

The Charles Parker Archive Trust

www.cpatrust.org.uk

Presentation of Annual Report for the year 2016/17

1. **Chairman's Report**
2. **Treasurer's Report and Financial Statement**
3. **Secretary's Report**
4. **Website Editor's Report and CP Prize Website Report**
5. **Report on Library activities associated with the Archive** (None received)

Secretary's Note!

This is the first Annual Report of the Trust in a new format. The replacement of the old-style Report by the magazine **Actuality** necessitated a review by Trustees of how we communicate the essential aspects of the Trust's activities to Friends and supporters and the world in general.

It was agreed that progress and metrics reports by Trust officials; Chairman, Treasurer and Secretary and, where possible, a report on matters relating to the management of the Archive by the Library of Birmingham, would be delivered to the AGM in hard copy handout form. The reports would appear on the Trust web site following the AGM.

It is also the intention of Trustees that **Actuality** will be distributed in hard copy form to attendees at Charles Parker Day. Future issues will include appropriate parts of the Annual Report. A copy will also be posted to those who are subscribing Friends of the Archive or have supported the Trust's activities at any time and who have told us that they wish to receive postal copies. The intention is to minimise printing and distribution costs.

All those for whom we have email addresses will be notified of the presence of the Annual Report and **Actuality** and a link to the Trust website will be provided.

In the longer-term Trustees will review the management and timing of communications.

1. Chairman's Report 2016/2017: Mary Kalemkerian

Before I reflect on another successful year for the CPAT it's worth reflecting on the progress since its foundation, as we have another anniversary to celebrate: Thirty-five years ago, on 3rd March 1982, thanks to Charles' wife Phyl, and to Matthew and Sara Parker, **The Charles Parker Archive Trust** was established.

Of the original Trustees, we are fortunate to have one original Trustee who has served the Trust throughout, – CPA web creator, editor and musician, Pam Bishop.

Thank you for your dedication, Pam.

Throughout those 35 years, there have been many achievements and developments, ensuring that the Charles Parker Archive is kept alive, remains relevant and grows with our times.

The most outstanding achievement, headed by founder Trustee and subsequent Chair, Gillian Reynolds, was clearly the digitisation of the Parker Archive. Gillian worked tirelessly to obtain Heritage Lottery funding to bring this momentous project to fruition, and the digitisation, *A Future for Ordinary Folk*, was completed in May 2004. A further initiative *Connecting Histories*, was launched in February 2005 and completed in July 2007, ensuring that the CPA is accessible for educational and cultural projects.

Our next Chair was my predecessor, Tim Blackmore, whose dedication and authority provided much of the basis for recent developments including the Trust's full adoption of CP Day.

To celebrate Charles Parker's work, and the importance of the radio feature **Charles Parker Day** was established by Professor Sean Street, at Bournemouth University in 2004. With academic research funding for 5 years, followed by help from the National Media Museum and the University of Sunderland this was extended for another 3 years. CP Days proved to be tremendously successful and the Trust decided to make this an annual event in 2012 to be held at a different UK location each year.

We have certainly been around the UK, from Bournemouth to Birmingham, Bristol and beyond in 13 years since the initial launch.

This year CP Day was held in Sheffield, where we were also celebrating 40 years of BBC local radio.

Held at the Hubs, Hallam Sheffield's Students' Union, a welcoming and warm venue, it was an informative and entertaining day, with a great range of discussions and presentations. For me, the highlight being *The Song of Steel*, a reconstruction of the 2006 Radio Ballad by producer John Leonard with live music performed by John Tams and Barry Coope.

Andy Cartwright, Organiser of the Day, will be giving more information on CPA Day in Sheffield shortly as well as in the next edition of another new initiative this year our magazine, **Actuality**, edited by Trustees Sara Parker and Phil Maguire.

This year it was decided to create a new way of celebrating Charles' work and the work of the Trust in a new format. The legal and official information is still available online but this new magazine allowed us to celebrate the Trust's work in a new way.

