**Birmingham Swifts LGBT Runners**

**Committee Meeting, Tuesday 8May 2018**

**6.30pm-8.30pm, Room 2, Birmingham LGBT Centre, B1 1EQ**

**Present**

Jay Lamb – Chair (JL)

Mark Russ – Secretary (MR)

Ian Bush – Treasurer (IB)

David Waters – Race Secretary (DW)

Maddie Nicholls – Welfare Officer (MN)

Alex Ainley – Promotional Secretary (AA)

1. **Welcome**
2. **Apologies**

No apologies.

1. **Minutes of previous meeting**

MN proposed, and DW seconded the minutes of our meeting on 9 April 2018 as a true and accurate record.

1. **Committee reports / actions to date (see Appendix 1)**
2. **Objectives 2018/19 what/how (+SWOT)**

Following previous discussion & SWOT we agree to the following objectives for for the coming year (progress towards these objectives will be reviewed each meeting):

1. Target campaigns and work specifically towards encouraging the trans community and lesbian/bi-women to join the club with an aim to increase the groups membership of these participants to 25% of the total club membership by end of committee term.
2. Ensure Starting Out groups take place as planned, Post-Pride, Post Birmingham half and New Year, advertised in advance and as widely as possible generating 5 or more attendees at each group.
3. Ensure a clear and consistent future club plan, operating guidelines and accessibility to committee accounts is in place by at least four weeks prior to the next AGM to ensure a smooth handover between outgoing and incoming committee members and reduce time spent in transition.
4. Provision of a monthly Swift race that attracts 10% or more of the membership, with a report and (consensual) results published.

We would like to add to an objective that captures and measures how we keep Swifts a friendly and welcoming club, retaining new members. We will return to this, and other ideas for objectives, at the next meeting.

1. **Trans/Women’s issues and inclusion progress.**

Maddie reported to us regarding how we can increase the participation of women (in particular lesbian, bisexual and trans women) in the Swifts. These reports are collected in Appendix 2.

We thank Maddie for these reports. In addition to what Maddie has presented us with. We note:

* Jay can put together a Survey Monkey to produce the questionnaire.
* We need to ask what we’re doing well, as well as what we can improve.
* On Thursday 21st June we’ll have a women’s led social run. Members will be encouraged to bring female friends. We can ask Andy at the Fox whether he can promote this event.

1. **Activate Steering Group update.**

Jay fedback that all our training equipment has been purchased and is at the LGBT centre. We now have fluorescent bands for the lead runner at the back. A First Aid bumbag is carried by a run leader on Thursday nights now. Chris Bainbridge will start the coach training course this month. Activate are planning a Reservoire event around the 15th-26th July, which we hope to be involved in.

1. **Races/Events feedback.**

Around 20 Swifts ran the Birmingham 10k, and a good time was had at the Fox afterwards. We forgot to advertise where we’d be at the end of the race, but otherwise a very positive event. We will ask Dean and Viro to write race reports. For future races we will post members’ race times as a default, unless members specifically ask to be excluded.

David will explore whether there’s a suitable alternative to the Draycote Water race in December.

1. **Club memberships & affiliation.**

Currently we offer free membership to any member and encourage affiliation for additional benefits. Should we consider additional paying membership that does not include affiliation fee but gives access to Technical / Sunday runs?

We appear to be by far the cheapest running club in the Birmingham area, as well as other Frontrunners affiliated clubs. Jay has asked the committee to read the report and think about how we might proceed. We will return to this at the next meeting. See appendix 3 for Jay’s report.

1. **parkrun takeover & Pride Parade.**

David updated us on the plans for the parkrun takeover, which is going smoothly. Jay suggested publishing the rota so that members can see who is doing what job, which may encourage more participation. We’ve asked David to encourage women members during his parkrun speech.

The plans are all in place for the Pride Parde. We’re still waiting for our position in the parade. Jay will be promoting it in the coming week.

Alex reported that prices for stickers have increased, 1000 stickers would now cost £50-60. Ian will look at how much we paid previously. In previous years we purchased 2000 stickers. We agree to buy 2000 stickers at the increased cost. Alex will also investigate different suppliers.

