

Attendees: Hilary Hurrey (Action Sustainability), Robyn Kelly (Action Sustainability), Emma-Jane Allen (Action Sustainability), Lydia Higgins (Action Sustainability), John Dwyer (Telford Homes), Nathalie Ritchie (National Grid), Kris Karlake (BAM), Alice Hands (Sir Robert McAlpine), Mandy Messenger (Advante), Katherine Rusack (Balfour Beatty), Daniel Harvey (Wates), Becky Bryant (Action Sustainability), Warren Edwards (Laing O'Rourke), Karolina Mikolajczyk (Engie)

Apologies: Cyndi Mudaly (ENGIE), Antony Lavers (Taylor Wimpey), Jo Gilroy (Kier), Michael Cross (Willmott Dixon), Jade Hunt (Kier).

1. Progress against actions

Lydia will provide an update to marketing automation and what has happened since the last meeting.

Hilary reported that the review of the membership levels has progress; an internal meeting had taken place to discuss the feedback from the group. In September all leadership groups will be consulted; following that there will be further consultation with the Operations Group in November. The intention is to run a workshop with a group of Bronze, Silver and Gold members to gain their perspective in Q4. A final brief will then be produced for costing, timescale and development.

2. Updates

Learning & Engagement

Hilary presented the quarters figures. Results are very pleasing and the School is maintaining levels of engagement. There have been 9 new Partners (plus a further 2 in July) who have joined the School since April which is great news.

The learning & engagement figures are good and Hilary impressed the importance of monitoring the figures to ensure levels are maintained.

Marketing Automation

Lydia presented the update to the group on developments around automation.

The first campaigns are starting now and there will be results from these in September.

Actions:

- Hilary to distribute the figures on the KPI's relating to quality, relevancy and implementation of change.

3. People Matter Charter

Helen updated the group on the progress with automating the People Matter Charter. The launch is due to take place in July. The icon will be available after the launch.

Actions:

- Helen to speak to LLW about running a Lunch & Learn around the technicalities of the London Living Wage.

4. Partnership Pricing Model

Paul Parkinson presented the Board-approved restructuring of the partner fee and benefits package set to come into effect from the 1st of April 2022. This included the addition of a new level (£15,900) and an increased benefits package for those partners paying higher fees.

The proposed 4% increase in partner fees from 1st April 2022 was also discussed.

Comments:

- Will the 4% rise in partner fees be time-bound? For example; will this be the last increase for 2/3 years? Clarification on this would be helpful for partners.
- Budgets are being set now so important to get the communication out around the increase.
- Justification for the 4% increase must be clear.
- Though the School went through a cost cutting exercise in the previous financial year due to the funding in that period being stopped; savings were made on travel and venues however, the School delivered more through shifting to virtual learning and engaged with a significantly larger audience.
- The figures presented could be prohibitive to SME's and the SME Package seems light in terms of benefits. It is important that the School continues to attract SMEs as Partners as they bring an important and unique view of industry to the School. Currently around 25 Partners are SME's, which has grown since the introduction of an SME rate a few years ago. This will continue to be monitored.
- A risk analysis was undertaken to reduce the risk of downward migration of Partners from the £18K level to the £15K level. There are currently only three who pay the £18K level and this does not pose any significant risk. The main focus is to encourage the upsell of Partners from £12K to £15K by providing a package which adds even more value.

Actions:

- Paul and Becky to consider the communications to Partners with regards to the fee increase and the new level structure. This is to be done imminently as many Partners are considering budgets now for next year.

5. AOB & date of next meeting

Actions:

- Hilary to reach out to each Partner on the Operations group to check on attendance for 2022.
- Dates will then be set for 2022.
- The Operations Group should be promoted in the Partner newsletter as there has been many new Partners who may wish to get involved.

The next Operations Group meeting is taking place on Wednesday 22nd September 10.30am - 12.30pm. This will be virtual.