



BUCKINGHAMSHIRE

ANNUAL GENERAL MEETING (AGM)

Wednesday 9th October 2024
7:00pm – 9:00pm

Queens Park Arts Centre, Aylesbury

AGM 2024: Agenda

Welcome

Review this year (1/9/2023 – 31/08/2024)

Constitution & VOTE to adopt

Proposed plans for upcoming year (1/9/2024 – 31/8/2025)

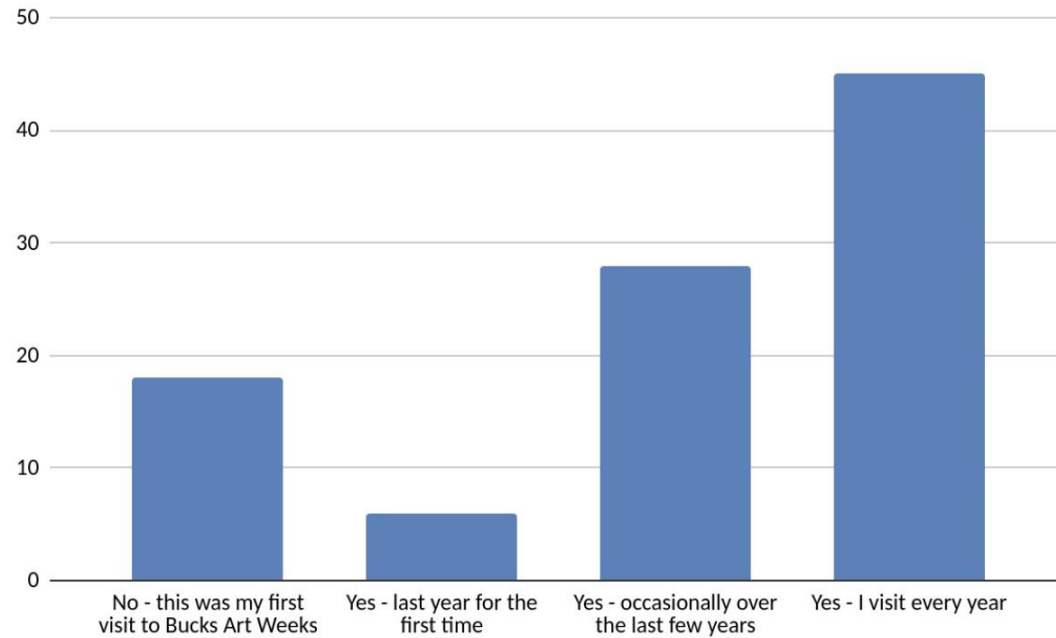
Vote [*]

- Approval of last year's AGM minutes
- Sign off this year (1/9/2023 – 31/08/2024)
- Approval of upcoming year's plan
- Election of Officers/Committee members

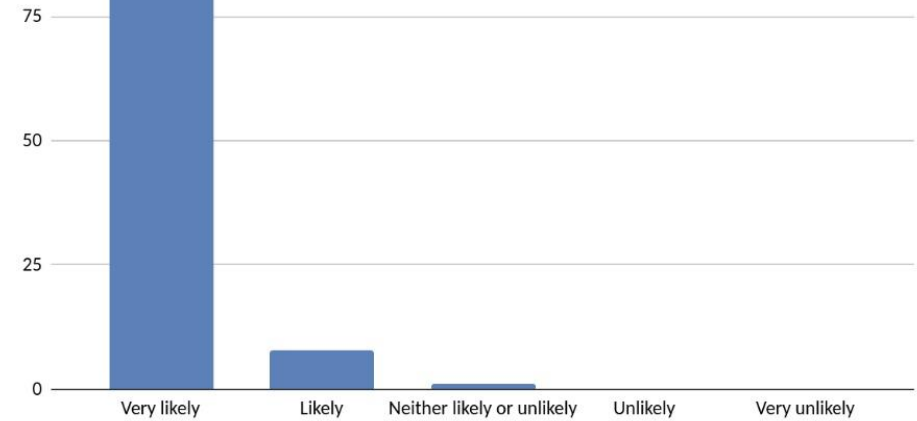
* As a member of VIG, you will have 1 vote per decision. Votes will be taken as a show of hands at the meeting & a majority of the members (at the meeting) will carry the decision.

