

Treasurer's Report

9th January 2021, Simon Oliver Honorary Treasurer

Overview and Summary

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Overview and Summary

Grace period: 60	Next number 3303	Current Membership: 929			
Donor 8	Current 659	Lapsed 262	Group 1		
Prospect 0	Member 9	Deceased 5	Life Member 4		
New 1	Associate 245	Cancelled 26	Removed 2064		
Unpaid 0	Overdue 10	Resigned 8	Total 3302		
Last Year's Membership Income	£17,624	Account	Date	Balance	30 days ago
Year to date Membership Income	£18,708	NatWest	29/12/2020	£16,938.30	£16,590.80
Ave annual membership income (2008-19)	£8,872	Lloyds	31/12/2020	£6,140.93	£5,492.82
New members in past 12 months	156	GoCardless	31/12/2020	£29,030.25	£28,369.50
Members lost in past 12 months	126	Cash		£0.00	
Number of members paying by direct debit	752		Total	£23,079.23	£22,083.62

This will be my last report as Treasurer as after 10 turbulent years on the Exec (with a year off when I stood down as Chair) I am taking a step back from GLD. I wish I could say that I am doing so because I feel I have done enough, but looking back over my years as Treasurer I feel my most significant failure has been in failing to convince my fellow officers that member engagement - enabling our members to shape and influence and implement party environmental policy, is our jobs. Most officers and exec members are genuinely concerned about serving the membership and turning the GLD into a force to be reckoned with in the party. But some would rather focus on their own careers and agendas, and see serving on the exec as a route to power for their own voice. My own contributions, for them, are nothing more than micromanagement.

As a result of this failure, the key metric for the organisation - membership - has stalled over the past year. It's not all a result of the lockdown. It's the result of a failure to publish Challenge and to effectively mail out regular newsletters, and a failure to involve members in online policy discussions. A brief uplift in July as a result of our online festival was not sustained. The Special Interest Groups need to work, but they are a year too late for over 10% of our members and are being hijacked to serve MPs instead of local councillors where the real battles will be fought.

The stark figure above in red is proof of this failure. We are taking our members for granted, and they know it. Boasts about trebling our membership in previous years when it has barely doubled and is now falling cannot hide that fact.

