay in Euros for their membership.

- Action: **PI** to look into this when we have moved over to Sport80.

#### **b. RP Facebook group (OG)**

Half of them they wanted, half of them they don't. This is a topic for our next RP discussion,

#### **c. Foundation Recruitment (MP)**

Email is on its way to recruit 2 new Chairs for the Foundation. I'll be asking people to get involved in interviews.

#### **d. Membership Update**

There have been 17 new members in May and 11 in June. There have been 91 new members since the beginning of January 2025 which is amazing.

There have also been 5 upgrades and 13 leavers.

It should be noted that if all were associates, this would equate to around £14,000. A huge thank you from the Board to all the RPs as there have been new members in each region.

### **6. Overview of Fellows Upgrade Process (JB presentation)**

- **JB** presented a detailed 8-month project with seven supporting documents covering issues, solutions, and draft guides.
- **YE** and board commended the work.
- **JB** asked for guidance on branding colours and fonts – this has been referred on to **DF** to assist with
- **JB** noted website misalignment with process and suggested interim use of spreadsheets until Sport80 launch.
  - Action: **DF** to explore simple Gravity Form option for temporary application process.
  - Action: **DF** to assist with branding.
  - Decision: Spreadsheets to be used until it can be integrated with the website.

### **POINT 3 – Financial Benchmarks (50k & 25k criteria)**

- **JB** asked whether planned October 2025 inflation-based increase should go ahead.
- **PI, YE, LB, and MP** highlighted difficulties of linking benchmarks to inflation and industry variability.
- Consensus: leave current thresholds unchanged until next review.
  - Decision: Benchmarks remain at 50k & 25k until reviewed in 2026 (with annual review thereafter).

### **POINT 4 – Simplifications Proposed by JB**

- Flowchart coding system removed for clarity.
  - Decision: Board accepted removal.
- Video requirement shifted to post-acceptance stage.
  - Decision: Agreed to move video to acceptance stage.

<ul style="list-style-type: none"> <li>Sponsor guide created to clarify roles.</li> <li>Decision: Sponsor guide endorsed, but PSA will also support applicants in finding sponsors.</li> <li>Action: Language in sponsor process to be adjusted to reflect PSA support.</li> </ul>
<p><b>POINT 5 – Video Assessment</b></p> <ul style="list-style-type: none"> <li>Proposal for two sponsors to assess applicant video.</li> <li>Debate on fairness, subjectivity, and whether speaking ability should be judged.</li> <li>No final resolution; recognised need for wider strategic review of what defines a Fellow and who is qualified to assess.</li> <li>Action: Parked for July meeting.</li> </ul>
<p><b>POINT 8 – Removal of Judge Requirement</b></p> <ul style="list-style-type: none"> <li>JB proposed removing requirement for sponsors to have been Speaker Factor/PSY judges.</li> <li>Decision: Agreed to remove requirement.</li> </ul>
<p><b>POINT 9 – Financial Evidence</b></p> <ul style="list-style-type: none"> <li>Proposal to allow screen shares from bookkeeping systems as acceptable proof of income.</li> <li>Decision: Approved inclusion of screen shares.</li> </ul>
<p><b>POINT 10 – Code of Ethics/Conduct</b></p> <ul style="list-style-type: none"> <li>Proposal to remove code of ethics interview from fellowship application as it duplicates professional application.</li> <li>Decision: Agreed removal.</li> </ul>
<p><b>POINT 11 – Testimonials</b></p> <ul style="list-style-type: none"> <li>Proposal to accept testimonials in varied formats (forms, LinkedIn, video, existing references).</li> <li>Decision: Approved broader testimonial formats.</li> </ul>
<p><b>POINT 12 – Speaking Income Definition</b></p> <ul style="list-style-type: none"> <li>Expanded definitions drafted by JB.</li> <li>Action: Board to review page 31 of applicant guide and provide written feedback.</li> <li>Action: Deferred to July meeting.</li> </ul>
<p><b>POINT 13 – CSP Transfers</b></p> <ul style="list-style-type: none"> <li>Discussion on handling incoming CSPs from other associations.</li> <li>Consensus to clarify requirements and balance recognition of CSP status with PSA fellowship contributions.</li> <li>Action: JB/fellows group to bring recommendation back to board.</li> </ul>
<p><b>POINT 14 – Application Fee</b></p> <ul style="list-style-type: none"> <li>Current £100 fee proposed to rise to £150.</li> <li>Mixed views: some argued simplification should reduce admin, others accepted higher fee may be justified.</li> <li>Decision: Fee to remain £100 for now, with annual review.</li> <li>Decision: Fee clarity must improve (state upfront, and fellow-level subs only charged after acceptance).</li> </ul>

### Extra Point - Member/Professional Time Requirement Before Upgrading

- Current rule: 1 year as professional.
- Proposal: 1 year as member, 6 months as professional.
- Debate about fairness, associate history, and need for clearer upgrade drives.
  - Decision: Agreed – must be a member for 1 year, professional for 6 months before applying. Review after 1 year.
  - Decision: Temporary arrangement for small number of current applicants. (OG abstained due to conflict of interest).

