

# EXMOOR PONY SOCIETY

## Trustees Minutes from the 'Virtual' Committee Meeting held on Tuesday, 10<sup>th</sup> November 2020

Present:

Nigel Hill (NH) Chairman  
Geoff Bryant (GB) Vice-Chairman/Treasurer  
David Wallace (DW) Vice-Chairman/ECHO  
Toby Hickman (TH) Vice-Chairman  
Dr Sue Baker (DSBA)/Scientific Officer  
Sue Burger (SB)/Articles and liaison with PR Company  
Vicky Lamb (VL)/Area Rep Liaison Officer  
Jenna Payne (JP)/Social Media  
Stephanie Poulter (SP)/Conservation Grazing Officer  
Claire Phillips (CP)/Breed Show  
Rob Taylor (RT)/DNA and Moorland Communications

Susan McGeever (Secretary)

Nigel Hill, Chairman, opened the meeting at 10.12am and welcomed those present. Due to internet problems, TH joined the meeting at a later point in the morning session.

### **Item 1 – Apologies**

Apologies have been received from Gill Langdon and David Mansell (President)

### **Item 2 – Declaration of Interest/Confirmation of Confidentiality**

No declarations of interest were made in relation to the business set out in the agenda and Secretary's report.

**Decision:** The Trustees reconfirmed their decision to maintain confidentiality in accordance with the instructions of the Chairman.

### **Item 3 - Notification of Any Other Business on the agenda**

CP advised that she had an item to raise under AOB.

### **Item 4 – Approval of the Minutes**

The Trustees welcomed the new format of notes from and then the subsequent minutes of meetings.

The Secretary confirmed that the minutes of the meetings held on 8 September and 29 September 2020 had been circulated to all Trustees and advised that no amendments had been requested.

**Decision:** GB proposed and SP seconded the proposal that both sets of minutes (8 and 29 September 2020) be approved as a true record of the proceedings and this was unanimously agreed. (TH not present)

The Minutes were duly signed by the Chairman.

### **Item 5 - Notification of matters pertaining to:**

#### **Health & Safety**

The Secretary advised that there had been no reported Health & Safety matters since the last meeting.

#### **GDPR**

The Secretary advised that there had been no reported breaches of data since the last meeting.

The ICO registration due on 3/10/2020 has been renewed by Direct Debit.

### **Safeguarding (Clare Phillips)**

CP advised that there had been no reported safeguarding issues since the last meeting and reminded the Trustees that safeguarding applied to both children and adults

The Secretary advised that there were still a number (albeit fewer) of inspectors, judges and officials to re-sign the Child Protection Policy and a further reminder had been sent.

### **Welfare**

The Secretary advised that there had been no reported welfare cases to the Society since the last meeting.

### **Item 6 - Responsibilities of Trustees/Management Committee**

The Secretary reported that the Action Log had been taken off the agenda.

The notes from the Management Committee meetings on 13 October and 30 October 2020 have been circulated to all Trustees and had been incorporated into the report in response to the action points from the September meeting.

### **Trustees Code of Conduct**

Following the September meeting, GB advised that he felt the wording should be updated. A revised version of the wording had been circulated to the Trustees. He reminded all present that they were both Trustees of the charity and Directors of the company limited by guarantee.

CP expressed concern regarding the clause 4 and speaking to the media or in a public forum without the prior knowledge of the Secretary or Chair.

NH advised that it did not stop Trustees discussing subjects with members that were in the public domain whilst GB advised that it was about perception. A Trustee should always prefix comments with 'my personal view on this matter is' so that it was clear that a Trustee was not speaking on behalf of the EPS. It was important the personal views were not misconstrued as Society views.

Decision: DW proposed and GB seconded the proposal that the revised Code of Conduct be adopted by the Trustees and this was unanimous agreed. (TH not present)

### **Trustee Training**

JP advised that she had read and understood the Trustee Training documentation.

### **Roles and Responsibilities**

No Trustee raised any questions regarding their role or area of responsibility.

### **Website**

NH reminded trustees to provide a head and shoulders shot for the new website at their earliest convenience.

### **Review of Articles of Association**

The Management Committee had been tasked with reviewing and making any changes required to the Articles of Association.

GB advised that the report provided for the meeting in the notes from the Management Committee set out the changes required to the Articles of Association which included moving some items to the Rules of the Society so that they could be amended by the membership at an AGM rather than through the Articles of Association which required input from a solicitor.

A schedule of work required had been provided to the Trustees who would be consulted during the process and asked to approve the final the document following advice from the EPS solicitor.

