

This is the Secretary's report for the first AGM of the Bladon Community Benefit Society – 23rd February 2021

The rules of BCBS Limited is based on the model rules version 5 from the Plunkett Foundation. A copy of the model rules can be found on the Bladon Community Pub website and can be requested from the Secretary at any time.

The BCBS first share offer, launched in December 2019 raised sufficient capital to purchase the pub between 468 shareholders.

Anyone who has purchased shares (a shareholder) and been entered on the Register of Members is a **member of the society**.

As a Member you have the opportunity to attend and vote at Annual and Special Members meetings and to participate in the election of the management committee as set out in the rules.

Joint members are members whose shares are registered in the name of more than one person. Joint members only have one vote between them and only the first named joint member may cast that vote. Joint members may jointly request the society (via the secretary) to change the name appearing first on the Members Register.

Voting rights. Single members and first named joint members are entitled to vote. Community Benefit Societies are, by law, intended to be democratic organisations. As set out by the Society rules, all members with voting rights will have a single vote regardless of the size of shareholding.

Membership Strategy

Aims & Objectives

The primary aim of this strategy is to promote membership of the Bladon Community Benefit Society in order to:

- Generate sufficient new capital to support continued investment in The White House Pub.
- Allow shares to be withdrawn and replenish share capital.
- Maintain a large pool of people to contribute to the overall vision of the society by volunteering time and skills to maintain the pub and help develop the 'More than a Pub' activities.
- Promote community cohesion by establishing a wide, inclusive and actively engaged membership.

Approach

We intend to actively promote membership to BCBS to new and existing residents in Bladon by ensuring information about the society is kept up to date with information being made available on a variety of channels such as:

- Our Bladon Community Pub website
- Bladon Community Pub social media pages
- Other community social media

- The White House Pub website
- Regular shareholder updates.

We would like to encourage new members to join by

- Demonstrating the benefits of the society's social activities
- Paying 'A' shareholders a modest dividend after year 3
- Having a tenant liaison group as an avenue for constructive feedback to improve their business.

We can measure our success in a variety of ways including:

- Total number of members
- New members
- Number of members resigning
- Value of share capital
- Numbers of members willing to stand for election to the management committee.

The results and effectiveness of our membership strategy will be reported at each Annual Members meeting.