1. **GDPR**

Jay has updated us on progress. We have 58 members re-registered so far. We need to continue to prompt runners to re-register. We hope that on the updated website, runners will be able to register and have their details loaded automatically onto a database. We agree that no actions concerning previous membership form collection required.

1. **Newsletter and communication with members.**

We ask Alex to put out Thursday and Saturday runs on Meetup, and to start promoting the new Starting Out group, which begins on the 9th June.

We’ve recieved positive feedback on the promotion of the Swifts through Twitter. Jay will experiment with scheduleding tweets on Tuesdays, Thursdays and Saturdays.

We now have a Swifts Instagram account.

The next newsletter will go out in July.

1. **Starting Out Group.**

The new Starting Out group, as noted, begins on the 9th June.

1. **Club shop / Kit availability.**

There has been member interest in the club shop. There is inconsistency on the site about what’s on the kit, so we should check this out. Jay will investigate getting a new club top in men’s and women’s sizes.

Why do we need an official club top, and a training top? The club top originated from affiliated Swifts representing the club in races. The training top was introduced for unaffiliated members to have club-branded kit.

There have been requests for long sleeved tops and ‘lgbt’ branded kit.

We agree to offer the official club top to all members, and offer affiliated members a discount for club kit (discount to be worked out between Jay and Ian).

We will approach Blueprint Design to see if we can get a new design made on a person-by-person basis.

We will take up Run Birmingham on their of free women’s running tops, and explore whether they could fund run leaders ‘reverse colour’ tops.

1. **AOB**

DW will speak to Andy to book the Swifts Christmas do for Friday the 14th of December.

IB will speak to Tommy about a Swifts race as part of the Activate’s programme.

MN will email appropriate promotional material to AA.

JL has asked the committee to keep the Facebook messenger group a bit less chatty, and reassures us that we don’t need to check everything with him, as everything is going really well.

1. **Date & time of next meeting.**

MR will arrange the next committee meeting to occur in 6-8 weeks time, around the week beginning the 2nd of July.

**Appendix 1: Committee reports**

**Chair (JL)**

Since last meeting I have:

* Communicated with Activate steering group and other sports groups to check on their Pride plans and communicated these to committee.
* Updated the Leaders CoC as per last meeting.
* Contacted Chris B to confirm his application for the Coaching course. Asked for him to liaise with Ian regarding funding. Activate confirmed they would cover the cost.
* Finalised the Pride plan & created Facebook event.
* Submitted articles for publishing on the website regarding May events.
* Drafted a social calendar.
* Collated the committee SWOT analysis and circulated this to assist in developing objectives for the coming year.
* Drafted five objectives for discussion.
* Researched local & national (Frontrunners) club membership costs for discussion.
* Added information from Activate to FB & Twitter: ballet, yoga and fencing.
* Tweets on behalf of the club.
* Communication with welfare regarding possible Trans leader identified by activate and questions regarding Insurance issues which may require further discussion.
* Added comments to letter to Wai Ming.
* Created SurveyMonkey membership form for review / link distribution and drafted Mailchimp mailout regarding this.
* New equipment photographed.
* Paper membership form updated ready for distribution.

To do:

* Distribute link to Questionnaire on survey monkey to members.
* Draft plan for equipment use / loan guidelines.
* Liaise re: reservoir sports day 15th/28th July.
* DBS paperwork.

**Secretary (MR)**

* Completed SWOT Analysis
* Collated attendance data for March and April and forwarded it on to Activate
* Written draft minutes for April’s meeting
* Given feedback on the new membership form
* Produced a paper version
* Begun collecting signatures from run leaders for the new code of conduct
* Continued to process new affiliations with Ian
* Organised May’s committee meeting

*Membership stats:*

* New Members: -
* Removed Members: -
* Total Members: 58
* Twitter followers: 681
* Facebook page followers: 285
* Facebook group members: 270
* New affiliations: 15

