

**MINUTES OF THE EXECUTIVE COMMITTEE MEETING
FEDERATION OF PRIVATE RESIDENTS' ASSOCIATIONS LTD
Held on Wednesday 12 October 2011 at the Victory Services Club,
63-79 Seymour Street, London W2 2HF**

Present: FPRA Committee Members: Robert Smytherman (Chairman), Richard Williams (Deputy Chairman), Michael Derome (Hon Treasurer), Stephen Guy, Muriel Guest-Smith, Philippa Turner, Malcolm Wolpert, Robert Levene, Nic Shulman (Honorary Consultant).

In Attendance: Jacqui Abbott

1 Apologies for Absence: Ann Ellson, Andrew Pridell, Leigh Shapiro, Nick Roberts, Chiara Gorodesky.

2. To approve Minutes of the Meeting held 21 September 2011 - These were approved

3. Securing New Members & 4. Website - Detailed reports we distributed before the meeting and updated. There was a wide ranging discussion the key points that came out of it were:

- a. Core problem non renewal as we are gaining new members although we should also seek ways to secure more.
- b. Suggestion of offering preferential insurance scheme such as previous Deacon arrangement was rejected.
- c. Essential we entice people to both stay and investigate further so that we hold interest.
- d. We should make forms available on-line as a direct benefit of membership even if we are copying some of these from other sites eg. LEASE and ARMA.
- e. We should look to produce our own guidance notes to deal with regularly asked points eg. Insurance, Section 20 etc.
- f. We should investigate an integrated website and new membership payment scheme/software – SG agreed to do this.
- g. Proceed with a YouTube Q & A with link from website BS to discuss with YM and organize.
- h. Website to include stories from members – make an appeal in next newsletter.
- i. Present website needs complete upgrade SG is overwhelmed at present in too many updates and news items preventing him from dealing with the strategic issues. It was decided that news items should be concentrated in the newsletter rather than website and the newsletter should be slightly changed in emphasis to concentrate more on news and directing people to the website for technical information (clearly stating for non computer people that information can be obtained via the admin office on request).
- j. SG agreed to do the website update which he estimated would take about 10 full days which would cost about £1600.00 in time charges plus software plus possibly equipment. A total budget was agreed of £5000.00.
- k. RL estimated that the additional costs involved in the project might add a further £5000.00 for the admin office and this budget was also agreed.
- l. It was agreed to fully investigate email distribution of the newsletter perhaps by linking an email sent out to the newsletter on the website members' area so that this could go to all members of the members committee or indeed further if they wished.
- m. It was agreed that our renewal form for 2012/13 would be redesigned so as to capture all committee members details and email if the member is willing to disclose them.
- n. Look to do a regular email bulletins to members and perhaps a different (enticing) email to non members.

- o. It was thought worthwhile continuing to distribute our leaflets via CAB, Deacon, John Ansell and Partners and others.
- p. Our membership leaflet should be completely redesigned to make it more of a 'sales document'.
- q. It was felt the new fire regulations documentation was good example of something that might entice membership.
- r. Discussed and rejected extending membership further e.g. To park homes.
- s. It was noted that there are now several other sites giving similar advice to FPRA and therefore we need to show that we are unique and different from websites such as Sharon Crossman's Leasehold Life, LEASE, News on the Block etc.

5. George O'Grady's Report – The report was distributed before the meeting. Key points decided on were:

- a. We should consider in impact of buy to let/investment leaseholders on members and potential members.
- b. Try to find out if any famous person or 'celebrity' lives in a members' block and would be willing to endorse FPRA as it was felt this could gain valuable attention.
- c. Other ideas were considered too expensive/not practical.

6. Report for reasons of non renewal – The admin office had compiled a report on the reasons for non renewal and these proved to be varied with no particular pattern and it was considered that people do not always give the real reason anyway. No pattern of joining and getting advice then leaving was detected.

7. Consider Direct Debits – RL had looked into using a direct debit service such as Eazipay initial costs £495.00 set up (plus VAT) with various further costs for each transaction after. It was decided not to proceed with this at present.

Decided to contact NatWest and look into Standing Order possibility.

It was agreed that if this was practical we would give a £5.00 discount to Standing Order members and freeze the Standing Order rate for 3 years.

It was agreed that the 2012/13 subs would be:-

Up to 25 Flats	£80	S/O	£75
26 to 50 Flats	£100	S/O	£95
51 to 100 Flats	£165	S/O	£155
101 to 150 Flats	£230	S/O	£215
151 plus Flats	£270	S/O	£255

8. Consider FPRA Endorsements - Flat-Living and already us our logo but this is not explained. News on the Block would like and endorsement and the whole discussion took place as to the use of our logo and endorsements. E.g. Sustain.

It was decided that Flat-Living be contacted to clarify the use of the logo and that we agree something with News on the Block. We should also agree how our logo and connection is used on other peoples websites so that we have a standard practice.

SG agreed to undertake the above tasks.

9. Dates for future meetings

**AGM 9 November 2011 –Carisbrooke Hall – 5.45pm event starts
Everyone to arrive to help set up at 5.00pm**

Wednesday 7 December 2011

Wednesday 22 February 2012

Wednesday 23 May 2012 – **please note the change of date**

Wednesday 12 September 2012

Wednesday 07 November 2012 – AGM – Grill Room

Wednesday 05 December 2012

If you are not attending please let the office know.

10. 40th Anniversary – Update on event –All stands now taken, Katherine Hersey-Meade to visit the admin office for final run through of the event on Monday 31 October.

A 40th Certificate to be presented to original members i.e.: Queens Club Gardens, Addison Court – PT to prepare a list if possible.

Compliment slips with 50% joining fee and membership to April 2013 to be handed to attendees of the anniversary event to try to encourage new members.

12. Any Other Business

- a. RL informed committee that the newsletter had now been sent out with lots of extra work from the admin office. It was noted that:-
 - i. The whole pack of information was sent to newsletter subscribers and complimentary list not just the newsletter and invite.
 - ii. Unfortunately the final page of the Report and Accounts was left off and it was agreed that these be available at the meeting and sent if any member asked.
 - iii. The full accounts are to be on the website.
- b. Manage Your Block event does not seem to be proceeding It was suggested that the Federation, Notb and LEASE should all formally agree to pull out together and request removal of their information from the Manage Your Block website.
- b. RL was sad to report that Gibson Court (a member RA) – a Surrey retirement block had had a fatal fire where one person died. Peverel were reported to have been a little slow off the mark but had since set up a website for residents/families and praise was given to the local authority and local shops for their donation etc. AG/SG to put a note on website
- c. BS to work with YM to do a webinar.
- d. BS to work with NS to do an event in Worthing perhaps also involving LEASE.

The meeting closed at 8.50pm

**Date for next meeting Wednesday 7 December 2011 at 5.30pm
Victory Services Club**