



National Coasteering Charter Coordinating Group Meeting (Annual Meeting)

Held on Friday 9th of November 2018

Location: RNLI College, Poole, Dorset <http://college.rnli.org/pages/contact-us.aspx>

Attendees:

Jethro Moore - Chair
JP Eatock – Executive Officer
Jey Massingham - Secretary
Ashley Hone - South Devon
Phil Le Poidevin - Channel Islands

John Byron - W Wales
David Reed - Isle Man
Claire - Exeter Uni (Data discussion)
Stevie Boyle - Scotland (standing in for Dave Slade)

Apologies:

Dave Slade - Scotland (east)
Sophie Tanner - Dorset
Tony Rees - S Wales
Charlie Rusted - Cornwall
Mark Agnew – South Devon

Andy Spink - Scotland
Mark Garland - N Devon
Craig Cain - North Wales
Russell Thompson - Dorset

Absent:

Oisin Hallsesey - N Ireland

Reminder:

A role of the **rep** is to represent providers in your region, disseminate information regionally and share relevant national information.

Please share these minutes with your local providers by explaining them.

All reps must be paid up members if you are not how can you promote others doing so?

Copies of all documents will be made available to regional representatives through the NCC Google Drive.



The following minutes are **ACTION** focused.

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1. PREVIOUS MINUTES: Poole 2017

<p>Minutes approved, with some actions outstanding and carried over to 2018 meeting & action list.</p> <p>Database inputted to MailChimp (in regions), enabling NCC officers to keep this updated and communicate with Coasteering providers.</p> <p>Send our Regional minutes to NCC Secretary after each meeting.</p>	<p>Jey to create system & process to centralise documents. Google Drive.</p> <p>Reps to send Reginal Minutes to Jey – ASAP as the meetings occur.</p>
<p>The National Trust (NT) will be coming back to England with regards to what their plan is for managing activities on their land.</p> <p>*Phil Sadler is no longer point of contact. Gareth Fielding (NT) is the contact.</p>	<p>NT still happy to speak at next national meeting.</p>
<p>WATO: no longer in operation.</p>	

2. REGIONAL NEWS: Updates from reps, any items impacting the Coasteering industry, discussion of incidents, near misses, and learning outcomes.

<p>W. Wales: Combined regional NCC meeting with Concordat meeting. Proving to be a good way to unite & discuss interests of land owners, public & providers. Issues such as overcrowding in ‘honey pot’ areas, parking etc discussed.</p> <p>No major incidents to report. A situation regarding a guide needing to give customer his own helmet for the session, and then not wearing a helmet whilst Coasteering caused a serious complaint. Complaint dealt with at National and Regional level.</p> <p>Lessons learned – Keep supporting each other when situations like this occur. In future situations such as this, go and get a helmet before guiding a group and putting yourself at risk.</p> <p>W Wales are finding difficulty in retaining & recruiting NCC members.</p>	<p>Regional news / items impacting the Coasteering</p> <p>The Guide in question to be told how much effort the NCC went to in order to stop this going further to AALS level. J.Byrom to do.</p>
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<p>Cornwall: Only one meeting held in April 18. Usual discussion & confusion 'bird ban' & when the ban will be lifted.</p> <p>No major incidents reported at the time although this will be due to the time of year.</p> <p>Suggestion that providers using a certain get in understand the area, as 'fly cellars' have courtesy with local fishermen due to a heated conversation in front of customers.</p> <p>Incident - customer not declaring PTSD on disclaimer form. Resulting in panic attack during session. RNLI called and took them back to the RNLI station.</p> <p>Lessons learned - Verbally ask about any potential history as well as looking at the form. This may nudge the client into further disclosure from the client to help in the event of potential incidents. Second meeting attempted on two occasions but no real interest shown.</p>	<p>Regional news / items impacting the Coasteering</p> <p>Reps to share regionally</p>
<p>Scotland: Strong turnout although many members attending are 'ex NCC members' It's thought there is no pressure to continue payment to NCC. Currently 4 out of 50 are paid NCC members.</p> <p>Region seemly shy to communicate any incidents.</p>	<p>Regional news / items impacting the Coasteering</p>
<p>Isle of Man: No real in-depth feedback available due to new role of regional rep. Nothing much to note from previous rep.</p>	



