

LEASE – The Leasehold Advisory Service and Lease Conferences Limited

Minutes of Board Meeting 22nd January 2015

Present:

Roger Southam (Chair) (RS), Steve Jackson (SJ), Margaret Longden (ML), Geneviève Mariner (GM), John May (JM), Nicola Mullany (NM)

In attendance:

Anthony Essien (Chief Executive) (AE), Shabnam Ali-Khan (SAK), Audrey Minton (AM), Vikki Hawkins (note-taker)

Observer:

David Kuenssberg (DCLG) (DK)

2015/1/1. Apologies for absences and declarations of interest

No apologies for absence or declarations of interest.

2015/1/2. Chair's comments

RS said lots of change and opportunity for LEASE. LEASE's core service must continue to be to provide a free service for leaseholders.

Many opportunities to increase revenue streams.

Propose one Board/Audit Committee meeting with the board pausing where appropriate to conduct Audit Committee business.

2015/1/3. Confirmation of the Minutes of the Board meeting of 20th November 2014

Minutes were approved

2015/1/4. Matters arising and action points

Business case for keeping website alongside gov.uk. LEASE website generates significant revenues from its Practitioners Directory and advertising which are not acceptable on gov.uk.

2015/1/5. Performance report to December

Review LEASE profile and consider ways to improve reach:

- LEASE brand in marketplace, revisit USPs, strengths/weaknesses
- KPIs under review to ensure measuring impact
- Better links with all residential leasehold bodies/conferences/websites
- Use upcoming LEASE leaseholder conference as sort of focus group by surveying attendees
- Emphasise that core LEASE service to leaseholders is free

(Action: AE and management team)

Review advice guides (over next 12 months) and consider "fact sheet" versions as well as more details versions where guides are addressing complicated or technical matters (eg valuation).

(Action: AM with NK)

Regular outreach reporting on website. **(Action:** AM)

Consider billing repeat outreach events. **(Action:** AM)

2015/1/6. Financial report to December 2014

Regular management accounts for LEASE and Conferences circulated monthly, reported formally quarterly. Sub-reporting for Wales or park homes not required for board.

Review and retender for insurance broker (due every 3 years).

Lease Conferences revenue is below target but expenditure is also below budget.

2015/1/7. Chief Executive's Report

Triennial review report and recommendations expected by the end of March.

Annual Conference 4th February 2015 full day and evening.

2015/1/8. Corporate and Business Plans 2015-16 to 2016-17

Board approved the corporate and business plans as a work in progress with the proviso that regular updates on progress are made to the board. Specific points to note:

- First paragraph in “Who we are” to be changed to “...providing free initial advice to leaseholders...” Emphasis on LEASE’s core service of free advice to leaseholders; professionals should be prepared to pay for more services.
- KPIs should be more tangible and updated to better measure outcomes

Strategy day agreed in April to further discuss concrete KPIs and business plans in light of Triennial Review recommendations.

2015/1/9 Appointment of external auditor

Board agrees to appoint MacIntyre Hudson (MHA) as external auditors for a term of three years, subject to annual review.

2015/1/10. Appointment of Chair for Audit Committee

Board appoints ML, NM, JM, GM, SJ as members of the audit committee and SJ as chair of the audit committee.

2015/1/11. 2015 Board Work Plan

Meeting time for board and audit committee meetings to be 11.00 – 13.00.

Add corporate/business plan updates to board meeting agenda

Add a strategy day on 30 April 2015, following Triennial Review report. Venue to be confirmed.

2015/1/12 Proposed new text for board page on website

Board agreed to revised text

2015/1/13 AOB

Next Board meeting: 18 March 2015 at LEASE