

**MINUTES OF MEETING OF 67th ANNUAL GENERAL MEETING OF THE MEMBERS OF WOMEN'S LEAGUE OF
HEALTH AND BEAUTY
HELD ON SATURDAY 4TH NOVEMBER 2017 AT 2.00PM AT THE WELLCOME FOUNDATION, 183 EUSTON ROAD,
LONDON NW1**

Chair: Mrs Jane Ross
Board Members: Mrs Serena Coulson
Mrs Lynne Berry
Miss Kim Davies
Mrs Jane Duff
Miss Christine Pointer
Mrs Lucy Santos

Clerk to the Trustees: Mrs Alison Howard

Apologies: 17 apologies were noted

Present: There were 34 members present plus 9 proxy votes

The Chair welcomed everyone to the meeting apologising for the change of venue which was out of our control and thanked all for their understanding. She advised that she had taken over as Chair from Martin King in January/February and wished to record thanks to Martin for his work as Chair.

The Trustees introduced themselves to the meeting.

1. NOTICE OF MEETING

The Clerk to the Trustees read the Notice of Meeting.

2. MINUTES OF THE AGM HELD ON 27 NOVEMBER 2016

Christine Pointer proposed the approval of the Minutes seconded by Cathy Doyle. The Minutes were approved.

4. STATEMENT OF ACCOUNTS TO 31 MARCH 2017

The Report and Financial Statement had been made available in advance of the meeting.

The Chair presented the WLHB accounts. It was noted that there had not been much income and expenditure during the year compared with 2015/16 in which the RAH event had been held. The underspend on FL Operational, which went through EMD UK, had been passed in full to WLHB. The underspend was partly due to a limited amount of marketing and promotion in 2016/17 due to the rebrand in the current financial year which was in general being funded from the previous years' underspend. The debtors' figures included this amount as at the end of the 2016/17 FY the money had not been received from EMD UK.

Some errors in the accounts were raised from the floor and explanations were required. It was noted that the accounts had had an Independent Examination. Although the errors were not considered to alter the overall picture the meeting felt it was not appropriate to accept and approve the accounts before the errors were corrected.

After discussion it was agreed that the accounts should be corrected and re-circulated allowing anyone eligible to vote to give their agreement. A cut-off date would be given.

The corrected accounts were circulated to all those who attended the AGM and teachers, and put on the website for others to view with an approval date of 15 December 2017. Approval was given to the amended accounts.

The Chair showed an overall picture of the use of the FL Operational funds. This would be circulated with the Minutes.

5. ELECTION OF TRUSTEES

The Chair advised that Lucy Santos has been co-opted as a Trustee during the past year and was now standing for election. No other nominations had been received.

The Chair proposed that Lucy Santos be elected to continue to be a Trustee as from the end of this

meeting. Agreed unanimously.

6. **Date of next meeting**

The date of the next AGM would be fixed in due course for November 2018.

This concluded the formal part of the meeting.

The Chair advised that the Trustees had received a letter from Brian Smith expressing his concerns at the new working name of WLHB and the loss of the Leap. Copies of the letter had been brought by Margaret Kemsley-Smith for anyone attending the meeting to pick up. Chloe Windo from Zephyr Creative, who were working with the organisation for the rebrand, had been invited to the meeting and the Chair asked her to give a presentation on the work to date which would address some of the points in Mr Smith's letter.

On conclusion of Chloe Windo's presentation the meeting was opened to questions, answers and comments.

1. Margaret McAllister noted from her perspective of having taught for a long time, that the Leap was not a realistic representation of our activity. In order to continue the method and organisation it was essential to look to the future and the future teachers.
2. Pauline Clark queried why "FLexercise" as that really was flexercise and that the website address was FL-exercise. It was noted that the FL related back to Fitness League, and the hyphen in the web address was due to the availability of web addresses. It was accepted that discussion and work on this aspect of the name was needed.

External market research had shown that the name Fitness League gave the wrong connotations. The rebrand was for people out there to get interested and the new name was more likely to attract new people to the organisation than "Fitness League."

3. To a point raised about consultation, Rosemary Barber commented that the teachers were asked to choose names and that consultation can go on for ever without a conclusive result. Cathy Doyle advised that there had been a question at the last AGM which was the start of the conversation and thus there was awareness of a possible change.
4. Natalie Green advised that through the old office (2011 and before) she had received new members but since then she had had none via EMD UK.

Chloe Windo commented that FLEXercise needed to be separated visually from EMD UK and to be its own organisation. The Find a Class needed to be embedded on the FLEXercise site. However, it should be accepted that the rebrand was at the beginning of September and thus be put into perspective.

5. Cathy Doyle knew that some were readier to embrace social media than others and it would be helpful to have a website template for teachers alongside.
6. Pauline Clark recommended that teachers ensured their class details were on both EMD UK and Class Finder websites. Though EMD UK owned Class Finder the web links had not yet been completed.
7. Regarding the query about the logo Chloe Windo explained that 3 concepts had been considered. The Chair confirmed that the Leap was still in use as the logo for WLHB Charity.
8. Anita Best raised the matter of the legacy left by Joan Cooper to promote the organisation. The Chair advised that the money was being used in the promotion.

FLEXercise was the working name of WLHB and that used by teachers providing the classes.

9. The need to get more teachers was raised. Strategies were required to get new members, and new teacher enquiries were being received. There would be participation in Elevate - an exhibition for the health and fitness industry held in May 2018. A suggestion was made that contact should be made with the universities.
10. Celia Vaile noted that the video shown would be on the web site and enquired whether it would be included on other social channels. Chloe Windo assured that any opportunity to use the video would be taken while ensuring that it did not become dull.

It was suggested that the logo should be photoshopped onto the t-shirts on the video. Apart from this

being very difficult, the reason for not using FLEXercise t-shirts on the video was to show that the organisation is all inclusive; no need to have special clothing etc. A comment was made about venues in that the younger age group preferred the gym style set up with all its facilities. However, it was noted that Zumba, Fitsteps etc. are run in community venues just the same as FLEXercise. The age group and diversity in the video did not include all. This was accepted but it is difficult to achieve the diversity wished for, but more efforts would be made with any future video.

On the website there was an opportunity to sign up for a newsletter which had received considerable interest and was being followed through.

- 11.** It was noted that the emphasis currently was on social exercise as opposed to solitary exercise which FLEXercise was well placed to provide.

The majority of FLEXercise classes were daytime rather than evenings which did make it more challenging to engage with a younger demographic.

- 12.** Margaret McAllister enquired as to the situation with Carita House since they had not been used for the new t-shirts. She was advised that Janice Gronow had been in contact with them.

- 13.** Pauline Clark, as a new teacher, was concerned about explaining membership to her new class and wished for a document giving details of the benefits of membership to be available. The Chair advised that this was being reviewed.

- 14.** It was accepted that Mr Smith felt passionately about the organisation and the use of Joan Cooper's legacy.

The Trustees were asked to respond to Mr Smith's letter; the Chair confirmed that she had acknowledged it and would be responding.

- 15.** Finally, it was noted times do and will change and so what were the plans for 5 years hence? This could not be answered but it was acknowledged that the organisation needed to move forward as the market and expectations required.