

OWW Committee Meeting

Monday 2 July 2018, 7.30–9 pm

The Plough, Wolvercote

Minutes

1. Apologies – Walks Programme Secretary
2. Minutes from last meeting - accepted
3. Matters arising
 - a. Walks booklet – individuals can be added to the Area mailing list on request
 - b. Call forwarding – generally working well but there have been a couple of problems. When there are two walks on one day, the leaders need to agree who will take calls and texts.
4. Chair
 - a. Countryfile Live – the aim is to have a 20s&30s or OWW member in each session.
 - b. Volunteers roadshow – please refer to attached reports.
 - i. Social Media – ideas were to create a Facebook page, through which people can simply follow our activities, and to use Twitter to reach a wider audience. **Chair and w/o portfolio 2** will try it.
 - ii. Membership
 1. Ramblers membership is declining although retention is high. A new membership & fundraising team is acting to reverse this trend.
 2. Ideas were for groups to have nominated greeters, and to describe length of walks in terms of hours rather than miles for events to attract new walkers.
 - iii. Data transformation –
 1. Creation of a new, clean data set, designed to provide more useful information and reporting tool known as Insight Hub.
 2. App to record attendance on walks. Second pilot to start in July.
 3. Routes Archive/GIS tools.
 4. Provision of centralised email list.
 5. Agreed that OWW could be involved in technical development and piloting.
 - iv. GDPR
 1. Need to comply with Ramblers requirements to have protection from their DPO
 2. Email is a special case as it is considered as a marketing tool.
 3. Requesting consent for photos and use of names in minutes
 4. How our new website and mailing lists will comply.
 5. Walks programme
 - a. Looking empty!
 6. Socials programme – Sri Lankan meal has been postponed. Two theatre trips on programme and something different – an archaeology tour in September.
 7. Membership – Membership stands at 137 which is down compared with 158 a year ago. Should we follow up with members who don't renew? **Secretary** to check what HO does so that we don't overdo it.
 8. Web
 - a. New website
 - i. Committee has received and commented on a draft, which all agreed looked good.
 - ii. Buttons to allow posting to Facebook, Twitter and/or email list

- iii. Social events will be submitted via a form and the Social Sec will receive it as an email containing contents for uploading.
 - iv. There will be an area for minutes, which will be uploaded by the Secretary, and a news blog.
 - v. The site will be mobile friendly.
 - vi. The address will not switch to org.uk, as previously thought, but will remain as <http://www.oxonww.org>.
 - vii. Committee voted to make the change. Webmaster needs input from a previous webmaster to request the switch.
 - viii. **Webmaster** will set up permissions to edit for those who will need to do so. He will notify individuals by email.
 - ix. **Webmaster** will prepare instructions for walk leaders. A social event could be arranged to present them.
 - x. The committee thanked the Webmaster for his hard work and success.
- b. GDPR – covered under 4. iii.
- c. Mailing lists
 - i. We are using groups.io to conform with choice made by Ramblers-Webs.
 - ii. Until Ramblers produce a suitable tool, Membership Secretary will need to provide Webmaster with the monthly list.
- d. Photos - covered under 4. iii.
- 9. Treasurer – £20 received from Ramblers Holidays brings our funds to £355
- 10. Secretary – nothing to report
- 11. Area – a former Area Rep stood in for current Rep at last meeting. Main topics were GDPR and Countryfile Live. Current Rep unable to attend next meeting and so Webmaster will go.
- 12. Without portfolio – expense claims – **Secretary** to follow up with Ramblers.
- 13. Publicity issues (chair)
 - a. Social media – we need a Publicity Officer who can look after our Social Media.
- 14. Footpaths (chair) – nothing to report
- 15. AOB
 - a. 10th birthday party in 2019 – **All** to provide ideas.
 - b. 20s&30s are considering changing to a non-age-specific name.
 - c. AGM format – change to evening walk (but bear in mind it will be November!) and meeting at pub – discuss at next meeting. **All** to come with ideas and likely venues.

Date agreed as 4 November

Post meeting: Social secretary suggested simplifying structure of meetings and agenda by topic rather than by role. Accepted. Secretary will ask for agenda items ahead of next meeting and create agenda.

