

Corporate Members Advisory Group

13 September 2019, 2.30pm – 4.30pm
Fourth Floor, 356 Holloway Road, London N7 6PA

Attendees: Robin Osterley (CEO, Chair), Adrian Barker (ARB Recycling), Colin Day (Choice Textile), Sonia Fletcher (Eproductive), Tony Hilton (Charity Fleetcare Alliance), Susan Meredith (Head of Member Service, minutes), Janet Northway (Propress), Richard Sheppard (Shopfittings Manchester)

Apologies: Jayne Cartwright (The Charity Retail Consultancy)

Minutes

Action

1. Welcome and apologies

RO welcomed all and gave apologies from Jayne Cartwright.

2. Minutes from December 2018

Item 2, point 1: Corporate Members' logo – SM still hasn't done this yet

SM

Item 2, point 4: Once the election has taken place for next CMAG, RO will work on recruiting a charity member to Chair the group.

RO

Item 5: CRA are still on the lookout for inspiring newsletter templates

RO/SM

3. Conference 2019 feedback and conference 2020 – points to discuss

RO asked all in the room to say what they thought about Conference 2019.

SF enjoyed the conference and was very happy with their stand location. She felt the buses from Colwick Hall to EMCC were not good, and the second day started too early.

JN had a successful conference, did some business and gained new contacts. Being able to set up on the Monday instead of Sunday was a welcome change.

CD agreed that the buses between Colwick Hall and EMCC were not ideal. In addition, the PA system in the exhibition hall was not clear where Choice's stand was located and the 8am start on the Wednesday was hard work. Otherwise was happy.

AB did not have an exhibition stand and therefore did a lot of walking around and got a different perspective on the exhibition. He also did not like the Awards evening transport.

TH pointed out that the exhibition is an add-on to a conference so it will never be ideal. But was keen not to change the format any further if it meant reducing exhibition time and felt that staggering focus session start times would help.

RS had great footfall, which has translated to orders. SM

a) Discussion on starting the second day later
A significant amount of feedback has requested that the second day starts later due to the late night the evening before and the lack of footfall. It was agreed to open the exhibition at 8.30am. SM to advise Head of Events. SM

b) Discussion around changing / dropping exhibitor surgeries due to lack of take up and no-shows
It was acknowledged that there is mutual benefit for the few that do show up. In addition, this is a free exhibitor benefit. Instead the CRA should emphasise that

- i) Charity delegates do not have to fill in the exhibitor surgery section of the application process
- ii) If they do fill it in, then they should be courteous enough to turn up

The idea of taking contact details of the delegates that book a surgery was raised – but there are GDPR implications and the Head of Events is not keen. SM/JC

SM advised that a couple of surgery holders found their session room to still have the speakers and some delegates from the previous session having a discussion – so they had to start late. SM will feedback to Head of Events.

c) Too much alcohol is provided and possibly contributed to the lack of / state of delegates and exhibitors present on Tuesday morning – discuss
The idea was put forward to stop ad hoc mini drinks receptions happening in the exhibition. This was not a popular idea and it was put forward that the problem could be the amount of alcohol provided at the drinks reception and awards dinner. CRA are looking at SM/RO/
JC

- i) Reducing amount of time at the drinks reception (more buses may help)
- ii) Reducing wine allocation per person at the awards dinner
- iii) Asking the Orchard Hotel to shut their bar at 2am

d) Stand breakdown on the second day at 2.30pm worked much better than in 2018, but some exhibitors still did not adhere, some were getting annoyed, and there were very few charity delegates present between 2 – 2.30pm. Breakdown at 2pm instead? SM

It was felt that if the breakdown time were changed to 2pm, then the problem would be brought forward by 30 minutes. Also, as 2019 was better than 2018, then 2020 might be better again. RO has agreed to write to all exhibitors personally to reinforce the rule. Therefore, breakdown time remains the same. SM

- e) Discuss stopping exhibitors from providing promotional bags, for sustainability reasons – so the only bag is the sponsored delegate bag.
It was decided that this was too prescriptive and what the CRA should do is advise exhibitors to consider what they bring to Conference in terms of promotional items - very much with sustainability in mind.

4. Update on TRUST

RO advised that TRUST launched on Monday 9 September and was well received by those present. A freelancer has been recruited from 24 September to handle TRUST administration on a 2-day per week basis. Auditing of corporate member recyclers could start in October 2019 with the first accreditations hopefully being awarded end of 2019 / early 2020. Those that do not pass the audit will no longer be a corporate member. The CMAG are supportive of this scheme.

5. Election of new CMAG

RO advised that the tenure of the current CMAG is at an end and so an election needs to take place. SM will send a communication out to all corporate members regarding the process and timescales on Wednesday 18 September.

SM

All agreed that formation of the CMAG has been a success and very helpful – but there is still work to do.

RO thanked the current CMAG for their hard work over the past three years.

6. AOB

There was no other business.

7. Date of next meeting

SM

TBA when new CMAG is in post