The Secretary was monitoring the situation with regard to the UK's exit from the European Union and changes that this would bring to the equine industry. EPS rules and procedures may need to be revised with respect to current mention of EU regulations, 3<sup>rd</sup> country listing and the extended breeding programmes. The Trustees had been consulted on the requirement for the introduction of the wording regarding the registration of ponies with discrimination with respect to their country or origin.

### **Sub-committees**

The following changes have taken place since the sub-committees were set up at the last meeting.

#### **DNA:** Nigel Hill, Rob Taylor, SECRETARY

To be reviewed in six months

In response to the DNA action point regarding the costs of the sub-committee visiting the Weatherbys test facility in Ireland, the Secretary reported that the cost of three round-trip adult tickets in March was currently £216.

The alternative would be to set up a Teams meeting. That said, Weatherbys were very busy and the priority is to have DNA parentage results returned. Turnaround times had moved from 2-3 weeks to 5-8 weeks. The Secretary advised she was in contact with Weatherbys and would report back to the Trustees on the actions being taken to mitigate the delays.

Breeders had been advised of the delays and letters of transport had been issued for the movement of ponies within the UK and ID only passports issued for movement of ponies outside the UK.

SB felt it would be wise to put out a statement regarding DNA parentage testing. The Secretary counselled that if the Trustees took the decision to do so, it should be a general statement although she felt it could prove detrimental and direct advice to breeders was preferable.

GB commented that everything was taking longer and Weatherbys would be feeling the restrictions in place due to Covid 19 and the effect of taking on AHTs work. It was an exceptional time.

### **Outstanding DNA**

The Secretary reported that Sandra Mansell had advised that she would be passing all unresolved cases to the Secretary.

NH advised that there was an agreement to pick up all outstanding work and files and that DW would now be travelling to Yorkshire in December due to the lockdown.

#### **Policy Documentation:** Geoff Bryant, Nigel Hill, Secretary

Due to workload this has now been deferred by the Management Committee to the January meeting.

#### **Website:** Geoff Bryant, Jenna Payne, Lizzie Payne, Secretary

JP had approached Lizzie Raspin and she had confirmed she was happy to join the website sub-committee.

#### **Working Procedures:** Geoff Bryant, Sue Burger, David Wallace, Secretary

Due to workload this has now been deferred to the January meeting with initial discussions at the December Management Committee meeting.

### **Showing:**

The Management Committee had conducted a review and would be updating Society documentation in December to present to the Trustees at the January meeting.

### **Letters from the Chairman**

The Management Committee notes reflected the action taken to set up meetings and to contact key stakeholders and the work was ongoing.

### **Presentations to outgoing officials**

The Secretary has prepared a flyer for inclusion with the Autumn Newsletter but the decision had been taken by the Management Committee to include the flyer with Winter newsletter – donations could be made using the same envelope as membership dues and GDPR notifications.

### **Item 7 – AGM 2021**

The Secretary reported that Government guidelines for charities had been updated and the link had been sent to all Trustees.

With respect to other meetings, a decision should be recorded in the minutes that allows the Trustees to hold virtual meetings and that this has been done to demonstrate good governance.

**Decision:** The Trustees recorded the decision to conduct virtual meetings in order to ensure good governance and the continuation of the charity's work.

### **Trustee Ballot**

The Secretary advised that the nomination form had been amended to reflect decision that the result of the ballot would be given on the day of the meeting under the appropriate agenda item.

### **Presentation of Cups and Awards**

The Secretary advised that it would be polite to write to all recipients of cups in 2020 to advise them of the decision to award the cups in 2021.

### **Speakers**

Debbie Davy had confirmed that she was happy give a presentation at the 2021 AGM and this can either be in person or online.

The Secretary advised that Adam Henson was unable to commit to the AGM but would participate in events at some point.

It was agreed that Andy Dell (SPARKS) should be invited to give his talk at the 2021 AGM either in person or online.

### **Item 9 - Secretary's Report**

The Trustees read and accepted the Secretary's report with regard to:

Standard Operating Procedures and negotiation of procurement contracts

The Secretary clarified that procurement contracts were where the EPS took out contracts for services eg photocopiers, DNA, insurance etc.

