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📍 Levenshulme, Manchester

LSRA Annual General Meeting 2024

Date: 6th March 2024
7:30pm - 9pm

Agenda

1. Welcome and apologies
2. Discussion about Lev Square Fest 2024
(Sunday 30th June, 1-4pm, venue tbc)
(50 minutes maximum)
3. Minutes of 2023 AGM 26.4.23
4. Greening the entries
5. Elections:
 - a. Chair
 - b. Secretary/social media
 - c. Treasurer
 - d. Innovations Officer(s)
 - e. Other officers/committee
6. Any other business

LSRA AGM MARCH 2024

Chair's Report

Date: March 2024

It was another busy and successful year for LSRA.

We've got a great team of people working together to get things done. Thanks to all. Our efforts were recognised by Manchester CC and we were invited to meet the Mayor in the Lord Mayor's Suite, to thank us for all our work. Our Vice-chair, Ruby, and one of our Innovations Officers, Alisha, represented us.

We held 17 litter picks last year, adding some more at the end of the summer. We have a core of devoted attendees, but attendance remains low. Unfortunately, rubbish continues to be a dominant topic in our area, especially in the entries at the Stockport Road end of Mayford Rd, Balleratt St and Portville Road. The communal bins have been removed, and people were given individual bins, but this has not solved the problem of people dumping their rubbish. A camera was put up at the Stockport Road end of Mayford Rd, and local residents have been seen dumping rubbish in the entry, which has been addressed. We continue to work with the Councillors and the Council to look at what can be done to stop this.

Our highlight was Lev Square Fest 2023, held in Cuthbert Ave again. This involves lots of hard work behind the scenes and on the day by volunteers to ensure it runs smoothly. We were lucky that the predicted rain held off until half an hour before we were due to finish. Thanks to all the volunteers, as well as those who supported us with equipment and donations/grants. It was attended by about 250 people, and we were able to continue to provide everything for free thanks to a NIF grant from Manchester Council and a generous donation from Great Places Housing.

For the future, we're planning for Lev Square Fest 2024, we've registered for the Great British Spring Clean where we have pledged to collect 12 bags of rubbish on our litter pick on 23rd March.

We'd love more people to be involved - we're a friendly group and work as a team, everyone is welcome.

Debbie Burton

March 2024

LSRA AGM MARCH 2024

Treasurer's Report

Date: March 2024

Once again Lev Square Fest 2023 was a definite highlight of 2023, despite the bad forecast it was dry till the end - special shout out to those who got drenched helping us tidy up/put stuff away/down! A NIF covered our expenses and Great Places gave a generous donation, which covered the cost of the face painters and the bouncy castle. A donation was also received from Asda. Lauren has continued to been busy putting together our branding etc as well as a website, all of which looks amazing - thanks Lauren!

We currently have about £1,100 in our account once recent payments have all gone through.

Beccy Judson
March 2024

LSRA AGM MARCH 2024

Social Media Report

Date: March 2024

Following the previous three years bringing the LSRA digital - with overhauling our digital organisation, creating a visual brand for the Association, managing social media and a mailing list - this year has been the year that has introduced a brand new LSRA website for the Lev Square public, and the start of developing an internal hub, using Notion, for members and volunteers.

These new developments continue to grow the visual brand for the LSRA so that we are immediately recognisable to the community we serve, as well as providing both public and internal hubs of information about the group. Public access to this information through the website should help to keep the local community informed about who we are, what the LSRA is up to throughout the year, and give them a space to get involved; and the private internal team a space to store and share information, resources, and documents that help to support and shape the events we plan for through the year, like litter picks and Lev Square Fest.

Over the past year, the LSRA mailing list, social media accounts, internal digital drive organisation, website, and Notion hub have continued to grow and expand with the LSRA.

Mailing List

Since last year, the Mailing List audience has grown to **220** contacts. For reference, Levenshulme Square covers around 550 houses bordered by Matthews Lane, Stockport Road, Manor Road, and St Oswalds Road - this accounts for potentially 40.0% of Lev Square.

The mailing is segmented so that we could be sure when a person signs up to hear from us they are getting exactly what they signed up for. This helps to keep our unsubscribe rate low as recipients don't feel spammed by invitations or updates that they did not ask for, and also allows us to be really specific about the things that we are doing, knowing that it's getting to the ears of people who want to hear it.