<p>S.Devon: New land owner licensing has helped to ease congested 'honey pot' areas.</p> <p>Marine litter getting worse. Suggestions from regional reps included organised litter picks as part of staff training and for social media to be leveraged.</p> <p>Change in client base over past 12 -18 months. Less large stag & hen groups. More family groups.</p> <p>One incident to report. Coasteer company assisted a member of the public in need, RNLI called & person hospitalised.</p> <p>Discussion on members of the public using easily accessible known Coasteer routes. These areas have signs now saying <i>"Only Coasteer with a licence provider"</i></p> <p>Lessons learned - It's suggested that similar signage could be useful in other regions.</p>	<p>Regional news / items impacting the Coasteering</p> <p>Reps to bring this up regionally to discuss.</p>
<p>Dorset: One near miss reported with customer having reoccurring injury. Coastguard called. Injury in relation to helmet being forced off customers head.</p> <p>Lessons learned - correct placement of emergency mobile phone and keys for vehicle.</p>	<p>Regional news / items impacting the Coasteering</p>
<p>S. Wales: Nothing to report.</p>	<p>Regional news / items impacting the Coasteering</p>
<p>Channel Islands: Outdoor charter group in Guernsey being assembled by local providers & business.</p> <p>Some friction between existing & new providers making it hard to communicate & give full report.</p>	<p>Regional news / items impacting the Coasteering New</p> <p>Rep, Phil, to visit providers individually in an attempt to smooth relations and start discussions again.</p>



3. **WEBSITE:** Developments & Updates.

<p>Actions from 2017 meeting voted on and approved. Database inputted to MailChimp (in regions), enabling NCC officers to keep this updated and communicate with Coasteering providers.</p>	<p>Jey Reps to give a list to Jey who is operating in their area – from their next regional meeting</p>
<p>Send our Regional minutes to NCC Secretary after each meeting.</p>	<p>Reps to do this asap from their meeting</p>
<p>Google drive to be set up.</p>	<p>Jey</p>
<p>Suggestions for easing renewal of membership: - Invoice system updated and CRM to be installed - Timing of renewal - Template emails to be written and scheduled - Option for online payment on NCC website. - Option for Standing Order.</p>	
<p>GDPR to be installed on NCC site.</p>	<p>Jey</p>
<p>Hyper Text Transfer Protocol Secure (HTTPS) to be installed on NCC site.</p>	<p>Jey</p>
<p>3 days paid work voted & approved to action the above.</p>	<p>Jey to give us agree with Mark Agnew a deadline to get this done by - ASAP</p>

4. **FINANCE:** latest figures from 2017/18.

<p>Bank Account stands at: £8837.14 02/11/2018</p> <p>Membership: Current full members: 71 members down by 2 members. Individual members: 2</p> <p>Treasurers annual invoice for 3 days paid work voted & agreed</p>	
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5. **AALA:** Updates from the latest developments.

<p>AALA to phase out within the next 3 years. The HSE Board requested additional information, and at a meeting in September 2018 and following discussion of the information provided, it approved the Option 3 proposal. More info at RYA.org.uk</p>	
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6. **MEMBERSHIP RETENTION:** Thoughts, ideas & actions.

<p>A theme running through the meeting was membership retention and how best to attract new members and retain old members.</p> <p>It's thought the answer is multi faceted.</p> <ol style="list-style-type: none"> 1. Ease membership process as mentioned in section 3. in a hope to ease work load for both membership sign up & treasurer in minutes above 2. Design a simple script & questionnaire to gather insights into why memberships are not being renewed. Use installation of GDPR as the tool for initiating conversation & offer a Standing order sign up option whilst on the call. This call will also be used to gauge the feel of a Guide Qualification scheme to be administered by the NCC. 3. 3 days paid work voted & approved for phone calls to be made – and more days available depending on how long this process takes. 3. Introduce various equipment discounts for NCC members as incentive for continued membership. 4. Case studies to be referenced & used as examples for why the NCC is useful. Cite situations where providers have directly benefited because of their NCC membership. Headings for case studies to be taken from http://www.nationalcoasteeringcharter.org.uk/wp-content/uploads/NCC-Membership-Benefits-2018.pdf 6. Guide courses seen to potentially help with membership uptake & retention. See below 8. GUIDE COURSES: 	<p>Jey / Mark</p> <p>JP, Ash, Jet</p> <p>Regional reps</p>
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7. REGIONAL REPS / WORKING GROUP MEMBERS: Updating rep lists & roles.

