

Cherry Hinton Community Benefit Society Annual Report - June 2021

A lot has happened since our first AGM a year ago. As you will have seen from the minutes at that time, the Benefit Society which would administer the Hub was registered on 15th April 2019. We had appointed a Financial Director and had established a bank account at the Co-operative Bank, some funds in the bank raised during the 2019 Cherry Hinton Festival and were applying for Gift Aid. However planning permission had not yet been granted for the Library Extension. This together with lockdown caused by the Covid Pandemic had meant that we had not felt able to launch the Society. However since that time substantial moves forward have been made.

Appointment of Trustees/Directors

At the AGM it was decided to appoint a Board of Directors who as under the Rules of the Benefit Society were appointed by the Founder Members - Mark Ashton, Mo Child, Paul Holmes and Stuart Newbold. The Founder Members aimed to have within the Board people with the following skills

- The 'hard' skills - legal, financial, management and so on - which are necessary to understand some of the complex decisions to be taken
- The 'soft' skills - we need people who can encourage team working, problem solving, asking difficult questions, decision making and, yes, to make people laugh!
- Directors who understand the Cherry Hinton Community and have knowledge of it – for example, as users of services or as local residents

The Founder Members felt that the following people fitted the categories above.

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| • Mark Ashton | Founder Member, Chair Cherry Hinton Residents Association |
| • Mo Child | Founder Member, Chair Community Benefit Society |
| • Roy Child | Retired Business Owner, Benefit Society Webmaster |
| • Rob Dryden | Experience of working on various committees. City Councillor |
| • Prabhu Gupta | Financial Director, has worked for Swiss largest bank |
| • Stephen Hall | Partner in Family Business, experience of building maintenance |
| • Paul Holmes | Founder Member, Chair Cherry Hinton RBL |
| • Kate Jones | Works on Marketing and PR, Event Manager Cherry Hinton Festival |
| • Cathy McCluskey | Background in community and advice, Cherry Hinton Festival Committee |
| • Stuart Newbold | Founder Member, Company Director, Secretary Community Benefit Society |
| • Marny Wesley | Extensive experience of working in catering sector including management |

All directors except two live in Cherry Hinton. Marny Wesley, whose mother still lives in Cherry Hinton, was born and went to school here, Rob Dryden lived here for many years and still represents Cherry Hinton on the City Council.

Developments since the last AGM

The Planning Application was submitted on December 12th 2019. The Society had expected it to be granted in March but was delayed due to questions from the EHO re: Cafe menu (answered) and the need for an acoustic survey. Stuart and Mo negotiated with the flat owners, we were very grateful when two of them agreed to allow this to happen since it meant the firm carrying it out had to enter their homes. Lockdown for Covid 19 also delayed the Planning Process until permission was finally given on 24th September 2020.

Stuart Newbold and Mo Child were designated to represent the Benefit Society in discussion with the City Council Project Manager for the Hub - Allison Conder. Stuart Newbold has worked tirelessly to represent the Society in negotiations re: the lease of the Community Hub, this included discussion with officers of the

County Council. Prabhu Guptara also attended some of these meetings and Stephen Hall is also involved. Stuart has also worked on the Business Plan and the Application Form for funding from the RBL Property Trust for the proposed Cherry Hinton RBL Room. Mo Child has also been part of some of these meetings and has had regular briefings with Allison Conder. Mark has continued to raise issues with Council Officers when appropriate. There have not been the larger Steering Group since Lockdown started. Briefings are now in smaller groups.

Stuart completed the Application to the Royal British Legion (RBL) for £250k of funding towards the scheme to extend Cherry Hinton Library to create new community facilities and a base for the local branch of the RBL to use and submitted a local RBL branch business plan ready for it to be considered at an RBL Trustees meeting scheduled for Friday 9th April 2021. However the RBL decided to commission their own report to look at the proposal and this will now be considered at the RBL Property Trust Meeting in July. I was glad to hear that Allison Conder and Debbie Kaye (Head of Community Services, Cambridge City Council) held a meeting with a representative of the RBL to discuss the matter. Thanks to Stuart's efforts in preparing an excellent application. Had the issue been resolved in April the Council Strategy and Resources Committee would have hopefully given the go ahead for tender at a meeting in July. This has now been delayed until a meeting of the S & R Committee in October.

