

Wayland Partnership Report 2017



*The Wayland Partnership promotes the
Economic, Social, Cultural and Environmental
Wellbeing of all who live and work in Wayland.*



**Wayland Partnership, Wayland House, Watton, Norfolk IP25 6AR
Registered Charity No. 1081310: Company No. 3869712**

Introduction

2017 has been a 'challenging' year. With a change of staff mid year and the change in circumstances of the Chair of Trustees, 2017 was a particularly busy time with the delivery of a range of small projects and the preparation of funding bids. The news that both of our members of staff would be leaving in the summer was difficult to manage, but it also gave us the opportunity to refocus and redefine the roles.

In the meantime we said goodbye first to Susan and then to Suzanne. Susan joined us twelve years ago as the assistant to our European-funded Events Officer and became over the years the person most responsible for developing the Dragonfly Gallery as well as our data-base of artists and crafts people, and our team of volunteer stewards. Now a new life in Scotland is calling.

Suzanne first joined us in 2001 at the very beginning of our journey as a Partnership. She worked with the Parish Partners on their appraisals and then to benefit from the Parish Pot. She helped to deliver the European programme and wrote a succession of successful funding bids to enable us to deliver the Partnership's projects, including the purchase of the old police station. Once we had refurbished, redecorated refitted and renamed Wayland House, she left to have her family. But she stayed in touch, occasionally doing some project evaluation for us, and returned in 2014, replacing Iain who retired after 11 years with us, to pick up the threads. Sadly not for long, however. A new home and new jobs await Suzanne and husband Alastair in Scotland, and the Wayland Partnership begins a new era.

Both Susan and Suzanne will be greatly missed by both the Partnership Team and the wider community.

In July we welcomed Richard and Charlotte to our team and Jan's husband became dangerously ill spending the next three months in hospital which took her out of action at a critical time for the Charity.



Funding and Finance

The funding of a charitable organisation such as the Wayland Partnership which seeks to bring benefit to the community it serves, is always a delicate balance. There is never enough money to do everything we would like to do, employ all the people we would like to employ, refurbish the building as we would like to do and so on. Our total income for the year ending March 2017 was £114,185 which includes income from rented offices, virtual tenants, lease of the training room and presence office, the Dragonfly Gallery and some small grants, some of which continue to the end of 2017. Our expenses for the same period were £109,748 including salaries for the permanent staff, utilities, cleaning and maintenance, fees paid to artists, auditors, IT and other maintenance and security costs, marketing ad printing and insurance. It also includes project costs, some of which are grant funded, such as the HAPPY project, and some, such as the Engaging Community Day are paid for from general funds.

As required, we also have a reserves fund of £30,000—that is the minimum amount needed to run the charity for six months. We are constantly looking for interesting ways to raise more funds so that we can make repairs and decorate the building which is a great asset but also a worrying liability as it is no longer fit for purpose. The most urgent need is to replace the gas boiler. While some of our individual projects attract lots of very kind donations, such as the Memory Café (Dementia) and the Men's Shed, for which we are enormously grateful, the 'parent' organisation, being less visible, struggles to attract that kind of support.

When the Partnership was first formed nineteen years ago the Parish Partners agreed to make an annual donation to help not only with core costs, but also to provide match funding as required by most funders. Over the years we have been able to rely on a sum of around £3,500 to support the many large and small projects we have delivered over that time (over the lifetime of the Partnership we have raised more than £3.5 million in public funding to enable us to deliver projects to benefit the Wayland area).



June 21st 1998 Signing of the Partnership Agreement

The recent bid for European funding (total cost around £80k) was approved by Partners at their November 2016 meeting, following lengthy consultation. The funder would pay 80% of the costs retrospectively and we needed to seek 20% of match funding from other sources. A great deal of time was invested in this project, first by Suzanne and then by Richard and by the Trustees and match funding was secured, the most significant source (£20k) being Breckland Council's match pot. We were within a week of submitting the bid when the funding adviser informed us that match funding needed to be from private (eg local businesses) rather than public sources. As there was no time left before the application deadline to seek and secure private funding we were not able to submit the bid. We were able to show that, despite plenty of opportunity, officers had failed to inform us of a key regulation, but there was nothing more that we could do. The loss of the opportunity for developing Tourism and the waste of precious time, is still painful to reflect upon.