### Next Steps

- Action: Board members to add comments to **JB**'s "Board Decisions" document (Dropbox).
- Action: **JB** to return in July meeting for second half of discussion. [This was moved to August]
- Decision: Agreed further time in ~~July~~ August meeting to finalise.

## 7. SBS25

### Ticket Sales

- **MMP** reported ticket sales are at 99, but growth has slowed in recent months.
  - Action: Continue efforts to boost ticket sales, particularly targeting new members.

### Day Tickets & Rates

- **PI** confirmed day ticket rate set at £195 + VAT (£234).
- Dinner pricing: Friday £30 + VAT, Saturday gala £35 + VAT (based on hotel costs).
- **MP** questioned whether the difference between cabaret-style Friday and gala dinner Saturday was too small. Suggested gala should be £49–50 to reflect prestige.
- **MMP** argued keeping the gala price lower encourages day ticket holders to stay, generating FOMO and full participation.
- **YE** asked whether different pricing for gala-only attendees would cause confusion on the website.
- **OG** supported a higher gala-only price and proposed offering new members (since Jan) the old early-bird ticket price via private email, as they never had access to it.
- Actions: **YE** and **MMP** to draft and send early-bird email to new members.
- Actions: Set a deadline for uptake: Friday 12th September (four weeks before event).
- Decision: Day tickets confirmed at £195 + VAT.
- Decision: Dinner pricing: £35 (Saturday gala) for day attendees, but £49–50 if purchased as gala-only ticket.
- Decision: New members (91 since January) to be privately offered early-bird price via direct email.

### Accommodation

- Official PSA room allocation is sold out, though some availability remains directly with hotel using PSA code.
- **MP** asked for the PSA code to be re-sent, as he hadn't booked yet.

● Action: **YE** to resend hotel booking reminder and PSA code to members.

● Action: Need to remind attendees in general.

### Launch of Day Tickets

- **YE** suggested launch in early July, once set up.

■ Decision: Day tickets to go live early July.

### Promotion and Website Updates

- **DF** confirmed the **SBS agenda is now live** on the website and can be shared. Speaker graphics are ready and will be used on social media and sent to speakers with supporting copy (e.g., "10 reasons to attend").
- The agenda link will also appear on the homepage banner.
- **YE** asked for promotional material for RPEs to use at meetings.
- **DF** confirmed a **slide for RPEs** will be created.
- **OG** praised RPEs for strong promotion so far and suggested highlighting the agenda and named speakers to strengthen their efforts.
- **YE** noted day-ticket launch can be used as a promotional hook for RPEs.

● Action: **DF** to circulate speaker graphics and social media copy.

● Action: **DF** to produce a slide for RPEs to use at meetings.

● Action: **OG** to brief RPEs on sharing agenda and named speakers.

● Action: **YE/DF** to align RPE communications with launch of day tickets.

■ Decision: SBS agenda to be actively promoted via RPEs, social media, and speaker networks.

### Sponsorship Update

- **PM** reported multiple sponsorship emails have been sent out. Some gaps in communication were caused by information being passed between several people.
- Now sponsorship discussions are being streamlined to **PM and Sarah only** to resolve details.
- **PM** has followed up with all leads and requested further contacts for potential sponsors.
- Sponsorship income is delayed as **David Mead is out of the country until end of June**.

● Action: **PM** to continue chasing sponsorship leads and reconvene with Sarah once full information is available.

■ Decision: Sponsorship discussions to be streamlined between **PM** and **Sarah** to avoid further miscommunication.

## 8. Data Cleaning Update

- **LB** reported **143 discrepancies** identified, with a clear status issues sheet.
- Current membership data:
  - 491 active on Stripe (+8 paid but not started).
  - Approx. 500 active members in reality (vs. 632 “active” on Sheep).
  - 15 honorary members (total 515).
  - 17 members not on auto-renew.
  - 5 members with incorrect levels.
  - 421 with renewal errors.
  - 584 potential duplicate records (e.g., multiple entries per member).
- **LB** emphasised data work must remain the priority; other tasks for Ed or Sara-Beth reduce progress.
- **YE** noted some inactive members on Sheep may actually be Foundation.
- **LB** estimated approx. £27,000 owed if inactive associates were billed correctly.
- Action: **SB** to continue working through the 143 discrepancies and duplicates.
- Action: **LB** to organise an email validation exercise (contact all 4,687 records to confirm accuracy and relevance).
- Action: Board to review how to handle non-responders after **SB**’s initial outreach.