AGM 2024: BAW Visitor survey results

Have you visited Bucks Art Weeks before this year?



How likely are you to visit Bucks Art Weeks again in the future?



AGM 2024: BAW Exhibitor survey results

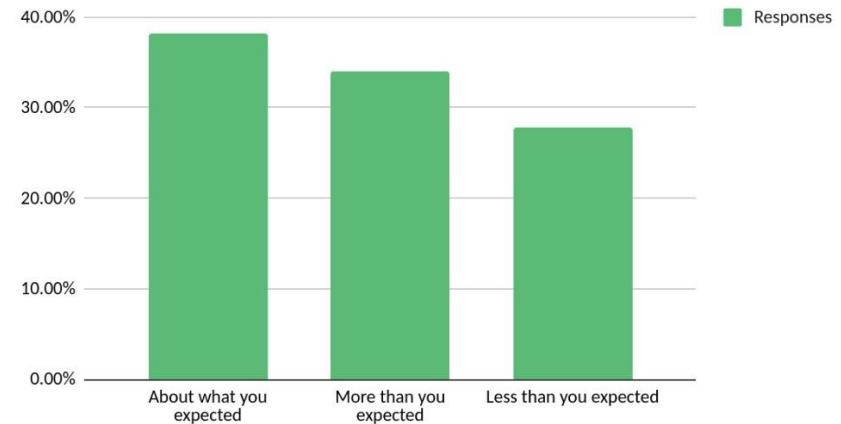
289 entries (92% of VIG members)

105 people responded to survey

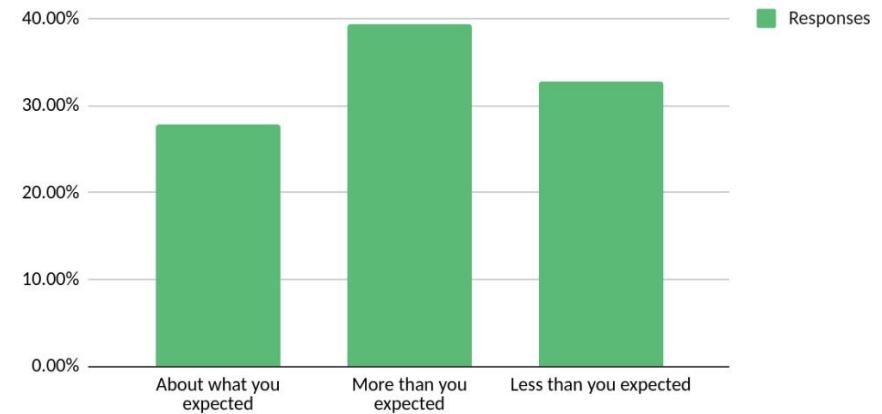
60% part of group, 70% part of a local art trail

Number of visitors 10 – 1400, Average 206

Was this number...?



Thinking about the amount of work you sold, were your takings...?



AGM 2024: BAW Exhibitor survey results

Typical customers:

Female, coming in couples or small groups, 50+ years old, local, regulars, friends and acquaintances, some families, some people who travelled specially or from further afield.

Most successful product:

Earrings, cards, paintings, prints, craft kits, tableware, decorations, scarves, rings, workshops

Mean average price £55

Median average price £35

Mode average price £2.50

Most enjoyable part of the experience

Responses focus mostly on working with other artists, meeting people and talking about your work, demonstrating, selling, a lovely venue.

