

CKC Committee Minutes – 28 July 2021 – Zoom Meeting

Chair: Fiona

Attendees:

A total of 10 people joined the meeting:

Fiona, Paul, Tudor, Philippe, Liza, Sean, Will, Jan, Nick, David P.

No show: Charlie

Agenda item	Notes & Actions
Welcome	Meeting started at 8pm
1. Confirm who is taking notes of Action points Any AOB?	David P agreed to take notes. No additional points to be added to the agenda.
2. Membership # & analysis of MemberMojo	<p>Total of 75 members currently (last year 29), most member ever was 80, so approaching an all time high and above the last 8 year's trend.</p> <p>Infographic review from July 2021 compared against May 2020.</p> <p>Membership key points: improved male:female split, decreased percentage of BC members, only 7% with first aid qualification (although does not include the recent course attendees).</p> <p>Marketing key points: Location, friendly and skills key drivers of membership. Primarily finding through search engines.</p> <p>Paddling key points: Sea and estuaries equally desirable. Preferred UK location to paddle for those who expressed a preference was West Coast of Scotland followed by Cornwall.</p> <p>Other points: Still no Sagittarians in the club.</p> <p>Quarter of members have no qualifications, half have Discover.</p> <p>Any way to capture dormancy ie., how active is the membership? KPI's could be retention rate percentage that renew each year or average membership duration. David to consider how to do this.</p> <p>Old AGM minutes has the numbers of members, but hidden on the website. Fiona to find 2014 membership numbers</p>

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	Heatmap – no clear residence area for the membership.
3. CKC spending	<ul style="list-style-type: none"> - Maintenance costs have been very low over the last year. Expect more kit expenditure this year (e.g., hatch covers, spray decks). - Tasters are a positive contribution to the running of the club. - Expect the rent to be increased shortly, not yet clear what that will be.
4. Review of activity so far & hear updates Refer to year plan doc	Review of 2021 calendar doc.
4 a) website updates	<ul style="list-style-type: none"> - Now CKC own the domain and hosting completely. - Theme still to be completed. Sean - Plausible Analytics also shows source of people arriving at the website (password is 'kew'). - Totally Thames also set up on website. - New member indicated 'likes the attitude of the website'. David to follow up on what that means. - Instagram seemed to be the largest source of people for the Tasters sessions.
4 b) Taster sessions	<p>September Totally Thames video created by Safi, Tim M (old member). 11 & 19 Sept are Taster dates. Sign up through Totally Thames page linked to CKC.</p> <p>Tidefest Sunday 12 September, but with a £10 a session with a grant from Tidefest. Uses Eventbrite to engage and get new members.</p> <p>Can we change ratio sizes for Tasters? Fiona/Liza to discuss and advise.</p> <p>Coverage for Totally Thames/Tidefest to be reviewed – Fiona/Liza/David</p> <p>Membermojo to be used to collect information, so no paperwork on the day.</p> <p>Sign up page to be reviewed - David</p>
4 c) new paddler intake Feedback on the Discover & Explore training	Agreed to pre-book two Explore courses with Rob for 2022.

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<p>What can we do to support their development & involvement in the club - discussion?</p>	<p>Agreed that CKC would underwrite two Explore courses if not enough people enrol or some cancel.</p> <p>Positive feedback from members in having dedicated sea kayakers from CKC was good bonding experience and meant everyone was at a similar level, reinforcing the learning. Should try to continue to do this in 2022.</p> <p>Paul to confirm 5-6 March and 13-14 Aug, 2022 with Rob.</p> <p>Will confirmed that David & Liza would be suitable to deliver Discover courses in very sheltered water without supervision. Paul to confirm next Discover course date, ideally shortly after Taster sessions in September, eg October and March 2022.</p>
<p>4 d) when/how implement first subsidised sea trip. (Now that log-books are distributed.)</p>	<p>Approach now is to get people through Explore, which includes a sea trip.</p> <p>Will to review log books before printing next set (e.g., paddle signals).</p>
<p>4 e) Training/Skill development for more experienced paddlers. What is planned? Does new/other training need to be organised?</p>	<p>Paul to discuss with Tom about running FSRT. Paul to organise navigation course in November.</p> <p>Other courses that would be useful:</p> <ul style="list-style-type: none"> - First Aid, agreed for CKC to subsidise a 2 day aquatic course to increase numbers with first aid. Paul to organise. - Safeguarding, online training. Liza to send email to club members. - Paddlesport Instructor. David to send email to Thames Leaders and other SK Award level qualified paddlers to gauge interest. <p>Liza to explore qualifications required to be able to deliver First Aid training courses.</p> <p>Pool sessions have been lost from the Scrolling News. Fiona to update website.</p>
<p>5. Following from AGM – have we shared proposal with club that we will a) for support training for leaders with club – next steps? b) And b)</p>	<p>Paul/Tudor to write process for club members to get subsidised training.</p>

