



Minutes of the Leadership Team Meeting held by Zoom Call on Thursday 4 May 2017

Women on the call:

Debbie Shaw
Fran Williams (Minutes)
Katja Layher-Segal
Nikki Widdicombe
Susie Beazley (Meeting Leader)
Sylvie Kerry

Apologies were received from:

Ashleigh Megson
Jane Carvell
Liz Hawthorne

1 Minutes of the Previous Meeting

The record of the meeting held on 20 April 2017 was **accepted**.

2 Matters Arising from the Minutes

2.1 Acknowledgement of Mellon and Annie

It was **agreed** that Susie contact Annie over the weekend of 6-7 May 2017 to determine whether Annie wishes to retain a place on the Steering Circle/Leadership Team.

It was **agreed** that Susie contact Martha Preble to choose a gift for Mellon, and also for Annie should she decide to step down from Steering Circle.

2.2 Wholeness Workshop

The following points were **noted**:

- Trafford Hall have advised that they have an existing booking for a wedding on Saturday 3 June 2018, which is the first day of the proposed dates for the Wholeness Workshop;

- There is an alternative option to run the workshop at Trafford Hall from Monday 5 June 2017, with staff arriving on Sunday 4 June 2018;
- These new dates are agreeable to Woman Within International, and staff from the USA are available on those dates;
- Running the workshop from 5-9 June 2018 would require participants to take a whole week off work to attend;
- Feldon Hall, Hemel Hempstead, has availability in April or July 2018;
- Either of the Feldon Hall dates are agreeable to WWI and staff from the USA are available, although Monica Robinson would prefer not to do April;
- Feldon Hall is less expensive, which would be reflected in lower participant fees;
- No deposit has been paid to either venue;
- The fees to WWI for the Wholeness Workshop run in October 2015 was £7800;
- The fees requested by WWI for the Wholeness Workshop to be run in 2018 would rise to £10900;
- This increase is due to a change in structure of the way the fee is comprised with regard to presenter fees, royalties and a 50:50 split in profits;
- Rather than a 50:40 split in profits, WWI are calculating the charge to WWUK by adding 30% to the presenter fees;
- The new contract with WWI has not yet been agreed.

A report was **received** from Sylvie which included the following projections:

- To break even, based on 36 participants attending at Trafford Hall, the charge to participants would be £1100;
- To break even, based on 36 participants attending at Feldon Hall, the charge to participants would be £950;
- To break even, based on 30 participants attending at Trafford Hall, the charge to participants would be £1200;
- To break even, based on 30 participants attending at Feldon Hall, the charge to participants would be £1050.

It was **agreed** to refer the proposed fees, which are considered to be prohibitive, back to Woman Within International.

It was **agreed** that a decision on venue be deferred until any negotiations on cost of the Wholeness Workshop are concluded.

The team **thanked** Sylvie for her report on the projected costs.

2.3 Venues

It was **agreed** to ask whether there has been any further progress in the consideration of Waterperry House, Oxford, as a venue for the Woman Within Weekend.

3 Brought Forward from the Previous Meeting

3.1 Protocol for the Handover of Roles

It was **noted** that the role of Transition Circle Co-ordinator has previously been advertised to the community, and that Annabelle Cuttelod has expressed an interest in and enthusiasm for the role.

It was **agreed** that Annabelle Cuttelod be invited to take over the role of Transition Circle Co-ordinator without further delay.

In the interests of fairness and transparency, it was **agreed** that the roles of Circle Training Co-ordinator and Social Media manager be advertised to the community through the website and Facebook page before any appointments are made to those roles.

The following points were also **noted**:

- It is imperative that we avoid the historical issues arising from women taking on task roles *ad hoc* without full consideration and accountability;
- That task roles should be kept entire and the selection of certain elements of any task role (“cherry-picking”) is to be discouraged, whilst acknowledging that these tasks do need to be taken on by women outside the Leadership Team.

3.2 New contract for Woman Within International Workshops

It was **agreed** that a decision on the contract with Women Within International be deferred until discussion on the proposed presenter fees are satisfactorily concluded.

3.3 Communications regarding the Leadership Team

The Communications (Sales and Marketing) Directors have been in contact with a member of the community, Shelley Walsh, whose area of expertise is building businesses through email and websites.

It is **proposed** that Shelley’s services be engaged to include the following:

- Set-up and delivery of a series of mails through Mailchimp which can be used again in future
- Guidance on how to talk about Woman Within, including the tone and content of communications
- Establishment of a community mailing system
- Links to curated articles about women taking their place in the world
- Monthly mailings with links
- Advice on using one social media application to focus our resources and targeting
- Articles going to the community also to appear on the Facebook group
- Change in the use of the current Facebook page and group
- Prescription of blog contents

- Rewriting parts of the website content
- Mailchimp set up to send out mailings automatically
- Work that has already been completed on our target audience.

It was **noted** that this project will take three months at a cost of £1500 + VAT.

It was **agreed** that Shelley be engaged to provide this service.

It was **noted** that communications regarding the Leadership Team will fall under Shelley's remit.

3.4 Time Commitments to the Leadership Team

The following time commitments were made by members of the Leadership Team:

Susie – until the end of 2018

Ashleigh – two years

Sylvie – two years including a handover period of six months

Katja – two years including a handover period of six months

Fran – two years plus a handover period of six months

Nikki – until summer 2018

Liz and Jane will be asked to add their commitments at the next meeting.

It was **agreed** that where possible handovers should be staggered so that all team members are not leaving at the same time.

It was **noted** that women may extend their time on the Leadership Team if they so wish to at a later date.

4 Finance

4.1 Bank balance

Current balance in the main account: £9600

Current balance in the bursary account: £4200

It was **confirmed** that all membership fees are held in the main account.

4.2 Turnover to date

4.3 Profit/loss to date

4.4 Status of next Woman Within Weekend (Registrations: deposits, fully paid, bursaries issued, payment plans, potential bad debts; Other issues: venue deposits, insurance)

There are currently 13 women registered to attend the July Weekend.

A mailing is to be sent to prospective participants within the next week.

4.4 Other Financial Matters

It was **agreed** that the current mileage allowance rate be reviewed.

It was **agreed** that budgets to cover paperwork costs be considered.

5 Any Other Business

5.1 Opening a Zoom account

It was **agreed** that a Zoom account be set up providing the cost is no more than £15 per month.

5.2 Weekend Co-ordinator role

It was **agreed** that while the role of Weekend Co-ordinator is being further considered, Annabel (as Team Leader for the July Weekend) be asked to seek support from her Circle, supported by Katja and Fran who will supply the necessary information on dietary requirements and bedroom allocations.

5.3 The Naming of Things

It was **agreed** that suggestions for naming the Leadership Team be brought to the next meeting.

5.4 Future Dates

It was **agreed** that Fran and Katja set meeting dates for the next 12 months, with meetings to be held in rotation on Sundays, Mondays, and Thursdays, to that as many women as possible can attend each meeting.

5.5 C20 Video

It was **noted** that the video had been temporarily taken down whilst an objection was explored. The video is now available once more.

It was **noted** that the community member's partner, who is active in the ManKind Project, has offered to make a professional video for Woman Within UK.

Date of the Next Meeting

The next meeting will be held on Saturday 20 May 2017, time and venue to be confirmed.