Most challenging part of the experience

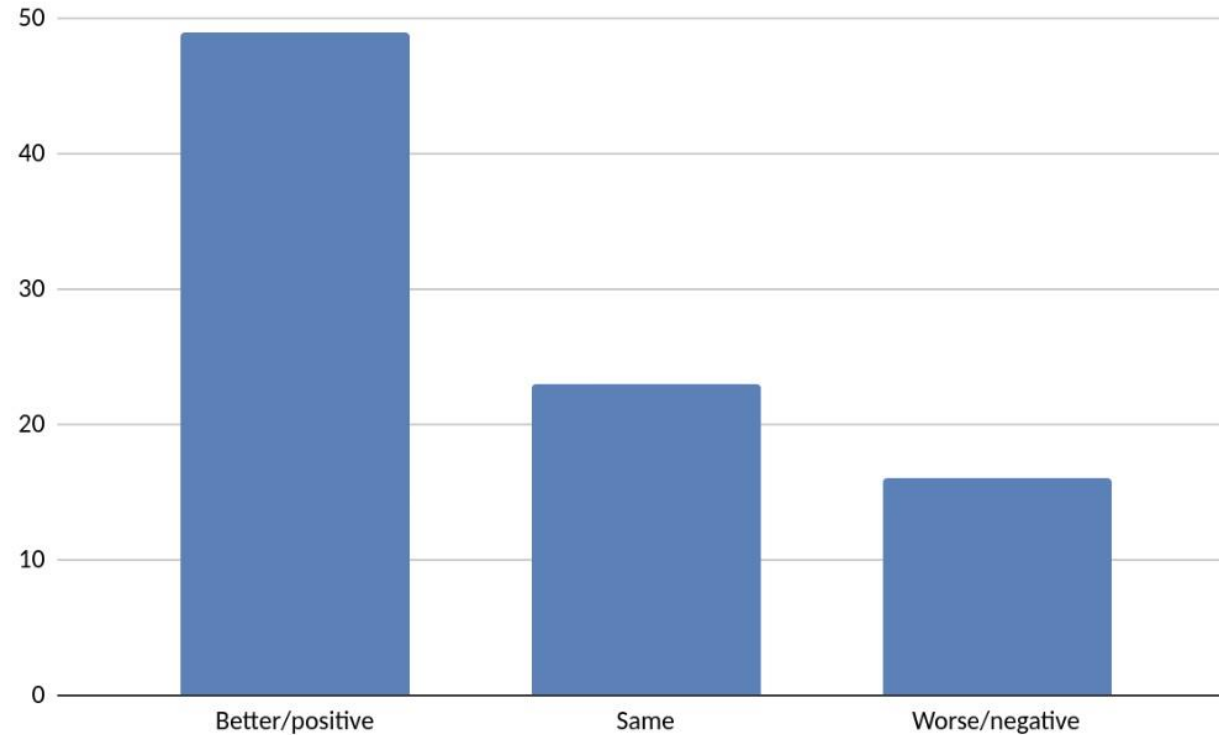
Responses focus mostly on the weather, group dynamics, low footfall, time management, PR and promotion.

Is there something you wish you'd known before taking part?

The majority (57 respondents) answered no to this question. Of the rest, comments focus on neighbouring groups/art trails, footfall, signage and expense.

AGM 2024: BAW Exhibitor survey results

How did this year compare to previous years?



Lots of useful information

Document in 'Useful documents'
in Member area on website.

Any questions ->
admin@bucksartweeks.org.uk

AGM 2024: 2023/24

Key Challenges for Committee

- New team, Small team - no contingency.
- No Treasurer since May/June (Chair filled gap, including finance preparation for AGM)

Public Relations/Marketing/Communications - NEW role defined/recruited (Sarah Cripps).