Notes on the following charts

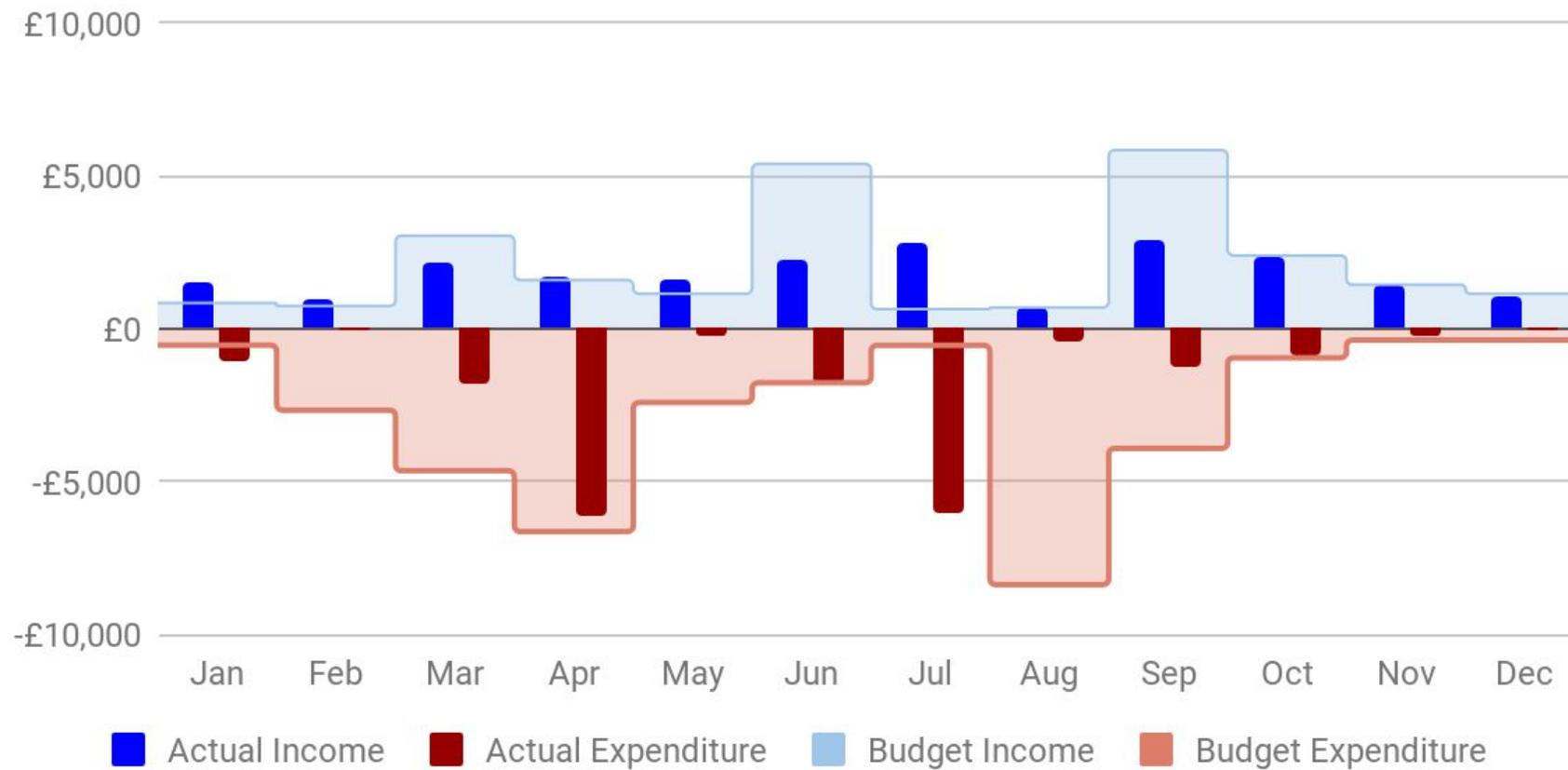
- Performance against budget
 - Both income and expenditure took a hit from Covid and the disruption of conferences. Our online festival required additional expenditure to retain expert help, and did not provide the necessary ticket sale income to compensate.
- Income by Month and Budget
 - Membership income continues to flatten out as a result of online joining. Donations compensated somewhat for the lack of branded goods sales. A belated contribution to the previous conference's expenses shows as Other in January.
- Expenditure by Month and Budget
 - The large costs of Challenge and our own Conference (online festival) dwarf any other activity, but we continue to have a high conference profile.
- Bank Balances
 - We continue to accumulate cash and we need to think carefully about how to use this to maximise the organisation's effectiveness and resilience. Splashing out on poorly planned vanity projects with no mandate from members is not the way to go.
- Active Members over Time
 - The gains of previous years have effectively stopped, and our growth has flatlined. It is below our peak.
- Membership Income by Year and Month
 - Losing as many members as we recruit means that income is also levelling off.
- Payment Methods
 - Direct debit continues to be the preferred option and accounts for two thirds of our current membership.
- Recruitment
 - The rapid growth of last year has gone and we have failed to recruit effectively during the online conference.
- Retention
 - Losing more than 12% of your membership in a year is unsustainable and represents a significant change in fortune. Some of this may be down to the pandemic, or members losing heart following the 2019 general election. But in a year when we are gearing up for hosting the global climate talks and riding on the wave of increased awareness of environmental issues, it is far more likely to be a sign of institutional failures within GLD itself.

