



Chairman's Blog February 2020

The Directors were pleased to greet many Shareholders to the AGM on 25th January 2020.

I, as Chair, was even more delighted with the positive reaction of the Shareholders to the matters reported.

Tribute was paid to the late Anne Hudson, founder of the 500 Club in 1993, for her 27 years of unstinting support of Number 63. The 500 Club, a legacy to Anne, continues under the stewardship of Pat Dale and still supported by Andrew Hudson.

Tribute was also paid to the loyal administrator of the 2000 Club Hilary Preston who gave outstanding service over many years. Penny Etherington, SI Plymouth, replaced Hilary as administrator in March 2019.

It was a pleasure to announce and introduce to the Shareholders the newly appointed Share Registrar, Alison Cramer. She is smart and proficient and has already mapped the age profile of shareholders at my request.

It is clearly evident that few of the new and younger members recruited locally, nationally and internationally are committed to supporting No 63 with the exception of recently chartered SI Salisbury, where purchase of 63 shares appears to have been mandatory, due to the influence of Director Liz Batten.

Generally it is of concern that No 63 is not attracting newer members please at Club and Region level encourage these members to become shareholders and to frequent No 63.

The Board is most grateful to Director Giselle for acting as Share Registrar for nine months, thank you Giselle.

Shareholders remain critical that they can "never book" a room at No 63 because of high occupancy figures of 90%+.

For a trial period the Board will block off two rooms, (one single one twin), for the exclusive use of Shareholders, after six months there will be an evaluation undertaken.

Immediate Past Federation President and Patron Sue was loyal to No 63 in the role of Patron 2019.

Sue raised the profile of No 63, she delivered the role specification beyond the call of duty, she even manned the No 63 stand at the International Convention in Kula Lumpur.

It was a pleasure to welcome Federation President Isobel in her role as Patron 2020 and she was encouraging in her address to Shareholders.

In addition it was a pleasure to announce that International President Sharon Fisher has accepted the invitation to become International Patron of No 63.

The recruitment of Maintenance Consultant Derek Jeffrey by Director Barbara has had a major impact in the reduction of maintenance costs and environmental sustainability.

Trip Advisor, depending on where one sits, is either heaven or hell! For No 63 it is both with many positive experiences from guests being reported.

Alas regrettably one negative experience has been reported by a guest residing in the room with the infamous chemical toilet.

The Board plans to upgrade rooms 101,102 and 104 during 2020, this will mark the demise of the much commented on toilet in room 101.

In addition the sitting room, reception area ,bar, servery, the TV room and the IT hub will be upgraded during 2020.

The estimated costs are high thus the continued support of shareholders and potential shareholders will be appreciated.

The accounts presented by the Director of Finance Kay Linnell showing a profit for the year were accepted. The Board will continue to focus on enhanced sales , in particular of food and beverages, whilst sustaining 90%+ occupancy, despite the challenges of the business.

Finally, the Number 63 Gin was launched, the reaction 'magical quality with outstanding presentation'. The gin is described as 'zesty with floral overones' and the label is beautiful . The Board is grateful for the unique design by Barbara Jeremiah, a cherished and loyal friend of Number 63 over many years.

Please purchase £30 plus postage and packaging, a truly Number 63 initiative ,not that Soroptimists are known for their liking of gin!!!
Enjoy ,Ann.



Ann Garvie
Chairman