**Treasurer (IB)**

* Completed SWOT Analysis
* Chased HSBC re new bank account - nothing required from us, waiting on them
* Liaised with Chris Pratt and Geoffrey Frost to add myself to TSB bank account - waiting on TSB
* Added known paid affiliations to EA site - currently paid for 15
* Met with Ian McKenzie of Run Birmingham - they have funding for LIRF courses, H&S eqpt such as hi-viz vests, facebook promotion, women's t-shirts (see agenda item), and can assist with organised runs if we host one
* Liaised with Chris Bainbridge to get his place on CIRF course confirmed and approached LGBT Activate to remiburse costs to Swifts

**Race Secretary (DW)**

1. **Cannon Hill parkrun Takeover**

Volunteer rota 75% populated with Swift members. DW liaising with Richard Wilkes (Run Director) this week to ensure rota is covered. DW co-ordinating a final recruiting push for volunteers for outstanding roles. DW to ensure we have Swift flags, banners and spare Swift running vests/t-shirts to ensure sufficient brand presence.

1. **Past Club Races**

Aprils club race (the Draycote Water 10K on 08/04/18) attracted 10 Swift members. A post-race social was held at a nearby public house. The race and social attracted positive feedback. DW finalising race report – for publication on the web.

1. **Future Club Races**

Continued promotion of future club races via word of mouth and Facebook.

May’s club race (the Simply Health Great Birmingham 10K on 06/05/18) has an estimated 22+ Swift members registered to attend. Post-race social arranged at the Fox during the afternoon.

June’s club race (the Severn Valley Trial Run 10K on 10/06/18) has an estimated 3+ Swift members registered to attend. DW to continue to promote.

July club races include the Birmingham Black Country Half Marathon (07/07/18), which has an estimated 7+ Swifts members registered and the LGBT 5K in Newcastle (20/07/18), with an estimated 9+ Swift members registered to run. DW to continue to promote.

Further confirmed club races include

August: Pride Run 10K, London. 11/08/18.

September: Leafy 10K, 30/09/18 (provisional date).

October: Great Run Birmingham Half Marathon, 14/10/18.

November: Birmingham MoRun 10K, 17/11/18.

December: Draycote Water 10K, 09/12/18.

1. **parkrun Tourism**

Proposed parkrun Tourism dates & destinations outlined below:

July: Newcastle parkrun, 21/07/18.

September: Walsall Arboretum, 08/09/18.

November: Sandwell Valley, 10/11/18.

January: Dudley, 19/01/19.

DW to create Facebook events and promote.

1. **Race Collaborations**

Communication established with the Race Secretary at the Newcastle Frontrunners concerning their LGBT 5K race, which has been promoted amongst the Swift membership.

DW to continue discussions with Manchester Frontrunners committee & Newcastle Frontrunners committee concerning potential future race collaborations.

**Welfare Officer (MN)**

* Contributed to responding to Wai Ming’s letter and sent reply
* Provided Chair with Swot analysis and three ideas for new members
* Prepared report for Committee on women membership
* Corresponded with England Athletics and Activate regarding First Aid training
* Arranged for Amy from Activate to attend for photo-shoot at 26 April 2018 social run
* Provided contact details for potential trans run leader
* Provided suggestions around 2018 membership form to Chair.

**Promotional Secretary (AA)**

Website development:

* uploaded new constitution.
* Uploaded the minutes of the last meeting for 2018 committee and the last few minutes from the previous 2017 committee to the website.
* Created news post about upcoming parkrun takeover.
* Created news post about upcoming Pride Parade March.
* Activate will fund for one year's worth of website costs.

Graphics created for:

* Thursday social run summer route
* Parkrun takeover
* Birmingham Pride parade

Newsletters:

* Created and distributed newsletter for England Athletics affiliation.
* Created and distributed newsletter for May events including Birmingham 10k, parkrun takeover and Birmingham Pride Parade.

Chair requests:

* Submitted SWOT analysis to Chair for coalition and analysis.
* Created Chair requested graphics for Activate promotions.