IT Back-ups and disaster recovery

DEFRA:

- Minimum Operating Procedures adhered to
- Legislation and regulations constantly being monitored
- 3<sup>rd</sup> Country Listing )
- Zootech Extended Breeding Programme ) Brexit
- Possibility of use of Article 35 )
- Semi Feral Equine Forum/RCVS review – meeting 4<sup>th</sup> December
- Agricultural Bill/ELMS payments

- CED (Central Equine Database)

826ESA Committee: (Secretary holds the position of Treasurer)

- Committee meeting 6<sup>th</sup> November
- Full meeting of all PIO's 16<sup>th</sup> November with DEFRA present

RBST: (Follow up to meeting attended by NT/GB/RT and Secretary)

- RBST championing native breeds for conservation grazing
- second native equine meeting in the process of being set up
- HBLB grant

NH reported the regular meetings with beneficial and that RBST was fully aware of where the EPS stood on important matters and was very supportive.

DNA: See report under sub-committees

- use of SNPs

RT advised he was happy to assist with outstanding DNA.

Scanning: awaiting DNA documentation

Insurance:

- ongoing review
- Friends stock take

JP asked the question whether inspections should be suspended given the insurance policy had not been in place since 2012. The Secretary advised that the matter was under review and that the majority of inspections had taken place.

The Secretary advised current age limit was 70 and inspectors had signed a declaration to confirm they were happy to continue inspecting.

SB requested further clarification from our insurers as her experience was that declarations did not stand up in court.

### **Image Library (DSBA)**

Ongoing - Secretary to pick up all Dan Hancock's discs and copy to a USB stick.

### **Measuring Stick (DSBA)**

DSBA monitoring situation.

### **Calvert Trust (NH/Secretary)**

Visit pending end of restrictions

### **Grassroots**

The Secretary advised that information had been circulated regarding virtual workshop for Committee members and this had been taken up by SB and CP.

The Secretary would be attending a number of the virtual workshops and had contacted Trustees and members who might have a particular interest i.e. accounts (GB), genetic reports (Debbie Davy and Michael Dewhurst).

NH felt attendance at such workshops was important as Grassroots were constantly updating the programmes capabilities.

### **Item 9 -Treasurer's Report (GB (Treasurer)/Secretary)**

The Trustees read and accepted the Treasurer's and Secretary's report on activities relating to financial matters and the actions taken and recorded in the Management Committee notes.

GB advised he had received an update on the financial situation from the Secretary but would not be presenting figures until the migration of the accounts onto Xero had been completed at the end of 2020.

The new accounts would provide a fuller picture and allow comparison year on year. It was likely that 2020 would be an exceptional year because of Covid-19 and hundreds of charities were down on membership, donations etc.

The EPS did not have a high number of donations but the longer term aim had to be to increase income through donations.

That said, the figures for 2020 were broadly comparable year on year and he had no immediate concerns.

The second payment to Glasgow University of £30,000 would be allocated to special projects not the general bank account.

GB reported that Dan Stone (Accountant) had provided valuable information on both company and charitable rules.

#### **PayPal**

Registration had been completed.

#### **Direct Debits**

The paper submitted by GB had been read by the Trustees and a number of questions were raised.

GB's recommendation was for Go Cardless but some concerns were expressed as to whether or not it could be set up via physical as well as online methods. GB undertook to investigate the ways in which Go Cardless could be accessed.

GB asked if the Trustees would delegate the setting up of the Direct Debit to the Management Committee.

**Decision:** The Trustees delegated the setting up of Direct Debit to the Management Committee with one abstention (CP). (TH not present)

#### **Gift Aid/Trustees Expenses**

The paper submitted by GB had been read by the Trustees and a number of questions were raised.

GB advised that Dan Stone (Accountant) would submit the application and he would ascertain if this work held any additional cost to those already agreed and TH advised that it was not a complicated procedure and would improve the EPS's finances.

**Decision:** NH asked the Trustees if they wished to continue with a Gift Aid application and this was approved with one abstention (CP).

GB advised that the EPS would require a simple signed form that allowed members and donors to indicate that they were a tax payer and happy for the EPS to claim gift aid on any applicable sums. It would also ask individuals to advise the EPS if their tax status changed.

### **Trustee Expenses**

Trustees Expenses are linked to Gift Aid.

GB advised that once the Gift Aid application was completed and approved, the Management Committee would come back to Trustees with a proposal on expenses. All Trustees can claim and EPS can receive monies back (donated by individuals).

### **Fundraising**

Report will be prepared by DW/Secretary for the January meeting

### **Use of funds**

GB advised it was a work in progress and part of the migration of all the financial records to understand the various funds and history of when they were bequeathed and whether or not they were tied funds. Tied funds are for specific areas or aspects whereas unrestricted funds can be used for any purpose. From the information should be available in general funds and not designated

### **Membership Fees**

It was agreed that Under 18s were included in a Family Membership irrespective of address.

