

CHELSEA ARTS CLUB

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1st April 2009

Dear Members

I hope I am going to be a small ray of sunshine when I say that despite the many 'hits' we have taken this year—a second bad summer; the loss of business during the autumn's building work; the understandable reluctance of members to buy expensive wines when our cheaper wines are so good, and the loss of interest on our deposits—it looks as if we are going to do slightly better than our overall long standing target of earning 2–4% of turnover.

The Board therefore accepts that we need to increase our subscriptions by only 1.5% and our trading prices by only 2% to achieve a similar result next year, even after giving our hard working staff a rise large enough to cover the 3% increase in the consumer price index. The only exception to this is that we will have to charge substantially more for wines from areas whose currency has appreciated against the pound. The House Wines will be increasing to £9.90. We will be sourcing more wines from 'low currency' areas.

In the course of their discussions, some Board Members said we were in danger of becoming too cheap. It is generally held that if you price low, you are describing yourself as being worth little. I hope you will not fall into this mental trap. We can charge less not because we charge a sub (this enables us to serve you to the exclusion of the public) but because we have made being cheap the central objective of our management of the Club, subject to maintaining the building, paying our staff well and building up reserves for the future, all of which we are doing. To raise our prices merely 'to keep up appearances' would be a contradiction of everything we have succeeded in doing: having the lowest prices of any Club in London, or indeed of any similar facility in London. Everything we do is now priced in the lowest quartile of all its equivalents in London and often the lowest decile. Only 2% of the restaurants in Harden's Guide are cheaper than the dining room at lunchtime.

On top of this, the things we have done to support the momentum of and interest in the Club especially during the tedium of winter—the exhibitions, the life drawing, the special dinners, the Balls & Bops, the Sunday 'classical' evenings, the Saturday lunches, the Saturday evening music, the literary and film events on Mondays, the various sporting societies and other entertainments—have taken on an unstoppable life of their own. All these things are done largely by individual enthusiasts among the Members. I regret greatly that there are now so many of them that were I to attend them all, I could do nothing else.

This year, after a year of continuous upheaval, first with Menno's works in the garden, and then with my work in the bar, I intend to innovate as little as possible. I aim to maintain everything as it always has been, or at least as you think it always has been, as the best Club in London, and to pray effectively for the Sun to Shine this Summer!

With many thanks for your continued support, and prayers too!



CHELSEA ARTS CLUB

MEMBERSHIP RENEWAL FORM 2009/2010

PLEASE USE BLOCK CAPITALS. PLEASE RETURN THIS FORM EVEN IF YOU PAY NO SUBSCRIPTION.

NAME _____

ADDRESS _____

_____ Postcode _____

TELEPHONES: Evening _____ Day _____

Mobile _____ Email _____

Website _____

DATE OF BIRTH: _____ (Conscientious objectors permitted)

SUBSCRIPTION: I am renewing my Membership as (*please tick*)

Town Member (£460)

Country Member (£320)

Overseas Member (£290)

Junior Member (under 30) (£180)

Retired Member (Aged 65 with 15 year membership subject to the permission of the Council, please write to the council of the Club to request this)

Elected Life Member

Subscribing Life Member

Honorary Member

Ex-Officio

N.B.: All Honorary Memberships except *ex officio* Honorary Memberships are for one year only.

I wish to continue my Spouse Membership at a cost of one half of my partner's subscription. (You must have already been elected a spouse member to do this. To be eligible for spouse membership you have to apply in your own right).

PAYMENT: I am already paying by Direct Debit I wish to pay by Direct Debit

Annually

Quarterly

Monthly

Please debit my credit/debit card

(only for overseas members who do not have a UK bank account)

Card type _____ Valid from _____ Valid to _____

Card No. _____ Issue No. _____

Security No. _____ (the last 3 digits of number on the reverse of your card, if you have an Amex the security number is found on the front of the card and is 4 digits)

None of the above

Please select here if you want a receipt for tax or VAT purposes.

The Artists General Benevolent Institution and the Chelsea Arts Club Trust.

The Club now supports two charities. Roughly speaking the first supports Artists who have fallen on hard times; the second supports young people with scholarships.

Please give as generously as you can. We will collect on your behalf by the same means as you pay your sub.

