

## Corporate Members Advisory Group

12 December 2018, 2.30pm – 4.30pm  
Fourth Floor, 356 Holloway Road, London N7 6PA

**Attendees:** Robin Osterley (CEO, Chair), Adrian Barker (ARB Recycling), 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)

### Minutes

Action

1. Welcome and apologies

RO welcomed all and gave apologies from Colin Day. He also explained that Jayne Cartwright was not present as she is currently contracted to work for the Association covering paternity leave.

2. Minutes from July 2018

Item 2, point 2: SM will create a Corporate Members' logo

SM

Item 3, Charity delegate bursaries – RO will ask the Board for potential funding from large charities to provide more places

RO

Stand breakdown – the rules are now in the stand contracts. Eventpro will police.

Headline sponsorship – SM will pay particular attention to enhancing the package in the run up to Conference 2019

SM

Exhibition only ticket for procurement professionals – TH felt the Association needed to commit to this. RO advised that it will more than likely happen, but needed to be committed to at the next budget meeting and be approved by the Board. TH asked if Corporate Members could buy these tickets in bulk to give to charity representatives. RO advised that this would be possible.

Item 4, AOB point 1 – TH felt that the cost of stands at network meetings was too expensive. SM advised that the prices are held for the third year in 2019-2020.

Point 4 – We still don't have a charity member Chair for the CMAG

RO

3. Conference 2020 – potential new venue

RO started by reminding those present that the dates for conference 2019 cover Monday – Wednesday, rather than the usual Sunday – Tuesday.

## The voice of charity retail

The Birmingham Metropole is on hold for 2020 and it's looking increasingly likely that it will be the venue for conference. The advantages are that everyone can stay in the hotel, the Awards can be held on-site and the exhibition space is bigger. It will cost the Association about £18K extra, some of which may be swallowed by the Association and some will hopefully be covered by sponsorship.

The Board have asked for a full review of conference to assess if the current format is still the most advantageous.

The CMAG's general feeling was that breaking conference up, regionally or otherwise, would be restrictive to Corporate Members in terms of time and money. They also felt that bringing charity retailers together from all over the country is a huge benefit of conference as it is.

### 4. Update on WISH Forum

RO advised that the Charity Retail Association, some of its larger members and the Textile Recycling Association are working together to bring more credibility to the recycling industry in terms of

- H&S and personnel
- Running business properties
- What happens downstream

It is hoped that as of Corporate Membership renewal in April 2019, standards (on top of what the CRA already ask members to adhere to) will be applied to textile recyclers which would make them eligible for CRA or TRA membership within a one-year grace period. The standard will be verified by two independent audits. A three-year accreditation is achieved upon passing the audits and it will be policed otherwise by whistleblowing.

TH and RF felt that this should apply to all Corporate Members. RO explained that for now it will only apply to those members that buy from charity members. Once the system is running and has bedded in, rolling it out to other members can be revisited. RO also made the point that the standards are the WISH Forum's i.e. independent, and not the CRA's.

A discussion was then had as to how charities should do their due diligence when taking on companies to work with.

JN put forward the idea of tiers of Corporate Membership, looking at length of membership, any complaints etc. RO advised that this would be considered.

### 5. Communications

SM advised that she was struggling to get messages across to membership at times, both corporate and charity, and wondered why this might be what could be done about

it.

TH felt that the Business Directory was not effective and more could be done. For example, a hard copy version. SM will look into this further. SM

TH also advised he gets no reaction from guest blogs, but lots of interaction from LinkedIn posts. All agreed that LinkedIn was very effective in getting articles noticed. SM will look into disseminating information in this way. SM

RO asked the group if they receive any digital newsletters that they read. Some agreed that Charity Digital News was one of the more engaging ones. RO will pass this information on to the Digital and Comms Manager. RO

#### 6. Corporate Membership Survey SM

SM advised that there were only six responses out of 70 Corporate Members. Chasing emails were sent. Should the survey be dropped? All agreed that it should not be dropped and some don't recall being asked to fill it in. It was suggested that such calls go out on LinkedIn as well to a password protected page. It may also serve as a recruitment tool. SM to look into doing this. SM

#### 7. AOB

SM asked all if they were taking part in Good Cause Santa Clause. SF, RF and TH were, so they will be added to the web page. SM

RO reminded the CMAG that they are representing the whole of their particular sector so they can bring issues forward from other companies like theirs in membership. SM advised that she hasn't pushed this message enough amongst corporate members but will do in future. RF suggested referring those who have a problem with the strict rules on breaking down stands should be referred to their CMAG rep.

SM asked the group if the group's formation and meeting were working for them. All agreed that the group has been effective.

RO advised that it will be made clearer that corporate members can attend the whole AGM.

#### 8. Date of next meeting

Suggested dates after conference 2019:

- Wednesday 3 July
- Friday 5 July
- Wednesday 10<sup>th</sup> July
- Friday 12 July
- Wednesday 17 July
- Friday 19 July