Thanks to Phil McGuire and friends we rolled out a new design and logos which were also used at the Charles Parker Day. But special thanks must go to Sara Parker – who compiled a brilliant first edition of *Actuality* while carrying on the family tradition of working so hard to make excellent radio programmes. Copies of *Actuality* were given out at the CP Day and sent to all Friends – if you don't have a copy pick one up today or take a few for your own friends.

One of the key aspects of the Trust's work is to introduce a new generation to CP's work, and to encourage the future of the radio feature. The "**Charles Parker Prize for the Best Student Radio Feature**" was also launched in 2004; another exciting initiative from Sean Street.

The CP prize has grown from strength to strength, encouraging students from academic institutions all over the UK to create and submit radio features for this prestigious award. This year, the standard of entries was so high that the judges agreed to short-list six nominees – all of whom happened to be women! Sound Women indeed. Simon Elmes, the Chair of the Judging Panel and one of our Trustees will report on this shortly and again there will be more details of the winning entries in his report for *Actuality*.

A Gold Award winner of the Student Prize in 2012, was Jimmy Ewing, whose career thereafter has led to an impressive range of radio production and lecturing work. Jimmy is now a valued Trustee of the Charles Parker Archive Trust, working closely with Pam Bishop in developing content of the website and using the tools of social media to promote the CP Student Prize.

I've recalled our history and what has happened this year – but let's just take a moment to look ahead.

Andy is currently planning Charles Parker Day 2018, which will be held In London. He has booked the best central venue imaginable, **The British Library**. This is not to be missed! It promises to be a brilliant event on Friday March 23rd 2018.

Planning further ahead to Charles Parker Day 2019, marking the centenary of the birth of Charles Parker, the Day will be held in Bournemouth, birthplace of Charles. And Andy is joining forces with Professor Sean Street, the originator of the Charles Parker Day to produce an inspirational and spectacular celebration in Bournemouth 2019.

And so, in our 35th year **The Charles Parker Archive** is hale and hearty, thanks to our dedicated **Trustees**, and continuing support from the growing band of **Friends of the Charles Parker Archive**, and to the staff of **The Library Birmingham**. You are all very much appreciated.

Finally, a special thank you to our unflappable, irreplaceable Secretary, Ian Parr, who ensures our CPA admin wheels roll along smoothly. And who keeps me in check.

Mary Kalemkerian

2. Honorary Treasurer's Report 2016/2017: Mark Newman

The main event of the year was once again the Charles Parker Day. We are again grateful to the BBC for financial support for the Day. It was my first attendance at a Day and I was very impressed by the passion of not just the trustees but the speakers and attendees of the event.

We currently have a total of just over £5000 (current and savings a/c) mainly arising from the generosity of Friends over the years. This balance is available for new initiatives when opportunity arises.

I have included a summary of the Income and Expenses for the CP Day, although none of these transactions took place during the financial year 2016-17.

Financial Statement for the year 29/4/2016 to 28/4/17

	16/17	15/16
	£	
<u>Receipts</u>		
Friends' subscriptions and donations	217	411
Sub carried over from 2015-16	30	
Tax refunds on gift-aid contributions	50	159
Grants from BBC for Charles Parker Day 2016	0	500
Bank interest	1	1
Ticket sales		1030
TOTAL	298	2101
<u>Payment</u>		
Printing, postage etc.	245	286
Website	95	72
Charles Parker Day expenses 2015		699
Catering costs 2015		1760
Charles Parker Day expenses 2016	240	358
Catering costs 2016		1211
TOTAL	580	4387
Excess payments over receipts	282	2286
Opening balance	2501	4577
MINUS excess payments over receipts	282	2286
Transactions carried over from 2015-16 to 2016-17		210
Closing balance	2219	2502

Summary of the 2017 CPA day receipts and expenses

Income

Ticket sales	1148
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Expenditure

Speakers' expenses	593
Printing of Actuality magazine	300

Net income	255
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3. Honorary Secretary's Report 2016/2017: Ian M Parr

Since publication of the last Annual Report the Trustees' committee has met three times, the first being the 2016 AGM in October. Draft minutes of the Friends AGM can be found on the Trust website. The second meeting in March 2017, followed a telephone conference call in January. The conference call aimed to tie down key arrangements for Charles Parker Day in preparation for the March meeting. A further meeting, following Charles Parker Day, was held in May to review the event and progress the 2018 arrangements.