Discussion took place on the potential to have two levels of Family Membership:

£50 family membership with one vote

£70 family membership with two votes (voted on at September meeting)

given the breakdown of family members.

**Decision:** GB proposed and RT seconded the proposal that there be two levels of family membership and this was unanimously agreed.

The Articles of Association/Rules would reflect the name change from Associate to Supporter which would require a membership vote.

### **Telephone/Broadband**

Secretary will provide information to the Management Committee December meeting to go forward to the January Trustees meeting.

### **Cost of DNA**

The Secretary advised that once the 2020 figures are on Xero, a report could be prepared for the January meeting for 2019 and 2020 so that the financial impact can be assessed.

### **New Microchip Readers**

RT advised that he had sourced a suitable reader in Ireland but production had stopped as a result of Covid-19. He had looked at a number of models but those that would be suitable cost around £1550 which was expensive considering the amount of use.

Following discussion it was agreed that the possibility of mounting a standard microchip reader on a handle would suffice.

### **200 Club**

The Secretary advised that the 200 Club form has been amended to reflect the Secretary's address.

Peter Gibson would be undertaking the monthly draws.

Discussion took place on the concept of running the 200 Club alongside membership dates – January to December with the Bonanza draw held in a month yet to be decided.

200 Club membership is currently June-May with the idea being two-fold to encourage people to sign up at an AGM and the bonanza draw at the AGM.

Membership of the 200 Club remained opened throughout the year.

Opinion between the Trustees was divided.

**Decision:** SB proposed and DSBA seconded the proposal that the membership be asked at the next AGM and this was unanimously agreed.

#### **ENPA relationship**

NH/DW would be attending a virtual meeting with Sarah Bryan on 12th November and report back.

RT advised that he continued to liaise with ENPA regarding their breeding programme and the Secretary would continue to liaise regarding more general matters.

#### **National Equine Forum**

It was agreed to bring this item forward to January meeting.

#### **Out of office hours phone numbers**

The Secretary advised that the answerphone message has been changed in the office but further work was required on the website.

#### **Grassroots 2<sup>nd</sup> Licence**

DW advised that, as yet, it had not been possible to determine the ownership of the licence currently on Mrs Mansell's computer. Further investigation would take place and the matter resolved on his next visit. If the licence was owned by the EPS then it could be allocated to A N Other individual. If not, all EPS data should be wiped from the system at the December visit.

It might be necessary to speak to Grassroots, the consensus was that the EPS had purchased the licence.

#### **Item 10 - Show Affiliation Secretary's Report (Secretary)**

The Secretary advised that a number of shows had already cancelled for 2021 and affiliation monies will be carried over to 2022.

This would have implications for the centenary year and centenary rosettes and asked if centenary rosettes should be carried over to 2022 where 2021 show cancelled.

Following discussion, it was agreed to bring the matter forward to the January meeting.

#### **Breed commentary for centenary year**

DSBA advised that the breed commentary has not been actioned as yet. Bring forward to next meeting.

#### **Centenary Rosettes**

Bring forward to the next meeting.

#### **EPS Medals**

The Secretary advised that an email had been sent but that a response was awaited.

#### **Pony of the Year**

The Secretary advised that a copy of the current terms of the HBLB grant has been requested.

#### **Online entries using Grassroots**

CP/Secretary to action. Bring forward to next meeting.

### **Item 11 - Breed Show Secretary's Report (CP)/Judge Training**

DSBA advised that she had suggested an idea for 1920s dress (both pony and exhibitor) in one class with prize for best entry – it would be a question of showing the ponies in white headcollars but research was needed to see what exhibitors wore. It should produce some good photographs.

#### **Cups and Trophies**

CP advised that she had received two cups back in the post and NH advised that he had the cups from the Wallace family.

RT felt it was important that the cups were held in a number of locations for insurance purposes rather than all being in one place.

It was agreed that the cups would be located in a number of locations and that as each cup was repaired, it should be valued.

#### **Judge Training**

The Secretary advised that she was monitoring the situation and would organise the event when conditions allowed. JP felt there was no point running as assessment if there were no shows to judge.

Susannah Muir had completed one probationer appointment in 2020 and would continue training in 2021 as would Robyn Westcott, if shows were running. Susannah Muir required two further reports.

#### **Reduced entry fees to show for EPS members**

CP had a conversation with Exford Show and they were not prepared to offer reduced fees.

