

AGM 2020

Membership Annual Report

Thank you, as always, for your continued membership of the society. Your support is vital: membership subscriptions form the single largest contribution to the Society's income and are essential in supporting casework, and in turn our mission to save outstanding buildings.

We are aware that you have many choices when deciding which charities to support, and I am delighted that our membership levels have remained constant. Earlier this year, we embarked on a recruitment drive to attract more corporate members, specifically, architects' practices. We had a positive response, with several joining, but with the advent of Covid-19, and the challenges that presents to many businesses and individuals, we have taken the decision to pause this activity for now, but hope to resume it later in the year. During this particularly difficult time, we value your support more than ever, and are focusing very much on keeping in touch with our existing members. As we look at how we can provide engaging content, I hope that you are enjoying the magazine and have been able to attend one of our recent online events, until we can welcome you back in person.

A major initiative in the past year has been the complete redesign of the C20 website. Many thanks are due to James Hunter, Ebow Digital Agency, James Sui and in particular Susannah Charlton who managed the project. I hope you are finding the new site a significant improvement on the previous version with vastly improved navigation, a more dynamic, visual design and an easier booking and donations process.

Our newsletters and social media accounts continue to go from strength to strength, with a combined following of 35,000. Please do sign up if you are not already subscribed and if you are active on social media yourself, please don't forget to tag us in any relevant posts – it all helps extend our reach.

Finally, thanks are due to Kate Southey, Margherita Manca and the numerous dedicated volunteers who support the work in the office around membership, digital and social media. It all contributes to providing a positive membership experience.

Jane Rosier

Trustee and Hon Membership Secretary