



TTW AGM 2020 Minutes

Sunday 12th January

Present: Steve Limbrey, Pauline Cory, Alan Cory, Sam Bailey, Stuartt Seaton, David Pope, Sarah Slight, Richard Battson, Merry Curd, Jan Green, Dave Green, Jenni Bignell, Barbara Shaw, Jem Newton, Phil Slade, Francoise Grimshaw, Gillian Limbrey, Jane Stanton-Roberts, Sel Belamir, Julia Carrette, Heather Brayshaw, Tony Dines

Apologies: Claire Hunt, Ryan Haines

Steve welcomed everyone to a special AGM focusing on TTW over the last 10 years.

There will be one Resolution tonight and that will be to elect Francoise Grimshaw to the board of TTW directors.

Sam presented a report on Community Energy Local.

Stuartt presented an overview of the year's finances, passing round copies of the accounts for all to look at if they wished.

Pauline gave a brief report on behalf of Rod Thick regarding the Transport Group. Pauline thanked her husband Alan and staff members, Stuartt and Sarah for their work and support. Pauline presented her own report about the Repair Café and upcoming events, the Seed Swap, Zero 2030 conference, Eco Open Houses and Green Dreams.

Gillian Limbrey publicly thanked Steve for all his hard work and commitment to the role of Chairman of TTW.

Resolution – To elect Francoise Grimshaw to the board of directors

Francoise introduced herself and explained some of her motivations for wanting to join the board. Steve proposed to elect Francoise as a director. **All present voted in favour** – welcome to the board!

Gillian – suggested that TTW set up a charity eBay shop as a platform to sell any donations of electrical items made at the Repair Café. This idea was received positively, but the problem of storage was recognised.

Sel – made the alternative suggestion that we donate the items to an affiliated charity. This relationship/action may provide TTW with additional leverage when applying for funding.

Julia – suggested that we could also look at alternative online selling sites. She cautioned about the amount of time and effort that is required to run an eBay shop.

Heather – mentioned that she has some storage space for donated items at home and possibly within Friends Meeting House.

Gillian – said that it would be good to have a multipurpose space that we could use for workshops, such as an industrial unit.

Pauline – explained that she has been communicating with the Lottery Partnership Fund. She has been in contact with several local, like minded community organisations and charities, and so far, the response has been overwhelmingly positive. When time allows, Pauline will get any proposals formalised, but she currently envisions that this could include a town centre shop front and warehouse / industrial unit, offices, a meeting space, workshop space and a shared industrial kitchen where community grown food would be used. We must watch this space, but she is confident that this is the way TTW should go and that local organisations should all be working together. The application could be for approx. £500,000 after which we would need to be self-sufficient. Discussions have started with the Lottery and the application shows great promise.

Richard – mentioned his concern at the amount of produce within the community going to waste. He raised the idea of running a market stall to sell any produce. Richard has spoken to Jean Raleigh at Larder, but she informed him that she couldn't sell anything he bought in due to rules & regs, she could only give it away!

Pauline – mentioned that Sharon Leppard has previously offered TTW a stall at the Goring Road Farmers Market. Pauline explained that we have not had the volunteers to run this before but perhaps we can now take Sharon up on the offer.

Jenni – asked where we advertise TTW. She has lived in Worthing for 15 years and has never heard of us! Jenni suggested we should advertise the group more, that we should push the community appeal and that we need more help. TTW posters and flyers should be widely distributed around the local area.

Pauline – explained that we have tried advertising before. Worthing Journal and Worthing Herald didn't support us in terms of editorial space, however we now have a monthly column in Here & Now which will hopefully increase our exposure and the public's awareness.

Steve – stated the fact that traditional media is disappearing and that using Facebook to promote TTW and our events was more effective.

Sel – explained that social media moves so fast that our message will get lost within minutes. He suggested that from experience, flyering is a very effective way of spreading the word. Although this is a difficult job, constant flyering over several months.

Steve – mentioned that social media platforms worked very well with the Plastic Free Worthing group. Due to the huge current interest in the subject, the group is very popular and could be a good way of making more people aware of TTW, which it sits under.

Jenni – reinstated the need to promote the sense of community TTW can provide

Julia – explained that it is hard to find the time – we need more help and more volunteers

Barbara – said that Adur & Worthing Council used to promote local community groups, the tourist information centre has gone, and the library is under development - an alternative venue is not currently available. We need a central location to bring all the information together and display what we do. There are so many people and groups around, we are all too diffuse.

Sel – reiterated that flyering could work but only in an environment where there is a larger campaign. Flyer has a small initial impact and then acts as a reminder of the message seen elsewhere. It is a spoke in an overall strategic wheel lasting over a period of 6 months.

Jenni – asked if we used Facebook to promote TTW and events

Pauline – explained that we use Facebook regularly and not just our own – we have several pages and admin rights to many others

Sel – said that the problem with Facebook is that there is too much saturation and competition. He feels TTW should get more creative with getting the name out there. He highlighted the time when Keep Lancing Lovely parked a bike on the seafront with their advert attached. People want to feel like they can do something. We need a communications strategy.

Jenni – suggested that we don't over saturate Facebook with all we are doing and all our events, that we should focus more on promoting one event at a time

Sel – suggested that we should be more proactive. People want to feel a sense of personal responsibility, to see the difference billions of individual actions can make. This is the perfect time for TTW to shine! Sel asked if we have any relationship with the Council.

Pauline – explained that we work with Francesca Iliffe, the sustainability manager and we are mentioned in two council magazines. We are also working with them to host the Zero 2030 event.

Sel – asked if the council could provide us with some office space

Pauline – explained that we will shortly be hot desking from within the Community Works offices in the Town Hall. In her experience, it's easier to gain the confidence of some people if we are a critical friend of the Council, rather than part of the "establishment".

Julia – suggested that TTW could work on a marketing campaign

Francoise – highlighted the fact that the TTW movement and becoming a member of it are different issues – it's a personal journey to arrive at and discover your place in the group and what it stands for. It's not really about promoting anything, it is down to the individual to arrive at a place where they want to belong, because it fits with their own journey.

Sel – asked if we have a mission statement

Pauline – explained that TTW is solutions based – leading by practical, easy to follow examples. For instance, climate change is in the public mind now, we are sharing our knowledge and solutions to this through our EOH events.

Sel – suggested that we expand our appeal. For example, why not promote the fact that coming along to CEL can save you money first and foremost (which would appeal to all) and have the greening the environment benefit as a secondary benefit.

Pauline - Great discussion and proves the point that we need more social events!

END