#### **Notification of the Parade in the Spring Newsletter**

Bring forward to January meeting.

#### **Centenary quadrille**

The possibility of each area providing a quadrille for local shows etc was put on hold.

### **12. Project Report (DSBA/Secretary)**

#### **PhD**

The invoice from Glasgow University for Year 2020-2021 had been paid.

DSBA advised that she had nothing else to report at present.

#### **Genome Project**

Christopher Price had advised that RBST were still awaiting a response from Weatherbys. NH would convey this information to ENPA.

#### **Other Scientific Enquiries**

DSBA advised that the item regarding Dr Wallner had not been actioned.

The Secretary advised Megan Hunter had asked if the EPS would publish a survey for her and this had been confirmed.

### **13. Area Report (VL/SECRETARY)**

VL advised that Yvonne Campbell was not on internet but it felt that a meeting of Area Reps could still go ahead and such meetings were possible on smart phones.

VL would liaise with the Secretary to set a date for the meeting.

## **14. Inspections/Inspector's Meeting/DNA (RT/SECRETARY)**

### **Inspectors Meeting**

The decision was taken to postpone the meeting to the Spring.

### **Guidelines for inspections taking place during Covid-19**

The paperwork had been completed and circulated to inspectors and those electing to have an inspection.

Track and Trace information had been kept for 21 days and then destroyed.

### **Inspectors Guidelines**

The wording on microchips had been added to the Inspector's Guidelines Risk Assessment and the guidelines had been circulated to all inspectors.

### **Rule 8 a) 3) ii)**

The paperwork had been completed and sent to all those requesting to use this rule for the registration of foals in 2020 and a committee had been set up to review applications which so far had been received from seven breeders. In some instances, photographs in line with the guidelines have had to be requested.

### **Colt Inspection Form**

Current feedback is that the form is easier to use and adverse comments will be brought to the Trustees attention.

### **First Aid Training**

The Management Committee had looked into first aid training and there were currently no BHS Initial First Aid courses being undertaken. Refresher Courses were available online.

There were a number of providers who would put on courses for a group of individuals to attend and this would be a possibility when current restrictions ended.

In the meantime, Area Reps would be asked if they knew of members in their area who were trained in Equine First Aid for Humans or were anticipating introducing such training.

The Risk Assessment did indicate inspectors should be trained in first aid but it might be more beneficial, as they were the most likely people, to get hurt, if a trained first aider was present at inspectors. This could be the person undertaking the paperwork.

Further information was required from the insurance company as to whether first aiders would suffice or if a paramedic was required.

Cover at shows was equally as important as inspections and someone first aid trained was able to administer first aid and put someone in the recovery position and keep them calm until professional help arrived.

The question was raised if different risk assessments were required for moorland and in-ground inspections. One of the main considerations was the accessibility and time taken for help to arrive.

The importance of carrying out risk assessments and abiding by the recommendations was paramount.

There was the possibility that part of the Young Judge's prize could be a first aid course but this would need to be followed up with regular refresher courses.

It was agreed that the Society should provide first aiders and not those who had requested an inspection.

If a private company took on the training they would be able to specialise on impact injuries.

**Decision:** JP proposed and TH seconded the course of action set about below and this was unanimously agreed.

- the Secretary would contact the insurance companies
- a call for first aiders or people willing to train as first aiders would be put out in the Winter Newsletter
- a call for a first aid trainer would be out in the Winter Newsletter
- the risk assessment would be reviewed
- a decision made on the number of first aiders required and where they should be located
- the Secretary would identify if there were inspectors who were first aid trained and ascertain who would be willing to undertake first aid training

It was noted the Secretary held a current First Aid certificate and often attended moorland inspections.

### **Inspections**

NH reported that meetings were taking place with moorland breeders and the overwhelming consensus was for the breeding of registered ponies.

Moorland inspections had been completed except for one breeder who had requested a Spring inspection in line with the current derogation.

Sweden – a Section X passport was being issued for one foal

Germany – completed awaiting paperwork

Czech Republic – completed awaiting paperwork

In-ground inspections/use of Rule 8 a0 30 ii) had largely completed although paperwork was awaited from one or two breeders.

It was noted that further foal inspections would be put on hold pending advice from the insurance company.

### **15. Yearbook (GB)**

GB advised that at the last meeting a document that set the potential articles and those responsible for copy had been circulated and no-one had indicated they were unable to take on the attributed task.

However, the position of the editor, Sandy Wooderson had changed and her daughter would now be undertaking the design. This meant that articles needed to be ready to be sent from mid-December onwards so that there was a steady stream of work was supplied up to the proof copy date.

