

Draft Minutes of WCA Annual General Meeting 26 November 2020

Via Zoom, at 11am

1. **Attended: Trustees:** David Hall (Chair), Jenny Burrett.

In addition to the trustees, there were 6 member organisations present as follows:- Martin Lake (South Wimbledon Community Association), Joseph Dillon (Carlton Dramatic Society), Denise Heales (William Morris Meeting Rooms), Mark Eminson (Holy Trinity Church), Naomi Martin (Commonside Community Development Trust), Jil Hall (Southpark Gardens).

One other member had registered their agreement to vote by proxy in line with the Chair along with the WCA Secretary (Jackie Chapman) & other trustee (Bill Lake) who had given their apologies.

The Chair declared the meeting quorate.

Others in attendance: Susanne Ollig (Community Development Executive), Genevieve Farrell (Community Development Officer), Simon Shimmens (MVSC), Cllr Mark Allison (Merton Council), Sally Warren (Love Wimbledon), Kathie Arundel (WCA volunteer), Gail Moss (WCA volunteer), Eleanor Cole (WCA volunteer), Jonathan Sudds (WCA volunteer), Beau Fadahunsi (MVSC), Frances Wilde (Warner Wilde), Laura Bassett (Integrate), Mei Fujisato (Kingston University).

2. **Apologies: Jackie Chapman (WCA Secretary), Bill Lake (Trustee),** Shernette May (Sherwood Park Hall CIC), Kirsty Loosemore (Everyday Church), Elisabeth Scharinger (Mansell Road Centre), Tim Martyn (WCA Web Designer), Diana Sterck (MCC), Jenny O'Neil (MCC), Stephen Hammond MP, John Dimmer (Merton Council), Giusy de Grazia (Merton Council), Sabrina Sostero (Former Trustee), Elisabeth Osako (Former Trustee), Roger Drage (Former Trustee), Kevin Dodman, Clive Gardner (St Mark's Church), Tracy Sherman (Wimbledon Choral Society), Rebecca Broadley (St Mark's Church).

3. **Minutes of the Annual General Meeting of 30 October 2019**

The minutes were approved at the meeting.

4. **Chair's Annual Report for 2019/20**

Before proceeding with the annual report the Chair made brief introductions of everyone present. He said as a matter of course we always invite the leaders of each of the local political groups and this year we were pleased to welcome the recently appointed new Leader of the Council, Cllr Mark Allison and invited him to say a few words.

Cllr Allison emphasised the Council's support for the local voluntary sector and highlighted the amazing kindness and partnership between the council and the voluntary sector in response to the pandemic and gave some examples of the good will this has engendered. Cllr Allison advised that the council has just launched its new Community Plan and is re-

launching the Merton Together initiative. He thanked Wimblecomm for providing a great service, and wished everyone success, reinforcing that the voluntary & community sector has his strong backing.

The Chair went on to present his report of achievements over the last year and challenges for the future. Whilst the Chair's report is technically for the year ending March 2020, WCA had to refocus its efforts since March due to the COVID-19 pandemic and thus an overview of what has happened since March this year is included.

Key achievements since 2019 AGM:

- Significant growth in site traffic up to September 2019.
- Site migration to a different host server in October/November 2019 resulted in a temporary fall off in sit visits.
- This was growing back before COVID-19 lockdown hit in March 2020.
- The site has been used since March 2020 to provide information, share positive stories, publicise events (mainly virtual), conduct surveys and provide blog articles, spotlight articles and newsletters.
- Enquiries from the site to venues are continuing.
- WCA started running webinars and Zoom gatherings for members.
- WCA started producing and sharing own/third party video logs (Vlogs).
- A Wimblecomm Promotional video is being prepared in collaboration with Kingston University.
- As of November 2020, there are 117 space for hire registered on the site.
- WCA has 48 registered members (mainly venue operators).
- Posts published on Wimblecomm between January 2020 and October 2020:
 - 162 events
 - 33 COVID-19 Hub items plus updates
 - 33 Blog articles and News items
 - Vlogs and quarterly newsletters
- WCA organised several webinars and Connect & Share gatherings for members.
- A new Closed Facebook Group Page has been set up to facilitate online community collaboration between WCA and venue members across Merton.
- A new members' badge has been introduced for members to display on their websites.
- Banner ads and commercial venue listings have been established and are marketed to community oriented commercial organisations and venues.
- Social Media:
 - Twitter – 782 followers; posts seen 20,000 times (on average) pcm
 - Facebook page posts – seen 991 times (on average) pcm
 - Instagram – 606 followers
 - LinkedIn – WCA account is being further developed

