

AGM September 2023: Minutes



Agenda

- 1 Welcome
- 2 Minutes of 2022 AGM
- 3 Annual report and accounts
- 4 Volunteers and leavers
- 5 Voting for the Board
- 6 Board reports
- 7 Future of the Guild
- 8 Questions and AOB

Held at 11am on 9th September 2023 at The Hayes Conference Centre, Swanwick, Derbyshire.

Board present: Dianne Chan, Steve Foreman, Amalia Liguori, Alison Peck, Catherine Scott, Clare Griffel

Apologies: Angharad Thomas, Desiree Jeans

Welcome

What have we achieved this year?

New branding rolled out, website upgraded, steady influx of new members, new branches and more coming, increased list of members benefits, online catalogue of BM is coming along, renewal of BM negotiated (not signed yet).

Not achieved – not secured any new directors. Audience asked if someone is interested.

Minutes of 2022

Approve the minutes of the 44th AGM held on 17th September 2022 - All in favour

Annual Reports and Accounts

We are solvent, but the difference between income and expenditure is minimal, therefore there is no choice but increase subscriptions from 1st January 2024.



Approve the annual report and accounts for the 2022-2023 financial year - All in favour

Volunteers and leavers

New branches lead: Kelly Fergusson – will organise and help BCO, contact for local yarn shows

Directors who have left the board: Anne Howers, Stephen Capewell, Victoria Nel, Clare Stephens.

Vice-chair Claire Griffel stepping down after the AGM

Voting for the Board

3 Directors re-elections:

- Dianne Chan – all in favour
- Steve Foreman – all in favour
- Desiree Jeans – all in favour

Board Report

Publications

- *Slipknot* maintains high standards
- *Across the Needlebed* is appreciated by members, but needs more contributors
- Regular newsletters keep members in contact with Guild activities

Shows

- Our representation is patchy (due to covid, also because we can only attend to shows near our branches)
- Thanks to branches who have stalls at their local shows
- Branches help?
- Members who have their own stall at a show can take Guild flyers, posters, etc

Yarn Stores

- Rethinking our approach to engaging local yarn shops (LYS) with the Guild – no longer need to print the flyer
- Members asked to look for LYS

Future of the Collection (FOC) Survey

- More than 600 replies (1/4 non-members)
- The Collection is valued, especially pattern leaflets

- Difficult access due to location and limited opportunities
- Routes for online access need to be increased, we'll do more to increase awareness

Q&A

Could yarn shops have more publicity? Yes, we'll take that onboard.

Possibility of QR code to download material? Yes

Membership and Branches

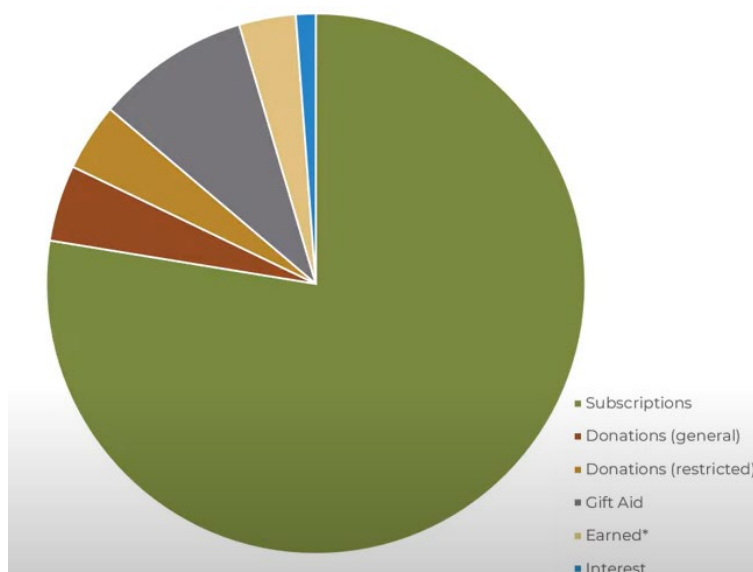
- Membership: Drop in numbers from last year. Retention rate has improved. Dropping numbers is one of the main reasons we need to increase our membership fare
- Branches: number of branches has gone up in the past year