A new document with timings would be circulated following the Trustees meeting.

The Trustees agreed that it should be possible to pull the articles together if everyone was proactive.

GB re-iterated the need for the Yearbook to be forward looking as well as reporting on events.

### **Autumn Newsletter**

The posting of the Autumn Newsletter had been delayed. The Secretary advised that if it were circulated via email to those with email addresses and via mail to those that did not (newsletter to be printed in house), it could be distributed by 15/16<sup>th</sup> November latest.

The information could be updated regarding the Yearbook, further information included on the story-telling evening and a call from CP regarding Exmoors and the Pony Club.

**Decision:** It was agreed the newsletter would be printed in-house for those without email addresses and sent by email to those that did.

The Secretary would include a note that a paper copy could be sent out if required. It was likely that the vast majority of members would accept an email copy although all liked to receive the Yearbook as a paper document. About 60% of the membership had an email address on file.

It was not felt appropriate to charge for sending a paper copy at this point.

### **Winter Newsletter**

The Winter Newsletter would provide information on the centenary and the story competition together with membership and renewal forms with the option to sign up for Gift Aid (if the EPS application was successful). The flyer for donations to retirement gifts would also be included.

DSBA advised that the story booklet would be quite a sizeable document. There were 15 stories each of which would take between 3-4 A5 sides and a cover. She asked whether it should be sent out with Winter Newsletter or issued by some other means. She was happy for there to be no charge.

One suggestion was that the document could be put up on the website and available for download free but with a donate button alongside.

The cost of having the A5 booklet printed would be approximately £1.20 per copy which could be sold on at a cost of £3.

If copies were going to be printed then pre-orders could be taken, that said, it could be a good promotional tool so unsold copies could be distributed by Friends.

DSBA felt it was important that the book was available to all.

**Decision:** GB proposed and JP seconded the proposal that a document be prepared with all the short stories available to order which could either be sent via email as a pdf at a cost of £1.50 or by mail as a printer version at a cost of £3.00. This was unanimously agreed.

DSBA advised that the online event would take place on 26th November on you-tube. A note would be put in the comments that the booklet with the stories was available through the Society.

DSBA advised the winning story would be printed in the Spring Newsletter

### **16. Website/Facebook (GP/JP/Lizzie Raspin/Secretary)**

JP was concerned that she had not seen the initial layout of the website.

GB advised that the decision taken a year ago was for the original sub-committee to identify potential website candidates. Both the Secretary and he had visited a number of the companies identified and reported back to the sub-committee and the Trustees. The decision was taken in February to appoint Esteo because they did not charge VAT and because they were awarded the PR contract. Esteo had then produced an outline framework/siteplan.

Due to Covid-19 no further work had been done other than that the Secretary and he had checked with Esteo before the September meeting that they did not wish to make additional recommendations given that they now had six months experience as the PR company. And again this was reported to the Trustees. Esteo had made a few tweaks and the Secretary had circulated the information to the Trustees.

The project was now at a point where the real work of building the website and adding the content could begin. The sub-committee was tasked with this work and workshops would be set up so that all members could familiarise themselves with how to carry out this work reviewing current content from the old website and updating as necessary and creating the new content needed for a forward looking Society.

NH confirmed that the concept had been agreed and was now moving into content stage.

GB concurred saying that the hard work starts here. The framework circulated was how Esteo had pitched the work and for many reasons, the Trustees priorities had been diverted to other areas.

JP was still concerned that she not seen anything and GB apologised for Esteos framework not being circulated to the sub-committee first but re-iterated that no existing content has been moved across

JP advised that Lizzie Raspin was a member of Society and a bit of a whizz on social media and websites.

GB advised that he had sent the Yearbook to Esteo when they were pitching for both the PR work and the website and it seemed entirely logical to ask them to re-look at it after 6 months of doing our PR.

NH confirmed that it was now up to the sub-committee and their chair to move forward on the project.

### **Photographs**

The Secretary advised that the photographic competition had not been run for some years and was their possibility of linking the competition to the Friends calendar if they were happy to do so and use a combination of photographs for that purpose. The centenary committee had also proposed a day during 2021 when everyone Exmoor owner took a photograph.

DSBA advised that the photographic class in centenary competition had had quite a low response. Photography has moved on with many people using Facebook and uploading lo-res photos without tags.

The Secretary advised that Steve Lodge (Esteo) had said that people should upload photographs with the information and copyright embedded in the file name.