Facebook:

* Created and scheduled posts about upcoming April and May events

**Appendix 2: Draft discussion document to Birmingham Swifts committee**

**WOMEN MEMBERSHIP WITHIN BIRMINGHAM SWIFTS**

**Terms of Reference**

To explore reasons for under representation among women and trans people, in particular lesbians and bi-sexual women) within the club and to seek to take measures aimed at increasing membership among these groups.

**Background**

In the lead up to, and at, the AGM in February 2018 some members expressed concerns that women and trans people were under represented. An undertaking was given to explore reasons for this and to try to increase membership.

I have met with Tom Garlick – former Committee member to discuss his previous work around this subject and spoken with Sarah from Activate, who have agreed to support this activity.

**Work carried out previously on underrepresented groups:**

1.       Agreement to offer vests and t-shirts in club colours to encompass member preferences (I think this means offer tops cut for men and women which we seem to be on board with and now need to make happen – and promote this!)

2.       Engagement with other LGBT support groups planned to encourage sharing of likeminded active LGBT members and promote Swifts (I think we do this reasonably well as it is – feature in Zone magazine, promoting climbing activities, park run takeover – but maybe this can be developed?)

3.       Celebrate member achievements by including race attendance and achievements on the website (we have this in hand)

4.       (Former) Social secretary to contact members who had stopped attending to find out why and encourage people to return (I don’t know if this was done but I plan to pick this up with women/ trans people as part of the work I am leading on)

5.       Attendance records to include those attending park run as well as Thursday evenings (I don’t think this was ever done – also need to think at Tuesday and Thursday sessions and starting out groups and/ or whether we need to capture this information at all?)

6.       Discussion around how we maintain a core LGBT base of members/ importance of advertising ourselves as LGBT to attract members from our community while remaining open to supporters (Nothing handed over to me on this - we have started to touch on this in our Committee meetings)

7.       Discussion on pricing of social events to ensure they remain cost-appropriate to members (all Committee members seem to me to be very mindful of this)

8.       Confidentiality issues around website discussed to protect member information (Jay is onto this with former Secretary, Ian dealing with current data protection change issues)

9.       SWOT analysis to identify club strengths and weaknesses (new Committee doing our own SWOT analysis – ongoing)

10.   Welfare role unofficially incorporated into Social Secretary role (reversed February/ march 2018)

11.   Membership definitions generated to help Committee understand who is attending the club and in what capacity (nothing handed over and I don’t think this is a current issue - I think we have Leaders, Committee members, members and first timers and that seems to be understood – am I missing the point here?)

12.   Fox selected as base primarily as 80 per cent lesbian patronage to hopefully encourage new and existing female members (it remains the base but we still have a significant imbalance)

13.   Thursday and Saturday runs to remain free to all members (remains the case)

14.   CIRF led session to be established for affiliated members encouraging development of runners (this relates to the Tuesday sessions that are ongoing I assume)

15.   Discussion about new LIRF possibilities focussed on female members (I don’t know what was done about this – my suggestions is that we actively seek 2-3 female/ trans members who would be willing to become run leaders)

16.   Attendance at Activate steering group (I think we attend most if not all meetings)

17.   Attendance at EA Club Forum to establish our name as a new (then) club and what we stand for in the running community (I don’t know if this was ever done – action dated at October 2015)

18.   Concerns about homophobia within the group and challenges to our use of a predominantly lesbian bar as a social base discussed and addressed by Committee with agreement to promote awareness and challenge attitudes to educate those within the membership – again goes back to October 2015 – I do not think this is a current problem for us)

19.   Engagement with parkrun to promote us as an LGBT running group in Birmingham (I think we have Park run’s support and we have the annual takeover).

**Plan to address the issues raised (subject to change depending how each step develops)**

* Share ideas with the Committee and seek views at meeting on 8 May 2018
* Review inclusion documents on Dropbox to learn from and understand what has been done previously
* Seek one female member to co-lead on this activity
* Inform the membership of the work being done via one of our regular newsletters
* Aim to recruit an ad-hoc group of lesbian, bi-sexual women and trans members to explore the issues, blockages and propose remedies
* Contact former women and trans members to establish their experiences and what could be done to improve the experience of women within the club
* Seek the views of women members via a questionnaire
* Develop a promotion strategy aiming to increase membership amongst lesbians, bi-sexual women and trans people within the club with the Promotional Secretary
* Monitor and review level of women members
* Evaluate and feedback to the membership.

