

## Overview of Board of Directors' Meeting

Held on Wednesday, 4 September 2024, 9:30 am to 3:30 pm, via Zoom conference call

**Directors in attendance:** Prof Zoe Knowles FBASES (Chair), Dr Lindsay Bottoms FBASES (Deputy Chair and Physiology and Nutrition Division Chair) (part), Dr Mitch Finlay (Sport and Performance Division Chair), Prof Kiara Lewis FBASES (Physical Activity for Health Division Chair) (part), Dr Andrew Mitchell FBASES (Biomechanics and Motor Behaviour Division Chair), Dr Helen Rippon (Non-Executive Director), James Tugwell (Non-Executive Director) (part), Susan Went (Senior Non-Executive Director), Dr Amy Whitehead (Psychology Division Chair), Ian Wilson (Chief Executive Officer).

**Attending:** Jo Rycroft, Clinical Exercise Physiologist (item 5); Emma Forsyth, BASES MarComms Manager (items 6 and 7), Tony Carr, Creative Director, YNOT Created Ltd (item 7)

**Apologies.** Chris Davison (Non-Executive Director) who provided input into the agenda discussion items prior to the meeting).

### 1 **Welcome and opening remarks.**

ZK welcomed everyone to the full-day Board meeting. The meeting's priority focus areas for discussion were outlined by the Chair.

### 2 **Declarations of Interest**

Directors were reminded of the need to declare their interest in any items and to remove themselves from such decision making when required. In relation to item 8, ZK and AW both advised that they are a SEPAR Supervisor.

### 3 **Minutes of the previous Board meeting (held on 16 July 2024)**

These were accepted as a true record of the meeting.

### 4 **Matters arising:**

Noted that the year-end accounts were signed by Chair and submitted to Companies House on 1 August 2024.

Noted that following open recruitment, two new Division Chairs and Directors have been recommended by the HR Remuneration and Appointments Committee to be appointed to succeed KL and LB when they conclude their terms in November. The Board has ratified these appointments. Once the offers are accepted, then the membership will be notified.

Noted that staff appraisals were held over August, with the Human Resources, Remuneration and Appointments Committee considering its recommendations to the Board. Timing of appraisal cycles from next year will take place in April and align to the financial year.

Noted that the 2023-2024 Annual Report was issued to members on 2 September 2024. There was a huge sense of pride by the amount of work that has been done by HQ staff, Board, Committees and Members over the reporting year. ZK noted BASES should be very proud of what has been achieved.

Noted that the new Career Guide for 2024 was launched in July, with Directors, stakeholders, partners, Network Reps, BUES leads getting access to the digital version and then all received a posted printed copy in early August.

Congratulations were extended to the ten members whose Fellowship applications were received and approved: Dr Daniel Bailey, Dr Alan Barker, Prof Mark De Ste Croix, Dr Faye Didymus, Dr Damian Harper, Prof Andrew Hill, Prof Camilla Knight, Dr Robert Morris, Dr Andrew Murray, Dr Matthew Timmis. All can now use the FBASES post-nominal.

Noted that no nominations were received for the Volunteer of the Year Award, despite heavy promotion over June and July.

#### 5 **Clinical Exercise Physiology UK update**

Jo Rycroft attended this item and provided an update regarding the Academy for Healthcare Science (AHCS) Registration, AHCS MSc. Course Accreditation, BASES/CEP-UK Accreditation Assistance Programme, income generation, KPIs, NHS advocacy developments, changes to JR's working pattern, and the introduction of three new working groups (Standards and Education, Advocacy, Practitioners) within the CEP-UK structure. A discussion took place, and the Board supported the paper and direction of travel, thanking Jo for her ongoing work.

#### 6 **BASES Marketing and Communications update**

Emma Forsyth attended this item and provided a detailed update since her last MarComms Board update in September 2023, covering recent work and current focus around member acquisition, member retention, member engagement, non-member engagement, sponsorship, advertising and income streams. Future priorities were highlighted, and the Board thanked Emma for the update and her recent hard work and achievements.

#### 7 **CASES' logo presentation**

Tony Carr attended this item. Following the granting of Royal Charter, BASES will be incorporated as the Chartered Association of Sport and Exercise Sciences (CASES) for which a new logo will be required. The existing BASES branding would benefit from a refresh to better represent the modern, forward-thinking organisation it is today. In considering an evolved logo it is necessary to (i) acknowledge the existing design and heritage, refreshing assets to ensure continuity, (ii) modernise the brand, considering the colours, style and typography, and (iii) create a design that is inclusive to all, reflecting the different areas and services within the Association, as well as our stakeholders.

Directors provided feedback on the draft new logo and requested a set of logos be prepared that can be considered by a focus group to help decide on the most suitable logo for CASES.