The segments that people can currently sign up to are:

- **General Updates** - important LSRA updates.
- **LSRA Blog Post Alerts** - to let you know when we've posted new writing to our website as well as links where to find them.

- **Levenshulme Square Litter Pick and Other Activities** - an email update announcing upcoming Levenshulme Square litter pick dates and other smaller events organised by the LSRA.
- **Lev Square Fest Updates** - Levenshulme Square Fest Reminders, which let you know when our next local street festival will be and relevant information and updates.
- **Volunteering** - Receive updates to let you know when we need a helping hand with something in the community - this might be extra hands for an event we're holding, extra legs for handing out flyers locally, or extra voices for our blog!

For a non-profit like ours, the average open rate for mailing list campaigns is 25.2%. Due to recent changes on Mailchimp, the total all-time open rate is paywalled - however, our 2023-2024 mailing average since last year's AGM sits at an impressive **53.7%**, which is 28.7% over the average. This is likely due to the segmentation, and just goes to show that people are receiving the correspondence that they want from the LSRA.

Notable, though, is the amount of scaling back that Mailchimp as a platform has offered for plans. What was once accessible to us, like scheduling emails, A/B testing, and automations have been pushed further back into paywalled tiers that are priced towards groups much larger than ourselves. This year, I will conduct some research on other mailing platforms as a change that re-implements scheduling and automations could be massively more beneficial to the group than what Mailchimp is currently providing.

Social Media

Over the past year, our Facebook following has grown from **428** to **512** - an increase of 84 locals. This is a growth of 193 followers on Facebook since implementing the LSRA digital strategy in 2022, where we started with 319. Followers on Twitter have also grown from **550** to **584** - an increase of 34 which is a larger increase from last year but less significant than Facebook's growth, but understandable as our main social media for sharing and communicating to other Levenshulme Square Residents is Facebook.

Our youngest social media page, Instagram, has only **125** followers currently - however due to Instagram's image-based presentation it is a much less effective way of getting information out to Lev Square residents as links have to be manually followed, and information is usually below a read more.

The posts have consistent clicks and engagement through likes and reactions, and of all of these metrics only a quarter are coming from followers of the page. This could be because our posts are popping up on the feeds of friends and family of Levenshulme Square residents, being shared to communities and groups that we share (like litter picking groups), or people living in Lev Square who are not following the page but still check the page out from time to time to keep up to date. This wider gaze on Levenshulme Square could prove very valuable for hosting events in the future, and we hope that by utilising social media in this way we will be able to make this year's street party our biggest and best yet.

One benefit to using Canva collaboratively with our social media, is the ability to schedule posts well in advance. For this year, I have worked to design and schedule over 70 posts already throughout the year - for holidays and events like litter pick dates - which should help to keep our social pages active without having to maintain constant work in the background. This prep-work should allow me to really focus on campaigns for events as they come along throughout the year, without also having to manage content for ambient dates. At next year's AGM, I should have an update on how this prep work has affected the social channels, as well as getting an idea of how much time this prep work has saved throughout the year.

Website

2023 was the year that the LSRA website launched, and has allowed for a public hub of information online for everything regarding the Levenshulme Square Residents Association, as well as a central space which links together all of our social media, mailing list sign ups, has a space for potential blog posts, and online social presence. The website will allow us to keep record of all of the interesting and exciting things that the LSRA participate in, and will hopefully be of use to Lev Square residents - this year, I am hoping to start collecting short blog posts to document LSRA events.

Notion

Notion is a 'productivity and note-taking web application', which 'offers organisational tools including task management, project tracking, to-do lists, and bookmarking'. I personally have used Notion for a number of years, creating my own personal wiki which allows me to keep track of plans, lists, projects etc.

As the most tech-inclined person in the LSRA I thought Notion could be a great use to our less technology-inclined members as I could build a simple hub for all LSRA information and assets, like meeting notes, timelines, and planning forms. This digital hub would be easier for the LSRA members to use than having to navigate Google Drive, and allow us to really fine-tune exactly what digital assets could be useful for volunteers to access, and create a space that caters to them regardless of their familiarity with tech.

Over the coming months I intend to build on this hub with members of the group to create a simple and user-friendly digital space that should help with project proposals and planning, keeping track of meeting notes and brand kit assets, keeping track of volunteers, etc.

Lauren Kelly

March 2024