

Signpost Broadway Annual General Meeting 2025

Tuesday, 2nd September 2025

AGENDA

1. Welcome and Opening

- **Chair's Welcome and HSE**
- **Prayer**
- **Attendees:** Helen Rushmore; Peter Rushmore; Sue Jones; Yvonne Bostock; Sylvia Parker; Steve Clayton; Pat Wallace; Mark Pickering; Dominique Hardiman; Paul Watson; Jonny Evans; Jill Parmenter; Barrie Parmenter; Sally Williams; Pat Wallace; Tom Rushmore; David O'Brien
- **Apologies:** Marilyn Watts; Emma Sims; Jean Oliver; Jos Robson; Millie Wentworth Stanley; Gail Phillips-Stevenson; Simon Pym Williamson; Rev. Jo Williamson; Tricia Moody; Dr Joan Reading; Dr. Graham Jelfs; Debbie Tanser Williamson; Rev. Shellie Ward; Barbara Peacock; Tricia Moody.

2. Administrative Items

- **Minutes of 2024 AGM** - Matters arising and approval. On collating the figures, I realised in 2024 an error was made on the totals. These have now been amended, and the totals will be sent out with the 2025 AGM Minutes.
 - **Chair's Annual Report**
 - **Treasurer's Report**
 - **Election of Officers**
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CHAIR'S ANNUAL REPORT 2025

Introduction

Thank you for attending Signpost Broadway's AGM. Today marks my final AGM as Chair after eight years of service, having been invited to take on this role by Simon Williamson, Trustee, in 2017.

I am delighted to report since this time; Signpost has achieved remarkable growth and success culminating in the amazing Kings Award – the equivalent to an MBE for Voluntary services.

Signpost has always evolved according to community need. From a paper-based office we moved to a digital, on-line presence with an updated website and shared Task & Priority spreadsheet between the Chair and the Administrator which provides an overview of the day to day running of the office.

One of the most interesting recent development evolutions has been the appearance of AI.

KEY ACHIEVEMENTS AND FINANCIAL POSITION:

Financial Stability

Our strongest position ever: We are in our strongest financial position ever with £33,939.99 (£29,275.95 in Current Account and £4664.06 in COIF Savings Account) in our bank accounts at the end of our financial year on 30th June 2025.

Grant Success: Since 2018 ,over £50,000 has been secured through strategic applications. Our most recent successful application was to the National Lottery Community Fund which awarded us in June of this year, £20,000 towards the cost of funding the position of our part-time, self-employed Administrator.

Volunteer Growth

From Crisis to Strength: Expanded from 4 volunteers post-COVID to 17 dedicated active volunteers

New Team Members: Recently welcomed Debbie, Gail, and Jean, each bringing unique skills that enhance our service delivery.

STRATEGIC PARTNERSHIPS

Wychavon District Council

Exceptional Partnership with outstanding support from:

- Ben Price - Communities Officer South
- David Manning - Head of Communities
- Hayley Corbett – Health & Wellbeing Officer

Key Support Received:

- COVID Business Interruption Grant and a Recovery Grant amounting to £20,000
- Five-year service charge freeze following advocacy by Sue Jones
- £10,200 UKSPF grant for part-time Administrator position
- Inclusion in Wychavon Defy Dementia campaign
- Appointment as Wychavon Health & Wellbeing Hub with additional funding

Other Key Partnerships:

- **Broadway Parish Council** - Both financial and practical support (special thanks to Dr. Liz Wilkes, Dr. Joan Reading, Kevin, and Lisa)
- **Worcestershire Council** - Grant funding support via their grant finding website which led us to a successful application to the National Lottery Communities Fund and £20,000 towards funding the cost of our Administrator.
- New laptop from Cllr. Liz Eyres enabling us to see two clients at once.
- **Lord Lieutenant's Office** - Support for successful King's Award application
- **Age UK Dementia Wellbeing** – worked closely with Sally Williams on both drop-in sessions and collaborative events. Sally is passionate about promoting living well with dementia.
- **Barn Close Surgery** – we held a very successful Meet & Greet session resulting in a new Member joining the team and also collaborating with a dementia event. Going forwards, we have new connections also with Riverside Surgery in Evesham via both Catherine Hughes, Care-Coordinator and also Katherine Gardner, Active Monitoring Practitioner.
- **Admiral Nurses** – through Evesham Dementia Action Alliance meetings we met Louisa Hall, an Admiral Nurse ,who also collaborates with AGE UK, who is holding Drop-in Sessions at Signpost.
- **URC** – we have many, many years relationship with URC who were part of the founding of Signpost over 26 years ago. From hosting our AGMs to other meetings, we are grateful for all of their support over the years.
- **Morgan, Lewis & Bockius UK LLP based in the City of London** – through church contacts we were introduced to Phoebe Fardell who provided Pro Bono advice on contracting and have agreed to continue to provide this service going forwards.

MAJOR RECOGNITIONS:

- **Silver Anniversary** - In December 2024, the Lord Lieutenant of Worcestershire, Mrs. Beatrice Grant, came along to the office to unveil a plaque celebrating 25-year service to the community
- Presentation of an engraved crystal fruit bowl to Sue Jones for twenty-five years voluntary work and in recognition of being one of the founding members of Signpost
- **King's Award for Voluntary Service**

MBE equivalent for voluntary services

- On 14th November I received an email letting us know we had been awarded the Kings Award for Voluntary Service. Huge Thanks must go to the Lord-Lieutenant of Worcestershire's office for helping guide us through the successful application process.
- In December we presented our Members with their KAVS badges and were delighted that Mr. Nick Wentworth-Stanley, Deputy Lord Lieutenant of Worcestershire and husband of one of our members was present and able to do the honours.
- On 25th January 2025, we held a small ceremony to present a Kings Award badge to Jean Hughes, a past Signpost member and Relate receptionist of many years standing and to Judy Beeson. also, a long standing Relate receptionist and supporter of Signpost.

Jean was very poorly and sadly passed away on 16th March after a long and fulfilling life, but we had such a lovely, happy afternoon.

- On 16th May the Lord-Lieutenant kindly came along again to formally present us with the Kings Award at the URC Church followed by Afternoon Tea. Both Penny Ingles and Sue Jones, founding members of our charity, received a signed certificate from His Majesty the King plus an engraved crystal trophy on behalf of Signpost. The Lord-Lieutenant also presented badges to Cllr. Emma Sims and Sylvia Riley. I presented outgoing Trustee, Barrie Parmenter with a gift as a Thank you for his years of service.

- On 20th May Sue Jones and I attended a Garden Party at Buckingham Palace attended by their Royal Highnesses, the Prince and Princess of Wales. This has to be the icing on the cake on a wonderful year.

SERVICE DEVELOPMENT AND IMPACT:

Digital Presence – We have seen significant growth in our online presence via our website and social media postings. Moved from paper base to digital environment

Increasingly when applying for grants the expectation is that a charity will regularly recognise the funding body by social media posts plus logos and posters in windows etc.

New Website Performance: (September 2024- August 2025)

- 📊 **Website Visitors:** 6,353 (2024) → 9,487 (August 2025) = **49% increase**
- 📊 **Total Visits:** 12,112 (2024) → 18,481 (August 2025) = **53% increase**
- 📊 **Most Popular Pages:** Home, Diary, and Volunteer Hub
- 📊 **Development Pipeline:** Enhanced donation page functionality
We have asked Tom Prater of Broadmark Services to upload all of our Broadway magazine articles onto the website.

Community Programmes:

Volunteer Hub Success:

- **31 organisations** currently advertising opportunities
- **35 volunteers** successfully recruited
- **Recent additions:** Bereavement Café and Riding for Disabled Association

Bereavement Services:

- Successful 'closed' Bereavement Support Group
- Ongoing Bereavement Café (building attendance)
- Café opens the 2nd Monday of each month, rather than each week.