Q&A

No record about members' age

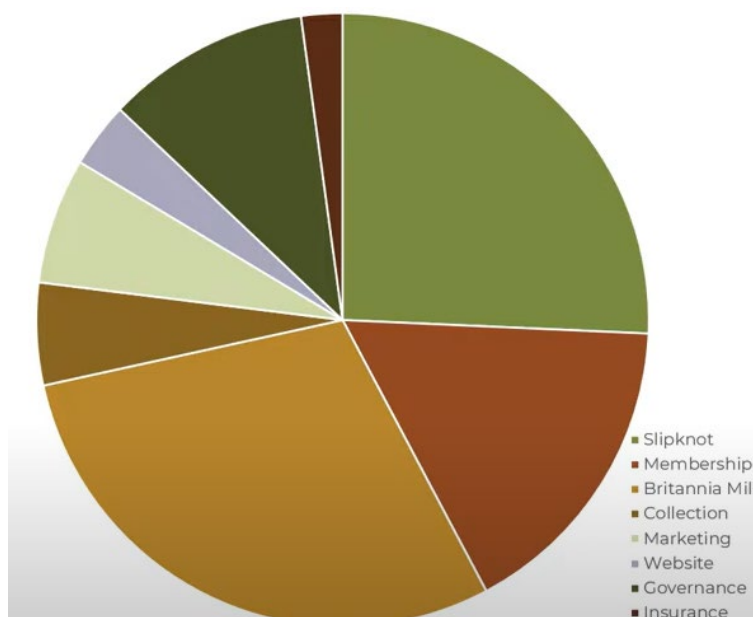
Finance

Income (Convention excluded)



- Subscriptions are the biggest source of income
- General donations are not restricted to any particular purpose
- Restricted donations are specifically for the photographic equipment
- 'Earned' includes Collections sales, trunk shows and open days, and money raised from shows and workshops

Expenditure



- Biggest expenditure: running Britannia Mill
- *Slipknot* – we changed printer and have only one InDesign licence – it costs less now
- Available funds

Of the £78,530 that was actually cash at year end:

- £33,605 is kept separately for unfortunate events
- £19,970 is designated to be used for the Collection

General use fund remaining £24,955

Net balance (income-expenditure) £106

Q&A

Expenses for volunteers who travel a long way, not claimed at the moment. If new volunteers would ask for them? Board needs to discuss. We could lower the mileage rate? But we need to discuss and check the numbers limits, geographical boundaries, etc

Slipknot costs. Difficult to switch to digital only, can it be made easier? Sheep does it for us. Contact Catherine or Alison to update/change it if not when renewing.

IT

Systems:

- Website
- Sheep
- Collection catalogue

- Finance
- Email

Aims:

- Cost effective
- We do not need IT specialist
- No bespoke software
- 'Escape plan' if something happens to one of our suppliers

What have we done:

- Rebrand, rewrite the website and make it more visual, password easier controlled by Sheep, adapts to device
- Change of supplier and software has decreased the costs
- We need more replacement images
- Our systems work together – makes it easier for our members, and for ourselves (catalogue, sheep, website, emailing and filing, finance)

Marketing

Ongoing:

- Branding roll out – Online: social media, quarterly e-newsletter, website
- Promotional items – Leaflets, Posters, Pull-up banners
- Publicity – articles and online opportunities

Next steps:

- Working with IT on the website
- Continue working with external publications
- Continue working with the CT to promote online catalogue
- Recruit new volunteers to the marketing team

Outreach & Youth Engagement

- Spreading the voice for people to know the Guild
- Workshop at local Brownies group
- Buy membership as a present

Secretary

Open vacancy

Collection

- Importance of volunteers

- Donations
- Caring for the collection: books, publications and patterns, yarn samples and shade cards, tools and gadgets, textiles
- Sharing – trunk shows and talks, pattern requests, omeka & social media, events
- Future events: open days, trunk shows and talks, exhibitions, awards, American visitors, accreditation working with the West Yorkshire Archive Service

Closing

Plans for the future, highlight on the following:

- We need more directors
- Dianne and Alison to step down from their current roles at next AGM. Alison will stay on the Board. Dianne is leaving the Board.
- BM leasing negotiations will be completed
- FOC report will be distributed once completed
- Trisha Basham within 3 finalist Heritage Craft Awards volunteer of the year