

2025 Incoming Executive Board

Code of Conduct and Standards Guide for new BTCA board members

Understanding direction: The big picture

A board's role is one of governance.

Governance normally entails providing direction to a manager (or managers) who in turn add further details to those directives and get the workers to do it.

A small business owner may not be so used to working in this fashion, as often is the case the business owner will fill the role of the director, the manager and the worker all rolled into one!

A simple and generalised example to help visualise this: A board decides its businesses premises need painting. The manager decides what colour to paint it and then organises workers to do the painting. The board doesn't choose the paint colour but trusts its manager to choose appropriately.

The BTCA board is perhaps less well funded than some boards, and so the work division lines are a little blurred sometimes. The BTCA manager at times may also be the worker. The BTCA board members also at times become the workers do particular jobs where required and where they may have a particular skill set.

Level or direction vs management.

It maybe very tempting at board meetings to become more involved in the management details rather than the direction. Sometimes it may be important that the board is more involved in the details. *The board in the example above might actually want to specify the colour of its new building paint as it might be vital that the paint matches the business new logo colours for example.* The disadvantage of increasing a board's involvement in the management details is 1) time, as boards time is already limited and 2) it can create frustration for the management if they are not empowered to freely make decisions.

Decision making at the board level

Management should present points to the board for decisions to be made, with sufficient details to make those decisions. Management will be conscious not to present the board with too many details so that meeting time is lost. However if you feel you need more details to make a decision you should ask. Decisions can be deferred until more information is available. You can abstain from making a decision if you are not comfortable.

The direction that a board gives to the manager is a group decision. Not all members of the board may always agree on what that direction should be.

Our mission statement is our reason for being. It is important when making decision to always keep in mind the mission statement. Decisions made should reflect this.

Decisions should be based more on fact, reflecting the mission statement, rather than personal opinion.

Summary Points

- Board provides direction
- Manager is responsible for details
- Board always acts as a unit
- A member cannot act on his/her own
- You must respect the board / group decision even if you do not agree
- Direction is based on mission statement or new facts arising
- Privacy Act! Take care with sharing information with others
- Your personal opinions shared outside of board time could be mis-construed as a boards opinion/decision.

Mission Statement

To be a **prosperous**, **vibrant** and safe town centre that celebrates its **heritage** and **location** whilst providing the needs of the **local community**.

Directions and decisions should always have a measurable end goal or outcome in mind.

Meeting etiquette

Members are giving up valuable time for free to partake on the BTCA board. It is important that meetings are kept succinct and to the agenda. As mentioned above, more details are sometimes important but you also need to always keep in mind the best use of limited time.

You should be on time to meetings or provide an apology 24hrs prior.

Privacy Act and confidentiality

Information you learn and may have access to as part of the BTCA board (such as financial reports and marketing plans), must remain confidential and are not be shared with those outside of the Board, unless clearly specified. You need to be aware of the privacy act. Members have given personal details such as phone numbers and emails to the BTCA for an expressed purpose. It is important this information is only used for its intended purpose.

Conflict of interest.

It is important to disclose any potential conflict of interest.

Board member liability

Board members are not normally individually liable for consequences of a board decision. Individual liability may occur if a member acts outside of or contrary to a board decision. Health and safety liability may differ, see below.

Accepting contra

As a board member you may be approached by other organisations or businesses with offers of goods, services or information. It is important to disclose these approaches to the board if you feel the said group is trying to gain influence.

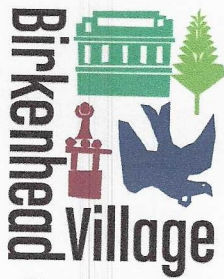
Remuneration

Board member role on the BTCA is an unpaid role.

Health and safety liability


More information to be added here as it becomes known.

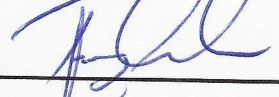
I, have read and understood the information contained in this document, and agree to adhere to the Code of Conduct and Standards of the Birkenhead Town Centre Association Board.



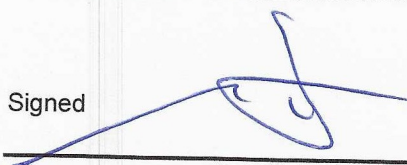
village with a view


2020 Incoming Executive Board

Signed  Steve Simons Date 9/10/24

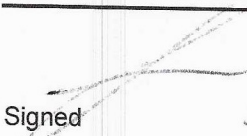
Signed  Tony Cradwick Date 9/10/24

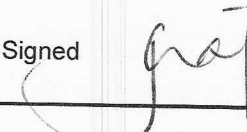
Signed  Bruce Vantor Date 9/10/24


Signed  Pete Taylor - Date 9/10/24

Signed  Chris Oxt Date 9/10/24

Signed  Adrienne Leslie Date 9/10/24

Signed  Suzanne Harper Date 9/10/24

Signed  Jude Turner Date 9-10-24

Signed  Dominique Tuck Date 9-10-24

Signed  Andrew Young Date 13.11.24