#### 8 **Financials:**

The Board is committed to investing in People (Operations Team, volunteers, consultants to add capacity and expertise to the Operations Team), Projects (new initiatives that are beneficial to our members and add value), Programmes (ensuring programmes remain fit for purpose) and Partnerships (with reciprocal mutual benefits for our members). The Association has seen increases in staffing costs, higher operational costs and increases from external suppliers. Apart from an increase in January 2024, over the last few years, the Board has not passed on to its members any increased costs that the Association has incurred, instead keeping constant the BASES membership fees. The Board continues to actively focus on new member recruitment and retention of current members, to increase revenue streams.

In order to deliver the operational plan, which includes new projects, the Board agreed a small fee increase (3.2%) was required across all Membership categories. A special resolution paper will be prepared for the AGM in November to outline the fee increases.

The Board considered a fee increase for the SEPAR, noting the ongoing investment needed to identify additional areas for enhancement to ensure the programme remains relevant and responsive to the evolving needs of the profession. This continuous improvement approach not only aims to uphold the highest standards of training, but also to foster a strong, supportive community among Sport and Exercise Psychologists. It was agreed that changes to SEPAR candidate fees would take effect from January 2025.

The Board approved the 2023-2024 Q1 Management Accounts.

#### 9 **2025-2028 Strategy: Member Engagement feedback:**

The Board was in receipt of the feedback provided by members in June. Changes were made to the Strategy document, the Focus 2025-2026 document and the Visual document. Final versions of these documents will be included within the 2024 AGM pack, for the membership to approve the direction of travel for the next three years. Board also considered draft measures and metrics for Year 1 (2025-2026).

#### 10 **CASES Incorporation project plan**

The Board was in receipt of a draft project plan towards incorporation as CASES. Directors provided feedback on the plan and discussed when the right time would be to incorporate as CASES.

#### 11 **BASES policies**

As part of a regular policy review by the solicitor, CEO and GovCo, the Board approved the following six policies to be uploaded to the governance pages of the website: Appeals Process of the BASES Accreditation and Awards, Data Protection Policy, Privacy Notice – Employees, Privacy Notice – Members, Social Media Policy, and Whistleblowing Policy.

12 **Risk Register**

Board discussed and reviewed the Risk Register.

13 **2026 Combined Conference**

Earlier this year, the Board agreed to pilot a single Conference, combining the Annual Conference and the Student Conference, with the potential for cost, logistical, engagement and knowledge distribution opportunities for the BASES community. Plans are already in place for an inaugural combined conference, hosted by Manchester Metropolitan University, on 2 to 4 June 2026, with consideration for flexible conference packages. This will be a three-day conference with the first day dedicated to student presentations, the middle day overlapping for both student and professionals, and the third day dedicated to professional member presentations. There is a Planning Meeting taking place on 4 October 2024. More details will be shared with members in due course.

14 **International Endorsement decision-making framework**

Following a brief discussion within the July Board meeting, it was agreed that BASES needs to develop a decision-making framework to support any requests that are received from international universities to endorse their degree courses, or to undertake some collaborative work with us. Rather than consider things on a case-by-case basis, depending on where the partner is based, the Board would prefer to develop a decision-making framework. In considering a framework, BASES is keen to avoid imposing Westernised cultures where it may not be appropriate. Having a pre-submission check would be helpful to identify whether a university/programme is willing and able to work with BASES in the EDI space, if there are EDI areas that need to be addressed.

This will remain a 'live' project and will be reviewed next spring, for which further work will take place by the Board, the EDI Advisory Group and the HE Endorsement Scheme Advisory Group.

15 **2024 Member Survey**

The BASES' member survey is issued every two years. We aim to get as many members as possible to complete the survey and provide honest feedback. Directors considered the key questions to be included in the hope of getting a good response rate which will help to inform our provision and services. The 2024 survey will be finalised and will be issued later this year and will be open for c. six weeks. and will close early into the New All members are encouraged to complete the survey, once issued.

16 **Any other business**

Directors considered the overview document for the Board Diversity Champion, with KL concluding her term in November 2024.

Directors are aware of the 2024 AGM, which is taking place Wednesday 20 November 2024, CBS Arena. Attendance can be in person or virtual. To mark Jane Bairstow's 25 years at BASES this December and to celebrate this achievement, there will be cake available at the 2024 AGM.

Directors are in receipt of the draft Board Meeting and Board Call schedule for 2025.

**Dates of next meetings:**

**Board Call:**

Thursday 17 October 2024, 0900 – 1000.

**Board Meeting:**

Tuesday 19 November 2024, CBS Arena, Coventry (or virtual), 1:00 pm to 4:30 pm.