Some Initial Plans for 2021 and Build Back Better

- Use Facebook Closed Members Group to facilitate the development of community engagement and collaboration amongst WCA venue members and WCA team across the borough.
- Develop and deliver a program of monthly webinars (SMEs/Guest Speakers) and Members' Connect & Share gatherings.
- Set up regular, on-site coffee mornings for members/local communities, when conditions permit.
- Continue to develop communications via regular newsletters, weekly bulletins/roundups and Vlogs.
- Continue developing the Wimblecomm COVID-19 hub and transition to Build Back Better/Post COVID-19 recovery and, eventually, to a resource library to provide support to members and their respective communities/general public.
- Develop and implement new 'Talking Merton' initiative (aimed at wider community).
- Review WCA's strategy (including the membership structure) for connecting across borough, WCA's constitution and future plans for creating income such as through monetisation of the Wimblecomm site.

Opportunities to Share Resources

- WCA-designed and implemented community surveys with input from members on questions where desired.
- WCA support on design and implementation of venue specific surveys; using WCA's Survey Monkey subscription where required.
- WCA could consider exploring the option of upgrading the Survey Monkey subscription to enable collaborative survey design and implementation with its members.
- WCA's Zoom and Mailchimp subscriptions could be shared with members.

Reminders and Requests

- The Chair reminder attending members to kindly display the Wimblecomm members' badge on their website. Whilst WCA provides free membership, we rely on our members and partners/friends to help us raise awareness of Wimblecomm.
- Could members please help spread the word on the very competitively priced banner ads (including amongst venue hirers and local businesses).
- Members are reminded to share their news and events with the Wimblecomm Team so they can raise awareness via social media & Wimblecomm. This membership benefit is applicable to venues' hirers where appropriate.
- Members are reminded to make use of the Wimblecomm Spotlight offer to raise awareness of their venue, organisation/group and people.
- A new Wimblecomm Postcard flyer is available on the site (under Publications); print copies to be distributed in 2021. Members are encouraged to use the soft copy of the flyer as and when they see fit.

Some Local and Other Partner Resources

- The Chair informed attendees that the new Merton Council Community Plan has been published on 18 November.
- Attendees are reminded to connect with the Merton Volunteer Services Council (MVSC) to access local resources and be kept up to date on grant funding and other news.
- Merton Chamber of Commerce
- Love Wimbledon
- Other national organisations include Locality, NCVO, Community Matters, Small Charities Coalition, all of which provide useful resources on their respective websites.

75th Anniversary of the Wimbledon Community Association in 2021

- The Chair shared a picture of the original poster from 1946 for a Public Meeting in the Townhall, seeking input from the community on the possible development of a new Community Centre for Wimbledon.
- The Wimbledon Community Centre was opened approximately a decade later in St Georges Road.
- Due to the building falling into disrepair, it had to be closed in 2012 and was subsequently demolished in 2013.
- This was followed by the launch of the virtual WCA and Wimblecomm in 2016.
- It is hoped to celebrate the anniversary virtually – and physically – in 2021. Ideas are welcome and attendees were encouraged to ‘watch this space’ for further news.

