



LIVERPOOL HISTORY SOCIETY

2024 AGM OFFICER REPORTS.

Chairman's Report

Thank you for taking the trouble to attend our AGM today. We only have thirty minutes, so I'll try and ensure our officers have sufficient time to report. An apology for absence is made by Chris Jones, so you will have to put up with me to introduce Gavin Hunter, for what promises to be a very stimulating focus on Port Sunlight.

The past year has been one of outstanding growth, reaching membership levels we have never enjoyed before, which are now at over 500 from 440 last year. As you will hear from both Corinne and Sue, this has enabled us to more than combat our rising costs with a membership income of £14,000 against an expenditure of £9,000.

Your presence also attests to an unprecedented increase in attendances, averaging over 100 at each meeting. Within this we have seen a very welcome addition of over 30 Blue Badge Guide trainees to our ranks and we hope you will stay with us.

Our range of services is also expanding. As well as the growing website collection of recorded talks (and due credit for creating these must go to Ted Scaplehorn), we now have not one but two summer visits to look forward to: the Princes Road Synagogue in July and the enhanced Western Approaches Museum in August.

And for the first time, the initiative of Sue McGuire our Membership Secretary has resulted in a seminar on Thursday at the Central Library, to explore research pathways for aspiring authors. Hopefully we will witness some of the fruits of this in future Journals.

While we're here I would like to pay a special tribute to our past Chairman, John Tiernan, who made a generous donation to the Society in his will and for whom we will dedicate an annual talk in his memory. Thank you too to John Pinfold, whose generosity this year enabled us to return the Journal to its glorious full colour.

Finally, sincere thanks should go to you all for your loyal support in helping to reinforce our cultural role in the life of Liverpool.

Tony Melling Chairman

Membership Secretary's report

As of 31st March 2024 the Society had on its database 459 'Active' subscriptions. As 54 of those subscriptions were joint we therefore had 513 members. From April 2023-24 active subscriptions increased by 65. We had 110 enrolments but 45 members failed to renew.

Life Memberships.

We had 50 life memberships until recently but communications with these members has resulted in 14 of them resubscribing on an annual basis. We are very grateful for the additional income this has generated. One life member has also requested their journal be sent digitally – an option which also helps in terms of expense.

Growth

Membership has continued to grow which is very welcome. We are managing the pressure on our talks venue and this has led to some changes over the year in the rooms we use and the timing of talks. Our survey shows that 'Word of Mouth' continues to be the main way that people hear about the society. Thank you to all those who recruit new members for us in this way.

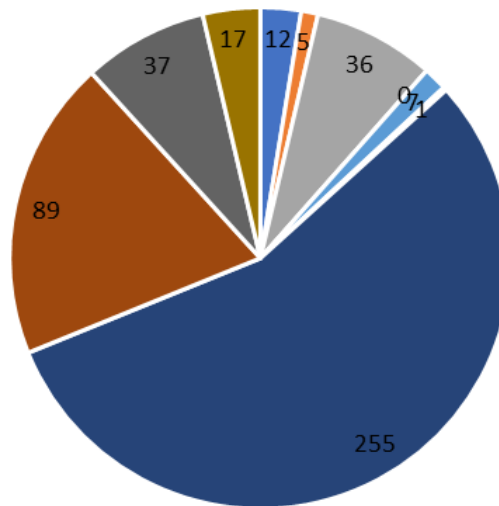
Digital Membership

Digital membership continues to be a very popular option at 35% of our total subscriptions. Digital members receive their journals in digital format rather than print copy. All other benefits remain the same. We would encourage any members who are happy to take the journal in digital form to take up that option which is £5.00 less than print copy membership. The digital option requires less outlay on the journal and postage and ensures more funding can go towards venues and speakers.

Around 25% of our members live outside the Merseyside area and so will rarely be able to take up the opportunity of attending talks. The continuation of video recordings gives these members an excellent alternative to attendance in person.

This chart shows a breakdown of our types of membership and the figures below it indicate how our income is generated from the different membership types. The income generated from membership has increased by £1565 from the figure reported at the end of 2022/23.

Membership Type March 2024



- International Digital@£15.00
- Life member
- Student Membership @£10
- UK Individual Annual Journal By Post@£20.00
- UK Joint Annual Journal by post@£30.00
- International Hard Copy Journal @£30.00
- Speakers/Supporters
- Corporate @ £40.00
- UK individual Digital@£15.00
- UK Joint Digital @£20.00

Membership Types	29/02/2024	Price	Income
International Digital@£15.00	12	15	180
International Hard Copy Journal@ £30.00	5	30	150
Life member	36	0	0
Speakers/Supporters	0	0	0
Student Membership @£10	7	10	70
Corporate @ £40.00	1	40	40
UK Individual Annual Journal By Post@£20.00	255	20	5100
UK individual Digital@£15.00	89	15	1335
UK Joint Annual Journal by post@£30.00	37	30	1110
UK Joint Digital @£20.00	17	20	340
	459		8325

Gift Aid

There are 72 members who have not indicated their agreement to Gift Aid. We would encourage all members to look again at the conditions of Gift Aid as it adds a significant extra contribution to our funds from HMRC with no additional cost to members.

