

CORPORATE ADVISORY GROUP MEETING

13 December 2017, 11.00am – 3pm, including lunch
Location – Fourth Floor, 356 Holloway Road, London N7 6PA

Attendees: Robin Osterley (CEO, Chair), Jayne Cartwright (The Charity Retail Consultancy), Rob Finley (Cybertill), Sonia Fletcher (Eproductive), Tony Hilton (Charity Fleetcare Alliance), Susan Meredith (Head of Member Service, minutes), Janet Northway (Propress), Richard Sheppard (Shopfittings Manchester)

Apologies: Colin Day (Choice Textile), Adrian Barker (ARB Recycling)

Notes from the meeting

1. Apologies for absence and introductions

Robin Osterley (RO) welcomed all to the meeting and noted the above apologies.

2. Conference 2018

- *Sponsorship allocations review*
Susan Meredith (SM) asked the group how they felt about the new 2018 Charity Retail Conference sponsorship allocation procedure, which was a random draw. Despite some members of the group not receiving what they had applied for, the group felt that the random draw worked well in bringing in new sponsors and opportunities, which is what Corporate Membership is meant to do.

SM then outlined the procedure for exhibition space allocation (Sponsors and those with a need to be in a certain location first, then along the lines of length of time in membership) and that same locations could not be promised from 2017 to 2018. This policy had attracted a little negative feedback. It was agreed that the only way to make it completely fair is to also randomize the draw for stands.

Action for SM: Random draw for Conference stands for 2019

- *Surgeries*
SM required some feedback on Exhibitor Surgeries, which take place at the end of the formal Day 1 conference programme. It has been felt that the time slot is not ideal and it was suggested to hold the surgeries during focus session times. However, the surgeries are not intended to be focus sessions and this could reduce the numbers in the them.

It was agreed to make the Exhibitor Surgeries more of an official part of the programme and therefore gain more exposure and bookings

Action for SM: Make sure Julia knows to include this in the Conference brochure. Start gathering surgery submissions now.

- *Supplier of the Year Award*
SM reminded members of the group of how this award is now administered. All Corporate Members are eligible for nomination and this is done via a straight voting system by Charity Members of the CRA. There are three categories based on size of customer base within charity members.

A review of the categories had taken place among CRA staff and some categories have changed and others merged. The Innovation and Technology categories have now been merged – and still give scope for Corporate Member input so long as the charity signs off and submits the entry. Shop Team of the Year becomes Shop of the Year. Specialist Shop no longer exists and Community Impact becomes Community and Social Impact.

3. Code of Conduct Review

- It was agreed to keep the Code of Conduct, which is a document about how Corporate Members should behave, rather than the Code of Practice, which is how the CRA will behave towards Corporate Members.
- The group went through the Code of Conduct section by section, making amendments where appropriate.

Action for SM: The amended version will be uploaded to the website when complete.

4. AOB

- It was agreed that a Corporate Member logo should be created.
- A Corporate Newsletter was suggested to be created

Action for RO: RO will speak to the Communications and Campaigns Officer.

- The tenure of members of the Corporate Members' Advisory Group was discussed.