



Representing Drainage Water Level & Flood Risk Management Authorities

ADVISORY COMMITTEE Minutes

Tuesday 11 February 2025

Venue: Acorn Room, Rural Innovation Centre, Stoneleigh Park, Warwickshire CV8 2LG

10.30 – 13.00

FINAL

Invited					
Name	Role and organisation	Present	Name	Role and organisation	Present
Tim Farr (TF)	Advisory Committee Chairperson, Deputy Chair, ADA	Y	Josie Bateman (JB)	Environment Agency (National Agency)	Apologies
Charles Mills (CM)	Policy Committee Chairperson, Deputy Chair, ADA	Y (online)	Catherine Harris (CH)	Wilkin Chapman LLP (Independent Advisor)	Y (online)
Robert Caudwell (RC)	Chairperson, ADA	Y (online)	Innes Thomson (IT)	Chief Executive, ADA	Y
Peter Bateson (PB)	Company Secretary, ADA	Y (online)	In attendance		
Jim Hutchinson (JH)	Balfour Beatty (Associate Member)	Y	Sue Crowther (SC)	Administration & Finance Officer, ADA	Y
Jane Froggatt (JF)	Chief Executive, Witham & Humber Drainage Boards (IDB)	Y (online)	Laura Lamb (LL)	Membership Officer ADA	Y
Glen Westmore (GW)	Flood Risk Planning and Consenting Team Leader, Surrey County Council (Local Authority/ASA)	Y (online) (from xx)	Ian Moodie (IM)	Technical Manager, ADA	Y

Ref	Minutes
28	<p>Welcome and apologies</p> <p>Apologies were noted from JB and that GW would be joining the meeting later.</p>
29	<p>Declarations of interest</p> <p>None raised.</p>
30	<p>Minutes of previous meeting</p> <p>The previous minutes of the meeting held on 25 September 2024 were taken as an accurate record.</p>
31	<p>Update from Board of Directors previous meeting</p> <p>Minutes of the Board meeting held on 15 October 2024 were tabled and noted. RC summarised the meeting noting: thanks to Keith Casswell who had retired as an ADA</p>

	Director, agreed process for the recruitment of a new ADA Deputy Chair, recruitment of a Membership Officer, and future working with ASA.
32	<p>Matters Arising</p> <p>Item 17 remained outstanding, ADA had not completed Good Governance Guide by November 2024.</p> <p>Item 19b. Matter of investigating budgets and costs, including for the ADA Gazette were covered during this meeting.</p> <p>Item 22. IT was preparing a paper on membership subscription fees.</p>
33	<p>Member Engagement</p> <p>a. Member Communications Contact Data</p> <p>LL presented a paper describing how ADA currently received contact details from individuals who are associated with ADA members in order to distribute ADA communications (ADA Gazette and ADA News Stream). This process was not currently satisfactory as it was resulting in a number of staff and board members for IDBs not receiving ADA communications relevant to their roles, and contact data becoming outdated owing to staff turnover and changes of address. For instance of the 110 attendees at the ADA Environment Day 2025 ADA only previously had contact details for 70 of them.</p> <p>LL set out two objectives for revising ADA’s approach to member communications contact data:</p> <ol style="list-style-type: none"> 1. To establish an effective process for receiving and managing accurate contact information from ADA members. 2. To remain compliant with GDPR and reflect the process transparently. <p>LL proposed a new approach to update and build ADA’s Membership Communications Contacts Database by using ADA’s 'legitimate interests' where appropriate, provided that ADA carefully assesses and documents the necessity and balance of interests and offer members the ability to easily opt-out of communications. This required a new robust Privacy Policy in place with clear signposting on the ADA website as we have now.</p> <p>LL reported that the next steps to delivering this approach to contact data for ADA communications would be to:</p> <ol style="list-style-type: none"> 1. Assess the balance of legitimate interest for each data collection I propose to prepare a Legitimate Interests Assessment (LIA) to help demonstrate that ADA’s interests as a membership body are balanced with those of the members. (to be completed, based upon feedback from the Advisory Committee). 2. Revised ADA Privacy Notice to reflect the legitimate interest area (a draft was tabled for the Advisory Committee). 3. Provide member bodies, particularly IDBs, with text that can be included in their own privacy notices ((a draft was tabled for the Advisory Committee) so that they may share contact details of relevant staff and board members to receive ADA Communications. 4. Include a clear opt-out process for all ADA Communications as a Safeguard component to members. 5. Seek to establish a primary contact within each ADA member organisation for managing communications data (assumed to be an organisation’s Data Controller in first instance). 6. Contact primary contacts from member bodies with existing contacts and ask