Trustees meetings in March and May were conducted in less than ideal circumstances. Meetings with suitable, low-cost facilities in Birmingham cannot be found. Currently the Trust is permitted one free booking per year in the conference centre of the Library of Birmingham. This provision is used for the AGMs, since the two AGMs (Trustees and Friends of the Archive) occupy a full half day rather than two or three hours for Trustees meetings. All other meetings must be paid for. Trustees do not wish to so deplete the Trust's finances. However, a reliable meeting place with good public transport links is required which is quiet and private with suitable space for a dozen or so people.

The AGM for both Trustees and Friends of the Trust reported on the Trust's continuing development. The Trustees AGM focussed on communications which led to the launch of **Actuality** the Trust's new magazine. Friends AGM introduced Phil Maguire, the latest Trustee¹ to join the committee, and on continuing work with Travellers Times and the Rural Media project which will use material from "The Travelling People".

During the year four responses to enquiries from the Trust website have been handled. In addition, following a request from Christopher Hill of Birmingham City University, Trustees have approved support for a project 'Birmingham between the Colonial and the Cosmopolitan: Place, Space and Race in the Era of '68' which it is hoped will be funded in 2018. It will draw upon work done by Charles Parker with Dilip Hiro.

Data Protection Act: In accordance with a report submitted to the 2009 Annual General Meeting, and for all subsequent reports, the Trust's compliance with the requirements of the Data Protection Act and related government guidance for organisations such as ours has been reviewed. New subscribers to Friends of the Trust are added to our contacts list for post and emails. The lists are revised annually usually prior to the publication of the Annual Report and in future **Actuality**. Significant changes to the way we communicate to those who have expressed an interest in the Trust are in the process of development. An emailed circular and, where appropriate, letters have been sent out describing the planned changes. These will require a review of the Trust's compliance with the relevant parts of the Data Protection Act. This will proceed along with implementation of the changes. Details of Government guidelines have been brought to the attention of Trustees.

We must all die sometime. The Trust has lost several friends and supporters especially in recent years. Some are acknowledged through articles in the Annual Report. Others, when Trustees are advised of them, are dealt with by the Secretary in whatever way is appropriate. The death of Arnold Wesker in April last year was noted in the AGM, but has not yet been followed up. Considering Charles Parker's links with Wesker through Centre 42, which itself drew in many people still associated with the Trust, it probably requires more than an article in **Actuality**. Therefore, if people have recollections or information relating to Wesker and Charles beyond those noted in "Set into Song" the Secretary will ensure something suitable finds its way into the Trust's website.

My personal thanks, as always, are extended to the Library staff and I am indebted to my fellow Trustees who have assisted and encouraged me over the past year.

I am always delighted to hear from Friends of the Archive and I heartily thank them for their support.

Ian M Parr

¹ Mark Newman was appointed Honorary Treasurer and became a Trustee at the May meeting of Trustees.

Web Statistics for ww.cpatrust.org.uk – update for 2017 AGM by Pam Bishop

I must apologise for the lack of reporting on web usage since 2008, but after rebuilding the website I lost access to the statistics until I got supportive help in January 2016. Here is a brief comparison:

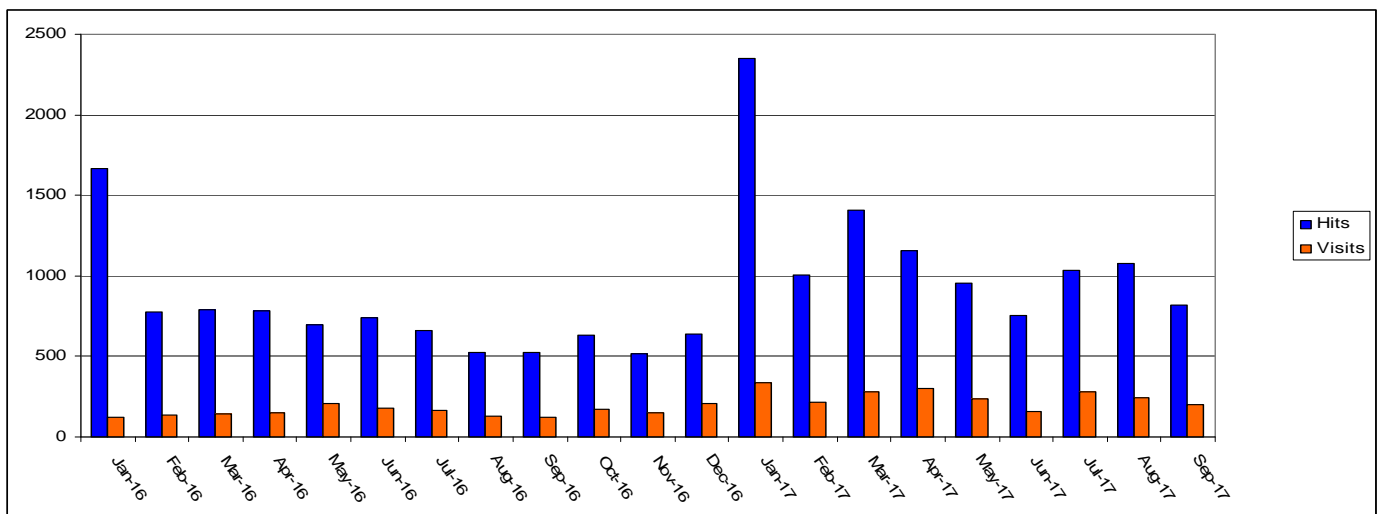
In 2008 we were getting 15-20 visits a day – this is now between 150 and 300

