



Board Meeting 61 Minute

Tuesday 18th June 2023

IMPRESS, 6th Floor, 16-18 New Bridge Street, London EC4V 6AG.

Present: Richard Ayre (Chair), David Robinson (Treasurer), Pam Vick, David Leigh, Debrah Harding, Andrea Wills, Cordella Bart-Stewart, Shelina Janmohamed

Also in attendance: Lexie Kirkconnell-Kawana, Tanmaya Kale, Thomas Spencer, Louie Chandler, Hamish Gibson, Anjali Vij, Gia Thom, Thomas Barlow, Alex Moss (minute)

No.	Item	Public Minutes
1.	Confidential Business Board Only (oral) Board & CEO Only (oral)	Confidential Business Board Only (oral) Board & CEO Only (oral)
2.	Board Re-Appointments RA ran through the agreed recommendations following the previous Appointment Panel meeting. He explained that they would be extending the terms of all members coming to end of their first terms and	Board Re-Appointments RA ran through the agreed recommendations following the previous Appointment Panel meeting.

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	<p>Impress will be advertising later this year for DL & DR roles as their second terms expire in Autumn 2024.</p> <p>RA confirmed that PV's second term would end in April 2027, CBS's in October 2026, SJ's in October 2027 and DH's in October 2028. DH has agreed to succeed DR as Chair of the Finance & Audit Committee from December 2023 and as Senior Independent Director when DR retires from the Board in September 2024.</p> <p>Looking further ahead, AW would end her second term in November 2025 and RA his first term in March 2026.</p>	
3.	<p>Procedures <u>Apologies & Declarations of Interest</u> No apologies or interests declared.</p> <p><u>Board Meeting 60 Minute</u> AW asked about committee remuneration. LKK explained Chris Kenny is looking at rates of pay with consultant Sandra Jenner and then a Recommendation will be made to the CEO to approve based on this.</p> <p>DR asked for any extraneous detail to be redacted before publication.</p>	<p>Procedures <u>Apologies & Declarations of Interest</u> No apologies or interests declared.</p> <p><u>Board Meeting 60 Minute</u> The Board approved Minute 60.</p> <p><u>Rolling Actions</u> LKK ran through rolling actions points.</p> <p><u>Internal Performance Report</u> The Board noted the Internal Performance Report.</p>

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	<p>The Board approved Minute 60.</p> <p><u>Rolling Actions</u> LKK ran through rolling actions points. LKK highlighted that Impress has formally written to the heads of all major political parties.</p> <p><u>Internal Performance Report</u> LKK highlighted membership revenue improving, regulatory enquiries increasing and that the complaints pipeline has slowed down. LKK explained the delay in management accounts due to handover to new management accountants and change to bookkeeping software. She explained that in terms of marketing and communications, there have been steady website visits, coupled with a much-improved social media presence.</p> <p>TK explained the current fundraising status of several bids, along with future plans for fundraising bids.</p> <p><u>External Report</u> The Board noted the External Report.</p>	<p><u>External Report</u> The Board noted the External Report.</p> <p><u>Finance & Audit Committee Report</u> The Board approved the financial report and management accounts for the quarter ended 30/06/2023.</p> <p><u>Risk Register</u> The Board approved the Risk Register.</p> <p><u>Health & Safety Report 2023</u> The Board took note of the Health & Safety Report and thanked AM for his work in preparing it.</p>

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	<p>LKK added that there had been significant debate about press regulation in the House of Lords.</p> <p>The Board noted that it may be worth sending member publishers copy on news stories they might want to publish. LC said they will take that into account.</p> <p><u>Finance & Audit Committee Report</u> DR presented the Finance & Audit Committee Report for approval. He highlighted that the audit report had been received on the day of the meeting. The Board noted that the auditors had recommended the proposed treatment of possible dilapidation costs.</p> <p>The Board approved the financial report and management accounts for the quarter ended 30/06/2023.</p> <p><u>Risk Register</u> The Board approved the Risk Register, with market demand for new products and services seen as a key concern.</p> <p><u>Health & Safety Report 2023</u> The Board took note of the Health & Safety Report and thanked AM for his work in preparing it.</p>	

