

Management Committee Meeting:	20 March 2019
Attendees:	Chris O'Hara; Neil Thomas; Ian Ainscough; Leigh Jenkins; Nigel Waterhouse; Anthony Brennan. Dan Craigen attended to discuss approach to events.
Apologies:	Aaron Riley;

Minutes

1. CO'H confirmed that the purpose of the meeting was to ensure that the Committee understood any issues that DC faced in putting on the Deva, whether there were things that we could support with or provide someone to take off his hands.
2. DC confirmed that most of the administration of the event isn't a great issue for him. He knows the people to contact and the things that need to be arranged.
3. The main issue is getting the right number of volunteers. Until the weekend of the event DC requires support from about 10 people and has generally been able to get that help.
4. The main problem is always the race day. Last year the race required c.40 paid marshals to go ahead.
5. DC explained that the risk assessment process is different now, but mirrors what he did before. For each point on the course it is necessary to define the minimum and desired number of marshals. E.g. on the bike course it would be better to have at least two people on each point because they are isolated, but one person would meet the safety requirements.
6. Ideally, there would be 400 marshals for the event. DC has each marshal point prioritized. The volunteers are then filled in priority order and the gas reviewed. The minimum to put on the event is 180 people.
7. LJ – there re charities that provide volunteer marshals for a smaller fee than paid marshals. DC – the challenge is on the positions you would want to put non-club members and their competence to do it. Charities work on the basis that the volunteers will be put in groups. That means they would work well on water-stations and the finish, but those are popular spots for club volunteers. Charity workers are also not used to stopping and marshalling people – paid marshals have experience with that and can be effective from a safety perspective if well briefed.

8. It was agreed that we do not want to try and force people into volunteering. That leads to cancellation and no-shows, which causes more problems.
9. A question was raised about what is the purpose of the event? Is it local engagement and encouraging people to join the club; or to make money?
10. DC – there has never been a long term plan for the race. The opportunity to turn it into a vehicle to make more cash has probably now gone. DC explained that we won't get qualifying status in the new future unless we move dates. Leeds is now fixed in the ITU calendar and is the BTF flagship event, it will always be a qualifier.
11. Middle distance race provides more options and a greater profitability. We won't get the Championship event every year. The middle distance entries are ahead of the standard this year. As the numbers reduce, the overheads increase because we fall below minimum order levels for hoodies, t-shirts etc.
12. Deva money has always been used to buy other stuff for the club – racking, pontoon etc. Whilst we can make the race break-even, that additional investment becomes more difficult.
13. The possibility of a commercial tie-in or sponsorship was discussed. We haven't gone down that route in the past, because it isn't an easy option. We have arrangements with Cliff Bar to come for free, and Nunn provide at cost. Lloyds and Virgin Money were approached, but that requires a significant amount of work to get through their sponsorship submissions and no-one had time.
14. Also discussed the arrangements that these companies have. If they sponsor an event, they will expect that money to be accounted for in marketing the event. It isn't on top of the income. We would have to show how the money had been spent and put a sponsor's name all over it.
15. Returning to volunteers, it was agreed in principle that it was ok use groups to support the event. We needed to identify where they could be used and whether we could link them with a club member to answer questions etc. We need to confirm with charities that the individuals will work in pairs rather than groups.
16. Paid marshals need to arrange at least 1 month in advance. It was agreed that on 1st May we would decide whether to use paid marshals on the bike course.
17. DC confirmed that the cost of the paid marshals was around £6,000 last year. We would not want to pay out more than that for charity marshals – need to be careful that we don't increase costs by having to use multiple charity marshals where 1 paid marshal would do.
18. The key feedback/complaint from marshals in previous years is that they turn up on the Saturday and don't have allocated jobs. DC confirmed that this is more difficult because people don't turn up at set times. The progress of

building transition or registration depends on how many people turn up at each point.

19. It was confirmed that Leads for each area would be identified for Saturday (they are already in place for Sunday) and volunteers will be given that name as a contact point on arrival. Even if they move between areas, there will be someone who can help get them doing something useful.
20. DC confirmed that he intended to meet with the leads about 1 month before the event to plan the kit they needed, how it would get there etc.

Other matters from February's minutes

21. IA and DC confirmed that they were progressing with the audit of Deva accounts.
22. No update had been provided for the meeting from the social committee **[To move forward to April meeting]**
23. Kit options had been put on Facebook by AE. The suggested mugs for 25th birthday had not been approved by the committee.

Next meeting – 24th April – Management Committee