

KING HENRY'S WALK  
garden

**Annual Report 2015**



# **Friends of King Henry's Walk Garden**

Registered Charity no 1134481

## **Trustees**

Nicola Freshwater (Chair)  
Amanda Hall (Secretary)  
Francesca Mahoney (Treasurer)  
Rhodri Davies  
Angela MacGuire  
Marnie Rose

## **Management committee**

Nicola Freshwater (Chair)  
Amanda Hall (Secretary)  
Francesca Mahoney (Treasurer)  
Annabel Goulding (Membership Secretary)  
Helen Ainsworth  
Peter Clarke  
Rosey Lyall  
Angela MacGuire  
Jenny Morgan  
Andy Parkinson  
Philomine Wales  
Elizabeth Ward  
Michael Woolley

## **Bank**

Co-operative Bank plc  
PO Box 250  
Skelmersdale  
WN8 6WT

## **Address**

11C King Henry's Walk  
London N1 4NX

## **Website**

[www.khwgarden.org.uk](http://www.khwgarden.org.uk)

## **Email**

[info@khwgarden.org.uk](mailto:info@khwgarden.org.uk)

## Chair's Report

2014 was a year of consolidation for KHWG, as we realised our goal to become financially self-sustaining; covering all expenditure with income raised mainly from fundraising events, hire bookings, membership subscriptions and donations.

### Education

The Garden Classroom, the local not-for-profit enterprise led by Marnie Rose, increased its programme at KHWG to provide local schoolchildren with the experience of learning outside the classroom. 68 workshops were delivered at the garden in 2014, which can be broken down into approximately 1,632 individual educational experiences.

Plotholder Viv Rowdon and her fellow actor Amy Williamson ran two Secret Garden Theatre projects again in 2014, giving local children the opportunity to put on their own production. KHWG subsidised some places in order to ensure that children are able to attend who otherwise would not be able to afford it.

Education for adults is an important part of what KHWG has to offer, and unfortunately attendances were not very high in 2014. One of the perennial problems was with people booking and then not turning up, and we hope that the introduction of online booking and pre-payment will resolve that issue in 2015. Our new workshop team have put together a varied and attractive programme, which we will continue to subsidise as necessary with profits from our fundraising events, so that costs can be kept reasonable.

### Events

Attendance at events in 2014 was good, and the weather was kind to us on the whole. The volunteers who help to plan and organise our events should feel proud of what they have achieved, as not only do they make a significant contribution to garden funds, but they also succeed in drawing together many members of the local community in a warm and friendly atmosphere.

We have continued to participate in wider events, and the Chelsea Fringe, Open Garden Squares Weekend, and the National Gardens Scheme are regular fixtures on the calendar, linking us to gardens and community projects across London and beyond.

The community project of Get-togethers, aimed at isolated elderly local residents and run by Angi MacGuire, is steadily increasing the number of attendees. KHWG is using surplus income to fund this project as part of our outreach programme.

### Membership

There is a good balance between long-established plot holders and new members, which allows for experience to be shared while also bringing in new ideas. The number of keyholder members has increased, and we have encouraged them to become more involved in the garden by helping to organise events and join in the volunteer work days.

### People

Marnie Rose, a founder committee member and trustee, stood down from the committee in 2014, and will not be standing for re-election as a trustee in 2015. Marnie's energy and enthusiasm, and her vision of KHWG as a vibrant space for learning (not to mention her skills at fundraising), have played a huge part in KHWG's development. Although sad to see her go, we are pleased that her reason for standing down is due to the success of The Garden Classroom, which now demands all her time, and that she will be continuing to work closely with KHWG by running schools' education sessions at the garden.

Another loss to the garden is Rosey Lyall, who is not standing for re-election to the committee at the 2015 AGM. Since joining the committee in 2008, Rosey has shown herself to be a superbly efficient organiser, who can turn her hand to most things, but has been particularly

appreciated for her skills at event management. Rosey is also a board member of The Garden Classroom and we're glad to know that her involvement with KHWG will continue through TGC.

