



Folk Camps

be a part of it!

AGM 2023

Agenda

- Apologies
- Minutes from AGM of November 2022
- Matters Arising
- Adoption of Annual Report and Accounts to year ending 31 August 2023
- Re-appointment of Accountants
- Resolutions to amend Memorandum and Articles of Association
- Council Appointments (No need for an election)
- Chair report on 2023, and looking forward to 2024
- Any Other Business

2022 AGM Minutes

- Previously circulated via website
 - In your packs...
 - Any corrections?
 - Any matters arising?
-
- Proposer and Seconder to Adopt, Vote

Accounts 2023

- Still post-Pandemic?
- Only 350 summer camp bookings (2022 = 350, 2019 = 520)
- Weekend camper numbers increased
- **Net loss of only approx. £4K** (Not bad! Was £17K loss previous year)
 - Comprises (roughly):
 - Bank balance down approx. £7K
 - Equipment purchases approx. £7K
 - Depreciation of our equipment £2K
 - Investments capital loss: £3K
 - Investments income: £4K
 - **Trading loss: £4K**
- Total Funds reported in accounts: £103K
- Questions?
- Adopt report and accounts: Votes

Reappointment of Accountants

- Resolution to Appoint Lightwater Accountants Limited as accountants for next financial year
- Votes

Resolution to Amend M+AA

- Minor amendment to para 14
 - Allows the **option** for us to change the end of the financial year
- Remove “calendar year”,
- Allow Trustees to set the date
 - We still need to meet regulatory dates
- Remove some superfluous wording from time of incorporation
- NB: Companies Act 2013:
 - Can only extend the financial year once in a 5-year period.
- Votes

Retiring Council

- Anthony Keen
- Amanda Colman

Many thanks

- Also Claire Mycock (re-standing)

New Council after AGM

- No need for an election

	Current Positions
Liz Cooper	Current Vice Chair
Claire Mycock	Current Company Secretary
Barry Pollard	
Oscar Roberts	
Susie Savage	
Patrick Self	Current Chair
(new)	
Brad Stokes	

Chair's Report

- Looking forward to 2024...
- 2023 statistics!
- New things in 2024

Locations

- Summer Marquee: Back to popular and beautiful Rolvenden
 - So important that Google maps shows Folk Camps



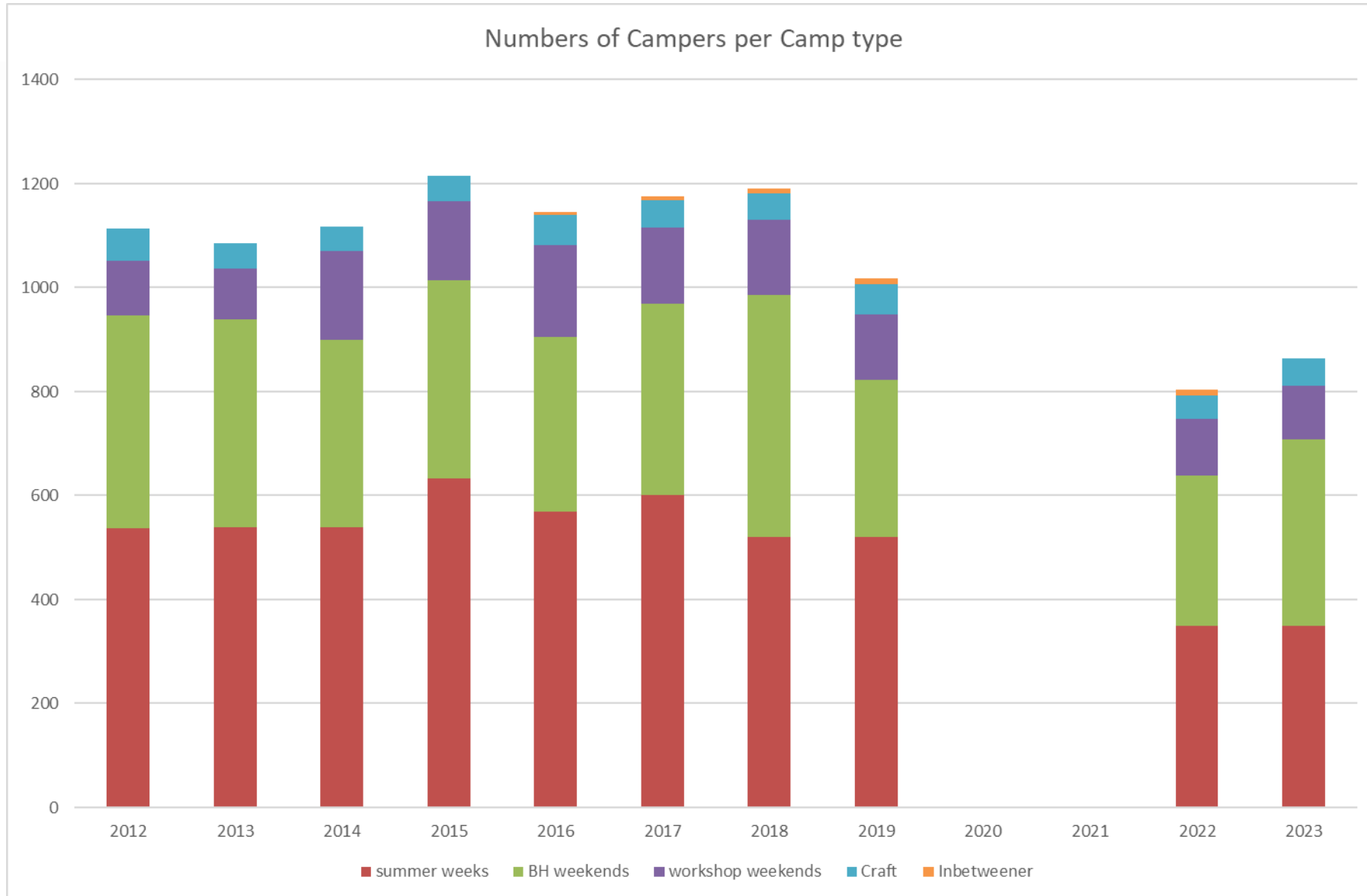
Need More Summer Locations!

