

14 May 2019



**Annual Report and Accounts**  
**for the year ended 31 March 2019**

## Reference and administration Details

Name	The aboutDereham Partnership
Registered Office	16 Foxglove Drive, Dereham NR20 3SQ
Steering Committee (Pending charity and/or business formation)	Mike Webb (Chairman) Ken Hawkins (Vice Chairman) Carolyn Coleman (Honorary Secretary) Susan Ferguson (Honorary Treasurer) Anita Clark (part year) Charlie Robinson (part year) Steph Spooner (part year)
Financial year	1 April to 31 March
Bankers	Barclays Bank plc

## Mission and Aims, Structure, Governance and Management

Our Constitution, which was agreed on 24 May 2018, includes our Mission which is 'to promote and contribute to Dereham as an economically successful and culturally vibrant centre: a good place to live and a great place to visit'.

The aims (and the current activities) of aboutDereham are:

- To raise the profile of Dereham locally, in the region and nationally
- To promote a positive image of Dereham by showcasing what is on offer in the local area
- To provide information about activities, attractions, events and services of interest and of benefit to residents and visitors
- To be a network of networks, engaged with local community, voluntary and not for profit organisations working in the local area
- To act as a forum for and enable communication between the voluntary and community sector, the public sector and the private sector
- To identify issues and actions which are required to further these aims; to develop plans and consult as needed, and to apply for funding in order to deliver change.

## Governance and Management

Pending a decision to apply to become a charity or to form a company (or any other possible organisational model) the structure of aboutDereham is as follows:

**The aboutDereham Partnership** includes all member organisations, with each organisation having one vote at Partnership meetings and is responsible for adopting new policy, codes of conduct and rules that affect the affairs of the organisation. The Partnership meets every two months.

Day-to-day management of the Partnership is delegated to the **Steering Committee** to act on behalf of the Partnership. The Steering Committee makes recommendations to the Partnership.

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The Steering Committee (a minimum of four members) is appointed at the AGM. The officers of the Partnership are Chairman, Vice Chairman, Honorary Secretary and Honorary Treasurer.

### **Achievement and Performance**

An organisation called Visit Dereham had been launched in 2016 to promote Dereham as a tourist destination. In 2017, several individuals from a variety of charity and voluntary groups held a number of meetings about coming together with wider ambitions. In early 2018 a meeting at Mid Norfolk Railway agreed to set up a new organisation, as yet unnamed.

Over the following few weeks, small groups worked on the detail which was used to draft a Constitution. The Constitution was not seen as set in stone but would be reviewed over time. It was circulated and then formally adopted on 24<sup>th</sup> May 2018, along with our name and our initial Mission and Aims (which are summarised above). Trudy Jordan very kindly designed and donated our logo.

News about our embryonic group was spread, initially, by word of mouth, given the lack of any other way of identifying and contacting voluntary and community groups from Dereham and around. Our membership had 24 members by the end of the year. I am convinced that membership will increase over time as more organisations become aware of our aims and objectives and, most importantly, the things that we achieve.

I am very pleased, and somewhat surprised, how much we have been able to achieve in our first year:

- Set up and maintained the aboutDereham website, which we see being further developed over time as a very important shop window for us and Dereham generally;
- Designed, printed and distributed 15,000 copies of an 'About Dereham' leaflet. This was paid for with Visit Dereham funds before the remaining balance from Visit Dereham was transferred to us;
- Held regular (now every two months) Partnership meetings. These are held in Partners' venues and each has featured a member group telling us about their organisation as well as some outside speakers. The meetings deliberately include open discussions to agree actions or ambitions;
- Following each Partnership meeting, we send out an e-newsletter;
- The very able Steering Committee has carefully led and nurtured the Partnership;
- Applied successfully to the Market Towns Initiative at Breckland Council for money to pay for consultants to review and report on signage in Dereham; appointed Streetwise Orientation & Navigation Systems Limited to carry out the review;
- Held meetings with, and started to develop constructive relationships with, Dereham Town and Breckland Councils, crucial partners and allies in what we want to achieve.

All local voluntary and community organisations (for which we have contact details), and whether members or not, get our e-newsletter and all are invited and welcome to come to our Partnership meetings.

Towards the end of the year we know that there are reservations about some of the activities of aboutDereham and concerns about becoming 'too political'. It is quite right and proper that our young, embryonic organisation should regularly reflect on progress and agree on our future direction. I am very open to constructive criticism of myself and our organisation. My only request is that any concerns are expressed openly so that we have the opportunity to jointly review our ambitions and our activities to ensure that as many as possible are content with what we are doing and what we plan to do.

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One of our few failures is that we never did manage to hold a 'launch' event, for a variety of reasons.

As Chairman, I want to thank all the organisations that joined us during our first year in an act of faith. I sincerely thank the various members of the Steering Committee, without whom aboutDereham could not function. Membership of the Steering Committee has finally settled on a core of Chairman, Vice Chairman, Secretary and Treasurer, which is probably what it should be. However, there is an open invitation to anyone from any of our member organisations to join the Committee which would benefit from more enthusiasm, ideas and experience.

The only specific name I would like to mention is that of our secretary. Carolyn has not only acted throughout as an excellent and diligent secretary but also set up our fab website (with her partner), led on a number of projects and generally kept us all on our toes.

I look forward to our second year, when I am optimistic that we can build on the activities with which we are already involved and continue to develop relationships with statutory and other organisations that we need to work with.

aboutDereham can, and will, only be successful by working in partnership with others.

Mike Webb  
Chairman

## **Financial Review**

The Financial Summary for 2018-2019 is attached.

We deliberately set the annual subscription (£12) at a low level to try to ensure that cost was not an obstacle to any organisation wanting to join. Total subscriptions were £288.00 which is at a level which should cover our day to day expenses in future.

We are very grateful to Dereham Town Council for a start-up grant of £500, mostly intended to purchase a projector, seen as essential for our peripatetic Partnership meetings.

Towards the end of the year, we began to take 'Where to Stay' advertisements on the website which had earned us £60 by the end of the year. This is, potentially, a very useful income stream for aboutDereham, subject only to deciding what sorts of advertisements would be appropriate.

Website costs of £180.91 were for registration of our domain name and for hosting. We were very fortunate that Carolyn and Robert set up and designed the website, so that there was no cost to us for creating or maintaining the website.

At the end of the year we have a few assets, the most significant of which is the projector which cost £349.99.

Mike Webb  
(Temporary!) Treasurer  
(Susan Ferguson has taken over responsibility from 1 April 2019)

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### Financial Summary 2018-19

	Income £	Expenses £	Balance £
Member Subscriptions	288.00		
Website adverts	60.00		
Grant from Dereham Town Council	500.00		
Visit Dereham closing balance (after payment of 'About Dereham' leaflet)	168.90		
Stationery		11.59	
Website costs		180.91	
Pull up aD screen		28.99	
Leaflet dispensers		43.14	
Projector		349.99	
<b>Total</b>	<b>£1016.90</b>	<b>£614.62</b>	<b>£402.28</b>
Balance 28 June 2018	£0.00		
Balance 31 March 2019	£402.28		