Accounts

Performance against Budget

Income and Expenses 2020 - budget vs actual

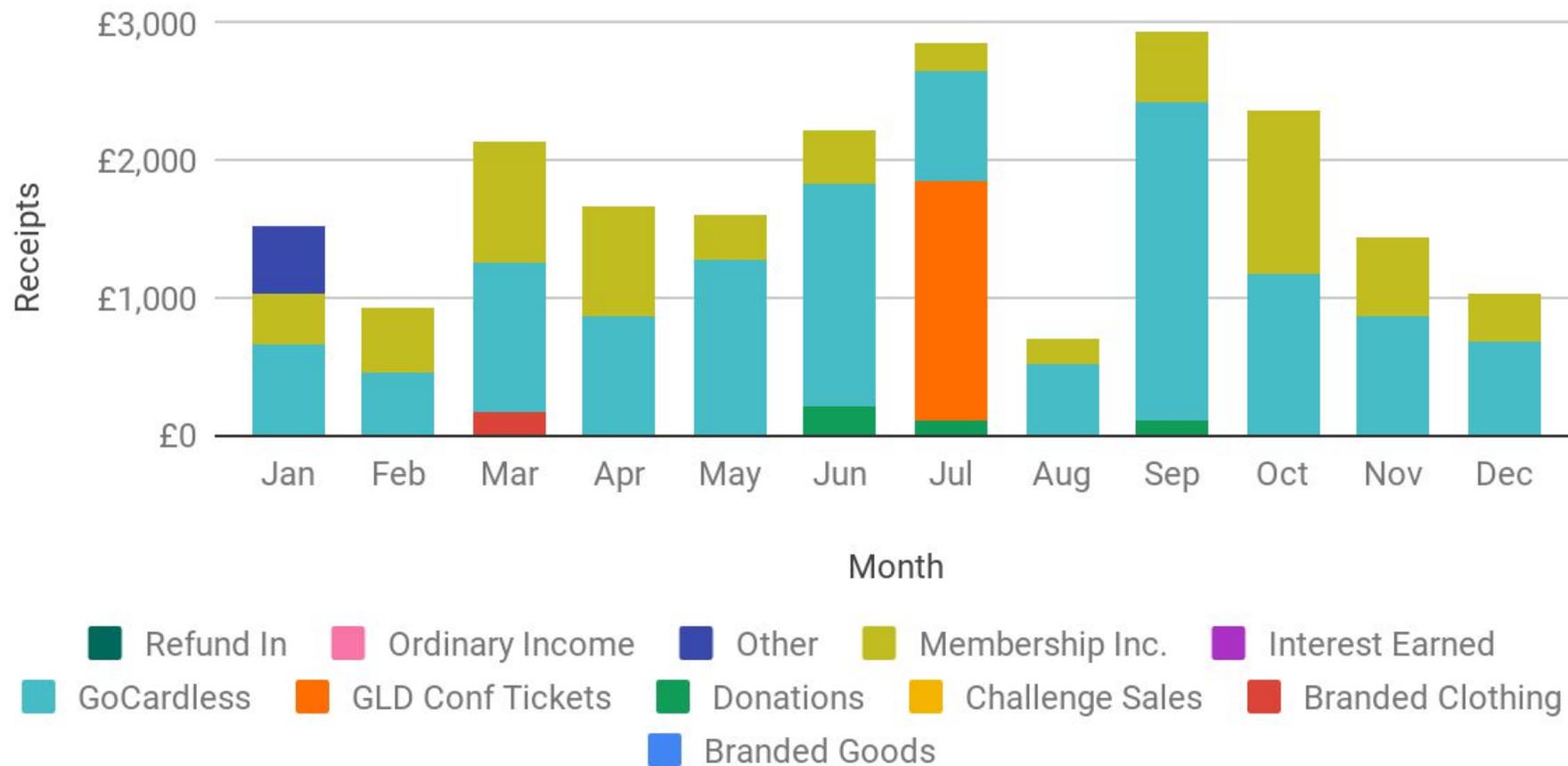
