 **WAVENEY AND BLYTH ARTS** **ANNUAL GENERAL MEETING**

**5 DECEMBER 2020 11AM**

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|  | **ITEM** | A**CTIONS** |
| **1** | **INTRODUCTION & HOUSEKEEPING**  Genevieve Rudd outlined the meeting format and Zoom technical practicalities. |  |
| **2** | **PRESENT**  **Zoom meeting**  Genevieve Rudd, Jo Butcher, Hatty Leith, Melinda Appleby, Ann Follows, Nicky Stainton, Netta Swallow, Ian Lomas, Brian Guthrie, Simon Raven, Jo Leverett, Ivor Murrell, Jean Murrell, Meg Amsden, Miles Barry, Jenny Knight, Jenny Nutbeem, John Thompson, Pat Holtom, Ann Woolston, Veronica Worral, Kay Barker, Harriet Smith, Neil Smith, Janet Koralambe, Lynne Nesbitt, William Goodman.  **25 on zoom cams/27 people counted and named.**  Additional members whose votes were counted on Google forms:  Keith Dabbs, Ronald Benns, Charles Christian, Hugh Sturzaker (Great Yarmouth Arts Festival rep), Alison Britton, Eleanor Smith, Paul Lawrence, Malcolm Cudmore, Margaret Parsons.  **9 additional members counted**  **TOTAL MEMBERS = 36 (20% approximately of all membership)** | . |
| 3. | **APOLOGIES**  Nathan Williamson, Jenni Jepson, Kaaren Whitney, |  |
| **4** | **ACCURACY**  **Previous AGM attendance**  Should have included Meg Amsden and Ian Lomas |  |
| **5** | **MATTERS ARISING**  None |  |
| 6 | **PAST REFLECTIONS**  Genevieve reported that 2019/2020 was a busy year until the arrival of the Covid-19 pandemic and lockdown in March 2020.   * In the previous programme 44 events were delivered from 18 different locations. * Bugs and Blossoms kick-started the programme, led by Melinda Appleby, opening at Palgrave Village Hall and involving a series of artists, workshops and film. * The Two Rivers Book Festival in June, led by Brian Guthrie and Simon Raven, delivered talks and workshops at libraries, art venues and independent bookshops, complemented by an independent event at Laxfield. * The Sculpture Trail at Raveningham in August and September resulted in 5000-plus visitors. * The summer season also included a series of walks, workshops and a wool-themed event held at The New Cut involving knitters, weavers, spinners and workshops. * The Pakefield Post Card Auction raised £3895 – contributing towards W&BA’s programme of events. With thanks to Michaela Barber at the Ferini Art Gallery. * Genevieve Rudd, Hatty Leith, Jo Butcher and Katie Ferdinand collaborated to form the Next Generation Team, to take WBA forward, culminating in ideas collated in a business plan. * Katie Ferdinand (Bookings and Members Officer/Next Generation treasurer) resigned in February. There were attempts to replace her but the pandemic took over and this programme had to be cancelled and replaced by a recovery plan.   **NEW CHAIR**  Ann Follows was introduced by Genevieve. Ann was pleased to have been nominated as chair. Provided career background: senior manager and Vice-principal of FE College, South London. Interested in the arts and conservation and has childhood associations with the Waveney and Blyth area and has lived in here for 15 years. Served as W&BA Halesworth representative since January 2020.  **MARKETING**  Hatty Leith provided an overview and a slide-show of marketing achievements within the past year. The marketing aims were to:   * increase W&BA online presence * increase profile * Improve website * unify branding * bigger voice – successes and confidence * engagement.   Examples of marketing activities included: updating website, clearer and more consistent branding, higher quality content and images, enhanced professionalism of newsletters as well as frequency all of which have increased users. Newsletter has been changed from weekly to monthly.  **Results from 2019/2020**   * Instagram visitors increased from 980 to 1194 * Twitter visitors increased from 750 to 1014 * Facebook visitors increased from 620 to 702   Growth of interest demonstrated by both members and non-members.  Although the online membership systems had some initial problems, resulting in a dip in February, there has been an upward trend as the system’s access improved. The rise in non-members also increased, resulting in 149 sign-ups.  **Website and branding**  Aim was to improve the consistency and frequency in order to increase presence and profile. Achieved by easier navigation, more images, visual creativity and use of the logo. Some lovely images sent by members during lockdown.  **Newsletter**  Changes were made to increase and reinforce the W&BA logo throughout the newsletter, to enhance the presence and profile of W&BA, to increase easy navigation, provide more visual images and more information. Figures demonstrate that 60% of members accessed the online newsletters. Membership increased as people joined via the website.  **Feedback**  Positive feedback has been received regarding online information.  Hatty thanked everyone for sharing content for the website, and for facilitating the role she’s played on the committee.  Jo Leverett, who will be taking over the Events and Marketing Coordination role, was introduced.  **COMMUNITY INVESTMENT COMPANY (CIC)**  Jo Butcher highlighted the ambitions of the CIC proposal, which should have featured:   * social enterprise venture with members * Incorporation, protecting personal liability of the Management Committee * sustainability * enhancing WBA objectives.   