



Club Assembly 15 June 2020

Programmes, Activities and Objectives for 2020-2021

President's Overview – Malcolm Britton

This is an interesting time for the Club as the restrictions of the Covid-19 pandemic begin to be lifted, yet inevitably things are likely to be very different for the foreseeable future. Whatever we plan for the year ahead must be flexible – we can set out a strategy but it may well be many months before we can operate fully again. We must all bear in mind how we are managing the transition.

My principal objectives for the year will be to:

1. Expand the membership of the Club

- capitalise on the vast amount of voluntary work that has been carried out locally in recent months to help us identify community projects that would benefit from our engagement and enable us to promote the benefits of Rotary to a wider group of individuals
- promote and enable associate membership
- raise the profile of Rotary through “Rotary in Melton” and collaboration with our daughter clubs and other voluntary organisations to identify and support community projects
- work on realistic publicity and marketing, especially through social media, to promote Rotary and the distinctiveness of the Club
- be prepared to answer the question “What’s in it for me?” from enquirers
- investigate the possibility of extending the number of Interact Groups and offering support

2. Retain members

- listen to and honour the views of all members so that the operation and activities of the Club largely reflect the wishes of the membership and each member has the opportunity to use her/his skills and experience to enable the Club to progress.
- conserve what is good of the past of the Club and, with the help of Club Council and others, reach out boldly to the future
- give 100% support to club officers, chairs of committees and all members who use their initiatives for the benefit of Rotary
- recognise the strengths of the Enterprise Group and continue to act as a fully integrated Rotary Club whilst honouring the distinctive nature of the two groups

3. Achieve realism as well as challenge, within the capacity of our membership

- review all our regular events and assess whether they are cost-effective in their present format, need amending or recognise that they are no longer viable
- embark on lower cost local community and environmental projects, when appropriate in collaboration with other organisations and individuals
- strike a balance between local and international projects
- evaluate our current international projects and continue with them, or adopt a new project if justified.
- continue to value our youth work, review what we have been doing and, in collaboration with Melton Belvoir RC, support young people most in need. After the lockdown, be guided by school leaders on how we can serve them best. Any competitions should aim to

increase the number of schools/organisations participating and the number of young people benefiting.

4. Restore healthy finances and effective organisation of the Club

- consider the recommendations of the group tasked with reviewing the finances of the Club
- introduce a new major fund-raising event to recoup some of the income lost during the restrictions imposed by Covid-19, possibly a personal sponsored event.
- continue to appoint task and finish groups for the planning of each major event and activity to spread the workload.
- fully engage with District 1070, Rotary GBI, Rotary International, and Rotary Foundation

The success of a club largely depends on relationships. I will encourage and support all social opportunities to create and maintain friendships and continue to promote an environment in which all members feel valued and to which others are attracted.

Club Service

Club fundraising and social events are being hit hard by Covid19. As the President says above, we will review all our regular events and assess whether they are cost-effective in their present format, need amending or recognise that they are no longer viable.

Despite the Club's considerable efforts to adapt to an ever changing "new normal", we face genuine challenges. We may be at our best in restoring the Club when fundraising and social events are combined. Some events may return relatively unscathed, and others may be adapted – while the situation may encourage us to introduce new ideas and opportunities.

There are some "Known Unknowns":

The District Quiz may go ahead online, though Minor Sports would need more adaptation.

Potential "New Normal" Club fundraising & social events include:

- An Evening with Charles Hanson
- Club Quiz Nights
- Duck Race or Easter Bunny event
- President's Summer Lunch 2021
- Santa Fun Run or local Family Cycle event in September 2020 or May/June 2021
- Big Band Concert
- Uppingham School Concert
- Vintage vehicles – is being reviewed.
- Satellite has a successful Calendar sale

This lack of certainty means our normal spending plans are not included in this document but will be revised in coming weeks as things evolve.

Communications:

We will investigate how to modernise our website.

The use of social media is already our main outward-looking communication media; further work to broaden and coordinate its use be considered.

Community and Environment Service – Adrienne Holland

In light of Covid19, we are planning service activities which bear little or no cost. We will focus on service to our community; with members being active and directly involved whenever possible.

Plans include:

- Enhance the environment – tree planting, completing the carpet of crocuses by Parkside, litter picking etc. We plan to invite speakers to the Club to raise interest, awareness and commitment.
- Involvement in the District project of supporting people with various mental illnesses to take advantage of the environment. We are conscious that this may be difficult whilst social distancing is in place.
- Contact Teas – if this cannot be held as normal, we plan to provide “take out” afternoon teas for the isolated and vulnerable members of our community.
- We will repeat the efficient and effective organisation of last year with the parcel collection and delivery to needy people. We hope to collect at Sainsbury's and Tesco if at all possible and work with the Council on distribution. Dates depend on the supermarkets.
- If the Christmas Tree Festival in the Church takes place, we will part.
- Kids Out might not be able to take place in any form but we intend to investigate some disadvantaged children having the opportunity, with the help of financial support from District, to enjoy an event that they would not normally be able to access.

Funding:

We anticipate funds will be extremely limited but are conscious that many service activities require at least some funding - however small.

