

AGM Report from SE Centre Safety Fast Scribes and Newsletter Editors

We became first involved in May 19 as scribes for the SE Centre notes in Safety Fast and subsequently we undertook the production of the SE Newsletter from Summer 19. 2021 has again seen many challenges which has affected all areas of the Club but despite this and with a great deal of help from contributors we have been able to maintain the information flow to members across the SE Centre.

Safety Fast continues to be the main contact point for our members so we have continued to highlight the calendar of events where possible and communicate to members via the reports and images of the events. Hopefully this will encourage members to become more involved in the activities of the Centre.

The new format quarterly Newsletter continues to be well received by members and the October 21 issue had a circulation of 1177 with an open rate of 57%. Of those opened 43% clicked through so 24% of those sent the email actually read the newsletter although a good number read each edition via the MGCCSE web site. Thanks to our webmaster Tim Morris for efficiently circulating the Newsletter and providing the delivery stats via the new Mailchimp email marketing system. Contributions and photos from Natters, Wanderers, individual members and articles on events have enabled us to make the content as interesting as possible. It would be good to see many more members contributions in the future. Other complimentary media channels especially Social Media and the SE Centre website have also promoted the Newsletter helping us to achieve higher levels of circulation via email download and re-enforcing event messaging to members.

In 2022 we hope to put more focus on Wanderers and Natters to increase member participation at these important meetings. We are both committed to continue our work in 2022 on the current basis and look forward to good uninterrupted event season.

Ray Ruffels and William Opie

raywillmg@gmail.com

Picture below is the Autumn Meeting 21at Lullingstone Castle