- We need more locations
- We want to go to other parts of the country
- You need to nominate **specific fields!**

- **Criteria:**
 - A beautiful flat field, ideally: pasture, meadow, parkland
 - Easy access for lorries
 - e.g. for loos and marquee
 - this needs a hard road/lane to the gate, **not** a muddy track
 - Quiet. Away from busy traffic
 - Away from houses and neighbours

- Process for deciding on a new site
 - Starts with you! Nominate a suitable field
 - Then... (I'll explain next steps)

Camper numbers



We need more Folk Campers!



- Introduce your friends!
 - Tell people at folk clubs
 - Tell parents of musical kids at school
 - Provide material we can use on Social Media
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- Current marketing activities and results...

Social Media Marketing Summary - 1



- Objectives:
 - Grow number of campers
 - Grow our supply of folk musicians and dance-competent staff
 - Increase awareness of Folk Camps
 - Encourage email sign-ups – start of marketing funnel
- Facebook and Instagram accounts – managed by Sarah Malleson
 - Also: Guerrilla (low profile) posting on other FB groups by Sue Malleson!
- Mostly free (volunteer) effort
 - Sharing content in over 80 FB groups
 - Minor paid advertising experiment (£44 !)

Social Media Marketing – 2 (Results)



- Facebook: 2,800 followers, Instagram: 570 followers
- Facebook Reach (over the year) = 44,125
- Email addresses we can market to:
 - Total: 2,635
 - 262 new in the year

New “Members Network” on website



- New idea: benefit for governing members
- Links to your websites (folk activities / music / etc)
- Links to your events
- Links to your social media
- Send us info to publish
 - You need to be a governing member
 - if you aren't yet: then become a member!

Catering News

- Difficulties of catering for different dietary requirements
 - Do not opt in and out of veggie meals etc
 - You can try the other option at “Seconds”
- Many new regulations we need to comply with:
 - We can satisfy these, but care is needed re hygiene etc
 - Campers cannot use the Folk Camps fridges in future for their own personal items – cross-contamination issues
 - Instead: provide your own means to keep things cool

Thanks



- Volunteer camp staff
- Contractors
- Council
- Social Media helpers
- Anyone that contributes something at a Folk Camp
- Everyone!

Any other business

- Anything from the floor?

Thank you



- Thank you for supporting us in continuing to provide Folk Camps holidays