



**Minutes of Part One of the Election Board Meeting of  
The British Horse Society  
held on Tuesday, 24 July 2012 at 10.30 a.m.  
in the Lecture Theatre, BHS Offices, Abbey Park, Kenilworth**

- Present:** Mrs L Petersen - Chairman  
Mrs C Blackford FCMA - Treasurer  
Mrs C Aldridge – Vice Chairman  
Mrs C Broad FBHS - Vice Chairman
- Board Members in Attendance:** Mrs S Bucks, Mr D Kear BHSI,  
Mr D Kerry, Mr R Milton, Mrs M Norrie,  
Miss V Whiteman
- Staff in Attendance:** Mr GM Cory - Chief Executive  
Mrs E Day – Director of Marketing, Membership &  
Communications  
Miss GS Evans - Director of Finance & Deputy CE  
Mrs A Field - Director of Human Resources  
Mrs S Hendley – Senior Executive Membership  
Mrs A Westwood - Senior Executive
- Voting Members:** Mrs C Cook
- Apologies:** Mrs Loraine Young – Regional Chairman – Scotland  
Miss Rossie Theobald – Reg Chairman – E of England  
Mr Tim Brier – Chairman – North & North West Kent  
Sally-Ann Rose - Member  
Emma Stevens – Vice Chair Powys  
Glenda Proctor – Member

**1 INTRODUCTION**

The Chairman welcomed members to the meeting and handed the chair to the Vice Chairman, Mrs Carole Broad.

**2 ELECTION OF TRUSTEES**

Mrs Broad said that four candidates had stood for election and the results were:

|                 |           |
|-----------------|-----------|
| Lynn Petersen   | 935 votes |
| Claire Aldridge | 747 votes |
| Catriona Cook   | 565 votes |
| Christine Casey | 187 votes |

Mrs Lynn Petersen and Mrs Claire Aldridge were therefore duly elected Trustees of the Society.

Trustees agreed that no further Board appointments should be made until they had been discussed and agreed at the second part of the Election Board Meeting immediately following. The meeting was then adjourned.

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### 3 QUESTIONS FROM MEMBERS

The following questions had been raised by Mr Tim Brier, Regional Chairman of North & North West Kent, who was unable to be present.

- a) Do you think that the late notification of this meeting encourages or discourages Members from asking questions?

*Although the date was given in the May edition on the election pages, we forgot to put a specific note in the last edition of British Horse – Apologies!!! It was put up on the website immediately we realised this and an email to over 30,000 members was issued.*

- b) Do you think stressing that this meeting is only expected to last 5 minutes encourages or discourages Members from asking questions and attending?

*Our thinking was not to discourage Members from attending, but we didn't want people to travel a long way for what is usually a short meeting. We will obviously review next year's communication in the light of these comments.*

- c) The proposal as in the email from Jeannette Poile of the 7th June is that all local websites should close in September. Ours has proved to be a great plus in making the distant face of the BHS local. The website serves the whole of Kent. It has the ability to respond at speed with up to date information. What is the up to date position in respect of the HQ site, what consultation has there been heretofore, in particular with existing website managers, and what consultation is proposed in the near future. Lynn Petersen has indicated to one of our Committee Members that she will recommend no switch off will be required until local websites are satisfied. Does that hold good?

*Yes!! Emma Day, Director of this project promises that we will listen to the local committees. Committees should let us know by Friday 10 August if their website has functions over and above what we are offering in Phase One. We will deal with these websites on an individual basis.*

*We do not wish to take anything away that would be detrimental to members and volunteers.*

*In an ideal world County Committees would be knocking on the door to migrate, and several Development Officers and Counties are.*

*We are now thoroughly entrenched in consultation.*

*The benefit to committees will be:*

*Improved Members Experience, improved communication, Improved usability and it will keep users coming back.*

*For instance when searching for events all local and national events will be in one place, all the achievements of Society will be in one place (increased visibility of area activities, sharing good practice amongst local committees themselves).*

- *There will be a single image of the Society to strengthen the brand.*
- *It will be a strong platform for the promotion of our work and for future developments.*
- *An engaging and modern design will improve our image as a forward-facing, strong and representative organisation.*

*We will be offering in Phase One ...*

- *Regional Website Landing page*
- *Clear and easy route to each county's section.*
- *Committee contact details*
- *Links to local BHS services such as approved centres or training courses*
- *Local news and events*

*Phase Two of the website will address the emarketing requirements of the Region and County. It will also take into consideration the functionality that you need that is not within the scope of Phase One.*

*Next communication is the timetable of migration based around training the DOs in late August, early September.*

*We intend to migrate a certain amount of news and all published forthcoming events to the new website pre-launch, but the local updates will need to be from your regions.*

The meeting ended at 10.50 am.

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24/7/12