

The aboutDereham Partnership

Annual Report and Accounts

for the year ended 31 March 2025

Reference and Administration Details

Name	The aboutDereham Partnership (known as '**aboutDereham**')
Mailing address	16 Foxglove Drive, Dereham NR20 3SQ
Officers	Glynn Burrows (Chairman) Ken Hawkins (Vice Chairman) Carolyn Coleman (Secretary) Mike Webb (Treasurer) Helen Evans (Media, Publicity and PR Secretary) - now resigned
Financial year	1 April to 31 March
Bankers	Barclays Bank plc

Mission and Aims

The **aboutDereham** Partnership was established on 24 May 2018 and membership is open to all voluntary and community organisations in and around Dereham. Individuals may also become members. Local businesses support us by advertising on our website.

Our Mission is 'to promote and contribute to Dereham as an economically successful and culturally vibrant centre: a good place to live and a great place to visit'.

The aims (and the current activities) of the **aboutDereham** Partnership are:

- To raise the profile of Dereham locally, in the region and nationally.
- To promote a positive image of Dereham by showcasing what is on offer in the local area.
- To provide information about activities, attractions, events and services of interest and of benefit to residents and visitors.
- To be a network of networks, engaged with local community, voluntary and not for profit organisations working in the local area.
- To act as an apolitical forum for communication between the voluntary and community sector, the public sector and the private sector.
- To engage in and support actions which work towards fulfilling these aims.

Structure, Governance and Management

The aboutDereham Partnership includes all member organisations and is responsible for adopting new policy, codes of conduct and rules that affect the affairs of the organisation. Each organisation has one vote at Partnership meetings, which are every two months.

Day-to-day management of the Partnership is delegated to the **Management Team** to act on behalf of the Partnership. The Management Team (a minimum of four members) is appointed at the AGM, meets monthly and makes recommendations to the Partnership.

Roles within the Management Team changed during the year, following Glynn Burrows taking over from Mike Webb as Chairman at the 2024 AGM. Other changes were the departure during the year of our Media, Publicity and PR Secretary, Helen Evans. We thank Helen for her hard work with media and publicity and look forward to continue seeing her at our meetings. Mike Webb formally became Treasurer and Ryan Seymour joined. Ryan runs his own web business and also runs Park Farm Camping at Swanton Morley with his wife.

Following the changes the Management Team consisted of four of the **officers of the Partnership** (Chairman, Vice Chairman, Secretary, and Treasurer) and Ryan Seymour

Achievement and Performance

This year has continued to show how the town can work together and, with the number of events increasing year on year, Dereham is moving in a positive direction. Events always include members of **aboutDereham** as participants and often as organisers.

The 2024 Heritage Open Days built on the amazing 2023 numbers and the town saw even more places open to visitors as well as vintage buses ferrying passengers to the more distant parts of the town. Thanks to a grant from the Town Council, one of our members was able to get the leaflets printed and they proved to be a great success, showing people where to find all the events.

Dereham HODs for 2025 promises to carry on building on these past successes and we hope to have at least two new sites open to the public for this year. Dereham Day has also gone from strength to strength and **aboutDereham** is always pleased to take part in this great showcase for the town. Thanks to a grant from the Town Council, one of our members was able to get the leaflets printed and they proved to be a great success, showing people where to find all the events. Contributions to the costs were also received from some member organisations.

The new Dereham Action Partnership, made up of businesses, voluntary sector, public sector, representatives of the Churches in the town and members of the public, is moving along well and, with a new steering group established, to help run the group, it is hoped to find achievable ways to improve the town centre. It is especially encouraging to have all levels of local government sitting in the same room, sharing ideas and looking for solutions together.

This year we also launched the "**Spend a Penny**" leaflet for the town. Many years of trying to get some new public toilets built in the town has come to nothing, so, following the examples of other towns, we decided to create a leaflet showing where people could access toilet facilities in business and other premises without the requirement to buy anything. The businesses and organisations in the town were happy to help and the leaflet was launched to much media interest and a lot of public interest. A grant was received from NCC which paid for the printing etc. and we hope to have a reprint in the summer if new businesses want to join the scheme.

Routine activities

- We held regular, two monthly, **aboutDereham** Partnership meetings. At each meeting we always have at least one main speaker and over the year cover a wide range of topics. These meetings are also where **aboutDereham** agrees priorities, ambitions and actions.

- We continued to invite all local voluntary and community organisations (for which we have contact details), and whether members or not, to attend our Partnership meetings;
- We sent out a regular e-newsletter to all on our mailing list and if you would like to be kept informed about what we are doing, please let us have your email address.
- We further developed and maintained the **aboutDereham** website, which is a very important shop window for us and Dereham generally.
- We continued to update and distribute the Town Guide 'Dereham: a great place to visit'. Updates have recently been funded by a grant from the town council.
- We maintained the **aboutDereham** Facebook page and welcome informative posts.

Events

- Christmas saw another great event in the Ellenor Fenn Garden, including Father Christmas and his sleigh from the Round Table and carol singing by the Mid Norfolk Singers.
- **aboutDereham**, as such, doesn't usually put on events, but we do try to take part in events put on in the town if we are able to.

We now have over forty members and welcome more. We have continued to have regular, very positive meetings with Dereham Town Council and we feel that it is essential that we work together to help improve the town. It is great to have a good relationship with the Town Council, District Council, County Council and our MP, so that we can all move forward, supporting each other for the common goal.

The **aboutDereham** website continues to provide a comprehensive shop window for Dereham, Including images and information about the town, the programme of events, the visitor attractions, information about our voluntary and community organisations and much more. The events listing is an important benefit of membership and the number of visitors to the website and the number of clicks continues to increase. Advertising income from business supporters effectively covers the direct costs of providing the website. Our thanks to webmaster Robert Campbell for managing the website.

As Chairman, I want to thank all the organisations, individual members and business supporters who have shown their continued support for the town of Dereham and for their efforts to promote our town and to generate a sense of pride and belonging.

I specially want to thank the Management Team, without whom **aboutDereham** could not, and would not, function. The Management Team is always on the lookout for willing helpers and, if you are interested in events, publicity, or just want to help us to improve **aboutDereham**, please do drop us an email.

Glynn Burrows
Chairman

chair@**aboutDereham**.org

The aboutDereham Partnership

Summary from 1 April 2024 to 31 March 2025

Balance at 1 April 2024			1,929.90
Current account		1,929.90	
Receipts			
Income			
Organisation membership 2024	78.00		
Business membership 2024	50.00		
Organisation membership 2025	433.00		
Business membership 2025	175.00		
Individual membership 2025	25.00		
		761.00	
Other income			
2024 postcards	187.50		
2025 Calendar	465.00		
2024 HODs flyer	50.00		
		702.50	
Other receipts			
Received in error	0.00		
		0.00	
			1,463.50
			3,393.40
Payments			
Office			
Postage	12.27		
Website costs	188.40		
		200.67	
Projects			
Town Guide 2024 DTC funded	141.00		
Postcards	108.00		
2025 Calendar	246.00		
2024 HODs leaflet	60.00		
EFG Christmas 2024	224.75		
2025 Spend a Penny leaflet	749.71		
		1,529.46	
			1,730.13
Balance at 31 March 2025			1,663.27
Current account		1,663.27	