In 2008 we were getting 70 hits a day – this is now between 500 and 2350

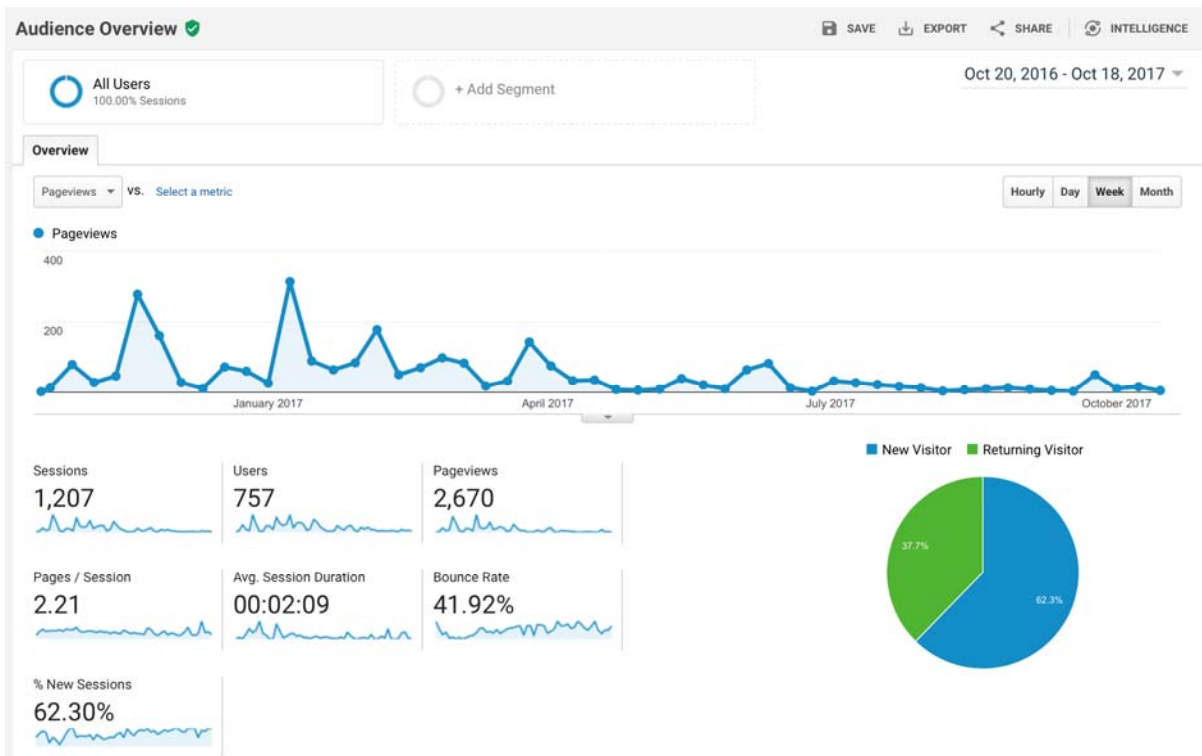
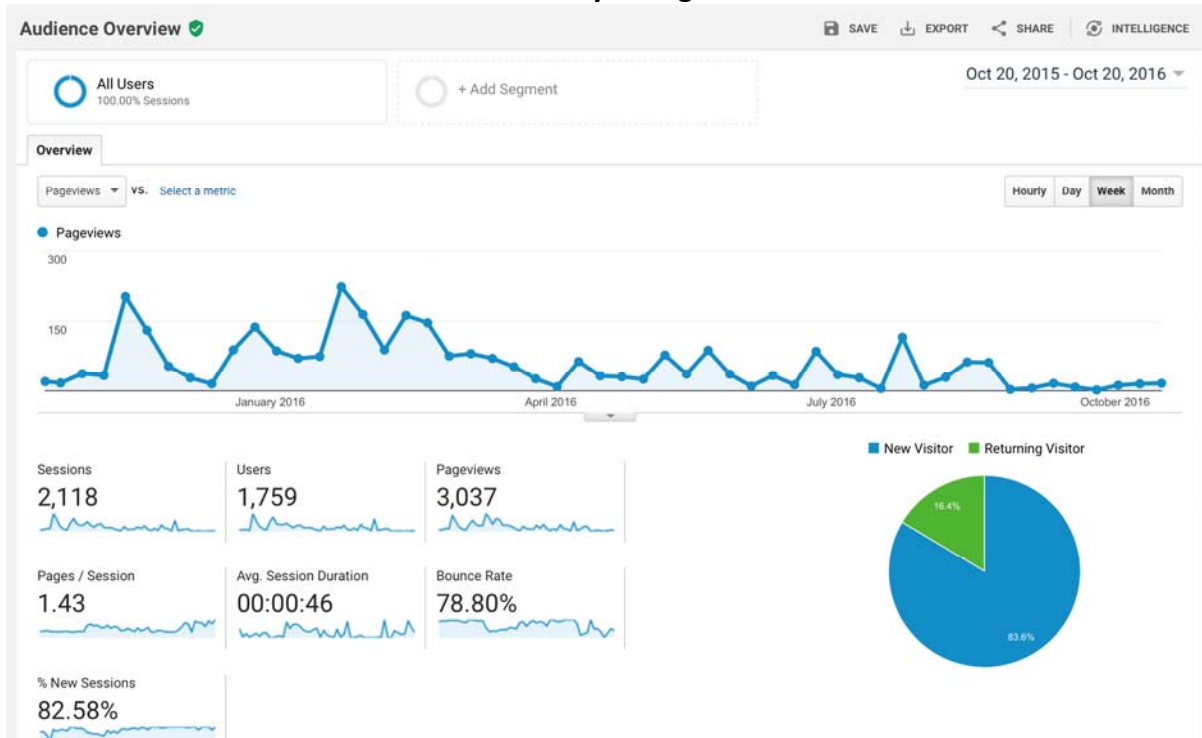
From Oct 2007 to Sept 2008 we had 5,000 visits and 20,000 hits