GB few the EPS had a number of Facebook pages and those running the pages could routinely post with requests photographs.

The photographers would need to confirm that they were happy to make the photographs available to the EPS and provide high resolution copies. DSBA advised that she would be happy to receive such photographs.

NH advised that it would not be a small job to trawl through the Facebook pages to identify potential photographs and obtain the standard information regarding the pony.

The aim as to build the photographic library.

### **17. Exmoor Pony Festival Trust (GL/RT)**

RT reported that the committee had placed everything on hold during the current situation.

NH advised that a meeting had been arranged with MMT to discuss aims, co-operation etc.

RT undertook to try and sort out the bank account with Linzi Green.

## **18. EPS Centenary Events (DSBA/JP/Secretary)**

The Trustees read and accepted the report from the sub-committee on the following subjects:

- children's competition – judges appointed, schools and posters
- art competition – Facebook campaign
- story booklet
- plans to set up a virtual quiz

## **19. Review of Charity Policy Documents (NH/GB/Secretary)**

Bring forward to the January Meeting

## **20. Young Judge's Competition**

The Trustees read and accepted the report from the Management Committee. The sub-committee would now carry on organising the competition so that if it could go ahead in 2021 everything was in place.

## **21. Breed Promotion**

GB/Secretary would present an advertising budget to the January meeting when 2020 expenditure had been reviewed.

SB had spoken to both JP and Lizzie Raspin and others regarding articles and the call for a Young Reporter had been included in the Autumn Newsletter.

JP advised that with Lizzie Raspin they had organised the virtual Midland Show and raised over £500. They would be looking to set up further events that would include classes for both in-ground and free-living ponies (un haltered with a zoom lens).

NH asked if it became easier and JP advised that it did.

The Trustees read and accepted Esteo's report on promotional activity in October 2020.

NH advised that he had had a conversation with Esteo to introduce himself and talk through a number of ideas that had been put forward. The Secretary had previously explained all the legislation and rules that governed breed societies and NH had re-iterated what the Society was able to do in terms of registering ponies. It continued to be a learning curve for Esteo and clearly some articles had gone out which were not quite what the Society wanted. GB, SB and the Secretary continued to work closely with Esteo to generate articles and respond to items in the press and on social media.

The Secretary advised that there was a German TV company interested in filming but no date had been set.

The Trustees read and accepted SB's report on articles written.

SB advised that a meeting with JP and LR had taken place and the need for an increased presence of YouTube had been identified. The meeting had also discussed the different target audiences and how the Society utilised social media.

SB advised that it had been brought to her attention that if you look for Exmoor Ponies on YouTube the Society is sadly lacking. There was a need for short films and she asked all to consider being proactive with regard to filming free living ponies, herd profiles, family ponies and show ring successes.

SB's next project was to update the Wikipedia pages.

## **Breed Promotion Material**

The Secretary had started the process of sending out the various leaflets that were currently used to promote the breed to GB, JP and LR and, in this instance, SB as one of the original authors and suggested changes were awaited.

As outlined in the report, the Secretary had also asked the website sub-committee to consider whether or not the current strapline 'To promote and encourage the Breeding of Registered Exmoor Ponies' was relevant today. Whilst it reflected the charity's aim, it was not public friendly and would not attract donations. A possibility was perhaps 'Dedicated to the conservation and promotion of the Registered Exmoor pony'.

Subsequent to that email JP and LR had met online to discuss ideas and advised that they would share their work at a later stage.

GB noted the Secretary's comments and asked JP to enlarge on her thoughts and ideas. JP advised that she would put forward a document and had nothing to share at the meeting.

In response to thoughts on the Society's different audiences, DSBA recalled that a questionnaire had been sent out several years ago and asked the response and action taken. The Secretary reported that around 90 questionnaires had been received from some 1500 sent out and at the time, the committee had felt that this was an insufficient number to provide quality feedback.

The Secretary undertook to create a spreadsheet to collate responses and each sub-committee member would receive a number of questionnaires to enter

NH referred to the Management Committee notes and the need to identify a new, more modern strapline.

JP put forward the suggestion of 'thrive - perform - promote'.

NH asked all Trustees to consider the Society's core message and ideas for a new strapline.

The Secretary suggested that all those involved with breed promotion which encompassed the website, social media and PR should meet so that effort was not being duplicated with the different sub-committees.

NH asked all Trustees to put forward their ideas for a new strapline to the this group which would comprise GB/SB/DSBA/JP/LR and the Secretary.