- If the Duck Race takes place then it will provide a larger amount of funds, but we are considering alternatives if Melton Day is cancelled – see above.
- It is our intention to raise funds by raffling cakes etc; which can be done over Zoom!
- A Christmas cake and card will also raise some funds, again by Zoom if necessary.

International Service – John Redwood

We will aim to:

- Consider a further project in the Philippines to provide two toilets with washing facilities similar to a recently completed project.
- Investigate and assess a new project or projects in the Philippines to expand education facilities or suitable projects elsewhere in the world.
- Continue to provide help for organisations abroad with the collection of spectacles and cartridges.
- Find the level of funding required on a matched funding basis and start to ring fence monies to access the new Rotary Disaster Fund.
- Be ready to provide for such projects as Shelter Box in the likely event of a natural disaster at some time in the coming year.
- Continue the three Clubs, Rotary in Melton, effort to plant purple crocuses to present a colourful reminder that Rotary is deeply involved in the eradication of polio worldwide.
- Continue fund raising to assist in the worldwide project to eradicate polio.

Youth Service – Eric Hall

The current circumstances associated with Covid19 mean the opportunities for working with young people in the coming year will be extremely challenging. Indeed, the situation may be such that few of the traditional events will occur, particularly before January 2021, though some may be possible in an adapted format. This remains to be discovered.

Rotary GBI has confirmed that there will be no National Finals for Young Musician, Young Chef and the fairly new Youth Speak Debates. Face to face meetings and events will not resume before January 2021.

Given the above, and the need to agree plans with the Belvoir Rotary Club, the remaining parts of this report are necessarily a draft indication of what might occur.

We will investigate the viability of adapting and promoting competitions such as Young Musician, Young Writer, Young Photographer, Young Film Maker, Young Photographer, Young Chef, Young Environmentalist, Young Designer, and Youth Speak Debates.

Youth Exchange, Youth Leadership Award (RYLA) and Young RYLA: as Club fundraising capacity continues to be limited, we will need to consider the associated costs.

Rotary Stars: an adapted version may be possible.

Interact: we will continue to support a small Interact group.

The Rotary Foundation – Alison Blythe

The focus of Foundation will be to encourage people both in and out of the Club to contribute to our main Charity by enjoying various functions during the year and in so doing becoming increasingly aware of Rotary and its main charity – the Foundation.

The 2020 postponed Foundation Dinner will be in May 2021 with possibly an additional Foundation Meal earlier in the year.

It is hoped that both the Big Band concert in November and the concert by Uppingham School in February will go ahead, securing funds for the individual project aims whilst also contributing to the Foundation fund.

Grant money from District will be restricted this Rotary year with demand outstripping supply.

The Satellite Enterprise Group is applying for a District grant towards their Bursary Fund which aims to help start-up businesses in the Town.

Satellite Group, Rotary Enterprise – Martin Scholes

Our aims for 2020-21 include:

- Attracting more members following our Network contacts and our Forums. We are committed to raising our numbers to at least 16 by the end of the Rotary year (from the current 12) We have started to hold less formal e-meetings to this end to introduce potential new members to the team. We also have a Satellite Club Picnic for potential new members on 2 August 2020 – subject to Government rules.
- Offer support to local small and new businesses by way of Information Forums. We aim to provide three of these in 2020-21 and it is likely they will be online only.
- We will use our funds to provide The Melton Enterprise 2020 Grant Scheme. It is in the process of being updated and relaunched this year. It aims to make available a network of information relevant to local entrepreneurs. Also, to provide financial support of up to £2,000 per year, where applicable, to local 'Start-up' and 'Early stage' businesses, as well as providing business networking opportunities.
- Work closely with Mother Club on fundraising projects.

How will we fund this?

- Through the sale of our Melton and Vale Calendar, we anticipate raising £2000. We have already sold 10 of the 12 sponsorship places.
- We have the backing of Club Council to apply for a District Grant to boost this, but this is in the early stages.
- We have also successfully held our first Quiz night and intend to repeat this event after the Covid19 crisis.
- Think creatively and find other methods of fundraising distantly

Membership – Ian Neale

The uncertainty of Covid19 restrictions affects all aspects of recruitment and retention. In that context we propose:

- The Club should contact all the other voluntary organisations in Melton Borough with the hope that we will be able to work with them, that there will be some cross fertilisation and encouragement that some of their members would be interested in joining us.
- That we create an Associate Membership for our Club of 12 months, to give a taste of Rotary to those interested, but without the total financial commitment. A notional sum of £20 for the year might be payable and Associates would pay for lunch. During the year members would be able to work hard to encourage associate members to become full members.
- To approach companies and organisations to distribute Rotary information packs to staff contemplating retirement, using existing members with links to the companies. 'Retire into Rotary'
- Take out a press advert stating our projects in the community and asking people to join us.
- Review our Membership Fee; it is one of the highest in the District and higher than Melton Belvoir.

On return to normality to recommence our Membership Lunches with speakers from the club selling Rotary to people invited by existing members or who have shown interest in Rotary through the above initiatives.

To raise the profile of Rotary within the Borough, by inviting high profile people in the Borough either in Business or in public life to be honorary members.

The Club will die without new members, it is up to us all to introduce people into Rotary, but it is more important that we retain those members and that is down to us all.