

## Bristol Credit Union Members Forum (BCUMF) Meeting Minutes

<i>Meeting</i>	<i>Date</i>	<i>Time</i>	<i>Location</i>
Bristol Credit Union Members Forum	26 <sup>th</sup> May 2016	18:30pm – 20:30pm	BCU, 2 York Court, Upper York Street, Bristol. BS2 8QF
<b>Present:</b>			
Avril Marshall		BCU Member and meeting Chair	
Steve Wood		BCU Member	
Ed Brammall		BCU Member	
Tony Saunders		BCU Member	
Paul Rabbeth		BCU Director and Member	
Kate Hanks		BCU Member, Deputy CEO and meeting Secretary	
		<b>CC</b>	
<b>Apologies:</b>		Board of Directors	
Trevor Henley			
Wendy Leocque			
Helen Clark			
Anthony Waterhouse			

### AGENDA

1. Apologies for absence and introductions of those present.
2. Approval of Minutes for Meeting 12<sup>th</sup> April 2016
  - Matters Arising
3. Schools and Clubs
4. How do we communicate with members, what if no access to internet
5. Use of case studies
6. Website update – how is the forum promoted
7. Email communication and costs
8. Any Other Business

<b>Agenda Item</b>	<b>Discussion Points/ Outcomes &amp; Actions</b>	<b>Actions</b>
1.	<u>Apologies</u>	
2.	<u>Approval of Minutes – 12<sup>th</sup> April 2016 meeting</u> Minutes were agreed as a true record  Minutes were signed by Steve Wood and handed to KH for filing.  <u>Matters Arising:</u> Case studies to help promote BCU	
3.	<u>Schools and Clubs</u> Discussion about a package to be developed for volunteers to take into schools. What do we offer young savers now? Discussed Money Munchers – the current offer for younger savers and involvement in schools History of funding which started this project and what happens when the funding runs out Awareness that whilst need to develop services for younger savers it needs to be incorporated in the strategic planning process Should there be a children’s page on the website?  Next steps to research what is needed and what might work <u>Actions:</u> What are the national curriculum needs and how we might tailor future work with schools? To ask Wendy to find out current curriculum requirements How many juniors do we have currently What works with the existing schools running Money Munchers? Look at different models. Ask Katie at Southern Brooks about potential involvement with youth clubs Ask volunteer at BCU to look at social media and what other CUs offer young people	           WL  KH KH  KH  KH
4.	<u>How do we communicate with members</u> There is an e-newsletter, sent to members who have signed up	

	<p>How do we make sure the newsletter is accessible to people without email.</p> <p>How do we build a sense of community and ownership</p> <p>Need to compete with other organisations telling our stories, promote what we do well. Need to send message that we want people to take out loans, perception that members think they need to leave the money in for members who really need it.</p> <p>Need to get the story out that by applying for a loan you are helping BCU.</p> <p><u>Action:</u> Ask if Marketing Officer can talk about what is going into the next newsletter.</p> <p>All forum members to sign up for e-newsletter</p>	<p>KH</p> <p>ALL</p>
<p>5.</p>	<p><u>Use of case studies</u></p> <p>How do we gather information on why people are members, why do they take out a loan? Can there be something on the website asking people to share their stories?</p> <p>Website – have to hunt for some topics, like forum so how can this be more prominent?</p> <p>Newsletter- have a regular feature, ‘tell us your story’, a competition</p> <p>Suggestion should award certificates for length of membership and make this a feature in newsletter/website.</p> <p>Other stories ‘Why I am part of the Member Forum’</p> <p>Suggestion - everyone present to provide a short piece on why they are a member and in the forum.</p> <p><u>Action:</u> Ask Marketing Officer to contact forum members to get story, waiting for it to be written may not be effective.</p>	<p>KH</p> <p>ALL</p>
<p>6.</p>	<p><u>Website update – how is the forum promoted</u></p> <p>Comments that it is still hard to find things, e.g. member forum</p> <p>Explanation that we are quite restricted with a quite rigid lay out of existing site, information about meetings has been included in news items.</p> <p><u>Suggestion:</u> Forum comments to be fed back and to ensure there will be forum consultation when designing new website. Make membership engagement more of a focus.</p> <p>All present to look at other credit union websites and</p>	

	feedback at next meeting.	ALL
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7.	<u>Email Communication and costs</u> E-newsletter. What if no email and internet access? Discussed access at libraries and to have hard copies in branch and outreach. Put in community centres, noticeboards etc.	
8.	<u>AOB</u> None	
	<u>Agreement of agenda for 5<sup>th</sup> July meeting – 6.30pm:</u> To access flipchart or whiteboard <ol style="list-style-type: none"> <li>1. Apologies and introductions</li> <li>2. Approval of minutes from 3<sup>rd</sup> March 2016 meeting</li> <li>3. Matters Arising</li> <li>4. Feedback from looking at other credit union websites</li> <li>5. Newsletter and what the forum wishes to contribute</li> <li>6. Junior Savers - feedback</li> <li>7. Any other business</li> </ol>	