<p>Jet to remain as Chair</p> <p>JP voted as vice chair</p> <p>Dr Claire Eatock voted in Data analysis & Research post</p> <p>Ashley Hone noted as interested in future involvement & a role within the committee.</p>	<p>Updated rep & roles list on Google Drive.</p>
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8. GUIDE COURSES: Discussions & decisions on a proposed guide course endorsed by NCC.

<p>Guide course / leadership award scheme to be drafted and checked with members to see if there is the will to administer this by the NCC. Spurred on by the changing landscape of the outdoors due to the phase out of AALS.</p> <p>1. Introduction to the proposal of an NCC Guide Assessment – why is the NCC looking to discuss this ?</p> <p>The NCC's prime aim is to 'Promote Safe Coasteering'. Since the NCC was formally started in 2011, there has always been the open discussion about it owning and administering a standardised Coasteering Guide Award.</p> <p>With the changes that are happening to AALS in the next 3 to 5 years, it is prime time to futureproof the standards for the Coasteering industry by doing this, so that we remain, as a group of passionate Coasteering Providers, in charge of our own industry, allowing us to both support and lead the way with the good work that has already been done within the industry.</p> <p>This would make a Coasteering Guide Award that is assured by coasteerers and all of our interests to promote safe coasteering, plus have an award that is portable by NCC Registered Guides and allow us to have a voice and influence others at a National Level when required.</p> <p>With a few adjustments to what we all do already, it is essentially formalising the current coasteering 'sign off' systems that happens in the coasteering industry by Technical Advisors, whilst allowing a wider scope for those that get signed off.</p> <p>By doing this it will allow for the NCC, which everyone has a voice on to decide how it looks and works. The other option would be like in the SUP/ MTB world where a private company or multiple organisations will put an award forward and we as coasteering providers/ Guides will be lead to follow their scheme. In a very</p>	
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<p>similar way to why we set the NCC up with the help and support of many organisations, If we had not then ROSPA would have done it without our input.</p> <p>Action - To consult members and inform them of this idea. Initially by phone and then by email to get feedback at both stages to allow us a steer on how to move forwards with this.</p>	<p>Jet, JP, John B, Mark A.</p>
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9. FUTURE MEETINGS, SYMPOSIUM'S & AGM: *AGM & symposium cancelled due to bad weather and lack of sheltered areas to operate.

<p>AGM and Symposium to be held in Scotland 2019. Annual Meeting & AGM 8th November. Symposium 9th & 10th November.</p> <p>A back up plan to be formed for future symposiums so as that bad weather options are pre-defined.</p> <p>2021 symposium proposed to be held in North Wales.</p>	<p>Reps to share this news ASAP</p>
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10. ANY OTHER BUSINESS: Miscellaneous.

<p>Providers to take images & document heavily used 'access areas' liable to wear and tear.</p> <p>It's hoped by documenting this we can show 'positive impact' over time & highlight coasteering is active & aware in minimising any negative effects. Useful evidence for natural England.</p> <p>NCC 'Holding Statement' to be drafted incase of the event of a coasteering crisis.</p> <p>Interview scenario to be as part of future symposium workshops.</p> <p>Email to be sent to Jo Jo (RLNI):</p> <ul style="list-style-type: none"> - potential video collaboration - media trainer to attend symposium <p>Dr Claire Eatock -</p>	<p>Reps responsible for images to be uploaded to Google drive.</p> <p>JP, Jet</p> <p>JP</p>
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11. **CRISIS MANAGEMENT TRAINING:** Notes from media crisis training delivered by RNLI.

<p><u>Providing statements / interviews</u></p> <p>WISE: Warmth, Intelligence, Sincere, Empathy/Engage.</p> <p>Key Messages: When responding to any media have 2-3 key message you wish to convey. Repeat these whenever possible.</p> <p>Only confirm what you do know. Never say what you don't know even when responding to negative questions.</p> <p>Editors code: The Editors' Code of Practice sets out the rules that newspapers and magazines regulated by IPSO have agreed to follow. Use this with persistent press.</p> <p>RAC: Reassure, Action, Context.</p>	
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