## Communication with Members

- **MP** asked about a cutoff for members who haven’t responded.
- **LB** confirmed 50 of the 143 contacted so far; suggested full email round first, followed by a call list for non-responders.
- Proposal to email all on record asking if they wish to remain on PSA database; aim to slim down to ~1,000 valid contacts for transition.
- Action: **LB** to lead phased communication plan (email first, then calls for non-responders).
- Decision: Prioritise cleansing member data before other projects; accurate records essential for Sport80 transition.

## True Cost of Instalment Plans (SBS26)

- **YE** suggested instalment plans be handled outside Sport80, but with clearer guardrails: upfront requirements, strict deadlines, and cancellations if payments not completed.
- **PI** confirmed unpaid places will go to the next person on the list.
- **LB** agreed and suggested a small working group meet to review options and reduce risks.
- **YE** proposed group: **LB, PI, YE, AG** (plus **OG**).
- Action: **LB, PI, YE, AG** (and **OG**) to meet separately and prepare instalment plan options for SBS26.
- Action: Group to report back with a proposal by July/August once SBS26 pricing is known.
- Decision: Instalment plan approach to be finalised in July/August after working group review.

### True Cost of Membership “Pay as You Like”

- Discussion on the admin burden of chasing failed instalments and lapsed memberships.
  - Agreed that proactive, upfront rules are needed:
    - If a card is cancelled, member has a clear time limit (e.g., two months) to resolve it.
    - After that, membership ends.
    - Option of a reactivation fee to discourage late payments.
  - **PM** asked about advance notifications for auto-renewals.
  - **YE** confirmed this is now working again since Ed fixed the system.
- Action: Develop clear written process for membership cancellations and reactivation (including timeline and fee).
- Decision: PSA to adopt a proactive cancellation process (two-month limit, then lapse). Reactivation fee principle agreed.

## 9. Finance Update

### a) Credit Card and Expenses

- **PI** reported PSA’s Capital on Tap credit card has been closed after admin rights could not be transferred.
  - Outstanding bill settled; £370 cashback received.
  - PSA currently without a credit card. **PI** is using his personal card for urgent PSA expenses (approx. £1,000 for Maldron Hotel and other payments).
  - **PI** will submit an expense claim by Monday (year-end), shared with **YE** for oversight.
  - A WISE account is being applied for, but confirmation is pending.
- action: **PI** to submit expenses claim to PSA by Monday, copying **YE** for approval.
- action: **PI** to pursue WISE account application and explore alternatives if unsuccessful.

### b) Current Bank Balances

- Metro Bank: £10,000 (with £6,000 bills pending).
- Foundation funds: £50,581.
- Savings: £70,000 (earning interest).
- SBS25 ring-fenced: £24,000.
- Total reserves around £35,000 (later clarified to £3,500 once membership income apportionment adjusted).

### c) Budget and Profit & Loss

- Budgeted income for 24/25: £293,000, with forecast loss of £8,000.
- Actual turnover: approx. £340,000 (above budget).
- Membership fees ahead of expectations due to higher new member numbers.
- Admin costs £80,000 (under budget of £88,000).
- Forecasting a profit (currently estimated £32,000, subject to year-end adjustments with accountant).

■ decision: Year-end 24/25 expected to close with a profit, a significant improvement on prior year.

#### **d) Cash Flow**

- Cash flow shows peaks and troughs; May started with £9,000 and ended with VAT refund £1,100 and membership growth.
- Extra hours from SB are reflected in higher costs, but transparent.
- Forecast closing balance of approx. £5,500 at June.
- PSA reserves: around £100,000 (excluding Foundation £50,000).
- Major bills in October (approx. £65–75k for SBS). PSA remains in a stable position, provided membership and events income continues.

■ decision: Cash flow forecast manageable, with savings available to cover timing gaps if needed.

#### **e) Regional Finance**

- Regional income and costs slightly above forecast, but balanced overall.
- **PI** to review regional P&L in July with **SB's** support.
- **YE** praised RPs for strong recruitment, noting growth across regions, especially Ireland and East Midlands.

● action: **PI** to review regional P&L reports in July.

● action: **OG** to pass thanks and encouragement to Regional Presidents for membership growth.

#### **f) Finance Training**

● action: Arrange finance training sessions for **PI, MMP, and OG**.