Training and Development:

- Dementia awareness, safeguarding and listening skills
- Fire safety and mental health awareness

- Orange Button scheme participation
- CPR/Defibrillator training (Robin estimates over 800 local people have trained since 2018 – either at the Signpost premises or as a direct result of approaching Signpost to run a course elsewhere)

Networking and Collaboration:

Active Partnerships with Evesham Charity Network, Evesham Dementia Action Alliance, United Reformed Church, New Barn Close Surgery, NHS Onside, Pershore Wellbeing Hub and Age UK.

Special Highlight: Musical Bingo collaboration (13th November) with multiple partners for dementia wellbeing - a tremendous success featuring impressive dance demonstrations!

Meeting and Events:

In the past twelve months we have hosted or attended a total of 47 meetings with 68 non-Signpost attendees (compared to 24 meetings with 21 attendees in 2024). This is a 96% increase on 2024.

These included:

- Visiting Evesham Bereavement Café to find out more about how they run their service and the challenges they face
- Recruiting new volunteers
- Interviewing and appointing a new Trustee
- Attending networking events like the Charity Network Meeting in Evesham and Evesham Dementia Action Alliance
- Attending courses run by Wychavon to help raise awareness of Mental Health in rural communities and Orange Button training
- Our most recent meeting was with our local MP Nigel Huddleston who requested a visit, having been unable to attend the KAVS Award, to learn more about our work. Nigel stayed for an hour and showed a keen interest and knowledge about the National Lottery funding process. He also offered to reach out to see if he could potentially help us recruit a new Chair.
- Wychavon District Health Collaborative meeting was an excellent networking event and hugely informative of what services are being provided throughout the county. In the October meeting, presentations were made by different parts of Wychavon groups including

presentations relating to issues and challenges facing the sight impaired and the deaf community in accessing their health and wellbeing needs; Pershore Place provided information about promoting awareness of Prostate Cancer and a Kids Kitchen Pop up; Evesham Place based working group told us more about Dementia information leaflets highlighting local support within the Evesham area and news about Dementia cafes. Droitwich Wellbeing Hub and Pershore Wellbeing Hub told us about their services as did Evesham Lighthouse/Caring Hands.

In the past twelve months Signpost have hosted or attended a total of 12 Events with an amazing 183 attendees. (compared to 13 events in 2024 with 16 attendees). This is largely due to the great success of our Meet & Greet sessions.

These included:

- A Design a Poster to celebrate our 25 years competition for young people
- A series of Meet & Greet sessions at New Barn Close Surgery, Bredon Court, Parsons Gardens and Willersey Wednesday Club. These were very successful at raising awareness within the local community about the work we do with a total of 79 attendees. A big Thank you needs to go to our Members Trica; Marilyn; Jos; and Lizzie for putting in the additional hours. Only this morning, when I popped into the office, a couple were booked in to do a Blue Badge application as a direct result of one of these sessions.
- On November 13th we entered into a joint collaborative event with New Barn Close Surgery, the URC Today's the Day and AGE UK Dementia Wellbeing to host a Musical Bingo event for people living well with dementia and their carers'. This was an extremely successful and happy occasion.
- Drop-in sessions for AGE UK, Admiral Nurses and West Mercia Police saw our offices being used regularly in addition to Relate (now called The Relationship Therapy Centre).
- Hosting the Broadway Community Gardens committee to our offices for their regular meetings is a great example of becoming a useful facility to the community.
- KAVS presentation award ceremony.

Fundraising and donations:

Over the years we have been very fortunate in receiving donations from lots of different sources including the Farncombe estate; Costa Coffee; The Mid Counties Co-operative and others. In the past twelve months:

- We were delighted when Jos, one of our members, offered to host a fundraising coffee morning at Leedons Park last December. This raised an incredible £300.
- Our annual summer fete in July was very successful, especially with the Tombola manned by Jos and Debbie. The day raised an incredible £920 (this money will go forwards into next years accounts).
- We were very touched to receive £95 from contributions at Jean Hughe's funeral.
- Office donations, the bereavement café, a donation of £50 from the Willersey Wednesday Club following a Meet & Greet and photocopier donations all have helped our financial position.
- We are also grateful to regular donations from local residents.
- We need to say an enormous Thank you to the Members and Trustees who put in additional hours to help with fundraising and promoting the charity – on top of their monthly commitment.