- Address PR gap identified in Member survey July 2023 & Committee's observations
- Incorporated £3000 from Newsletter Editor role => Only £600 increase in overall cost (£3600).
- Increase number of members & awareness of BAW (=> attract more visitors)

- Trial of Loyalty cards (=> encourage visitors to visit more venues)
- Sought news from members, placed them with relevant local media
- Member pack: how to get best out of event, what to do with your directories.
- Provided instructions on how to get best out of gallery page, via Member newsletter
- Run 5 surveys (visitors/membership/exhibition). Encouraged visitors to feedback – via posters/incentive. Analysed feedback => plans.
- Trialled beginners Instagram workshop (in response to member survey 2023)

AGM 2024: 2023/24

Social Media (Jay Nolan-Latchford)

- Increased number of followers (as at December 2023: 25% increase Instagram followers)
- In run up to BAW, every exhibitor featured. Spreadsheet to ensure everyone is mentioned.
- Engaging with other accounts => organic growth of followers
- Daily monitoring of accounts => ensure messages & comments are responded to in a timely manner.
- Posting during BAW is a challenge – most of Committee take part in event. Plan in place for next year.

Pete Hawkes – recruited for Directory & Website Editor.

- No handover (received digital files). Quickly got to grips with what needed to be done.
- Wonderful feedback on Directory. Great cover, editorial around travelling through County
- £2285 Cost saving on printing Directories

Document in
Members area

AGM 2024: 2023/24

NEW role - Mia Babb. Exhibition organiser for Stowe.

Initial figures/update from Stowe Exhibition

- Total income to VIG £2.2k, cost £2k – provisional

	Artists/makers	Sales	Sales/A.M.	Visitors
Temple	23	£3,702.00	£161	689
Bennett Room	13	£1,124.10	£86	890
TOTAL	36	£4,826.10		1579

AGM 2024: Finances

1/9/2023 - 31/8/2024

	ACTUAL	ADJUSTMENTS	BUDGET	Difference
INCOME	£53,052.48		£47,800.00	£5,252.48
COSTS	-£47,936.97		-£51,402.00	£3,465.03
Total before adjustments	£5,115.51	-£2,541.34		
ACTUAL TOTAL	£2,574.17		-£3,602.00	£6,176.17

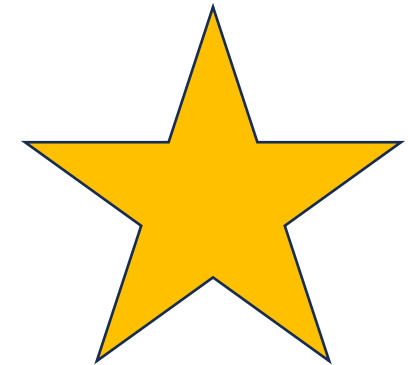
TARGET ACTUAL

-£2000.00



Adjustments – money due in financial period :

- Commission on sales for Stowe 2024 c. **£970.82**
- Invoice not received **£1.3k**
- Stowe 2024 exhibition costs c.**£1620.16**
- **£8** advertising revenue



AGM 2024: Finances

INCOME		
Paypal transfer (before Paypal fees)	£3,277.30	Assumed same number of members/entrants. Risk - member numbers will be down.
Exhibitions (via bank transfer)	£2,230.82	NT Stowe exhibition
Grants	£300.00	To run workshop (Buckinghamshire Culture Open Weekend).
Interest from savings account	£316.18	NEW
COSTS		
BAW Yellow signs	£524.80	(Paola) Quote from 3 suppliers; existing supplier = cheapest.
Directory Print	£2,284.00	(Pete) Quote from 3 suppliers; existing supplier = cheapest.