Next meetings

Monday 3 September – Plough Wolvercote (**Membership sec** to reserve table)

AGM: Sunday 4th November

Feedback from Ramblers Volunteer Roadshow 30 June

Social media

FaceBook (FB)

- Groups are essentially closed group that people request to join.
- A FB page is a better option in terms of advertising the group.
- Should remember that we are representing Ramblers whenever we post, so we should not give the impression that our views are Ramblers' views. Important to be neutral, and inclusive.
- ~Provide help people who want to follow the walking group but without the whole FB experience.
- Think about the profile of people you want to reach – different posts will resonate with different sectors of the group. What might interest them?
- FB is not ideal for broadcasting – it is meant to engage people, so use a “hook” to get people's interest, and ask a question. (Where are you walking this weekend?)
- Consider creating “events” for each walk.
- Rules can be added about what can be included.

Twitter

- Much wider reach than FB. Better way to attract new interest.
- Posts are 280 characters, including hash tags.
- Use # for common terms that will help people find your posts and possibly attract them to the group.
- Use @ to link to other accounts.
- Photos and videos tend to attract followers.
- Use “hook” and an action to engage people. (Join us for an energetic walk on Sunday, followed by real ale ...”)
- Look at other group's Twitter feeds for ideas.

Instagram

- Post pics and captions
- Include hash tags as for Twitter.
- Possible to post from Instagram to Twitter.

Social media toolkit available on Volunteers area of Ramblers website.

Possible actions

- Create a FB page as has wide reach.
- Do some posts targeted at people who have joined FB group but haven't walked with us, and at people we haven't seen in a while.
- Create a “how to” guide for members who want to follow the group but without the whole FB experience.
- Create walks and socials as events.
- Set up rules about what can and can't be posted, so that people know.
- Consider starting a Twitter account. Good way to make quick contact with people and remind them about walks.

Membership matters

- Membership is decreasing year on year even though the retention rate is very high.
- 140,000 members, yet 9 million people walk regularly.
- Need to increase awareness of Ramblers as “the voice” for walkers in GB, even if people don’t walk with Ramblers.
- New membership team at HO now working hard to turn the downward trend.
- Need to change the image of Ramblers is well recognized.
- Data needed to understand current dynamics and what works

Suggestions coming out of session

- Welcome new people who join the FB group.
- Have nominated walkers and greeters at walks
- When promoting walks to attract new walkers, talk about duration of walks, and offer, for example 1, 2 and 3 hours options. Avoid talking about distance.
- Update the group on the wider picture about Ramblers – Vanessa and Helen thought doing this at the next AGM would be a good idea.

Digital Data Transformation

Ramblers hopes to create a quality set of data assets which will be used to create a foundation for statistical analysis and useful tools for groups and members.

1 Data “Warehouse”

- Many disparate sources of data need consolidation into a single organised dataset
- Much of the data is out-of-date and wrong - Ramblers (RA) has much overlapping data and few records of that data’s provenance/history so disambiguation is hard, consider, “is Jeff Brown the same person as Geoffrey Brown?” one has an associated address, the other doesn’t... etc.
- Initially this dataset will be visible via “Insight Hub” a dashboard style reporting tool - demonstrated during the workshop.
- Main responsibility for improving this dataset will have to be the burden of actual data subjects. RA trying to develop tools to help make this easy for them.

2 Insight Hub

This is the main reporting tool giving groups visibility on the data. A set of pages displaying the various datasets such as:

- “membership”;
- “walk registry”;
- “Path Watch” results, etc.

3 Future Applications

1. Mobile Walk Register

2nd pilot starting 7th July

An app to record attendance at walks

- Walk leaders asked to take attendance via mobile app
- Scan of QR code on [recent] membership card can be used for convenience
- Non-member attendees can also be tracked to help enforce the 3-walk rule which is a condition of our insurance
- Participation is not mandatory although RA would like us to endorse it

2. Route Archives/GIS Tools

- Ability to upload maps, GPS tracks, route descriptions, etc.
- Partnering with OS, Strava or similar to achieve this
- QA scheme, i.e., submissions with confirmation that they’ve been surveyed and shown to work for another walker get a prominent stamp of approval

3. Centralised Email Lists

- Mentioned but no timeline, and
- No detail of what this might be.
- Live group email list membership data should become available sometime during July.

4. Action taken/needed

- RA are actively trying to understand the needs of the groups. Some of their apps will be fairly rudimentary while they learn what is really needed.
- Gently fostering a culture of feedback and a willingness to try these things out would be good.
- I spoke to the workshop leader and was asked if I might like to take part in a technical development steering committee. Yet to hear details and assess feasibility, but this way we might have some say on the types of features and the manner in how access to same is presented, e.g., making sure websites get the tools (APIs) needed to make best use of this data.
- Perhaps OWW might volunteer as a potential pilot site and/or as beta testers?

GDPR

4 Overview

- Regards RA (esp. membership) data, RA are data controllers, OWW are data processors.
- Data controllers carry the can if it all goes wrong
 - Access requests
 - Data breach reporting
 - Paying any fines!