Client Service Statistics

Annual Signpost Client Growth Journey

Year	Clients Served	Key Events	Growth Rate
2018	203	Pre-pandemic baseline	—
2019	192	Steady service delivery	-5.4%
2020	85	COVID-19 impact	-55.7%
2021	49	Continued COVID impact	-42.4%
2022	252	Recovery begins	+414.3%
2023	390	Stabilizing growth	+54.8%
2024	493	Continued expansion	+26.4%
2025	649	Significant growth	+31.6%

Looking at the Client log sheet it would appear that The Relationship Therapy Centre have seen a big reduction in attendees. However, this appears to be due to a different methodology of counting attendees than previously used.

The great news is that the number of people using just the Signpost service has grown significantly by 31% although the number of people using our agencies has dropped.

Client Demographics (2024-2025)

Age Range	2024 Clients	Growth Rate	2025
70+ years	104	24%	129
60-70 years	53	42%	75
26-59 years	37	16%	43
Under 25	1	200%	3

As usual, the majority of our clients come from the over 60 age group. However, we are seeing more people in the 26-37 age group.

Geographic Reach:

Primary Service Area: Broadway **Extended Coverage:** Aston Somerville, Badsey, Buckland, Childswickham, Evesham, Moreton in Marsh, Pershore, Stanton, Wickhamford, Willersey, Yorkshire

Comprehensive Service Portfolio:

Our diverse service portfolio reflects Broadway's demographic needs. Looking at the types of queries dealt with over the past year we have helped with the following:

Administrative Support:

Photocopying, printing, shredding, Freedom of Information requests, Broadway magazine copies, lost property

Information Technology Support:

IT help and phone support including mobile phone app downloads. iPad and computer assistance, Skype setup and laptop troubleshooting

Benefits & Financial Services:

Application forms, benefits help, Carers Allowance, VAT exemption forms, issues with debt; solicitor contacts, Premium Bond queries, PIP, pensions, HMRC, utility bills, financial aid; mobile bank information

Health & Social Care:

HSE queries, CAB appointments, safeguarding issues (dementia, mental health, poverty, vulnerable neighbour support) , mobility advice, elderly care, care home queries, fire prevention,

Transport & Accessibility:

Bus passes, Blue Badges, transport assistance, disabled toilet access, Broadway parking

Civic & Community Services:

Postal votes, poster services, Poppy collections, Volunteer Hub, tourist information.

Local Information & Directories:

Service contacts, community police details, solicitor/financial contacts, local cleaners, clubs, local activities information, discount cards, MP contact details

Housing & Legal:

Tenancy queries, neighbour disputes, parking disputes, office space rentals

Community Support & Wellbeing:

Food donations, loneliness support, friendly conversations

General Enquiries & Directions:

Navigation assistance, stolen item queries

Partner Services On-Site:

Current Services:

- **Relationship Therapy Centre** (formerly Relate) - Strong ongoing demand
- **Admiral Nurse drop in** – regular drop-in sessions
- **Private psychotherapist** – Rental arrangement providing not only essential community service but also rental income.

Service Challenges: There has been a downturn in agency attendees.

- **West Mercia Police** – The Police held surgeries from October 24 to July 25 but have now discontinued due to low attendance. They do, however, continue to hold surgeries elsewhere in the village.
- **Age UK Dementia Drop-in** - Working to increase referrals
- **Citizens Advice** - Temporary disruption due to Pat Cotgrave's illness (Marilyn Watts has been providing coverage)

Volunteer Transitions:

We would like to acknowledge the significant contributions of departing volunteers:

- **Pat Wallace** - Stepping down as Trustee and Volunteer after 14 years
- **Sue Jones** - Stepping down as Trustee and Volunteer after founding contribution and 26 years of service.