Actuals in solid columns



Income

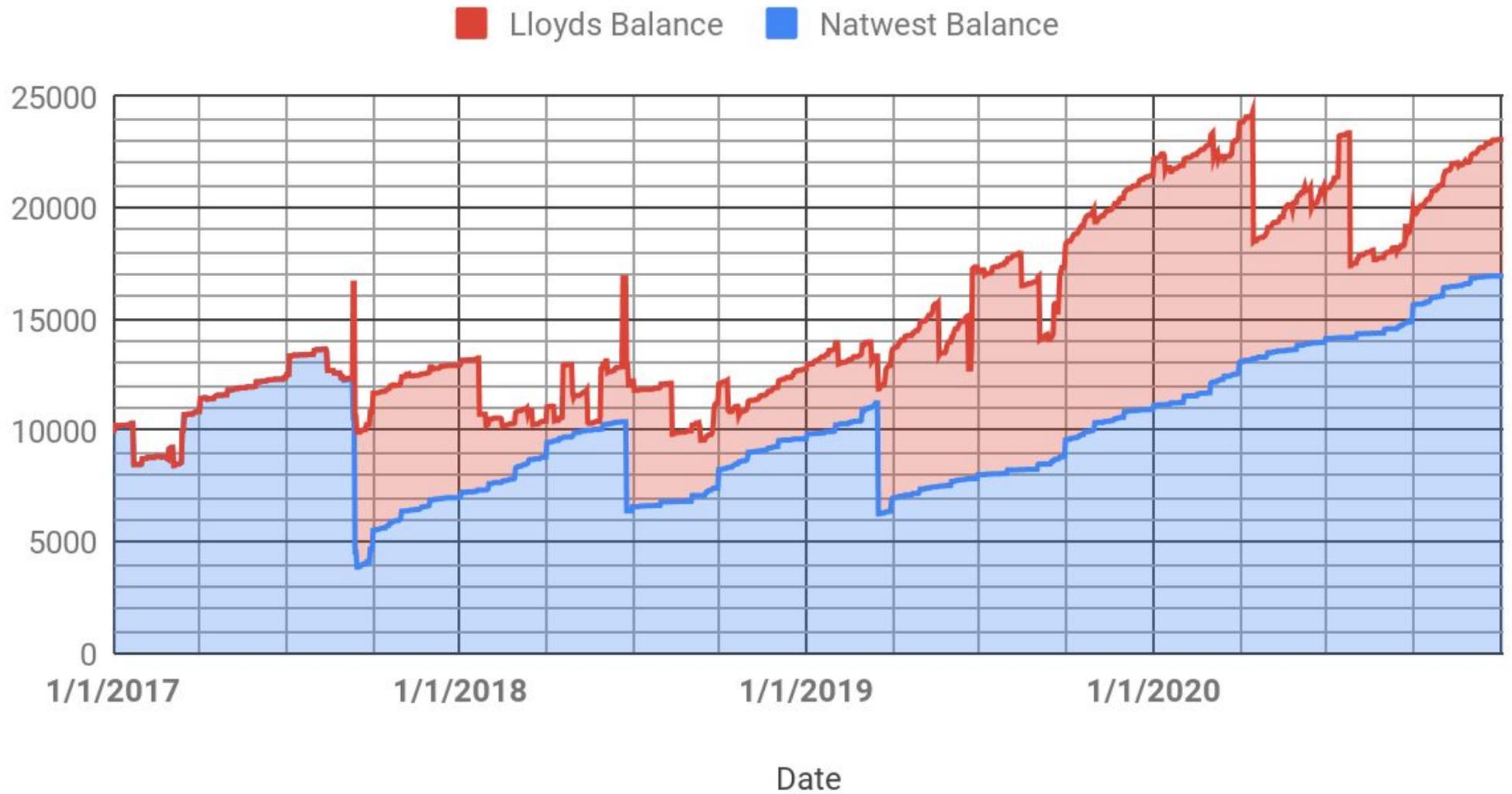
Income by month and budget

2020 financial year



Bank Balances