A draft 5-year business plan was prepared. But as a result of the pandemic, the Management Committee decided to postpone the CIC idea and concentrate instead on a recovery plan.  **TREASURER’S REPORT 2019/2020**  Genevieveapologised for not having added the Financial Statements 2019/20 or the proposed changes to the Reserves Policy onto the Google voting form for adoption by members. She advised that this would be circulated to members for adoption.  Income increased significantly as a result of a successful Waveney Valley Sculpture Trail in 2019   * General funds £6851 * Reserves £6500   Income also came from:   * Pakefield Postcard Auction £3895 * The Geoffrey Watling Foundation £500 * Halesworth & Blyth Valley Partnership £200 * Norfolk County Council £250   After feedback from the 2019 trail, next year’s financial plan includes a budget to support participating artists with travel and expenses.  **Reserves policy**  Given the impact of the pandemic on the accounts/finances, the Management Committee took a steer from Greg Tebble (independent financial adviser) about the management of the reserves. It was advised that the reserves policy be suspended and all reserves treated as general reserves in order to provide flexibility.  **RECOVERY PLAN**  Ann Follows explained that by Spring 2020, the ongoing Covid-19 restrictions meant the Management Committee was unable to deliver any of the planned 2020 programme, with a consequent loss of all income. To address the situation and explore options, the Management Committee established a Recovery Group sub-committee.  A recovery plan was produced and circulated. The 2020 programme will be held outdoors and constitute four main areas – each led by a member of the Recovery Group:   * Sculpture in The Valley (Nicky Stainton) * Spell Songs in the Green (Ann Follows) * Two Rivers Book Festival (Brian Guthrie) * Walks (Netta Swallow) * The objectives include consolidating our opportunities, generating income and building the programmes around arts and the environment. Volunteers will be invited to assist run events. | GR to send Financial Statements 2019/20 and Reserves Policy to those Members who voted to adopt the accounts (see end of this document for outcome) |
| **7** | **MEMBERSHIP FEES**  The Management Committee recommended increasing membership fees and introducing a new introductory fee for students and people 30 years old and under. The new rates will be:  Individuals up from £15 to £20   * Organisations up from £20 to £25 * Student/young person 1 year £10 | **APPROVED** |
| **8** | **MANAGEMENT COMMITTEE ELECTIONS**  There were no new nominations for area representatives on the Management Committee, which leaves some outstanding vacancies.  There was a unanimous vote in favour of re-electing the present committee members, as detailed in the AGM papers and listed below.  **Area representatives and Management Committee members**  Diss Brian Guthrie, Melinda Appleby  Harleston Nicky Stainton  Bungay Ann Woolston  Beccles Netta Swallow, Louise Walker  Halesworth Simon Raven, Ann Follows  Southwold Ian Lomas  Lowestoft Michaela Barber  Election of new Chair, Secretary and Treasurer were also unanimously agreed:  Chair Ann Follows  Secretary Brian Guthrie  Treasurer Nicky Stainton | **APPROVED**  Post on website |
| **9** | **FLAVOUR OF 2021 PROGRAMME**  **Spell Songs in the Green (SSIG) - two creative promenade performances to take place on Halesworth Millennium Green on12 June**  Janet Koralambe, choir director of Halesworth Community Choir and Village Voices in Hoxne, introduced herself and outlined her background and interests. The SSIG project was inspired by the book *The Lost Words* written by Robert Macfarlane and Jackie Morris and a subsequent book from the same authors, *Spell Songs*, in which *Lost Words* has been adapted into compositions for voice.  The project involves the Halesworth Community Choir and other voices, and will include children from local schools and various community organisations. The performance will include singing, movement and the spoken word. Janet will be working with two collaborators. She said that volunteers would be welcome and she thanked W&BA for supporting the project.   * **Sculpture In The Valley April/May 2021** * The sculpture trail that was withdrawn from the 2020 programme, will be re-launched in 2021. Sited at Potton Hall, Westleton, it will run for a month to include the Easter holiday period. Curated by David Baldry, the artists and sculptures have already been selected. This time however, the Barn will not available for art exhibition and shop. A new feature may be impromptu musical performances. Netta Swallow has agreed to manage the coordination of volunteers. |  |
| **Chat notes** | * Janet Koralambe: Spell Songs – anyone is welcome to join the singing project. Contact: Jenny Knight - [halesworth.community.choir@gmail.com](mailto:halesworth.community.choir@gmail.com) * NGT thanks given |  |
|  | **MEETING CLOSED 12.10 and informal conversations continued**  image20 Chair Ann Follows  Secretary Brian Guthrie |  |

**Addendum**

**From AGM minutes item 6: Treasurer’s Report.**

The result of the vote to approve the 2019/20 Financial Statements and changes to the Reserves Policy.

1 Financial Statements 2019/20

Number of responses 20

In favour 19

Abstentions 1

Against 0

2 Reserve Policy

Number of responses 20

In favour 19

Abstentions 1

Against 0