Payment methods

The most efficient way for us to collect subscription payments is through members setting up payment through the website as they join. This results in automatic annual renewal till the subscription is cancelled. We find that it runs smoothly for the majority of members. I am happy to assist people by phone and face to face after the end of our talks to use the website for payment. I am happy to continue to assist members where they are having difficulties with any method of payment. 95% of our paying members are now paying through the website.

Non-renewal and cancellations

Our cancellations are mainly from those who take up the subscription for a year and then decide not to carry on. We did have some cancellations last year because of the change in time of the talks but those members have since returned. I take the approach of asking for feedback from those who have chosen not to resubscribe and hoping for their renewed interest in future.

Membership communication

Good communication with members is high on our list of priorities. We continue to circulate email reminders about event booking and other items of interest to members. The website noticeboard is frequently used to alert members to events and publications of interest. The survey undertaken last year has given us an impression of general member satisfaction but it has also led to a number of areas where we aim to make adjustments. We have had to adapt to our growing membership numbers with a couple of changes to time and room while remaining within the Athenaeum which continues to be very popular with members. We feel confident now that the best arrangement has been negotiated for our talks and the move back to mid-morning is preferable for most. The use of Eventbrite for booking is simple for most and we are always happy to help with anyone who feels less comfortable with new technology and website use.

Sue McGuire Membership Secretary

Treasurers Report

INCOME & EXPENDITURE 1/4/22 TO 31/1/23

INCOME

Membership Subs £6887.42

LHS Publication Sales £392.42

Refreshment Sales £220.00

Bank Interest £22.52

Donations £0.00

Tax Refund Gift Aid £1010.82

Misc including trips £1013.06

TOTAL £9546.01

EXPENSES

Journal Printing Cost £6248.00

Room Hire £924.30

Speakers Fees £225.00

Website & Training £456.00

Admin & Postage £1438.53

Subs LLHF/BALH £176.63

Misc inc trips £1045.06

TOTAL £10513.52

Income less Exp **-£967.51**

INCOME & EXPENDITURE 1.4.23 TO
31.3.24

INCOME

Membership Subs £8824.91

LHS Publication Sales £689.56

Refreshment Sales £91.50

Bank Interest £69.38

Donations £1986.50

Tax Refund Gift Aid £1373.25

Misc. Inc. meals/Eventbrite £893.02

TOTAL £ 13928.12

EXPENSES

Journal Printing Costs £6228.00

Room Hire £897.00

Speakers Fees £295.00

Website & Training £360.00

Admin & Postage £243.45

Subs LLHF/BALH/SFX/Zoom £98.00

Refreshment/meals £835.00

Card fees 174.64

Misc. 80.98

TOTAL £9212.07

Income less Expenses £4716.05

ACCOUNT BALANCES		ACCOUNT BALANCES	
Current A/C	£6574.14	Current A/C	£11220.81
Reserve Account	£5141.23	Reserve Account	£5210.61
Total	£11715.37	Total	£16431.42

Treasurer's Certificate

I certify that these accounts are, to the best of my knowledge and belief, an accurate record of the financial transactions of the Liverpool History Society for the financial year 1 April 2023 to 31 March 2024.

Corinne Jones (Hon Treasurer, Liverpool History Society

..... Date

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Examiner's Certificate

I certify that, to the best of my ability, I have examined the bank statements and any other records pertaining to the finances of the Liverpool History Society for the period of 1 April 2023 to 31 March 2024 and am satisfied that the above is an accurate statement thereof.

Stephen Gent (Auditor)

..... Date

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Journal Costs have increased but entire cost has been completed in this financial year. Costs also include postage of journal this year.

Speaker's fees remain the same £45.00 per speaker

Membership As of April 2023 has increased and includes a fee for new members taking the Blue badge training.

A beneficiary of £1000 was received from Mrs Tiernan from the estate of her husband John a previous chairman

A donation of £500 was paid by John Pinfold towards the journal costs

Fay Carter as librarian has sold off many copies of books increasing the LHS bank account

Refreshment/misc. costs look high but this is due to payments for meals at the Athenaeum after talks this was repaid by members

All in all the bank account has increased by nearly £5000 pounds.

Many thanks to Tony our Chairman, Chris and Kim For organising events, Susan for membership, Bill as secretary, Fay as librarian, Mary as refreshments supervisor and Tom who will taking over as Treasurer from Corinne

Corinne Jones Treasurer

Programme Secretary Report to Annual General Meeting.

I took over as Programme Secretary just after the start of this year's programme, so I have not been responsible for this year's events. The events on this year's programme have been well attended and enthusiastically received. The change of room in the Athenaeum and the daytime start to meeting has been very well received by members. The contents of the talks have all been relevant to the Society's mission to bring the city's history alive to our membership. The talks have all been recorded to a highly professional standard and are promptly added to the society's website.

There are several 'field trips' planned for the summer and it is anticipated that these will be as popular as the talks in the Athenaeum.

Next season's programme is almost completely full and we look forward to a rewarding 2024-2025 season.

Chris Jones