



Highgate Newtown Community Association
Highgate Newtown Mission Hall Group
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Minutes of Meeting held at 66 Goddard Place, London N19 5GS
on **Wednesday 3rd April 2019** - from 2.45pm to about 5pm.

- 1. Present:** Sally Donati (chair), Michael Ellman, Mary Cane, Tamar Swade, Mary Fee (notes).
Apologies: Thanos Morphitis, Gabrielle Mahoney
- 2. Minutes** of meeting held on **Friday 25th March** 2019 were agreed as a correct record.
- 3. Meeting with Stephanie**

Sally mentioned that she had been recommended to get in touch with the Plunkett Foundation - <https://plunkett.co.uk> - after which Stephanie introduced herself – she had met Tamar at swimming pool, works for a French company, wanted to have a new experience living in London has been six months in Kentish town with her family, and is planning to spend a couple of years in London, working from home three days a week and going back to Paris 3 days a week. Was inspired by Tamar and is happy to help us with this campaign.

Stephanie recommended two websites for **crowd-funding** - Go Fund Me - <https://uk.gofundme.com> - and Just Giving – <https://www.justgiving.com>. In either case, to set up a campaign we need to have the title of the campaign, an email address, an address and phone number, and a domain name and/or a Facebook page. We also need to prepare a text with the relevant arguments, pictures, videos, and a registered charity number. Michael had already drafted a CIO constitution for a Foundation rather than an Association, with six trustees. He already has a charity number, and is in the middle of filling in the online form, which runs to 30 pages.

For **contacting people by email**, Mary has already compiled a mailing list of HNCC centre users (about 100), and Tamar has sent her scans of the paper petitions to key in the contact details of those who signed. We could also try finding out how to contact people who had signed up for the campaign on the Change.org website: <https://www.change.org>.

On the question of the **type of organisation** we should use for raising funds, either stake holding or charity, the latter seemed the best option for approaching major funders, and some people may then do matched funding. On how much to raise – estimating that two houses could be sold for £2.2m and with conversion costs of £700k the Council is asking for compensation of £1,500k for the hall.

On the question of the Name – currently The People’s Gospel Mission Hall which has religious connotations, so we were looking for other ideas. Someone suggested asking Catherine Wells, who was a former trustee, what activities were held there in the recent past. NB It needs to be different from the Highgate Newtown Community Centre, both in name and function. We need to find out what was the use of the hall which might give us some ideas. Initial suggestions were: Highgate Newtown Arts Studio Revival (HNASR), Burdett Coutts Hall (BCH), Highgate Music & Arts Centre (HMAC), Highgate New Arts Centre (HNAC), Highgate Newtown Arts Venue (HNAV), Save the Mission Hall campaign (SMHC). Ideas for activities included: Drama • Plays • Music • Exercise Classes • Discussions • Book signings • Film nights • Poetry nights • Rehearsal space.

On the question of **how to launch the fundraising**, Stephanie asked if we have an initial goal of £50k or £100k. Michael pointed out that we must aim for £1.5m, and £100k would not be much use if we don't get a larger grant". She suggested that we need more text for the campaign – eg people describing themselves and reason why they are involved. What will the money be used for? Will the hall need refurbishing? Will there be an income? Is the building insured? To illustrate, she quoted from Just Giving – raising £60 to renovate a community Garden appeal – and advised that someone will have to learn to manage the fundraising website – later, MaryF suggested that this might be part of the Treasurer function.

In relation to tomorrow's meeting in the Council offices, Sally read **Thanos's text** (quoted in the minutes of the last meeting) to remind us of his advice, which we could use as our own agenda. Mary Cane said that we, rather than the builders, need **access to the hall**. In response to the question of whether we can take potential funders in there - helping to match the funding - Tamar replied that Luke Joyce had said yes unless there is a potential hazard (but it was not clear what that meant). She added that we would need to employ someone to run an Arts Programme.

Stephanie followed up with a message later that day reminding us of **ACTION POINTS** needed to organize the next steps:

- 1) **Fix name (future/art/new oriented to attract future users)** – in discussion we came up with further names for the hall, eg Highgate New Art Centre (HNAC) • Highgate Music & Arts Centre (HMAC) • Highgate Art Studio (HAS) - in addition to those we noted above.
- 2) **Write a mini text** describing the future destination of the place, as a "commercial argument" and including • Types of Arts activities offered (dance, play, music, books...) • Type of users targeted (kids, youth, adults, "experienced people") • Additional facilities (coffee, art exhibitions etc) to supplement Thanos's draft we read together earlier that describes so well the value of the place.
- 3) **Write text describing who you are**, a mini biography of you, why you are passionate about this place – inputs from a number of different people. This part will reassure people.
- 4) **Complete the text with name of celebrities** who are supporting the campaign.
- 5) **Set the amount you want to raise**. NB it is rare to see huge amounts for this kind of campaign. - 1st option: if you want to set your goal as £1.5 million, you need to explain clearly what for: eg to buy, employ, run... - 2nd option : if you decide to define your goal as £50k, you need to explain that it will help you to be eligible for a funding application, or it will help to reach a first step necessary to finally be able to buy the hall and manage it.- Please find what is advised by Gofundme website.
- 6) Confirm an **email address, postcode, tel number** that Stephanie would be able to use to open a campaign account on the Go Fund Me website
- 7) **Confirm Registered Charity Number**.
- 8) **Write a Volunteer Job Application**: Stephanie can do a draft, arguing about the interests of the job as social media campaign/ digital marketing/ Highgate, and mentioning the Duke of Edinburgh: See Duke of Edinburgh at Highgate: <https://www.highgateschool.org.uk/news/67-lent-2018/3698-duke-of-edinburgh-at-highgate>
- 9) **Find a contact at Highgate School** to share this advertisement to pupils. It would be convenient/ useful to find a Highgate inhabitant.
- 10) **Find a contact at Highgate School Museum** to explain how our project is linked with theirs (Angela Coutts period): Stephanie can accompany. (Please find the file attached about what Highgate School Museum is exhibiting, and read Section 2, Chapter 7).
- 11) **Try to re-open the Hall even for one day** during a week-end to be able to organize a play time/ cake and music party/ neighbourhood arts party. End of May or beginning of June would be perfect to launch the campaign.

Stephanie added that we need to prepare all "ingredients" rigorously before launching the campaign. Next time she could help to do a "retro-planning" - that it is what to do during the next six months. We all thanked Stephanie for her support, which was good preparation for tomorrow's meeting.