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<p>subsidise training that benefits other CKC paddlers/club? Has anyone approached PR & TG to make use of this subsidised training?</p>	
<p>6. ?Update on trips in pipeline? Steps to encourage more trips</p>	<p>Five peer paddles already done this year, but means that only more qualified people are able to go on these trips.</p> <p>Plan trips available for a wider audience, either as peer paddles with British Canoeing (BC) membership or with a paid trip leader (e.g., commercial organisation). Jan to identify and discuss with commercial organisations the options for sea leaders.</p> <p>Jan to send email with a request for peer paddles.</p>
<p>7. KIT – Proposal on how to sell #10 Acquanaut Club & who can do this for CKC. Space on racks is tight. #10 isn't such a good kayak & ?has non-standard spare parts compared to other 17 kayaks.</p>	<p>Discussion about selling boat #10. Unstable and non-standard spare parts. Facebook and Ebay have kayak marketplace for selling working kayaks. Philippe/Will to take action to sell. [This action was withdrawn after the meeting, after using #10 on the water].</p> <p>Howard Jeffs may be able to assist with fixing skegs on faulty boats. Alternatively someone London based might be available. Fiona to explore this option first.</p>
<p>8. How does CKC want to relate to potential new coaches? a) Current club approach b) Potential coach Tom (Fife paddler qualified to run FRST) – needs feedback on if/how CKC might use his skills</p>	<p>Proposal is that coaches join the club and then invoice to cover the membership fee amount only. After that training would be free. This proposal was rejected.</p> <p>It was agreed that either coaches are members (and get a discount if they help the club sufficiently, e.g., 12 days leading/coaching); or provide professional coaches, in which case the club would pay their coaching fee directly.</p> <p>It was clarified that normal (i.e., non-Thames leaders) members will not get discounts for helping, e.g., on Taster sessions.</p> <p>Paul to discuss with Tom providing FSRT.</p>
<p>9. Landlord transition</p>	<p>Active 360 will be the new landlord, but no other details are clear as yet.</p>

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<p>a) Any Different points to raise in meeting a) rental £ per year (proportion to floor space & ramped increase - not step change), b) same space, c) access to communal bits & kit, d) external advertising space</p> <p>b) Can anyone join FG at this meeting – in week of 2 Aug</p>	<p>Fiona and Jan will attend the face to face meeting with Active 360.</p>
<p>10. On Committee Roles doc – can we remove Mattias atin? Has anyone had contact with him?</p> <p>Update committee webpage & upload Committee roles doc onto Committee webpage.</p>	<p>Agreed to remove Mattias. Fiona to remove from club documents.</p>
<p>11. Social media update</p>	<p>Charlie was not able to give an update.</p>
<p>12.A) AOB – additional support/transition for Committee roles</p>	<p>All Committee members need to confirm they want to continue in their roles from the next AGM, and if not, who would take over.</p> <p>Fiona indicated that she plans to step down, and is happy to continue to run Taster sessions and be the landlord liaison.</p>
<p>12.B) AOB -none received from membership. C) any QUICK feedback on items below?</p>	<p>None.</p>
<p><i>Outstanding/ongoing items not for discussion, unless there is quick feedback but if possible for action</i></p>	
<p>13. Keeping CKC website active – blogs- e.g. Marcel winter Thames paddling; Rosie – Explore; Rob – Dartmouth</p>	<p>David to follow up again with: Marcel winter Thames paddling; Rosie – Explore; Rob – Dartmouth trip.</p>
<p>14. Track who has done Safeguarding online course is recommended to be completed by our club coaches (Liza shared details; currently it is not obvious that CKC membership includes a vulnerable adult.)</p>	<p>Did not discuss this point. See training above.</p>

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<p>15. Frequently need good photos for marketing. Need to keep/repeat asking CKC members to put photos to Google Drive for use in social media & website (<u>need for marketing</u>).</p> <p>https://drive.google.com/drive/folders/1QEcki_prrIMwqtCro_x_mubfTUCatNpj</p>	<p>Nick to email members with request for pictures to be loaded onto Google drive for sharing on social media/website.</p> <p>The Data Consent on the membership form and Totally Thames gives the club the right to use pictures, as follows:</p> <p>“At most Club organised events (e.g. trips, expeditions, training courses) we will take and store photos and videos of you, which may be used for promoting the Club on the Club website and through the Club's social media outlets.”</p>
<p>16. CLOSE</p>	<p>Note that the next meeting can be hybrid in person & online to suit committee members.</p> <p>Meeting closed at 9:45pm</p>

Action Points from Jan 2021 Cmte meeting

Thames leaders advised by email on 8 March by FG of reduced rate if have led on-average 1 Thames trip/month when Paddling is possible.