



## Arnside / Silverdale AONB Landscape Trust Management Committee

Minutes of the meeting held on Tuesday 13<sup>th</sup> November  
2018 at 7.30 pm at the Cemetery Chapel, Arnside

1. **Present:** Fiona Allan, Chairman (FA); Ray Anslow Treasurer, (RA); Colin Peacock, vice chairman (CP); Mike Warren Secretary (MW); Gary Marsh, Chairman Reserves subcommittee (GM); Roger Cartwright (RC); Steve Benner, Communications group coordinator (SB); Ruth Ainsworth, Editor Keer to Kent (RAin).
2. **Apologies for absence:** Lucy Barron (LB); Peter Stevens; Bob Pickup (Volunteer Reserves Manager).
3. **Declarations of interest:** none.
4. **Minutes of meeting 14<sup>th</sup> August 2018 and 4<sup>th</sup> October 2018**

Accepted and signed as correct.

### **Matter Arising:**

(4th October) Publication of information for libraries and press release. The work is not at an appropriate stage yet and it was suggested that a press release may be most beneficially released in connection with the spring events with reports and photographs at the reserves. RAin offered to create a release.

**Action RAin**

RC offered to circulate contacts with the appeal leaflet

**Action RC**

Names for Memorial Book – this would be circulated for comment/additions etc.

**Action MW**

Guard Hill update. CP explained that this was still pending and awaiting a family decision. The work done by the volunteers was always when there was nothing of higher priority and provided a quid pro quo with storage facilities for LT equipment. The matter would in future be on the agenda but only require action or comment if the situation changed materially.

**Action MW**

### **5. Communications Report:**

Keer to Kent – sorting, archiving and surplus distribution. RA and LA are continuing the archiving and old unneeded copies will continue to be offered at events where they do not conflict with potential sales and SB suggested that they could also be included free with purchases (or sold in batches) if an online shop were to be developed. The distribution to schools will be re-started. MW will notify Sheila May. **Action MW**

SB gave an update on the website and the establishment of a domain and adjustments to the AONB website and co-ordination with AONB staff and other matters relating to communications. His draft TOR for the group was received and agreed after some amendments suggested by LA. The suggestion that the group should be short term (PSta at the last meeting and since) was not accepted and PSta was willing to advise but did not wish to attend meetings if the group continues. The KtoK editor has been co-opted and it is suggested that this becomes permanent. SB sees himself as being a facilitator and does not want to be the sole operative in communications work but for it to be a joint venture by all concerned, supported by a small group led by him. He explained that there are several threads – Keer to Kent, the website, email to members, partners such as the AONB RSPB etc. local newsletters/parish magazine and social media.

**Future actions:**

- Email management
  - Committee
    - SB action with committee members
  - Members / mailing lists
    - SB action with LA
  - Documents for meetings (distribution & formatting)
    - SB action with MW/FA/others as necessary
  - Logo redesign
    - Group to review in more detail aspects that are problematic; aspects essential to retain, etc, but essentially LOW PRIORITY compared with other items
  - Strategy for best utilisation of available channels (website; email; journal; social media; partnership channels)
- Communications group to consider options and bring forward recommendations to committee
  - Publications;
  - Reserves;
  - Events
- Group or committee??? Probably both!

**Action SB FA MW****Stats**

- 77 unique visitors in 10 days (27 on first day; falling off steadily since, with a brief spike midweek last week of 17 (probably due to K2K?) — now down to 5.
- Pages: 3.4 pages per session; average time on a page: 2 mins; average on site: 5 mins; click-through to BT MyDonate only 18.
- Bounce rate: 30%
- Only 30% of visitors ever reach appeal intro page; 10% Coldwell project page; so far only 2 - 3 people reaching each article. except "half a century of conservation" + "joining up for nature" — exposed on social media
- Referrers: 60% direct; 10% organic (web searches, etc); 30% Facebook

- Web site priorities

- Site tidy-up;
- On-page navigation & sign-posting;
- On-line shop;
- News on front page;
- Keeping the appeal going;
- Migration from old site (in order);

RA proposed that the committee's thanks for SB's huge effort be minuted and this was readily agreed.

**5(a). Fund raising update:**

This was included under communications on this occasion because of the intertwining of the two recently but will in future feature as an agenda item in its own right for as long as necessary. The financial status will be included in the treasurer's report.