5 Re-consenting

- 9 Million “walkers” in the UK (according to recent survey, and for some definition of “walker”)
- 104,000 RA members
- Only 35,000 members have ever provided email + consent on record
 - These are the members RA contacted before law enacted in May
 - 97% of these responded, overwhelmingly to confirm consent
- Contacting the other 70,000 non-consenting members [or those for whom no email was ever recorded] will be done via a postal exercise
- Groups have taken measures, e.g., destroying old datasets [we should consider what documents we still have] to rid themselves of old/inaccurate data.

6 Why RA treats email contact as “marketing”

- Controlling contact via email [where this might be construed as marketing] is a/the major aim of GDPR.
- Newsletters and walks programmes, etc., when sourced from HO, often contain sponsorship ads and details of fundraising campaigns. Hence marketing.
- Safest for Ramblers to treat email contact as marketing.

7 Group position with respect to GDPR

- In order to comply with RA's decisions regards GDPR we must respect the consent choices gathered during RA's re-consenting exercise. So long as we use the membership data RA provide then we must do this.
- The only possible way we could do otherwise would be to maintain our own dataset(s), gather our own consent data and [crucially] accept all the responsibilities and liabilities of being the "Data Controller". This is no trivial thing to undertake.
- Allowing RA to take responsibility for this role and adhering by their instructions is, by far, the simplest way of being GDPR compliant.
- We should only reach out to non-consenting members via non-email methods: web; snail mail, etc.

8 What constitutes "consent?"

Must be informed, transparent, and granular. We need to be clear about

- What data is being collected
- Why
- How long will it be kept
- Who is looking after it
- How to withdraw consent
- Who to contact if there's an issue

Written consent recorded on a carefully worded form

Verbal consent in the presence of witnesses

Implied consent - can never be used since it can always be boiled down to "well they haven't told me not to."

5. Some examples

Pictures taken on group walks

- You are on a walk and wish to take a photograph for the website, or for a post on Facebook/Twitter, etc. It is sufficient to have verbally informed the subjects of this, in the presence of witnesses, to be able to claim consent.
- Again, you wish to take pictures, but this time you intend to send them to the local newspaper. Verbal consent, as above, may be sufficient however written consent would be well advised.
- Video requires comprehensive [written] consent.
- Consent for publication may be sought after pictures have been taken but before publication.
- Data subjects may subsequently withdraw their consent and we would have to remove any pictures they request.

Mentions in committee/AGM minutes

- Verbal consent is likely sufficient.
- AGM minutes might usefully say something along the lines of: "Josie Bloggs (chair), Jack Smith (secretary)..., and 13 other members." The committee names are a necessary,

legitimate, need... but it is simple to anonymise and thus avoid having to consent everyone present.

- Personal details could be redacted.
- Consider what level of public dissemination is really necessary.

6. Actions taken/needed

- Drafted a Privacy Policy for the website
 - Refers to RA's policy
 - Advises on how we will obtain consent for photography
 - Details of our use of Groups.io to run mailing lists
- Sent some emails detailing same

9 Recommendations for website and mailing list changes

A replacement website is ready for go-live as soon as possible

- Features:
 - Walk listings fed from RA's Group Walks and Events Manager (GWEM).
 - Socials, Weekends Away and Meetings manager integrated
 - Trivial authorised article editing for registered users
 - Social media integration - easy to re-post articles to group pages/accounts of Facebook, Twitter, Instagram, WhatsApp, etc.
 - News blog.
 - Mobile friendly responsive interface.
 - Picture gallery capabilities - basic now but can develop more advanced gallery as required.
- Next steps
 - Old site moth-balled so pages simply point to the new site
 - Domain switch from www.oxonww.org to www.oxonww.org.uk with the old domain maintained for one more transitional year.
 - oxonww.org.uk domain will be paid for by RA
 - .org.uk more UK-ish! Brexit friendly?
 - Enroll all our walk leaders as GWEM "Contributors" so they can start submitting their walks via RA's web site - need a brief user guide for this?
 - Committee authorised for appropriate sections, e.g., all can generate/edit News articles; social secretary can manage social events; secretary can also manage meetings, etc.
- Groups.io used to provide any mailing lists required
 - Groups.io provides lots of modern mailing list controls. One can configure: member/moderator only posts; public/private access; chat rooms; sub-groups; etc.
 - Enrolment by invitation only - which requires members to accept the invite!
 - oww@groups.io for the membership. Invite pending.
 - oww-committee@groups.io for committee business.