Current volunteer strength: 17 active volunteers but this will reduce following Sue and Pat's departure. Nevertheless, we have a steady stream of people coming forward to volunteer and often come through word of mouth plus awareness from Meet & Greet sessions.

LOOKING FORWARDS:

Signpost Broadway is excellently positioned for continued growth. Our strong financial foundation, expanded volunteer base, and established partnerships provide a solid platform for future development.

Areas for Development:

Development Priorities

- Enhanced data analysis and correlation studies

- Increased website donation functionality
- Continued bereavement service expansion
- Youth engagement initiatives
- **Additional Opening Hours:** Saturday trial (seeking weekend volunteers)?

Leadership Transition:

Chair Position: Despite extensive advertising, we have not received any nominations in writing for the position of Chair.

Following nine months of searching, Members and Trustees have developed a comprehensive interim plan:

- ☐ **Administrator Hours:** Increased from 15 to 20 hours weekly (with expansion option)
- ☐ **Shared Responsibilities:** Members volunteering for minutes, meeting attendance, Broadway magazine articles, website updates
- ☐ **Financial Oversight:** Trustee Steve Clayton as joint signatory and Treasurer supervisor
- ☐ **Administrative Support:** Steve Clayton as first contact for Administrator Yvonne
- ☐ **Political Support:** MP Nigel Huddleston actively assisting with Chair recruitment

Hopefully, someone with the necessary skills will come forwards in the forthcoming months.

TREASURER'S REPORT



SIGNPOST – BROADWAY Registered Charity Number 1082114

Receipts and Payments Account Year Ending 30th June 2025

RECEIPTS	£		PAYMENTS	£
Grants	20000.00		Administration Wages	8850.00
Relate – Office Hire	1192.50		Shared utilities/Maintenance	1843.46
Louise Morrow – Office Hire	1005.00		IT Support and items	1313.36
Summer Fete	926.85		Phone and Broadband	913.03
Coffee morning	300.00		Insurance	910.24
Wychavon – New laptop	799.00		Office cleaner	420.00
Anon Donation	500.00		Stationery	273.98
Farncombe Estate	336.00		Photocopier rental & copies	208.90
Office Donations	347.84		Office Supplies	137.95
Photocopies	85.00		Poppy Wreath Appeal - BPC	25.00
Jean Hughes Funeral	95.00		Hall Hire	225.00
Refunds	68.66		AGM/KAVS Presentations	252.99
Willersey Wednesday Club	50.00		Training & DBS	258.85
BPC – cleaning of shared area	50.00		Payment Adjustments	17.98
	£25755.85		£15650.74	

Receipts	25755.85		COIF	
Less Payments	15650.74		Balance at 30 June 2024	4452.95
Surplus	10105.11		Interest	211.11
			Balance at 30 June 2025	4664.06
Opening Bank Balance				
Current Account	19170.84			
Surplus	10105.11			
Closing Bank Balance				
Current Account	29275.95			
COIF Account	4664.06			
Funds available	34134.11			

On the 6th June 2025 Signpost were awarded a Lottery Grant of £20,000 to secure the Administrator post for up to two years.

ELECTION OF OFFICERS

Chair Position: No nomination received.

Treasurer Position

Nominee: Sylvia Parker **Proposed by:** Barrie Parmenter

Seconded by: Sue Jones

AOB: Thanks to everyone for their support over the years, especially to Sue Jones, Pat Wallace and Yvonne Bostock. A huge thanks to my husband, Peter, who has always supported me throughout the eight years.

Helen presented both Sue Jones and Pat Wallace with a parting present and Sue Jones gave a short Thank you speech and presentation to Helen.

CLOSING REMARKS

Thank you to all volunteers, partners, and community members for your continued support of Signpost Broadway's mission to serve our local community.

Meeting Ends