

MINUTES

Members Meeting

11:00, Tuesday 11th February 2020

Astor Room, Free Word Centre, Farringdon Road, London



1. Outstanding actions from last meeting

GM: Showreel update and what actions do we need to take to make this happen

- **All:** Give GM the lines for each client and script
- **GM** to film additional stock footage for version 2 at next meeting
- **GM** to film intro for version 2
- **GM** to do two edits, 30 seconds and 3 minutes
- **GM** to create a sting for the logo
- **SF** Send round for other comment

All: Additional case studies we can post to website

- RST, **DAB / SC**
- IMS, **DAB / LA**
- Stagetext, **IM**
- WorldSkills Europe **TY**
- End Fuel Poverty, **SF**
- Loughborough politics, **IM**
- Social Workers Union **SF, May**
- Crisis comms, **CH**
- LSCT, **LA**

2. Financial and The Rooftop Impact Updates

- Cost reduction review underway to examine subscriptions and events and assess for impact.

3. Business development updates

- Actions were discussed and agreed

4. PRCA Chartered Management Standard update

- Business plan was agreed by All Members after discussion,
- Supply Chain and Sustainability policies were agreed after discussion and a future meeting will agree targets to attach to these policies.
- E&D policy has been submitted.
- E&D training – **Nicola, Sarah, Tom and Ian** all agreed to take part. Nicola raised the point about our own diversity and what more could be done on this. It was agreed to table this as a discussion at a future All Member Meeting and should consider all options, for example, do we need to remove 10 year limit to improve this or take on apprentices / provide social purpose fund to part fund an apprentice. GM noted that we are way and above what other agencies are doing in our portrayal of diversity in content, but this could be documented. BME PR Pros and PRCA Schools

programme were also discussed. **SF** to send round links. **IM** supporting XR youth to help improve campaigner diversity.

- All other policies, procedures and company standards were reviewed and agreed by all members.

5. SEO and what we can offer clients

Training was undertaken and Members then applied knowledge to Collective website.

6. Training

With more new systems coming on stream, it was agreed that the next All Member Meeting will be a training day.