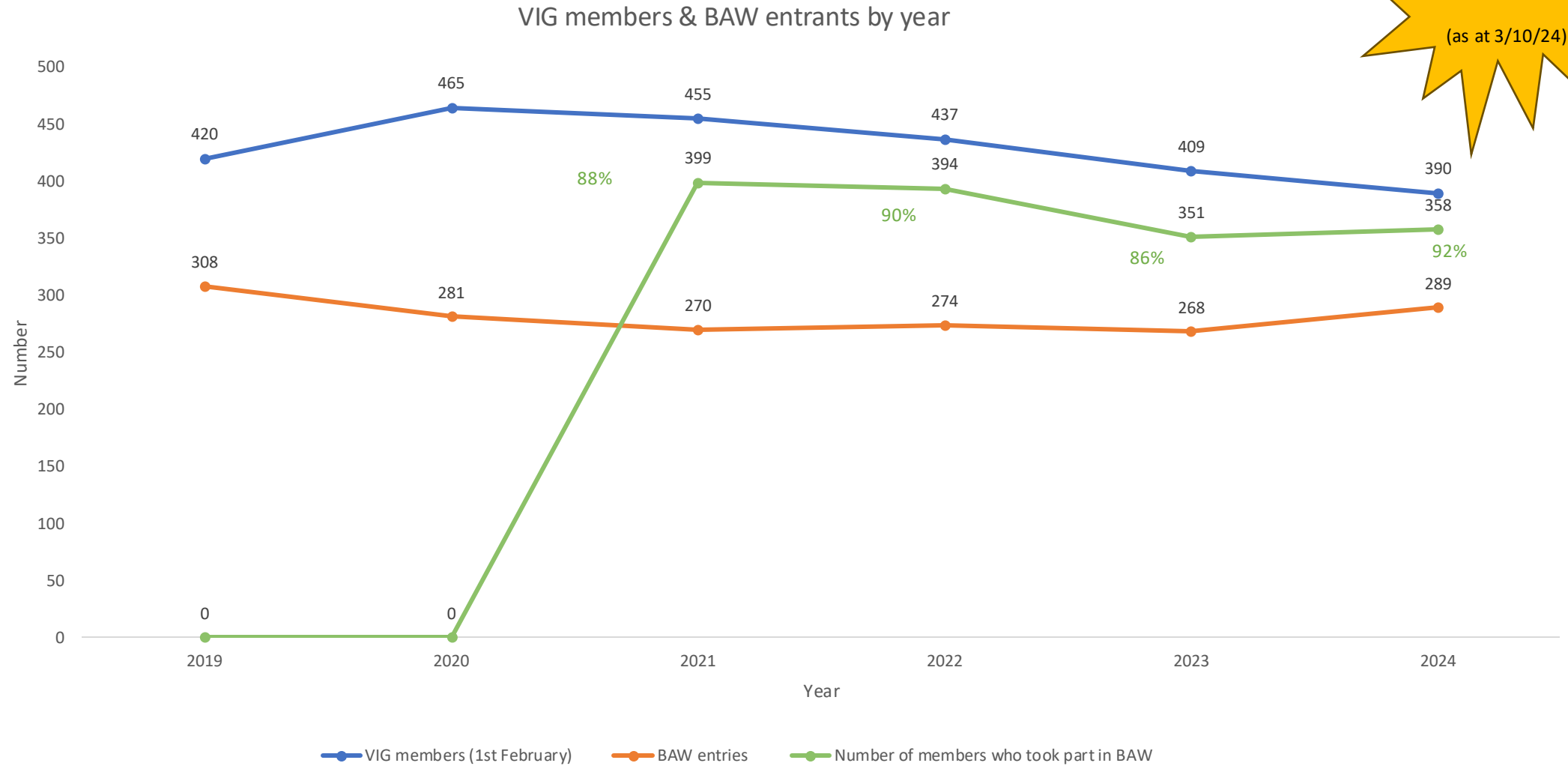
Bank account as at 31/8/2023	£35,551.54
Bank account as at 31/8/2024	£4,042.62
Savings account as at 31/8/2024	£36,816.18
Paypal account as at 31/8/2024	£0
We have (as at 31/8/2024)	£40,858.00



Finance details in 'Useful documents' in Member area on website.