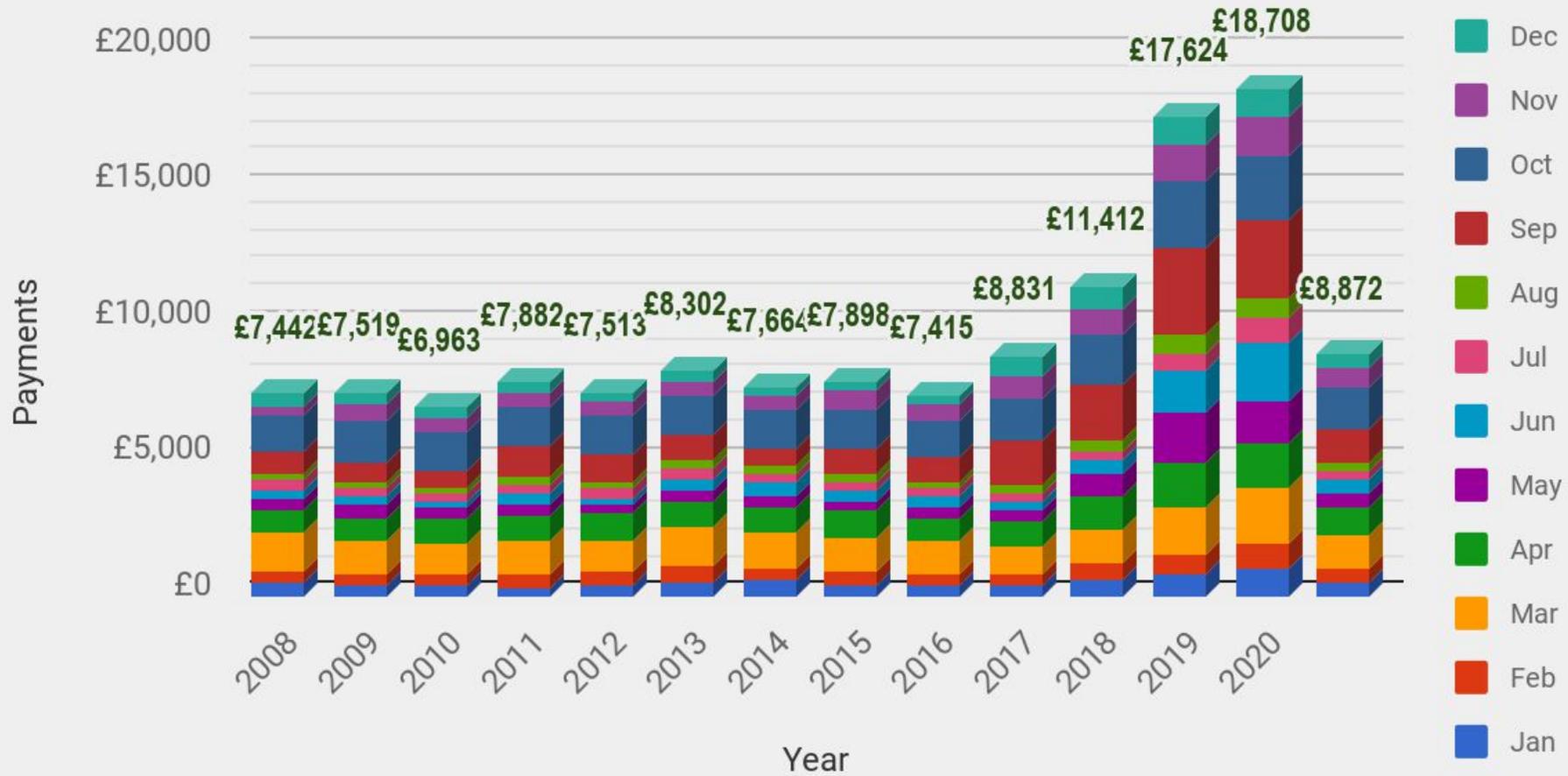
Natwest Balance and Lloyds Balance



Membership

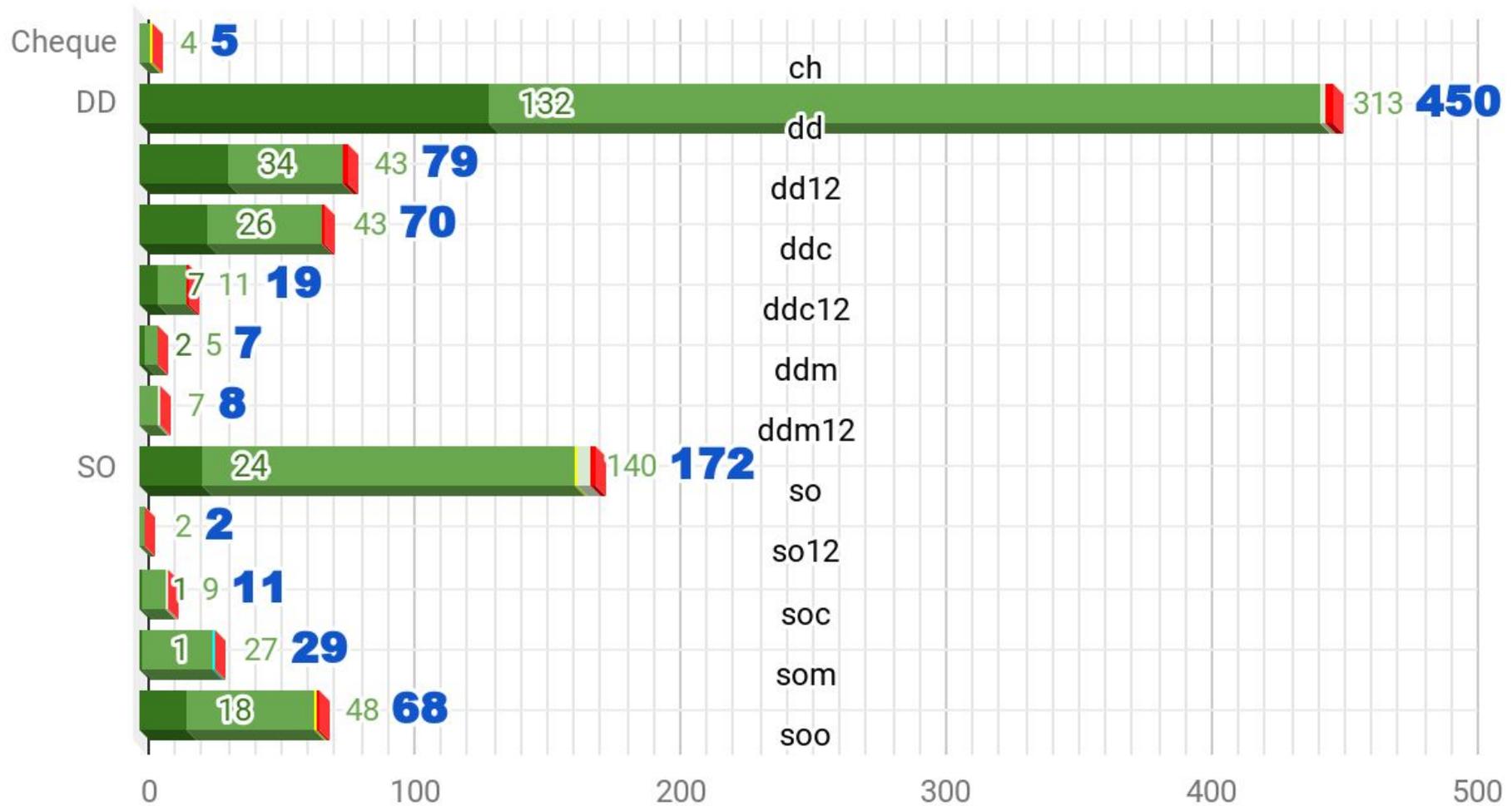
