

Minutes of the ACL Council Meeting
held on 13 May 2021
by Conference Call



Council members present: Claire Green, Chairman (CG), Francis Kendall, Vice-Chairman (FK)
David Cooper (DC), Kris Kilsby (KK), Stephen Averill (SA),
Jack Ridgway (JR), Adam Grant (AG), Natalie Swales (NS),
Rachel Wallace (RW)

Also present: Diane Pattenden (DP), Head of Operations,

The meeting started at 1.05pm

Item	
1	Welcome and apologies
	CG welcomed all to the meeting.
2	Minutes of the council meeting held on 16 April 2021
	The draft minutes of the council meeting held on 16 April 2021 were approved without amendment and agreed for publication.
3	Actions arising from the council meeting held on 16 April 2021
3.1	The actions arising were reviewed, discussed and updated.
4	Education update/working party report
4.1	CG thanked the working party for their time and work on the viability report.
4.2	SA briefly guided council members through the structure of and background to the report and the two options being proposed to council. .
4.3	JR provided an overview of the thinking behind option 1. This was to, in effect, look at
4.4	streamlining the management structure and to reduce the costs of running the course, thus making it financially viable with the current level of intake.
4.5	RW took members through the rationale behind option 2. This was to continue with the course as it was currently structured but to make a concerted effort, using the reserves held by ACLT to increase the level of intake to make the course financially viable. A review would then take place after 2 years.
4.6	CG invited all council members in turn to offer their views on each option. A discussion followed regarding the process of appointing the directors of ACLT. CG invited council members to vote for one of the options. Council voted in favour of option 1.
4.7	CG asked council members to vote on three further recommendations as set out in the working party's report.
	<ol style="list-style-type: none"> 1. <i>For the immediate implementation of governance structure.</i> Unanimously agreed. 2. <i>For the development and implementation of collaborative marketing strategy.</i> Unanimously agreed. 3. <i>Permission for ACLT to utilise reserves for course and platform development and marketing.</i> <p>It was agreed that whilst this was required to a degree, further clarification was needed. It was unanimously agreed that ACLT should, without delay, put forward</p>

	proposals for consideration.
4.8	JR explained that when drafting option 1 he had envisaged a soft reset and at some point, a change of directors. He went on to say that for the following few months, continuity was needed. CG and FK asked for time to consider whether they wished to remain as directors of ACLT. JR suggested that for the next academic year there should be a change of directors. This was broadly met with agreement.
5	Options for attracting non-qualified costs professionals
	CG acknowledged that this agenda item had been put on hold for a number of months as ACLT had been an ongoing priority.
6	Marketing the profession
	RW suggested that ACL and ACLT worked with Black Letter to progress a marketing strategy and implementation plan.
7	ACL/ACLT structure, roles and responsibilities
7.1	RW suggested that an introductory pack should be made available to new council members. AG confirmed that such a pack was being worked on by the Policy committee and should be available by the end of the summer.
7.2	SA added that the education working party had reflected on the fact that whilst DP was not a serving council member, her thoughts and opinions should more actively be sought. Council members agreed.
8	Social media
8.1	FK reported that he was waiting on proposals from Black Letter.
8.2	RW reported that at the last council meeting she was charged with progressing marketing proposals for ACLT but made the point that FK, as he held the responsibility on council for marketing should speak with Black Letter regarding options for marketing support.
8.3	Following discussion it was agreed that the ACLT course should be marketed asap. RW will approach KA for key points to be used in marketing. KK agreed to write some testimonial copy to be included in the marketing literature.
9	Update on research into PI Policies
	This item was carried forward to the next council meeting
10	Policy Report
	AG confirmed that there were no issues to report
11	Operations Report
11.1	DP reported that 33 delegates at the virtual conference held on 30 April provided feedback. 34% rated the event as excellent, 60% as good and 6% as adequate. 97% said they would recommend the event. A question was included in the evaluation survey to gauge interest in an in person event in November. 53% said they would prefer to attend in person whilst 47 % said they would prefer to attend 'virtually'. Asked about interest in attending a gala dinner if they attended a conference in person in November, 50% said they would be interested.
11.2	Council members agreed unanimously that DP should work towards organising a live event followed by a gala dinner. The option for making the event available to purchase online after the event will be investigated.
12	Any other business
12.1	CG confirmed that DC's paper on the development of affiliate membership would be carried forward and fully discussed at the next council meeting.
12.2	There being no further business the meeting ended at 16.05.
13	Date of next council meeting
	The next council meeting will be held by conference call at 11am on Friday 18 June.