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4.	<p data-bbox="338 285 510 316">Regulation</p> <p data-bbox="338 368 1124 528">TS presented the Regulatory Scheme changes for which they sought approval. He explained that members had been surveyed last year and outlined the wider regulatory scheme consultation.</p> <p data-bbox="338 580 1016 699">TS explained to the Board key changes to each section, with the Board making the following statements on the sections:</p> <ul data-bbox="389 715 1111 1385" style="list-style-type: none"> <li data-bbox="389 715 1111 874">• 2.2- The Board asked that TS should create guidance to clarify what is meant by 'a separate social media account' in terms of the advice statement provided to editors and journalists. <li data-bbox="389 884 1111 1214">• 3.6- The Board felt that Impress should provide a template example of changes that could be made to publishers. TS stated that they will be trialling this in the annual returns form to see whether publishers are adhering. LKK also made it clear that it is up to the publisher to determine what is deemed a major donation for the purpose of a financial statement. <li data-bbox="389 1224 1111 1385">• 3.7- TS explained that the purpose of this change is to emphasise editorial accountability and who is responsible for content. He also confirmed that pseudonyms would be 	<p data-bbox="1146 285 1319 316">Regulation</p> <p data-bbox="1146 368 2022 443">TS presented the Regulatory Scheme changes for which they sought approval.</p> <p data-bbox="1146 507 2029 625">TS explained that a change to the publisher contract will move from a 5-year contract to a rolling 12-month contract. The Board approved this.</p>

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	<p>acceptable but guidance will be provided about how this will work in practice.</p> <p>TS explained that a change to the publisher contract will move from a 5-year contract to a rolling 12-month contract. The Board approved this.</p>	
5.	<p>New Dispute Resolution Products</p> <p>LKK ran through new dispute resolution papers for the Board. She explained that we have one current product, which is low-cost arbitration for regulated publishers. She talked the Board through the two new products and the review of the current product.</p> <p>LKK explained that the two new products are a mediation scheme and a general arbitration scheme. These would be available not just to publishers but to media companies and individuals. LKK told the Board that a mediation scheme would be much more flexible to enable the reaching of private agreements and would be attractive to a wider group of customers.</p> <p>LKK confirmed the income set out in the budget is low because it reflects market testing. LKK also confirmed to the Board that these schemes will be open to customers from overseas.</p>	<p>New Dispute Resolution Products</p> <p>LKK ran through new dispute resolution papers for the Board.</p> <p>The Board gave approval to take forward the project.</p>

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	<p>The Board gave approval to take forward the project.</p>	
<p>6.</p>	<p>Marketing Strategy 2023-24</p> <p>AV presented her 2023-24 marketing strategy.</p> <p>She explained the 4 current issues for marketing as:</p> <ul style="list-style-type: none"> • Public branding. • Lack of awareness. • Limited audience knowledge. • Need for a revenue model. <p>AV highlighted the need to move to a more commercial, revenue-based model.</p> <p>AV saw there to be 3 major goals for the next year, which are:</p> <ul style="list-style-type: none"> • Generate brand awareness. • Increase brand engagement. • Promote range of products. <p>AV explained the current strategy of promotion, channels and audience and how the current website is not commercially driven.</p>	<p>Marketing Strategy 2023-24</p> <p>AV presented her 2023-24 marketing strategy.</p> <p>The Board noted that this was her first presentation to the Board and thanked her warmly for it.</p>

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	<p>AV went on to explain that she wants to move to a more proactive marketing approach, using independent content creators and products. She is also improving the website's functionality and adding a payment function, starting to use paid media and marketing campaigns and wants to build engagement and renewal with news organisations and independent content creators.</p> <p>AV finished by running the Board through the marketing KPIs and targets based on industry benchmarks and the timeline for 2023-24, explaining what they plan to do in each quarter of the year.</p> <p>The Board noted that this was her first presentation to the Board and thanked her warmly for it.</p>	
7.	<p>Any Other Business</p> <p>None</p>	<p>Any Other Business</p> <p>None</p>