



RCCC Board meeting minute

4 June 2025 - online via Zoom

Adopted on: **Pending**
Last reviewed on: **2025.06.04**

Attendee	Role	Attendance
Fraser Montgomery	Chair	Online
Janine Wilson	Director	Online
Keith Prentice	Director	Online
Mairi Milne	Director	Online
Alan Hannah	Director	Online
Keith Wilson	Director	Online
John Slater	Senior Independent Director	Online
Lorna Hyslop	Independent Director	Apologies
Wendy Loudon	Co-opted Director	Online
Alister Asher	Director, RCCC President	Online
Vincent Bryson	Observer, CEO	Online
Eilidh McCall-Lawrie	Observer, Head of Sport & Communities	Apologies
Suzy Wakefield	Observer, Head of Operations	Online
Fiona Lilley	Observer, sportscotland	Online
Ann Gibb	Observer, Ladies Branch President	Apologies
Kyle Waddell	Observer, Athlete Representative	Online
Peter Joyce	Observer, Digital Lead	Online

1. Welcome, Apologies

FM opened the meeting and welcomed attendees and Peter Joyce, Digital Lead. Apologies were received from Lorna Hyslop, Ann Gibb and Eilidh McCall-Lawrie.

2. Staff Presentation

- 2.1. Peter Joyce delivered an overview of his first 10 months as Digital Lead, highlighting substantial progress in growing Scottish Curling's online presence and member engagement. He outlined a marked increase in social media impressions and a 3000% surge in link clicks, with over 400,000 views on live text coverage across several national events. He also noted the successful launch of the "Four-Bullet Friday" email campaign, which has helped increase membership communication and maintained an impressive 54% open rate, well above sector norms.
- Looking ahead, Peter discussed the strategic direction for monetising digital content, improving branding consistency, and supporting clubs and rinks in creating and sharing their own stories. He stressed the importance of balancing content output with sustainability and reiterated the value of developing athlete profiles to support the wider curling community. The board expressed strong appreciation for his work and results, while encouraging continued



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prioritisation to avoid burnout. Discussions also touched on the need to build a stronger relationship with British Curling to improve access to athletes and enhance collaborative media efforts.

3. Governance

3.1. AGM Agenda and supporting papers

FM provided an update on key preparations for the forthcoming AGM, including following points:

- A proposal to increase subscriptions by £3 from 2026-27 season
- Wendy Loudon was elected uncontested as a director of the board. Alan Hannah will be co-opted, and Robert Anderson has been nominated to serve as Vice President.
- A proposal to replace the current Areas & Province structure with an ice rink-centric Members Forum, replacing the Areas Standing Committee.

3.2. Structural Reform - Areas & Provinces

The board discussed the proposal to transition to an ice rink-based Members Forum, replacing the current Areas & Province structure. Key features of the Reform Proposal:

- The new Members' Forum will consist of representatives from each active ice rink facility in Scotland.
- The forum will serve as the primary membership engagement structure, replacing the current Area Standing Committee (ASC).
- While Areas and Provinces will continue to exist for competition and community purposes, they will no longer be part of the formal governance structure.
The shift is intended to improve feedback loops, allow rinks to advocate for their own needs, and give the board a clearer sense of member sentiment and local realities.
- 2025-26 will be a transitional year, with the Members' Forum becoming fully established by the AGM in 2026.
- Proposed changes to the bylaws are being drafted in collaboration with KW, JW, and VB to reflect the new structure.
- A Zoom session will be held for members the week of the AGM paper release to explain the changes and answer questions.
- The RCCC President and Vice President endorsed the proposal.

4. AOB

- 2024-25 Annual Accounts: JW reported that there were no changes to the figures since the last board meeting. The final accounts are due on 13 June and, once approved, will be issued to the members for their consideration.
- Sport Org update: FM will attend the British Curling AGM on 25 June.
- Kit-tender update: VB reported that three suppliers have been shortlisted for the off-ice kit and another three for the on-ice kit. Supplier presentations will take place on 9 June (off-ice) and 16 June (on-ice), respectively.
- Ali Asher thanked everyone for their support during his term as President. FM expressed thanks to AA for his service.

A Action Summary



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D **Decision Summary**

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