Membership Income by Year and Month

Last column: 2008-2019 averages



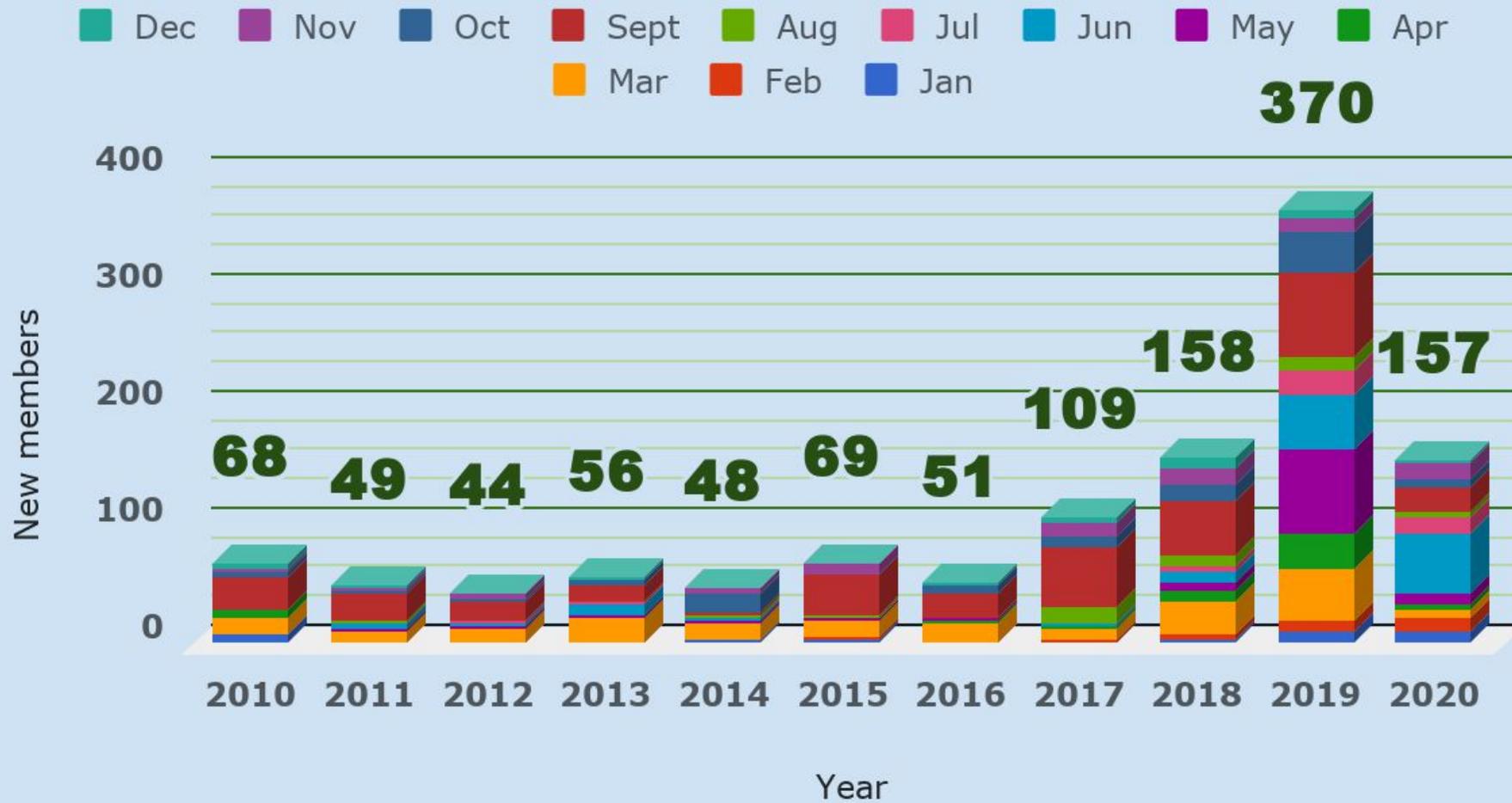
Payment Methods

■ Associate
 ■ Current
 ■ Group
 ■ Life Member
 ■ Member
 ■ Overdue



Recruitment

Member Recruitment



Retention

Member Loss Rate

