

Minutes of WCA Annual General Meeting 6 December 2017

The Mansel Road Centre, Mansel Road, Wimbledon, SW19 4AA at 7pm

1. Attended: **Trustees:** David Hall (Chair), Roger Drage,. **Secretary:** Jackie Chapman

In addition to the trustees and secretary, there were 4 member organisations present as follows:- Ian Heppel, *South Wimbledon Community Centre*, Wendy MacNab, *St. Andrew Society*, Gail Moss, on behalf of *Wimbledon Choral Society*, and Rebecca Broadley, *St Mark's Church Wimbledon*.

Ten other members had registered their agreement to vote by proxy in line with the Chair.

The Chair declared the meeting quorate.

Others in attendance:- Anita Brett, Susanne Ollig, Jil Hall and Selina Drage

2. Apologies: Bill Lake (Trustee), Naomi Martin (New Horizon Centre) and Elizabeth Scharinger (Mansel Road Centre)
3. Minutes of the Annual General Meeting of 23 November 2016

The minutes were approved at the meeting

4. Chair's annual report for 2016/17

- (i) Overview of the year

The Chair described the work and achievements during the year

- Appointed Susanne in May 2016 – now with us for 18 months
- Helped further develop Wimblecomm – now 31 venue operators and 65 venues across Wimbledon and wider Merton – search engine improved
- Site now updated - includes events section and blog (guests welcome)
- Started to develop social media presence / site activity gradually increasing
- Managed within a budget of £23,000 (raised from dividends) – no other income (eg advertising / membership fees yet). CCLA funds have also grown over last 18 months
- Developed new Membership policy – all venue operators plus users – on applications / carried out the community survey / engaged in other events
- Successfully completed all Charity / Cos Hse / HMRC / Pensions returns etc

The Chair also outlined the challenges faced during the year

- Still lots of venues yet to sign up – reluctance to engage?
- Awareness of our presence amongst wider community still very weak
- Far too much work still done by the Chair and Secretary / trustees
- Difficulty in engaging more voluntary input (including as trustee) though some responses received from survey
- Various technical issues – need challenge to our web designer – specialist paid support plus student input being considered
- Issue whether we genuinely meet a need – still up for debate
- More community engagement required to critically review our role

Conclusions in general were

- A lot of work has been put into getting the WCA infrastructure right
- Survey has helped get more publicity but has also highlighted that there is a lack of awareness of the WCA or Wimblecomm
- Significantly more marketing to be done to extend that awareness
- Still up for debate whether this is the best use of our time / resources?
- Capital funds now around £830k - broadly where it was in 2013
- Need more voluntary / creative support within the organisation and to help promote Wimblecomm including new trustees and / or...
- ... invest more of our capital / financial resources - but what return / impact?
- Or look at working with another organisation - generate economies of scale?

(ii) Survey Prize Draw

Thirty-two individual entrants into the survey had left contact details to be entered into the draw. The winners were drawn as follows-

£100 Ely's voucher – Councillor David Simpson
£50 Ely's voucher – Miss Amy Tilby and Mrs R Farooq

(iii) Outcome of Community Survey and discussion

The full presentation is available on the charity's website.

After the presentation, discussions from the floor raised the following points:-

- Tracking leads of venue booking is not easy if not made directly via the contact email from the website. For example, no attempt is made to keep track of bookings made by telephone once they've seen the venue on the website.
- We discussed the reasons why some responses had declared the community noticeboard to be "not useful" or "only somewhat useful". Agreed that it was mainly due to lack of awareness.
- It was pointed out that we should make our charitable status more obvious in our marketing.
- Member organisations could help increase awareness by adding a link to our site to their own websites.
- It was asked if are linked to other national charities. Our approach has been to focus on local connections.
- The feeling from the floor is that the product is good enough to be supported – it's a brand new idea in the community that needs to be marketed well.
- WCA needs to be more visible in the community – more networking and sharing resources with other organisations
- This could be the beginning of creating a vital community organisation. The timescale is key. 12-18 months is not yet long enough to reach a judgement
- To attract new trustees, we should broaden the range of our activities.
- We could offer partnership by way of sponsorship of others' activities
- We could use funds to pay a marketing consultant to help develop awareness of the product

5. The Financial Report and Statements to March 2017

The accounts have been prepared under the historical cost convention, modified to include investment properties and certain financial instruments at fair value

The Chair explained how the charity's funds have been invested with CCLA to raise dividend income to fund its activities, and drew attention to the increase in investment valuation.

There was a suggestion from the floor that the deposit account is wrongly described in the notes to the accounts as “equity investment”. The Chair will follow this up with the accountants.

The Financial Statements have been examined by Independent Examiner, Warner Wilde, and were recommended for approval by the Trustees at a meeting on 27 November 2017.

These were agreed at the meeting.

6. Appointment of independent examiner

It was agreed at the meeting that Warner Wild be reappointed as Independent Examiner for 2017/18

7. Resignations and appointments of officers

No changes to officers are reported. The minimum number of trustees is three.

New trustees may be recruited during the year depending on particular skills required. The Chair stressed that future development of the charity would benefit greatly from new trustees who had different but relevant skills to the existing trustees.

8. Any other business

Anita Brett of Beautifully Made drew attention to her search for access to working premises. She is working in partnership with the Merton Employment Team to provide training opportunities for adults with learning difficulties and has currently some 4/5 members in her team. Initially, for a short period, she would be looking for free usage of a space, but should be able to start paying for venue hire in the near future. Anita would be happy to consider offering free workshops and/or open up the employment/training scheme to members of your respective communities.

The Chair thanked all attendees for coming to the AGM.

The meeting closed at 9pm