Any questions ->
admin@bucksartweeks.org.uk

AGM 2024: Focus for 2023/24 (as agreed at AGM 2023)



431
(as at 3/10/24)

AGM 2024: Focus for 2023/24 (agreed at AGM 2023)

What	Status	Update
Increase the number of VIG members (from 409)	DONE	431 (as at 3/10/24). Prepared groundwork - see 'Address PR Gap'.
Reduce cost & wastage for the BAW yellow signs	DONE	Paola reduced cost by £524 - 3 quotes/current supplier = cheapest quote. Reduced wastage - encouraged members to order only what they need & distribute unused signs.
Organise an exhibition where all members can take part (1 piece of art per member).	ON HOLD	December 2023: on hold due to concern over workload with BAW & new Committee members. Plan 2024/25: looking to do this coming year.
Continue with nurturing National Trust relationship	DONE /ON GOING	Mia organised 5 day NT Stowe exhibition, supported by Sam & Sarah. Talks started with Hughenden Manor => potential exhibition during BAW 2025. Agree plans with NT Stowe & Hughenden Manor for 2025.
Update Constitution. Last updated in 1991	IN PROGRESS	Heather revamped document to review with members. Plan to sign off AGM 2024.
Forecast approx. -£2,000k.	DONE	Total before adjustments +£5,115.51. Actual total +£2,574.17

AGM 2024: In addition for 2023/24

What	Status	Update
Obtain Officer Liability Insurance	DONE	Annual cost £341
Attract younger members now & for the future	started	Adrian Hobbs volunteered to take on initiative. Need to reduce cost of joining/bursaries. Etc. to encourage younger members. Look at membership/BAW entrant category. Plan 2024/5: Continue with initiative.
Address gaps in managing relationships	started	Relationship role defined & agreed by Committee. Recruit 2024/25. Chair working with National Trust, in meantime.
Add Chair to Bank account <i>=> dual access to the account.</i>	DONE	
Training/awareness sessions for members	started	How to take better photos - by Mia Babb (Newsletter Jan 24) Trial for beginners Instagram session completed. Plan 2024/5: continue.
Remove online entries to BAW & entries close on 31st January (hard stop).	DONE	Will be actioned each year.

ANY QUESTIONS?

Document in 'Useful documents' in Member area on website.

Any questions -> admin@bucksartweeks.org.uk

AGM 2024: NEW Constitution

- The previous Constitution was adopted in 1991 and an update was needed to clarify the way in which the Visual Images Group operates and what Members can expect of the Officers and Committee.
- Objectives have been re-written to explicitly include events in addition to the Bucks Art Weeks annual event and to focus on activities relating to membership of VIG.
- The process for election and removal of Officers has been clarified. A clause has been added to limit the term of office for the Chair, Vice Chair, and Treasurer to three years, with a maximum of five years if required to ensure a smooth transition.
- The role of the Committee has been updated and the quorum for meetings has been changed from one quarter of Committee members to over one half of Committee members.
- The section on Membership has been expanded for clarity.
- The section on Finance has been updated to require financial records to be checked by a competent person independent from the Treasurer.
- The purpose of the Annual General Meeting has been clarified. Notice of the meeting date and the agenda for the AGM is now 14 days, changed from 21 days. The requirement for calling an Extraordinary General Meeting has been changed from 25% of the membership to 20 Members and the meeting must be convened within 35 days of the request. 21 days notice of an EGM must be given to Members including the text of the resolutions, a change from 14 days

VOTE

AGM 2024: Focus 2024/25

2025 is our 40th Anniversary

Marketing => Get to the 'right' people who are unaware of BAW & encourage them to visit the venues (Sarah).
Centrally & by BAW exhibitors (for those who want to)

- Provide additional signage
 - Larger posters, banners. Potentially estate agent boards. **No additional cost to entrants for this year.** Request entrants to work with their local areas as to where best, when & what is required.
 - Provide adaptable template for exhibitors to produce their own poster, if required.
- Advertising for our visitor demographic who don't use social media
 - Including appropriate magazines, Bucks free press, etc. Reciprocal magazines – NT? Vale life?
- Providing (Face to face) training for members.
 - Pay tutors? Learnings from trial
 - How to best utilise your marketing material. Instagram for beginners
 - Also, online videos (accessible)

Marketing budget: Up to £5k – propose use cash reserves

AGM 2024: 2024/25 ...in addition

Exhibitions (Mia)