#### **g) Reserves Policy Adoption**

- **PI** presented the draft reserves policy to the board. The policy sets out how the PSA should manage reserves to ensure financial stability.
- At present, PSA's reserves are lower than the target level outlined, but the purpose of adopting the policy now is to provide clear financial direction after moving from a period of loss-making into profit.
- The policy has been deliberately written with some flexibility – not a rigid figure in a separate account – because reserve levels naturally fluctuate through the year depending on cash flow. Instead, the policy provides a guideline target and financial principles to follow.
- **PI** explained the aspiration is to build reserves to around £75,000, enough to cope with a significant event such as a COVID-style lockdown where large contractual commitments (e.g. SBS25 costs) must still be honoured without refunding members.
- If current forecasts hold, reserves could reach £30,000 by early next month, with budgeted profits of ~£20,000 in both 2026 and 2027 potentially lifting reserves towards the £75,000 target within two years.
- Historical note: PSA previously had £75,000+ in a Nationwide account (set aside by MO and DA), but in the absence of a reserves policy this was later spent as general cash. The new policy ensures a formal framework is in place.
- **MP** strongly supported the proposal, noting it is “a no-brainer” that reduces vulnerability for the current and future boards.



- **YE** raised the point that balances above £85,000 (the FSCS deposit guarantee) pose a banking risk. **PI** clarified this is a risk register issue, separate from the reserves policy itself, but measures are already planned.

#### **h) Banking Risk and Next Steps**

- **PI** noted PSA currently has £150,000 in the bank. While there is no immediate concern about Metro Bank's stability, it has faced regulatory issues in the past, and rumours of a takeover by private equity underline the need for diversification.
- Plan:
  - Transfer Foundation's £50,000 into a separate account under the Foundation's name to protect it under FSCS limits.
  - Open a second PSA bank account, likely with Monzo, which integrates well with Xero and provides debit card access. This will spread PSA funds across banks to stay within the £85,000 guarantee at each institution.
  - **PI** warned this will involve identity checks for directors, which can be time-consuming, but is necessary.

● action: **PI** and **MO** to complete the separation of Foundation funds into a dedicated bank account within the next few months.

● action: **PI** to open a secondary PSA bank account (likely with Monzo) to diversify deposits and remain under FSCS protection limits.

● action: Risk register to be updated to include bank failure risk and mitigation steps.

■ decision: The Board unanimously voted in favour of adopting the Reserves Policy.

■ decision: PSA will operate on the principle of building reserves to cover major event liabilities (e.g. SBS) in case of crisis, aiming towards a £75,000 target over 2–3 years.

### **10. Website Improvement**

- **AG** raised the issue that the current website is difficult to use. The question is whether to overhaul it completely or keep working with the current version. No action can be taken until after Sport80 goes live.
- **DF** agreed with **AG** that the existing site has been problematic since its relaunch under Chantal's tenure (2021/22), describing it as a poor investment given the thousands already spent. Suggested that if a full overhaul is required, it should follow a professional process (e.g., seeking at least three quotes).
- **MP** noted that while it is not his area, **Nathan** and **Lee Jackson** are currently working on the Foundation website. Though no longer board members, they could be valuable sources of input for future PSA web development, especially as they are aligning the Foundation site with official fonts and framework.
- **YE** suggested that **DF** and **AG** should form the basis of a group to review the options, scope out what improvements are realistic, and establish a potential timeframe for any overhaul or changes once Sport80 is operational.

● action: **DF** and **AG** to convene a working group to review the PSA website, explore options (including potential overhaul), and outline timeframes.

● action: Consider input from Nathan and Lee Jackson, who are working on the Foundation site, as part of the review process.

■ decision: No immediate changes until Sport80 is live; a review group (led by **DF** and **AG**) will assess website options and report back with recommendations.

### 11. Awards discussion and votes (YE)

This section is confidential in order for this to be announced at SBS25.

### 12. Policy Adoption (YE)

#### Policy Map

- **YE** reported that a draft policy map is nearly complete, covering all required policies. Aim: to complete 3–4 policies per month.
- Priority is to separate ethical breaches from other disciplinary issues. Current reliance on the ethics policy is inadequate; dedicated grievance and disciplinary processes for members and board members are required.
- Draft policies will be circulated within a week for review. Agreement expected at the July board meeting, after which policies will come into force.

● action: **YE** to circulate draft policies (disciplinary, grievance, social media, AI, etc.) to board within one week.

● action: Board members to review policies ahead of July meeting.

■ decision: Policies will be formally adopted at the July board meeting.

### 13. Chair Items for Discussion (YE)

#### a. Risk Register Review

- **YE** asked who within PSA could assist with reviewing and maintaining the risk register.
- **MP** suggested Malcolm Budd.
- **MMP** supported this recommendation.
- **LB** cautioned that the previous risk register was overly technical and ineffective. Emphasis should be on keeping it simple and practical, as PI had already helped to do.

● action: **YE** to approach Malcolm Budd to support the risk register review, ensuring it remains clear and simple.

**The meeting closed at 1.30PM**

**Next Board Meeting will be Friday 25th July 2025 - 9.30am to 3.30pm**