	<p>them to update any personnel and personal data that has changed.</p> <p>7. Create internal processes for periodically and routinely receiving updated contact information from member organisations about relevant staff and board members to receive ADA Communications</p> <p>The Committee agreed that the approach ensures transparency and maintains a fair balance between ADA’s interests and members’ rights and supported LL and the ADA team progressing with those next steps. IT requested IDBs’ participation in keeping records up to date and supported ADA providing model wording for insertion into IDBs’ own privacy policy to clarify the sharing of such data with ADA. CH highlighted the importance of this work. PB recommended a yearly review/update of contact data between ADA and each group of IDBs. LL welcomed further comments from the Committee prior to the draft Privacy Notice being ratified at the next ADA Board meeting.</p> <p>Action: Committee members to provide comments by email on the updated draft ADA Privacy Policy and draft privacy notice terms for IDBs related to sharing data with ADA.</p> <p>b. Digital ADA Gazette readership</p> <p>RD presented data on the readership of digital copies of recent ADA Gazettes. This showed that overtime there was a gradual increase in the number of page views and unique views of each edition, however these remained significantly fewer (~300 unique views) than the number of printed copies circulated (~2,500). The digital edition did enable a wider geographical distribution of the magazine given that it was freely available through the ADA website. Around 50% of readership of the digital magazine were in the UK, with the next largest country being the USA, followed by Germany, Ireland and the Netherlands. Page views drop off by about 50% from front to back of the magazine. Consequently, RD will explore changing the digital lay out in future in relation to advertising.</p> <p>The Committee discussed the merits of making the digital edition freely available to members and non-members. The Committee’s view was that this remained very important to ADA as an influential membership body.</p> <p>The Committee briefly discussed seeking members’ feedback regarding the ADA Gazette. RD explained that he was preparing to hold semi structured interviews to find out the views of members to ADA communications throughout the coming year and would report back to the Committee on these findings in due course.</p>
<p>34</p>	<p>ADA Financials</p> <p>ADA financial figures as at 31 December 2025 were provided to the Committee.</p> <p>a. Bank Balance</p> <p>IT said reported cash reserves of £267,000 on 31 December 2025, the highest level at this point since 2018. IT proposed moving £30,000 into ADA’s savings, split between the two savings accounts. The Committee supported the proposal.</p> <p>b. Income & Expenditure</p> <p>IT reported that 2024 has seen the continued elevation of ADA’s turnover with us finishing the year with a final income of just under £501,000. This is largely due to the continued administration by ADA of the Lowland Agricultural Peat Small Infrastructure Projects (LAPSIP) contract, which is due to complete in Spring 2025. ADA’s costs for 2024 were lower than forecast, with ADA’s operating overheads coming in at just under £17,000 below those budgeted for. In part this related to a double counting of staff time costs within the original budget. IT and SC had produced information on the</p>