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About the Wayland Partnership

The Partnership was formed as a company limited by guarantee in 1999 and in 2000 was the first Community Partnership to achieve charitable status. The Partner representatives meet bi-monthly to discuss/approve activity.

THE PARTNERSHIP VISION AGREED IN 2000

To create and sustain a knowledge-based economy for the Wayland area focused on the heritage, culture and the natural and built environment of the market town of Watton and the surrounding village communities, to the benefit of all who live, work and visit here.

AIM

To promote the economic, social, cultural and environmental, well-being of the Wayland area.

OBJECTIVES

The Wayland Partnership will achieve its vision by:-

- celebrating local distinctiveness in both the market town of Watton and the thirteen rural parishes which make up its hinterland.
- enabling and delivering activities and projects identified by the community and agreed by the Partner parishes and organisations in the action plan.
- responding to the needs of the whole Wayland Community, but especially those who are most deprived.
- promoting and encouraging lifelong learning projects enabling access to opportunities to improve learning and skills.
- promoting and encouraging healthy living projects and supporting community health and safety
- supporting the business community and encouraging new growth.
- supporting and enabling town centre enhancement.
- providing facilities and activities to support and encourage an increase in visitors to the Wayland area
- seeking ways to ensure access to essential services as well as to leisure and learning for those who need it.
- supporting and enabling improvements to the environment, protecting the flora and fauna and SSSIs and ensuring that it is safe and attractive for all.
- supporting and enabling improvements in facilities and opportunities for both young and retired residents
- supporting Partner Parishes in developing action plans from their community appraisals.
- Seeking funding streams to allow delivery of the action plan
- representing the Wayland-wide Community's needs and wishes with Public, Private and Voluntary Sector bodies when appropriate.
- Lobbying on behalf of Partners when requested

Since 2001 the Trustees, Staff and Volunteers have delivered a range of projects to the value of £3.3 million of public funds

2017

Activity during 2017 has been influenced both by the changing circumstances and the induction of new staff. The Wayland Partnership again worked very closely with the **Wayland Chamber of Commerce and the Wayland Tourism Association**. The need to improve the layout of the Tourist Information Centre has been the subject of much discussion and we will begin 2018 with a new layout and more space for browsing information. The Year began in style with the Acorn Fair—part of the Growing Together environment project. The fair was a great success with more than 200 visitors and a range of stallholders providing interest and information. The Project came to an end in July with a celebratory event having delivered some environmental benefit to almost every Partner Parish with churchyard surveys and major projects in Carbrooke and Saham Toney.

The Farmhouse Breakfast, held annually in January, was less well attended this year than usual. Nonetheless more than 30 people enjoyed a locally sourced breakfast at Broom Hall, followed by a session of 'Newsbytes' from guests with local information and an introduction to the new Visit Wayland website.



Trustees have also supported the lunchtime events organised by **Wayland Women in Business**—an organisation set up by the Partnership which has continued to hold successful business lunches since its inaugural meeting at Wayland House in 2006.

During the year we have regularly received requests for assistance from aspiring businesses. We have been able to provide basic **advice and guidance** and then signpost them to Breckland Council, Norfolk and Waveney Enterprise Services (Nwes), and the local Enterprise Partnership (LEP) for advice on funding.

The Development Manager has worked closely with the Icen Partnership in Swaffham on a project to enhance the Peddars' Way and with the Watton & Swaffham Town Councils and Icen on the Market Town Initiative led by Breckland Council.

The HAPPY project should have ended in December, but an underspend allowed the Project Manager to continue until March. At the end of the project four sustainable activities addressing loneliness in the target communities. The development of the **Men's Shed** has also fallen under the HAPPY wing. The Men's Shed movement which began in Australia has become a popular way to bring mainly, but not exclusively, older men together to pursue their hobbies and interests. This is a project we have considered before, but sometimes activities need to take their own time to grow and develop. The biggest barrier has been a suitable venue but the army cadet building became available at a reasonable rent and since moving in, the group has gone from strength to strength with the support of the HAPPY outreach worker.