Thanks and Acknowledgements

- The WCA has to operate with a minimum of three trustees.
- The current Board consists of:
 - David Hall (Chair of Trustees) – appointed September 2012
 - Jackie Chapman (Secretary & Trustee) – appointment September 2012
 - Jenny Burrett (Trustee) – appointed November 2019
- Staff and Contract Team
 - Susanne Ollig (Community Development Executive) – appointed May 2016
 - Genevieve Farrell (Community Development Officer) – on temporary contract via REED since May 2018 & appointed as WCA contractor April 2020
 - Tim Martyn (Wimblecomm website developer) – retained for, on average, one day pcm since August 2015
- Volunteers and other support network, including Kathie Arundel and Gail Moss (volunteers), and welcome to new volunteers (Eleanor Cole, Jonathan Sudds).
- The Chair announced the appointment of Jackie Chapman as Trustee.
- Bill Lake is standing down as Trustee at this AGM.
- Sabrina Sostero stood down as Trustee in March 2020.

WCA is looking for more individuals to connect with us, as a volunteer and/or in the

role of Trustee.

5. Financial Report and Statements to March 2020

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 that WCA is a small charity, with its main income coming from the investment of its interest in the original community centre in the CCLA fund. Proceeds from the sale of the charity's share to the council have been invested with the CCLA to raise dividend income to fund WCA's activities. The investment has been low/medium risk and is generally outperforming the market, even in the difficult circumstances during this past year.

The initial investment of £600,000 (Summer 2015) has grown to £820,000 (September 2020), with an annual dividend of around £24,000. As a result of the pandemic there had been a loss in the quarter to March 2020 however, the fund's value had since recovered.

The income statement shows that WCA's expenditure has been £43,000 (2018/19) and £48,000 (2019/20), i.e. exceeding annual dividend income. Reserves and capital growth of the investment have been more than sufficient to cover the gap between the annual investment income and expenditure. Despite that, the charity will need to consider monetising the website in future in order to continue to sufficiently fund its expenditure.

Accounts show further detail such as staffing costs, website development and storage costs (Note 6), demonstrating that WCA is indeed a slim operation in terms of finances/ expenditure.

The Financial Statements have been examined by Independent Examiner, Warner Wilde, and recommended for approval by the Trustees at a meeting on 28 October.

These were agreed at the meeting.

6. Appointment of Independent Examiner

The Chair commented that Warner Wilde has given excellent service to Wimbledon Community Association for many years, but in line with good governance, the position was intended to be put out to tender in 2019/20. Given the ongoing COVID-19 pandemic and the fact that WCA is receiving excellent service from Warner Wilde it is proposed to postpone this tender process to a more appropriate time, after the 2020/21 financial year.

Agreed at the meeting.

7. Resignations and Appointments of Officers

Bill Lake (Trustee) has stood down with effect from this AGM. Unfortunately, he is unable to attend the meeting today. The Chair thanked Bill for his considerable

contributions since 2013 when he joined the charity board. He also thanked Sabrina Sostero who stood down from her Trustee role in March 2020.

Jackie Chapman is appointed as Trustee with effect from today and remains as Secretary to the Board.

Agreed at the meeting.

The Chair noted that the WCA is continuing to look for new trustees and volunteers who are interested in supporting the charity's work.

8. Any Other Business

None. Before the close of the formal part of the meeting the Chair invited brief contributions from other attendees and then handed over to Genevieve Farrell to introduce Mei Fujisato from Kingston University who presented a short trailer from a forthcoming promotional video by the students and spoke about the project for the WCA. The Chair thanked Mei and the team for their excellent work and looked forward to seeing the final video.

The formal part of the AGM finished at around 11.45.

This was followed by a **webinar/round table discussion on Finance/Funding for Build Back Better**, at 11:45am. This was introduced by the Chair and delivered by the following guest speakers:

- Frances Wilde (Warner Wilde Ltd)
- Beau Fadahunsi (MVSC)
- Laura Bassett (Integrate Agency)

The Chair opened the webinar with introductions of the above guest speakers and an overview of key findings on Finance/Funding topics from the recent Wimblecomm COVID-19 venue survey.

The webinar presentation slides are available to download from Wimblecomm (AGM 2020). A link to the recording of the webinar, including the three presentations and a round table discussion with attendees will be shared by Email with WCA members and is available to others who would like to view it on request.

The Chair thanked the guest presenters and all attendees for coming to the AGM/Webinar and invited further contributions from attendees on how they were faring at present.

The meeting then closed at 1.10pm.