

MINUTES

Founders' Meeting

13:00 – 15:00 Tuesday 19th September 2017

Karpo Grill, Euston Road, London, NW1 2SB



1. Outstanding actions from last meeting

SF to check additional signatures on the bank accounts

SC QED news story and case study

VD Stagetext case study

2. Finance

Brian Cousins, accountant, joined the meeting

- It was agreed to transfer to the standard method VAT accounting. BC to implement this retrospectively from July and to sync our financial year with the VAT year by either a short or preferably long next quarter.
- The potential for Members to be required to be on payroll was discussed and discounted as Members continue to operate as freelancers and are responsible for their own tax and NI. **SC** to include this in the Members' contract.
- It was agreed that more Members' costs should be borne by the company directly.
- It was agreed that **SF** would continue to investigate the ability to operate in the EU post Brexit and would prioritise investigations into setting up an Estonian base assuming (a) establishing a firm is low cost and (b) it is possible to establish as an independent entity rather than a subsidiary to begin with.

BC left the meeting

- It is forecast that the company will turnover £150k-£200k this financial year based on projections.
- **SC** look into bookkeeper and accountancy software

3. Business Development

- Central marketing plan to be developed in time for 17 October all Member meeting.
- More focus on LinkedIn should be a priority and Twitter momentum should be maintained via a £100 fund for targeted Like Ads to charity chief executives.
- Charity Comms membership doesn't seem to be delivering any benefits. **SF** to investigate
- A media database has been investigated and PR Max agreed as preferred supplier. **SC** to arrange 3 month trial and preferential rate for social enterprise.

4. New Business: what's in the pipeline

The new business spreadsheet was discussed and actions agreed.

5. Members & Affiliates

- SC presented broad principles of contract which was agreed. **SC** to present draft contract to all Members meeting.

- Members Meeting. **SF** to confirm booking at Impact Hub and secure venue for post meeting drinks. Members will be presented with growth options for the company (i.e. up to £250k a year, or over £250k a year) and a business development plan will be developed to support these objectives.

6. Social Purpose Fund

- **SF** to work with **NP** to secure guide to political campaigning by end October.
- **All** to discuss taking on “Changed by campaigning” activity from Bond at all Member meeting
- **SF** to make intro to Maria Walker to discuss shared internship programme

7. AOB

The next meeting will be in January 2018.