Liz Cook and Lee Wadey left the committee during 2014, and we are very grateful for the contributions that they made while involved. Rhodri Davies will be standing down as a trustee at this AGM. His experience through working at the Charities Aid Foundation has been very helpful and will be missed.

We're pleased to welcome Francesca Mahoney, Philomine Wales and Peter Clarke to the committee, who all joined during 2014.

Everyone on the committee works hard to keep the garden operating smoothly, and all their efforts are very much appreciated.

## **Objectives**

We set ourselves the following objectives to achieve in 2014:

- to encourage wider participation by garden members by getting at least one non-committee member to help with the organisation of each of the main seasonal events – *partly achieved*;
- to raise £4,500 from the main seasonal events – *target exceeded*;
- to increase income from building hire to £600 – *target exceeded*;
- to further increase the percentage attendance at workshops – *target missed*.

The objectives we've set for 2015 are as follows:

- earn a surplus of £5,000 from seasonal events;
- increase income from building hire to £2,000;
- increase keyholder membership to 140;
- identify a sector of the community that is currently under-represented in the KHWG membership and arrange an event to introduce them to the garden. Success of event to be measured in terms of attendance, feedback, and repeat visits

The main points that we hope to achieve by 2016 remain:

- to ensure that everyone in the catchment area is aware of KHWG;
- to attract a more diverse range of garden users to reflect the local community better;
- to encourage greater use of the garden, particularly through partnerships with other organisations;
- to become as financially self-supporting as possible.

We have recently advertised for new trustees in order to widen the skill-set available to the board. Our focus is on finding trustees with experience of PR, marketing, and community outreach. We are also in the process of recruiting a project manager to look into establishing the KHWG building as a venue for commercial hire. We hope that by having a limited number of commercial bookings per year we can add significantly to income with minimal disruption and inconvenience, and thus put our financial sustainability on a firmer footing. Members will of course be able to access the garden as usual, whoever may have booked the hut.

## **Nicola Freshwater**

Chair

March 2015

# King Henry's Walk Garden – Annual Income and Expense Accounts

Totals from 1 Jan 2014 to 31 Dec 2014	2014	totals
	£	£
INCOME		20,587.03
EXPENDITURE		
Running costs:		
Administration	2,524.79	
Bees	682.44	
Education & events	2,526.24	
Community projects	904.72	
Maintenance General	1,762.96	
Maintenance Major Works	-	
Website hosting and development	320.16	
Outreach	-	
Plants	57.13	
Publicity	876.00	
Sales	355.00	
Security	379.77	
Building Hire	-	
Miscellaneous	75.25	
Tools	149.99	
Bird food	376.31	
Workshops	1,720.47	
Corporate volunteering	1,280.73	
Grants	540.00	
Training	233.00	
Utilities	580.06	
Total running costs		15,345.02
Total capital items		2,148.35
TOTAL EXPENDITURE		17,493.37
NET INCOME		<b>3,093.66</b>
Balance brought forward on 1 January		32,631.19
Bank balance as at 31 December		<b>35,724.85</b>

Of this total, £10,000 is retained as a reserve fund.

*These accounts are shortly to be submitted for independent scrutiny by an accountant.*

**Francesca Mahoney**

Treasurer

March 2015

## 2014 in summary

Number of plots allocated at 31 Dec 2014: 74

Number of key holders at 31 Dec 2014: 110

Number on waiting list at 31 Dec 2014: 35

### Seasonal events

	No of attendees	Profit/loss
Summer	400	£1,098.92
Autumn	285	£1,241.62
Winter	570	£1,823.94
Other		887.70
TOTAL	1,255	£5,101.74

### Workshops

Number held: 13

Total attendees: 99

Overall profit/loss: £-475.47

### Volunteer hours worked (estimated)

Committee 5,460

*(estimated on the basis of 7 committee members working an average of 10 hours per week; 7 committee members working an average of 5 hours per week)*

Weekend openings 576

Events 400

Workshops 39

Volunteer days 360

TOTAL 6,835

### No grant funding received