- One piece of art per member – depends on additional exhibition resource. Potential cost.
- National Trust Stowe Landscape Gardens – August Bank Holiday Exhibition & Sale 2025 – TBC
- National Trust Hughenden Manor – explore possibility of exhibition & sale during BAW 2025 aligned with their theme ('The Power of the Pen')

Continue to progress getting younger members/emerging artists (Jay)

- Including set up student VIG membership fees & bursaries => more involvement in the community [& Adrian Hobbs]

Trial non selling groups (colleges, schools, charities) => support upcoming artists/promote BAW (Paola & Sam)

- £35 for one contact for VIG membership + £55 entry in BAW (online & in directory, made clear that non selling)
- Same principles - Art/creation with artist/maker

Review Terms & conditions (Paola & Sam)

- Fair to all BAW exhibitors. More monitoring & follow up.

No increase in
fees for 2024/25.

AGM 2024: 2024/25 ... in addition

Website (Pete)

- Improve map facility (=> visitors can easily use as an art trail, members know who is taking part in their area sooner).
- Assessment to enable members not to have to retype in their gallery every year.
- Assessment to autorenew VIG membership fee
- General tidy up (including amend VIG/BAW, e.g. Committee).

Committee

- Recruit replacement Treasurer (voluntary + package).
- Recruit replacement Social Media person(s) (to also include during BAW) – cost £1500 (additional £750 on 2023/4)
- Recruit Secretary (NEW role). Priority task = look at proxy voting & online for AGM 2025.
- Recruit Vice Chair (NEW role). *Don't need to be next Chair.*
- Recruit Relationship Officer (NEW role)– support increase awareness of BAW & membership (National Trust, agreed colleges, Bucks Culture, etc.)

ANY QUESTIONS?

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AGM 2024: Committee

Heather Larson is stepping down. *'Thank you to Heather for everything she has done, including our new Constitution.'*

Role	2024/25	
Chair (OFFICER)	Sam Burke	Volunteer + VIG Committee Package Will step down at AGM 2026.
Vice Chair (OFFICER)		Volunteer + VIG Committee package, NEW FOR 2024/25
Treasurer (OFFICER)		Volunteer + VIG Committee package
Secretary (OFFICER)		Volunteer + VIG Committee package, NEW FOR 2024/25
Co-Ordinator	Paola Aldus	£7350 (per financial period) + VIG Committee package
Directory & Website Editor	Pete Hawkes	£4000 (per financial period) + VIG Committee Package
PR/Marketing/Comms <i>(Marketing working group, includes Social Media)</i>	Sarah Cripps	£3600 (per financial period) + VIG Committee Package
Committee Member <i>(Exhibitions working group)</i>	Mia Babb	Volunteer + VIG Committee package
Committee Member <i>(Young members/emerging artists initiative)</i>	Jay Nolan-Latchford	Volunteer + VIG Committee package
Relationship Officer		Volunteer + VIG Committee package, NEW FOR 2024/25

Note:
volunteers
(from surveys)

AGM 2024: Vote

Vote [*]

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AGM 2024: APPENDIX Key known risks & opportunities

Risks – key headlines	Opportunities
<p data-bbox="224 379 690 425">High % senior members</p> <p data-bbox="224 494 1182 591">No succession planning for Officers & Committee Members.</p> <p data-bbox="224 665 1205 825">Contract with website supplier (including unspecified disaster recover/contingency recovery procedure/timings).</p> <p data-bbox="224 893 1207 996">Clarity required on up to date legal liability & compliance (disability act, GDPR, tax implications).</p>	<p data-bbox="1286 379 2313 539">Update online technology -> website - more modern appearance, potentially cheaper business model, an app. => Potentially easier to use, cost less.</p> <p data-bbox="1286 608 2160 768">Look at potential of changing legal status to Community Interest Group => enable grants, bursaries, etc.</p> <p data-bbox="1286 836 2351 939">Review the processes, standards, rules, & practices we follow to ensure that VIG is healthy in the long term.</p> <p data-bbox="1286 1008 2219 1053">40th Anniversary – help raise profile/awareness.</p>