	<p>overheads which will be reviewed in the light of this difference and adjusted for future budgeting.</p> <p>c. Debtors IT reported no particular concerns with debtors. ADA had informed an Associate Member that it would not be running advertising from them in future Gazettes until they had settled two outstanding advertising invoices. As in previous years, a small number of local authority membership subscriptions may not be recoverable.</p> <p>d. Invoice terms and conditions SC tabled a paper describing the invoice & debt recovery process that would be applied by ADA. The Committee supported the process as set out.</p> <p>IT explained that in the case of one Gazette advertiser ADA was now at point six on that process, and was withholding further advertising until these debts were settled.</p> <p>e. Gazette income and costs RD reported on the Gazette costs and explained that ADA had achieved a saving of ~£2,000 per issue by moving Gazette production to a new printers in 2024. The ADA Gazette was now one year in to a two year contract with fixed rate print costs and RD was pleased with the quality of the printers and ease of working with them. RD reported that the ADA Gazette had advertising targets to meet per issue and year and that advertising income had remained steady since 2022. The pattern of advertising typically showed the Autumn edition to be most popular with advertisers, whilst spring was often lower as, falling at the start of the year the focus was on ensuring the sign up of those advertisers that take out advertising across all four issues in the calendar year. RD reported that Spring 2025 advertising was on track to be consistent with income from Spring 2024.</p>
35	<p>Remuneration</p> <p>a. Committee Terms of Reference IM tabled revised Terms of Reference for the ADA Advisory Committee to cover the consideration of matters related to the pay and conditions of ADA employees. The Committee decided that it was preferable for the Advisory Committee to consider these matters itself, rather than establish a separate Remuneration Sub-Committee. The Terms of Reference would make clear when ADA employees would vacate Committee meetings to enable the Committee members to discuss matters related to their remuneration.</p> <p>Action: IM to revise the Advisory Committee Terms of Reference in line with the Committee’s discussion to be put to the ADA Board for ratification at their next meeting.</p> <p>b. Review pay and conditions recommendations and actions There was a brief discussion around ADA employer pension contributions and the benefits of different approaches before ADA employees vacated the room.</p> <p>c. Pay & Conditions Progression Policy The non-ADA staff committee members discussed the appraisal structure and timetable as proposed and laid out in the paper before the meeting and agreed that it was suitable for immediate introduction within ADA, subject to one or minor clarifications.</p> <p>Decision: The Pay & Conditions Progression Policy including the employee appraisal procedure would be referred to the ADA Board for consideration at its next meeting.</p>

	<p>d. Pay and conditions proposals for 2025</p> <p>The non-ADA staff committee members discussed the pay and conditions proposals, continuing with the private sector ONS inflation analysis over a calendar 12-month period ending in December each year.</p> <p>The Committee proposed that four members of staff are each awarded progression increments on their salaries of 1% for 2023-24, backdated to 01 April 2023 and progression increments on their salaries of 1% for 2024-25, backdated to 01 April 2024. It was proposed that the appraisal arrangements should be used to assess whether individual members of staff be considered for pay progression for 2025-26, even though time will be extremely short, given that the pay awards for 2025-26 will be with effect from 01 April 2025.</p>
36	<p>Business development</p> <p>a. ADA/ ASA collaboration</p> <p>IT reported that ADA needed to prepare its own thinking about what this should look like alongside the development of the next business plan.</p> <p>b. Business Plan</p> <p>IT presented business plan including business drivers- membership, staff & officers, finances and key strategic activities. The collaboration with ASA and the direction that will take needs to be established.</p> <p>JH asked where grant and support funding from Defra would fit into that? It was agreed there is a wider opportunity with ASA for funding opportunities and this may bring in project funding. The Committee agreed to seek the views of the ADA Policy Committee on what the key objectives should be for the coming years.</p> <p>c. Future Structure of Membership Fees</p> <p>IT explained the need to revise the fees owing to the amalgamation of IDBs. IT had discussed the matter with Henry Cator and Jean Venables and it was agreed that a subscription fee for IDBs based upon a proportion of an IDB’s annual turnover would work best and create a more consistent membership income resilient to change. IT proposed establishing a sub committee to review fees and examples were given of the subscription amounts that will be lost when already planned IDB amalgamation complete. HC said ask a PR professional possibly about how to frame the changes.</p> <p>Action: IT to prepare terms of reference for Sub-Committee and recruit members.</p>
37	<p>Events</p> <p>a. Environment Day 2025</p> <p>IM reported a successful capacity audience heard from an fascinating array of eight speakers on the 05 February. Event made possible through generous sponsorship by Associate Members, Xylem Water Solutions, and Associate Member displays.</p> <p>b. ADA Flood & Water Conference 2025</p> <p>IT confirmed that this year’s Conference will take place on 25 November. JH confirmed that Balfour Beatty would like to sponsor the event again. IM said speakers need to be suggested for the conference.</p> <p>c. Flood & Coast 2025</p> <p>IT reported that ADA and ASA had become strategic partners in this year’s event and IT and IM were attending regular event meetings with CIWEM. IT explained the themes</p>

	<p>over the 3 days. They are trying to deliver the governments growth ambitions. The Environment Agency continued to be involved, but would not be a strategic partner in 2025. The awards evening would still go ahead.</p>
38	<p>AOB</p> <p>None.</p>
39	<p>Next meeting</p> <p>10 June 2025, Stoneleigh Park, Warwickshire and online via Microsoft Teams Committee members requested to RSVP and request to join online if required.</p>