From Oct 2016 to Sept 2017 we had 77,000 visits and 330,000 hits

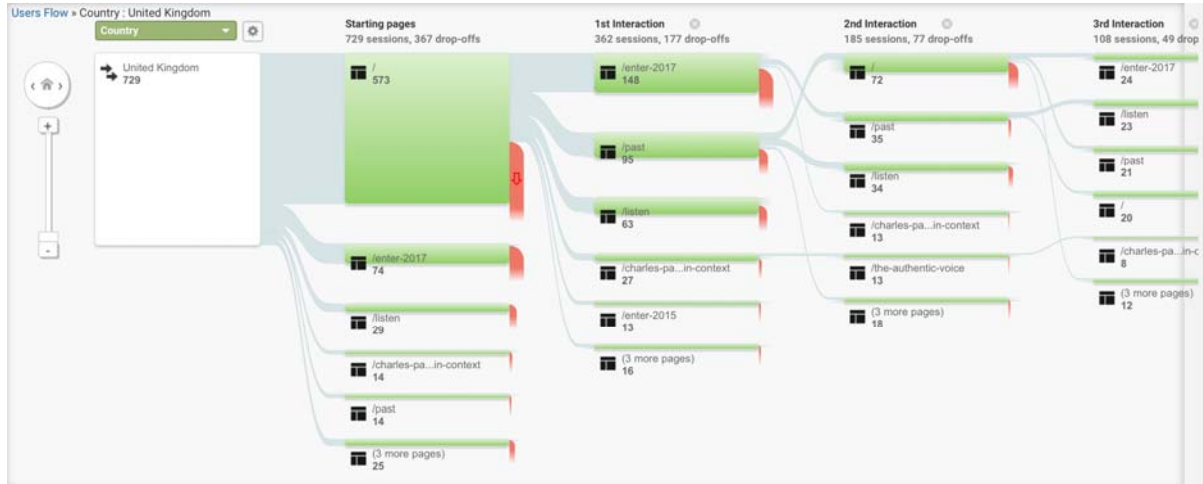
So in general activity has increased fifteen-fold over the last nine years. Maximum activity is in January, presumably because of announcements about the Charles Parker Day. Here is a graph of activity since January 2016.



Charles Parker Prize Website Analytics – Oct 2016 – Oct 2017: Jimmy Ewing



Audience/ User flow (the movement of users through the site).



GEO

Country	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	1,208 % of Total: 100.00% (1,208)	62.33% Avg for View: 62.33% (0.00%)	753 % of Total: 100.00% (753)	41.89% Avg for View: 41.89% (0.00%)	2.21 Avg for View: 2.21 (0.00%)	00:02:08 Avg for View: 00:02:08 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00
1. United Kingdom	733 (60.68%)	57.98%	425 (56.44%)	43.79%	2.37	00:02:21	0.00%	0 (0.00%)	\$0.00
2. Russia	137 (11.34%)	3.65%	5 (0.66%)	3.65%	2.00	00:05:52	0.00%	0 (0.00%)	\$0.00
3. United States	109 (9.02%)	96.33%	105 (13.94%)	63.30%	1.89	00:00:12	0.00%	0 (0.00%)	\$0.00
4. (not set)	50 (4.14%)	98.00%	49 (6.51%)	12.00%	2.70	00:00:00	0.00%	0 (0.00%)	\$0.00
5. South Korea	30 (2.48%)	100.00%	30 (3.98%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00
6. Brazil	20 (1.66%)	100.00%	20 (2.66%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00
7. Germany	20 (1.66%)	100.00%	20 (2.66%)	20.00%	2.60	00:00:03	0.00%	0 (0.00%)	\$0.00
8. Austria	18 (1.49%)	100.00%	18 (2.39%)	0.00%	3.00	00:00:00	0.00%	0 (0.00%)	\$0.00
9. France	15 (1.24%)	80.00%	12 (1.59%)	26.67%	2.40	00:00:14	0.00%	0 (0.00%)	\$0.00
10. Italy	15 (1.24%)	93.33%	14 (1.86%)	46.67%	2.00	<00:00:01	0.00%	0 (0.00%)	\$0.00