The Secretary advised that MMT's strapline should come into everyone's thinking so that there was no perceived crossover.

## **22. Conservation grazing (SP with GL/RT)**

SP advised that she had been in touch with Juliet Rogers as they (MMT) are involved with a lot of conservation grazing. A member had been looking for a conservation grazing home for a mare and SP had directed her to MMT.

Individuals were contacting the Society regarding conservation grazing and this had led to a member supplying ponies for a winter grazing site in Gloucestershire whilst a further site had been taken on in Wales. A further site in Devon was being investigated by RT.

DSBA had provided a list of all the organisations that had received the original conservation grazing and the Secretary was supplying a list of current organisations that were on the database as using conservation grazing ponies.

SP felt that the Society should produce a punchy conservation grazing leaflet and the Secretary undertook to send out the current leaflets that were available on the website, there was a short and a longer version which had been used as different events depending on the audience. A new leaflet was very much needed to compete alongside those produced by other organisations.

SB advised that she had started writing an article on YEPT but had later considered it more beneficial to encompass more members/owners using conservation grazing ponies and how it relates to the breed society.

There was a natural link between the conservation grazing sub-committee and SB articles with information being relevant to both.

NH, DW and the secretary were having a virtual meeting with MMT on 1<sup>st</sup> December to have chat about both organisations current situation, aims and areas of co-operation.

### **Existing DVDs**

DSBA advised that she had not had the time to review the existing DVD content from 2008 (both main disc and conservation grazing disc) but had provided the contact details of the makers to the Secretary.

The Secretary advised that she was awaiting a response.

DSBA and the Secretary had not had the opportunity to discuss the possibility of a new video although some ideas had been put forward for discussion in the Management meeting.

### **Item 23 - Any Other Business**

#### **Yearbook:**

The Chairman advised that the matter concerning the Yearbook and a complaint from one member against another had been resolved with a letter of apology being sent.

#### **Photographic Competition:**

See website/centenary.

#### **NPS Summer Championship Breed Accumulator:**

Carry forward to January meeting

#### **Rare bloodlines:**

Content of report noted.

#### **Central Prefix Register:**

The Management had had an initial discussion and would be working on a form of words for the release of a prefix by the Society.

#### **Member email:**

The responses to the questions asked were:

Trustee email addresses were available on the website and would be included in the Spring Newsletter. A list of Trustees and email addresses would be included in the Summer Newsletter produced following the AGM as details did change.

**Decision:** SB proposed and TH seconded the above proposal and this was unanimously agreed.

The Management Committee had been tasked with coming up with incentives for Direct Debit payments which may result in a yearly discount for those with a regular payment set up.

The format for the studbook was a matter for discussion with Grassroots and at present their time was in short supply due to the changeover to a cloud based system and getting ready for the UK leaving the EU which required changes to studbook layout. The Secretary undertook to discuss the matter when time was available.

**Wildness Survey:**

NH/DW to discuss with ENPA.

**PR:**

The importance of Trustees feeding information to the Management Committee and from there onto Sole Trader was noted.

**Meeting dates**

(Subject to Government legislation):

Tuesday, 12<sup>th</sup> January – M5 location

Tuesday, 2<sup>nd</sup> March – M5 location

Thursday, 6<sup>th</sup> May – Exmoor

Tuesday, 6<sup>th</sup> July – Exmoor

**Exmoor Pony Society towards the new century**

CP advised that she had recently come across this piece written by DSBA in 2000. She felt that the words were as relevant today as they were then and was concerned that the Society has become too businesslike and moved away from the ponies. DSBA believed the piece had been written for the 2000 newsletter.

NH asked CP to send the wording to the Secretary to send out to the Trustees as it would be relevant to ideas on the future was forward and marketing messages.

NH commented that the Society had had to evolve into 21<sup>st</sup> century and had to implement Company House, Charities Commission, DEFRA and EU legislation to meet its legal requirements. Promoting the ponies was extremely important but this could only be done if the Society remained compliant and in existence.

DSBA acknowledged that the Society had become caught up with management business but also believe it was time to set out what the Society had achieved and look at the big picture. She felt the re-evaluation the Society's strap line would start process and identify the core message.

GB also felt the words were as relevant today as at the turn of the century. There was a balance between the rules and regulations and the need to retain focus on protecting the breed. The strapline or, perhaps, more than one strapline for more than one purpose was extremely important as it was often the only thing people read. The message for an Exmoor audience and a non-Exmoor audience may well need to be different.

NH thanked everyone for their input and closed the meeting at 3.30pm.