I would like to donate £_____ to the AGBI and £_____ to the Chelsea Arts Club Trust

Name _____

Address _____

I am a UK taxpayer. Please treat all donations I make to Chelsea Arts Club AGBI as Gift Aid donations.

It doesn't matter what rate of tax you pay as long as you pay an amount of income or capital gains tax (e.g. Tax on savings, investments and pensions) equal to the amount of tax we claim back. Please remember to inform us of any change to your tax status.

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YEARBOOK:

- I wish to have _____ copies of the yearbook at £12.50 (inc. vat)
 I wish to have 10 copies of the yearbook for £99.00 (inc. vat)
 I wish you to send them to me at a cost of c.£5.00 for the first copy, an extra c.£2.50 for every extra copy, thereafter in the UK, c.£6.50 in Europe per yearbook and c.£12.00 per copy elsewhere. Those who order 10 or more copies, will have their name on their Birthday included if they note their Date of Birth here:

Birthday information must reach the office by May 15th 2009.

*N.B. We will charge you for this order by the same means as you have paid your subscription.
Delivery is scheduled for the 1st November.*

SERVICES:

We intend to provide both in the Yearbook 'Yellow Pages' and on the Internet Noticeboard a comprehensive list of anything that you might be doing which might be of use to other members or to the general public. Please tell us in 50 words the service you wish to offer them:

*Please ensure we have this information by May 31st 2008. Please include a contact no. _____
You must order a year book in order to be included. Once you have an ad with us we shall repeat it until further notification.*

SEASON TICKET FOR EVENTS:

I would like to purchase a season ticket for 20 Sunday night events to be specified:

- Single £60
 Double £110

You might like to support these events even if you cannot come to all of them.
All proceeds minus VAT go to the performers.

INTERESTS:

Please underline your interests to enable us to keep you informed of what particularly interests you:

Life Drawing (Please underline if you would like to participate in a life drawing class at the Royal Academy on Mondays at 5.30pm)

Club dinners, Balls, Artist Lunch, Literary Evening
Snooker, Ladies Snooker, Chess, Backgammon, Bridge,
Film, Jazz, Singing, 'Classical' Music, Opera, Poetry,
Cricket, Rowing, Walking, Tennis, Sailing, Classic Cars

UNIQUE PLACES:

Is there a unique place or experience, preferably one inexpensive and not generally known, that you would like to recommend to your fellow members for inclusion in the Purple Pages of the Year Book?

CHELSEA ARTS CLUB



INSTRUCTION TO YOUR BANK OR BUILDING SOCIETY TO PAY BY DIRECT DEBIT

Please fill in the whole form using a ball point pen and send to:

Originator's Identification Number 959010

THE CHELSEA ARTS CLUB
143 Old Church Street
London SW3 6EB

Please pay the Chelsea Arts Club Direct Debits from the account detailed in this instruction subject to the safeguards assured by the Direct Debit Guarantee.

Name (s) of Account Holder (s)

I understand that this Instruction may remain with the Chelsea Arts Club and, if so, details will be passed electronically to my Bank/Building Society.

Account Name _____

Name and full postal address of your Bank or Building Society

Bank/Building Society account number

To: The Manager _____
_____ Bank/Building Society

Address _____

Branch Sort Code

_____ Postcode _____

Signature (s):

_____ Date _____

Banks and Building Societies may not accept Direct Debit Instructions for some accounts

For Chelsea Arts Club Office use. *This is not part of the instruction to your Bank or Building Society*

Account Name _____ Originator's Reference _____
Membership Category _____ Frequency of Payment _____ First Payment Date _____

DIRECT DEBIT GUARANTEE



This guarantee should be detached and retained by the payer

- ◆ The guarantee is offered by all Banks and Building Societies that take part in the Direct Debit Scheme. The efficiency and security of the Scheme is monitored and protected by your own Bank or Building Society.
- ◆ If the amounts to be paid or the payment dates change the Chelsea Arts Club will notify you ten working days in advance of your account being debited or as otherwise agreed.
- ◆ If an error is made by Chelsea Arts Club or your Bank or Building Society, you are guaranteed a full and immediate refund from your branch of the amount paid.
- ◆ You can cancel a Direct Debit at any time by writing to your Bank or Building society. Please also send a copy of your letter to us.