Strategy Group

Mark Ashton, Mo Child, Roy Child, Prabhu Guptara and Stuart Newbold have met to consider the route the Society should take.

The Web Site

This has been launched - a big thank you to Roy Child for building the Hub and managing it.

Fund-raising

The project is costed at £767K. As well as the hoped for funds from the RBL, funds for the project will come from Section 106 funding, Cambridge City Council, the County Council and local fund-raising. On February 14th 2019 it was agreed that the local Cherry Hinton Community through the Cherry Hinton Residents Association and soon-to-be -formed CHCBS would aim to raise a target of £50,000.

Fund-raising Committee Set Up

A Fund-raising Committee of Tracy Saunders (who has worked to bring about the Community Hub from the beginning), Kate Jones, Cathy McCluskey and Mo Child was set up in August 2020. I am very grateful to the energy of this group. It has met fortnightly and has achieved a lot.

Strategy for Fund-raising

Due to Covid 19 and the difficulty of holding fund-raising events the Fund-raising Committee has worked to raise Community Awareness of the project following Planning Permission being granted.

- A group of Cambridge University Students from the Cambridge Hub Social Innovation Project was commissioned to produce a report outlining key information to support the society in developing its community cafe'. The excellent report (attached) contains very useful data which we can use when applying for funds. Rob Dryden was at the presentation they gave on Zoom.
- A leaflet for "A Cherry Hinton Christmas" which was delivered to all homes in Cherry Hinton in the week of 29th November carried an advertisement for the Hub on its back page
- A second Just Giving Page for donations for the Cherry Hinton Hub was set up by Tracy Saunders in December.

Fund-raising to be focussed on the café kitchen design and fit-out.

Following discussions with Allison Conder it was decided this would be a good route forward for fund-raising the £50,000 from the community. This would mean that the Benefit Society would have full control of the funds raised, without this facility we would not have been able to access some important fund-givers. Another bonus is that it would catch the imagination of the Cherry Hinton Residents.

Due to Covid 19, the most recent lockdown and the nature of the project it has continued to be difficult to both hold fund-raising events and ask the public, grant givers and companies for funds. The Fund-raising committee has therefore spent the time continuing to raise Community Awareness and research where funding is available.

Raising Community Awareness

- A survey has been sent out by Residents Email and it can now be found on the Village Website asking residents to "Help us to build our Community Cafe". We have received 250 or so replies so far.
- We're running a competition for the community to name the café and following this we'll run a competition for the community to design the logo (possibly in conjunction with the schools as there might be limited take up from adults!). An Interior Designer has volunteered her services to the Society
- Cathy McCluskey has sent out information to community groups, schools and churches in the Cherry Hinton Area, to encourage community engagement as well as to build up our mailing lists.
- We have a Hub Facebook Page and are on Instagram. The number of social media followers are gradually growing we have about 200 at this time.
- A new Social Media Manager Kelly Tarrant has been recruited. Tracy Saunders has been doing this to date. Kelly will co-ordinates online communications for the Hub, manage communications for the Cherry Hinton Residents Association as well as tapping into local networks. Kelly has joined our fund-raising committee.
- A linked in page has been set up and a corporate sponsor information pack is being developed by Kate Jones

Fund-raising Strategy

- Cathy McCluskey has attended various courses on Fund-raising and applying for grants with CCVS
- Cathy McCluskey and Mo Child attended a Teams Consultation (05.03.21) with Fiona Brice from the Big Lottery Community Fund to consider whether our project would be able to apply for National Lottery Community Funding.
- At the moment we cannot move forward without commissioning of the build being in place.

Volunteers

- A register of volunteers has been set up.

I would like to thank all the members of the fund-raising group but especially Tracy Saunders for setting up the Gift Aid page, alerting us to the Cambridge Hub Innovation Project and as a founder member of the project really helping us carry it forward.

I would also like to thank Marny Wesley. We have had several conversations about the Community Cafe. She was involved with the students who carried out the report for the Cambridge Hub and also had a good session talking to Tracy Saunders and myself about the cafe.

Changing the Name

The Chub has now become Cherry Hinton Hub.

Insurance

It has been clear that we need both Public Liability Insurance to hold any events and also Insurance for directors so Stuart is investigating this for us.

Overall I think we are in a very good place to move forward once we get the go-ahead in October.

Mo Child - Chair CHBCS

(First given at CHCBS AGM - 19.06.21 with added suggested amendments 23.06.21)