**IDEAS TO TRY TO INCREASE WOMEN (IN PARTICULAR LSEBIAN, BISEXUAL AND TRANS WOMEN) MEMBERSHIPWITHIN BIRMINGHAM SWIFTS**

* Positive use of imagery, promotional material, including language in mail outs and correspondence
* Have women in forefront/ prominent positions of club photographs and women only photographs – Amy and Sarah at Activate will support this by appearing in photos ibn club gear
* Interview with women members for website/ newsletter
* Encourage women members to write race reports
* Consider use of Facebook ads – (Activate may be able to fund)
* Have takeover meeting aimed at women (encourage members to bring a female friend) – would need to consult members and have the whole club on board
* Have club kit in women’s cut
* Consider women only starting out group
* Increase numbers of women leaders – seek out interested women
* Seek women within the group to act as buddies for new members
* Promote the facts that our runs are safe, in groups, nobody left behind, well lit areas during winter.

**Maddie Nicholls, Welfare Secretary**

**23 April 2018**

**Appendix 3: Chair’s report on club costs compared with other clubs**

|  |  |  |
| --- | --- | --- |
| Club | Annual costs | notes |
| Bournville harriers | £75 new (includes vest)  £60 renewal  £102 couples  £6 social (non-runner) | £10 concession available.  Insurance only available to paying members.  Two official sessions / week: Mon/Thu, Club run and technical.  Road relays / X-Country.  Changing facilities. |
| Birchfield Harriers | £80 includes EA.  £65 member, non-EA.  £50 under 18.  £45 / £65 training memberships (from other clubs with letter of support).  Additional £10 joining fee for first time members. | £20 concession available.  £2-3 per session cost.  Based at Alexander Stadium: access to facilities inc track & field, weights, physio, etc…  Two official sessions: Tue/Thu +young persons academy Sat/Wed.  Membership gives access to club vest. |
| Kings Heath Running Club | Offer free runs without payment but no insurance & no benefits.  For EA benefits, discounts, club support:  £46 new members (includes tshirt/vest).  £27 renewal. | Tues/Thurs & parkrun / beginners Sat.  Need to be EA to attend AGM and be on committee.  Access to Road relays / X-Country for EA only.  Free entry to club events for EA only |
| BRATS | £52 club & EA.  £37 club only.  £38 junior +EA  £27 junior. | Multi-sport.  concession £23 +/-£15 EA.  Sponsored memberships.  Club vest £21  Club tshirt £10  Group runs Mon/Tue + interval sessions Thurs/Sat.  Also swimming and cycling. |
| City of Birmingham Striders | £30 standard.  £25 student.  £20 junior. | Tues open sessions anyone <14min/mile.  Thurs for sub 26min 5k.  Sat long runs >10k.  Sun beginner/recovery runs.  Can attend without membership.  Vest/tshirt £19 male and female styles. |
| Badgers | £25 full.  £15 social (non-EA)  £15 junior  £15 second claim.h | £5 discount on half year membership.  £1 Training sessions/social run attendance.  Non-members must join after four sessions. |
| Dudley Ladies | £40 Membership.  £20 concessions. | Twice weekly, ladies only.  Changing facilities.  Free tshirt.  No weekly costs. |
| Tipton Harriers | £100 (18+) includes track fees.  £65 (18+) non-track.  £35 second claim. | £4/week track fee.  Under 18 & under 11 discounted fees.  Members only on committee.  Members only vote at AGM. |
| DK Running club | £54 single.  £92 joint.  £120 family (3).  £143 family (4). | Discounts for early renewals (before March 31st).  £5 fee for late renewals (after May 31st).  Four weeknight runs +Sunday.  Two each predominantly Men’s/women’s sessions but not exclusive. |
| Glasgow Frontrunners | £28 standard.  £18 concessionary.  Or £1 / run with no benefits. | Part year reduced rates available.  Jogscotland/Scottish Athletics affiliation.  International Frontrunners affiliation.  Mens/women’s tshirt/vest £10 each. |
| London Frontrunners | £48 standard.  £24 unwaged.  £33 second claim. | Four weekly runs + track session.  New members to attend new member day.  Runs cost £1 per session (first 3 free) but membership expected also.  Includes changing facilities.  Part year reduced rates available.  Men’s/women’s vest £n25: members expected to wear this at club events/races. |
| Manchester Frontrunners | £35 full.  £17 unwaged.  £10 second claim. | Thurs/Sat runs +Tues track.  First few sessions free then membership required.  Access to Manchester athletic arena for track sessions.  Club Vest included.  Members can buy club kit.  Members are invited to social events, training weekends, camping weekends, etc... |
| Newcastle Frontrunners | £36 annual fee (inc EA).  £2 pay as you go per session with no EA benefits. | Allow two “try for free” sessions.  Access to swimming for injured runners.  Invitations to races/social events for members.  Access to changing facilities.  Vest/tshirt £10 on joining.  Additional tops £21.  Multiple training sessions per week. |
|  |  |  |

