

Approved minutes of a meeting of the BAOT and RCOT Councils

Held on 17 April 2024, 10.30am, at Phoenix House

Council members present	
Name	Position
Dr Anita Atwal	Council member, Research and Development
Kalimah Ibrahiim	Council member, England
Samantha Flower	Council member, Scotland (via Teams)
Cathryn Holding	Council member, Industrial relations
Dr Kee Hean Lim	Council member, Vice Chair and International Affairs
Odeth Richardson	Council member, Chair
Also in attendance	
Regular attendees (attended all items except confidential items)	
Clare Cochrane	Director of Brand and Marketing
Steve Ford	Chief Executive
Kate Monro	Head of Governance and Compliance
CJ Odeleye	Head of Finance
Karin Orman	Director of Practice and Innovation
Satvinder Reyatt	Director of People, Finance and Governance
Karin Bishop	Director of Membership and Movement Building
Rob Smyth	Director of Strategy, Technology and Transformation
Other attendees	
Angela Daniel	Senior Business Support Partner, minute taker
Philip Kirkpatrick	Bates Wells (Item 3 via Teams)
Apologies	
Paul Dunning	Council member, Wales

Please note: Items are recorded in agenda item order rather than the order in which they were taken.

Item	Main point	Action
1.	Meeting business The Chair welcomed all to the BAOT-RCOT meeting. Decision 25 January 2024 BAOT/RCOT Council meeting minutes – approved. There were no matters arising.	

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	Declaration of conflict of interest No declarations were made.	
2.	Membership experience strategy SF1 updated council on the current state of membership. The report provided an overview of the membership performance, including growth, churn, retention, and engagement over the past quarter. It detailed our membership composition, engagement with member communities, and demographic data gaps. Additionally, it discussed data integrity initiatives, membership changes, reasons for membership leaving, and efforts to bring back lapsed members. There is a challenge in growing membership, but the business offer resembles that of many other membership organisations. Currently, only 15% of members are part of specialist sections. Criticism has been received about the website's usability, with users finding it difficult to locate information. RCOT is at a crossroads but there's potential for a improvement by leveraging available technology to transform engagement methods and make them more compelling. AA raised concerns from members regarding the end of the Boards and the way this was communicated. Action: SLT to arrange a separate discussion with Council around the dissolution of the Boards and the communication. The member experience strategy program involves creating a digital platform offering more personalised support, resources, events, and opportunities tailored to members' interests and career goals. It aims to leverage technology, data, and insights to empower members throughout their occupational therapy journey. The program seeks to deliver a personalised experience, seamless access to resources, an empowered community for collaboration and knowledge-sharing, and shaping the future of occupational therapy. CC highlighted the virtual communities platform as one element of how RCOT will engage with members. The overarching programme is about replacing systems that will not work for RCOT in the future. The community platform had already been purchased from existing funds and this was what OT communities wanted to see and how they want to communicate based on various workshops and conversations. CC shared an example of what the member journeys could look like. Improved technology would help the organisation build a picture as to how people are using the website, enabling us to see what they are interested in, personalising their experience. The technology will develop as more people use it.	

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	AA asked if the functionality had been tested with all age groups and it was confirmed that some had taken place in the discovery stage, however further testing will need to happen as we build the functionality. Council raised concerns around being sure to demonstrate value for money for members within the context of a cost of living crisis. CC confirmed that the website will be completely mobile friendly so members would see no different if using an app. Developing an app could be looked at in future. The case for future-proofing systems was recognised by Council, along with the fact that this would require investment in order to improve members experience. It was confirmed that UNISON have agreed to the principle of more immediate information and data sharing. Council were asked to approve the following: • The revised CRM business case - approved • Tendering for the Website and Portal Redevelopment Project – and delegate authority to the Chair to sign off the business case within the proposed budget envelope - approved • A Council volunteer to support the member experience strategy programme board - TBC	
3.	AGM and Governance review The Chair stated that Thea Healy (TH) (Head of Profile and Campaigns), Amisha Koria (AK) (Corporate Communications Lead), and Philip Kirkpatrick (PK) from lawyers Bates Wells would join for this item. TH talked council through the Governance Review launch and communications to members which included drop in sessions and were deemed positive. Targeted communications were also planned and 1:1's would be offered for anyone who had questions. There would also be three separate articles in OT News. There were concerns that members might be anxious about having non OT's on RCOT Council (the future Board of Trustees) but once the logic of 'lay' trustees was explained in drop-in sessions, members had seen the rationale and benefit. Council members were asked to encourage members to attend the drop in sessions. KM spoke to the BAOT Articles of Association paper and the changes. Further clarification was provided with regards to changes to appointing proxies – this change would make it clear that members could appoint any person as proxy, as was their right under company law. PK confirmed that people generally do not use non-members as a proxy.	

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	Council were asked to approve: BAOT articles of association – approved KM spoke to the RCOT Articles of Association paper and the changes made from Bates Wells. Council are asked to approve: RCOT articles of association - approved Action: KM to circulate final versions of both articles to council. KM talked through the AGM agenda with council explaining the split of BAOT and RCOT sections. PK pointed out the distinction between council member and BAOT/RCOT members and that language around use of 'members' might need to be looked at again. Council are asked to approve: AGM Agenda and explanatory notes - approved AGM appendices - approved AA asked if members query the processes around the governance review, would BAOT and RCOT be water tight. PK confirmed that processed followed had been robust and that good governance practice was being adopted. PK had agreed to attend the AGM to answer any legal questions from members if required. KM explained this year's election process for council. Over 70 expressions of interest in various roles advertised had been received.	KM
	These minutes are agreed by the Council as a true record of the meeting. Signature: <u>Odeth Richardson</u> Odeth Richardson (Oct 3, 2024 10:07 GMT+1) Minutes signed by: <u>Odeth Richardson</u> (name in capital letters) Date: <u>03/10/24</u>	