Projects continued

Following the success of the Growing Together project we were encouraged by the Postcode Lottery to submit another bid and so the Sensory Garden project was developed to create a garden space to be enjoyed in particular by those living with dementia and their carers but also a wide range of people living with disabling conditions including mental health issues, and families. The funding was awarded in November 2017 and will open in the summer of 2018.

Two successful Job Fairs were held in 2017 and two work experience placements hosted.

The Dementia Café which opened following a training programme in 2014/15 to become a Dementia Friendly Community, has continued to develop and grow. The Wayland Partnership supports the Café by managing its funds, seeking appropriate funding streams and donations and producing leaflets and other material.

In August we again managed the **Health and Well-being Marquee at the Wayland Agricultural Show**. The Wayland Show is one of the oldest agricultural shows in the country and attracts more than 10,000 people, so it is a good opportunity for Health related organisations and charities to get their message across. The marquee was buzzing with visitors throughout the day, so the time and effort given to planning, recruiting stallholders and managing the marquee is a worthwhile investment.

The Partnership hosts a Community Fridge as part of a Breckland/Norfolk—wide initiative to reduce foodwaste.

Occasional Support : From time to time we receive direct requests for help from Wayland residents or organisations. This may be for assistance in making a funding bid, or with filling in a form, or it may be for an internet search or a more simple request for information. We *always* try to help, sometimes by giving a considerable amount of time, frequently by signposting the enquirer to someone else, or occasionally by researching the problem and following up later.

The Dragonfly Gallery has gone from strength to strength in 2017 with an increase in visitor numbers and a full programme of exhibitions and workshops. The season began with a celebration of books as part of Book Week. This was part funded by a grant from Watton Town Council which helped to pay the fees for visiting authors. It was an excellent week and start to the Gallery season. In 2018 the Gallery will be reorganised to create more space.

Summary

2017 has been a year of change which has been both difficult to manage and stimulating. In 2018 we will need to review our property and ensure that we are making the most of our hard assets and find ways to ensure they do not become liabilities. However our most important assets are the people—the staff, the volunteers, the Trustees and Partner representatives and the 17,000 + members of the Wayland Community we serve

THE WAYLAND PARTNERSHIP DEVELOPMENT TRUST
(A company limited by guarantee)

**STATEMENT OF FINANCIAL ACTIVITIES INCORPORATING INCOME AND EXPENDITURE ACCOUNT
FOR THE YEAR ENDED 31 MARCH 2017**

	Note	Restricted funds 2017 £	Unrestricted funds 2017 £	Total funds 2017 £	<i>Total funds 2016 £</i>
INCOME FROM:					
Donations and legacies	2	40,997	2,555	43,552	25,022
Charitable activities	4	-	70,633	70,633	67,896
Investments	3	-	-	-	19
TOTAL INCOME		40,997	73,188	114,185	92,937
EXPENDITURE ON:					
Charitable activities	5	35,232	74,516	109,748	86,719
TOTAL EXPENDITURE	8	35,232	74,516	109,748	86,719
NET INCOME / (EXPENDITURE) BEFORE OTHER RECOGNISED GAINS AND LOSSES		5,765	(1,328)	4,437	6,218
NET MOVEMENT IN FUNDS		5,765	(1,328)	4,437	6,218
RECONCILIATION OF FUNDS:					
Total funds brought forward		334,200	26,419	360,619	354,401
TOTAL FUNDS CARRIED FORWARD		339,965	25,091	365,056	360,619

The notes on pages 12 to 25 form part of these financial statements.

Partners

The Parishes of
Ashill,
Carbrooke
Caston
Griston
Great Cressingham
Great Hockham
Little Cressingham & Threston
Merton
Ovington
Saham Toney
Scoulton
Stow Bedon & Breckles
Thompson

The Market Town of Watton
The Wayland Chamber of Commerce
The Wayland Tourism Association
The Wayland Agricultural Society
The Watton Sports Centre
The Wayland Academy
The Wayland School Cluster
Watton Churches Together

Contact us:

Business & Community
Development Manager
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Richard@wayland.org.uk

Visitor Centre & Gallery
**Admin Assistant
or duty Steward**
01953 880212

All other enquiries to

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Website: www.wayland.org.uk
www.thewaylanddragonflygallery.co.uk

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Trustees
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Trustees:

Jan Godfrey
Bronwen Tyler
Roger Harrold
Katharine Wolstenholme



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