We are the joint cheapest club (with Badgers) of those investigated for affiliation but in addition we offer a free membership option which includes a led run, changing facilities, kit and food. Badgers charge per session. We do not offer showers with our facilities.

Only one other club offers an entirely free option (Kings Heath) which does not include AGM voting rights, insurance or access to social events. COBS offer free sessions dependant on meeting speed requirements.

Club kit is only seemingly available to paying members in all clubs.

Concessions variable. All concessions include minimum cost to EA (£15).

Ideas:

|  |  |  |
| --- | --- | --- |
| Suggestion | pros | cons |
| Make no change. | We offer a highly competitive affiliation rate and an inclusive free package.  People already understand what is on offer.  We only need 11-12 people to affiliate to cover club costs.  £10 club funds per affiliate from 12 or more. | Insurance does not cover unaffiliated members (but does cover leaders and the club).  We remain limited on the number of people who will affiliate when an entirely free option exists.  We run the risk of people claiming race discounts without affiliation and bringing the club into disrepute.  Club funding is restricted. |
| Offer Concessions:  (Min £16 to cover EA and admin/PayPal fees) | May encourage more people to affiliate. | Would have to check personal details and ensure an equitable offer.  Who to offer to? Students, unwaged, hardship, disabilities and other considerations.  Reduced club income. |
| Offer spread payments:  Jan-June (£5/month) | Would cover EA costs by April payment.  New members joining between Jan/Mar incur no EA fee till April.  May encourage more people to affiliate and seem more affordable.  Additional month to cover administration/PayPal costs and bolster club funds. | Would need to be administrated and may include the period during a change in committee (AGM Jan-Mar) |
| Require a membership payment for all wishing to attend regularly. | Could offer affiliation and non-affiliation packages including access to technical/Sunday etc...  Increased club income and more scope to source changing facilities with showers. | May put people off attending altogether if they feel they cannot afford payment.  Would need to ensure all new members were fully informed and monitor attendance. |
| Offer an additional pay per run option for non-affiliation.  (£1 per run) for Technical / Sunday runs. | Would bolster club funds. May allow us to source facilities with showers on a pay per use basis.  Could improve attendance at Technical / long runs if no longer affiliated only.  Affiliation would be a cheaper annual option so may see increased uptake. | Leaders would have to collect cash payments?  May put people off attending altogether if they feel they cannot afford payment.  Members may be entitled to a higher level of expectation from the club including facilities? |
| Restrictions on non-affiliated members, such as removal of voting rights. | People with a vested interest in the club have more say. | would be removing existing rights.  May require an EGM to change the constitution? |
| Ask for donations per run/week/month from non-affiliated members. | Bolster club funds.  Makes affiliation seem like a cheaper option.  Remains inclusive for those who cannot afford as not compulsory. | Could be off putting to those who feel they cannot afford to donate.  May create a two-tier atmosphere of those who donate vs those who do not.  Leaders would have to collect cash payments.  Income would be uncertain so may not be able to guarantee payments for facilities including showers. |