FA and SB are willing to discuss the development of a fund-raising group to discuss and develop ideas to generate more donations. Initial suggestions were that the web and social media could be valuable in this context.

**Action SB FA****6. Events report:**

MW reported that Fiona Newey and Kathryn Snook had expressed a willingness to help but he had made it clear to them that this was to be simply administrative – keeping records and collating information, not organising in the way that Peter Standing had done. His offer of advice when appropriate was appreciated. Unfortunately, Peter Standing's offer of a speaker had to be declined because the reserves group were actively planning an evening about the reserves for the spring meeting (to be followed by visits, potential press release as above, etc.) MW will notify him and suggest that the speaker be asked if an alternative date would be acceptable.

**Action MW**

RA's offer to develop this event with the reserves group, to plan further for an exhibition for the Arts Trail (Ken Kitchen has been asked to provide photographs) and the Jacob's Join with, hopefully, a perspective from Tony Riden, was gratefully accepted. MW will organise the AGM (and talk if no other speaker

emerges) and ideas for the September meeting were mooted, such as having a day of exhibits/presentations from the LT's partners – AONB, RSPB, NT, NE etc. as well as from grant recipients. Previous speakers, walk leaders etc. could be contacted to repeat or revisit items from previous years.

**7. Membership Secretary's report:**

This was **received** – and the Privacy document was agreed and will be incorporated into the business plan.

**8. Reserves Subcommittee report:**

This was **received**.

GM additionally reported that work towards linked paths and a possible tramper route to include potentially Gait barrows, Coldwell land and Back Woods was beginning and he was meeting Glen Swainson. It was hoped the Morecambe Bay Partnership would offer funding. RC will cost necessary fencing and gates.

**Action GM RC**

GM and RC gave a well-received explanation of the importance of conservation grazing for the LT's meadows and explained that the quid pro quo nature of much of the work was more beneficial than specific financial arrangements. A two year contract with Bill Grayson was **agreed** with review at the end.

**9. Reports from other committees:**

- (i) **AONB Executive Committee** – Nominations are required for the Bittern award
- (ii) **Trowbarrow Advisory Group** – Minutes had been circulated. No comments
- (iii) **AONB Planning committee** – Continuing circulation of applications to members.
- (iv) **Warton Mires planning group** - Papers had been circulated and plans are advancing more speedily now.

**RAin left the meeting**

**10. Chairman's Comments:**

Nothing not already covered.

**11. Business Plan report:**

It was **agreed** that the Privacy Statement prepared by LA be adopted and incorporated into the business plan.

**Action FA**

**12. Grant applications:**

The report was **received**. The decision to award one grant and not the other was endorsed.

**13. Treasurer's report.** This was received.

RA reported a balance of £14000 in the Appeal account. It was **agreed** to partially repay loans when 25% of the appeal (loan only) target was reached.

It was **agreed** that the KtoK print run be reduced to 1150.

RC explained that the high estimate price for tree work would not be accepted and the matter will be further investigated.

The donation from the COOP is still in the trust's bank account but it was explained that planning for the reserve boards (on which the logo will appear) is advancing now. The additional cost of the corrected printing plate for KtoK was **agreed**.

It was **agreed** that an increase in membership fee to £15 (individual) and £25 (family) be proposed at the next AGM to take effect in 2020.

**14. Correspondence and secretary’s report:**

**This was received.**

It was **agreed** that the AGM should be 16<sup>th</sup> July to avoid school holidays, this being the earliest date consistent with document distribution with the KtoK mailing. **Action MW**

It was **agreed** that the insurance be renewed on the terms offered unless slight adjustment relating to new land and equipment caused a disproportionate price rise. **Action MW RA**

It was **agreed** that “Honorary Membership” be created as recognition for members who have served the trust to an exceptional degree but that it would be inappropriate to go back too far in the LT’s history. It was proposed that Sheila May and Peter Standing be granted this status to reflect their sterling work over many years, producing KtoK and Events programmes to a very high standard. This was **agreed** and would be announced in the next KtoK – details to be finalised.

**15. AOB:**

Drone video of the reserves had generously been made at no cost and would be placed on the website

**16. Date and time of next meeting: 7.30pm Second Tuesday quarterly, 12<sup>th</sup> February 14<sup>th</sup> May, AGM 16<sup>th</sup> July, August 13<sup>th</sup>, November 12<sup>th</sup>.**

The meeting closed at 10.20 pm

**17. Signed as a correct record.....**

Fiona Allen, Chairman