

Attendees: Hilary Hurrey (Action Sustainability), Robyn Kelly (Action Sustainability), Lydia Higgins (Action Sustainability), Nathalie Ritchie (National Grid), Antony Lavers (Taylor Wimpey), Katherine Rusack (Balfour Beatty), Becky Bryant (Action Sustainability), Warren Edwards (Laing O'Rourke), Jade Hunt (Kier), Ross Steer (Engie), Karolina Mikolajczyk (Engie), Billy Wilkinson (Action Sustainability), Sara Gouveia (Action Sustainability)

Apologies: Michael Cross (Willmott Dixon), Daniel Harvey (Wates), John Dwyer (Telford Homes), Kris Karlake (BAM), Mandy Messenger (Advante), Jo Gilroy (Kier), Alice Hands (Sir Robert McAlpine), Gina Ciotaki (Wates)

1. Progress against actions

Hilary reported against the last meetings actions.

All actions were in progress. The action around the Bronze, Silver, Gold membership levels has been paused as an outcome from the Board strategy day was to change the current format of the company assessments (knowledge based) into capability assessments which lead to an action plan. There are 9 assessment types in the School and only the FIR, People and National Highways assessments follow this structure. It is worthwhile making development changes at the same time.

Actions:

- It was agreed that the September date would be a face-to-face meeting. Hilary will make the necessary arrangements.

2. Update - Learning & Engagement

Hilary presented the engagement figures to end of December.

The KPI's for this FY have either been met (active individuals and companies) or are on track to be met (or exceeded). The only risk area is on company re-assessments where the target of 700 may not be reached. Hilary reminded the group that assessment numbers were affected by the fact that there is so many other ways to learn in the School.

3. School 10-year anniversary event

Hilary ran through the ideas and suggested format for the 10-year anniversary event that is being planned this year for the School. The group were invited to feedback any thoughts or ideas.

Comments:

- ✓ Sustainability is at the top of most people's agenda, so it is perfect timing to hold the event.
- ✓ Speakers Corner could provide some potential speakers. They have a section on sustainability.
- ✓ Birmingham is a good location; we should try to avoid London if possible. Birmingham has a central location and is accessible.
- ✓ Event is a real opportunity to invite potential Partners, and this could be supported by Partners on the day.
- ✓ Jonathan Porritt (Wilmott Dixon has links with him) should be considered as a speaker.
- ✓ The awards ceremony should not have too many categories and should focus on the SME's not Partners to give them maximum profile.
- ✓ Attendee numbers should not be too large; making the event hybrid will allow the opportunity for maximum coverage.

- ✓ If an awards is held consider looking for either sustainable trophies (recycled) or consider something more 'virtual' such as an online profile, promotion etc.
- ✓ Look to use as many social enterprises as possible for food and other services.
- ✓ Ensure that the venue, food and services are as sustainable as possible.

Actions:

- Hilary to feedback comments made by the group on the anniversary event internally to help shape the day further.

4. Marketing Update

a) Social Media update

Billy Wilkinson who leads on the social media for Action Sustainability provided an update on how the School has performed on the various social media platforms.

Linked in is becoming the main social media platform for the School with engagement increasing. Twitter also works well. Facebook is more a platform being used where the School has a presence, but we are not using it actively.

b) FIR update

Sara took the group through the development of the FIR programme so that it is now a specific Topic. The reasoning behind this is to improve the user journey and enable to programme to highlight the sub-topics contained within it. The FIR programme has also got its own assessment (launched in November) which will help organisations to begin on a FIR journey. This is only available on a company level (not individual). The assessment also aligns with the ISO standard on diversity and inclusion.

c) Marketing Strategy

Lydia explained the marketing strategy for the School, with a focus on planned activity for the next FY.

The key focus was on investing in a marketing automation platform, Force 24. This will allow for the team to do a lot more than mail chimp (the current marketing platform the School uses) allows.

Lydia explained some examples of the automation series that will be set next year, along with timescales of when these should start.

Agreed:

- ✓ The user journey is being looked at currently to ensure a better experience for members.

AOB & date of next meeting

The AGM is taking place on Thursday 31st March, 2pm – 4pm. Details have been sent out in the Partner newsletter and further comms will go out for Partner to book places.

The next meeting will take place on 17th May 10.30am – 12.30pm.