

REPORT TO CLUB COUNCIL 20th July 2016

I have now had opportunity to collate the output from the re-Visioning session held on 11th April.

The table below shows the comments made under each of the three headings. Those items in FULL CAPS are the points raised during the open discussion, ranked in order of the number of red dots received. Those in sentence case are the comments that came out from the group discussions.

MEMBERSHIP

- 4 CONTINUE WITH & PUBLICISE OUR ACTIONS IN THE COMMUNITY
- 3 BE MORE FLEXIBLE IN OUR APPROACH
- 2 ENCOURAGE ASSOCIATE MEMBERSHIP
- 2 MAKE MORE USE OF LOCAL MEDIA
- 2 START A SATELLITE CLUB
- 2 TARGET U3A MEMBERS AGAIN
- 1 BE POSITIVE ABOUT WHAT WE ARE AND WHAT WE DO
- 1 DEVELOP PERSUASIVE SELLING POINTS FOR OUR CLUB
- 1 DISCOUNT FOR PENSIONERS
- 1 EMPHASISE ENJOYMENT OVER FUND RAISING
- 1 INTERACT MORE WITH OTHER ROTARY CLUBS
- 1 MAKE EVERYONE FEEL WELCOME
- 1 MORE INTERESTING SPEAKERS
- 1 PARTNERSHIP WITH OTHER GROUPS FOR FUNDING & ACTION
- 1 RECRUITMENT AN IMPORTANT ISSUE
- LOOK AT COST OF CAPITATION AND EXPLAIN WHERE IT GOES
- INVITE OTHER GROUPS PERIODICALLY
- LOOK AT COST OF ROTARY
- SATELLITE CLUB NOT FOR US
- RESTORE SGT AT ARMS
- SATELLITE CLUB FLEXIBILITY
- MEET LESS OFTEN
- PUBLICISE/PROMOTE FELLOWSHIPS
- WEAR ROTARY BADGE AT ALL TIMES
- TARGET YOUNGER MEMBERS (For Progression)
- REVIEW MEETING TIMES ETC
- CONSIDER TRYING OTHER VENUES

PROGRESSION:-

- More active members
- More able members
- Satellite Club
- Article for local media with other clubs

FLEXIBILITY:-

- Monthly Subs
- Meeting requirements

CONTINUE TO PUBLICISE WHAT WE DO

- U3A Magazine
- Holbrook News
- Parish Councils
- Local Freebee
- Local Radio

CLUB ADMINISTRATION

- 4 RELATIONSHIPS WOTH OTHER BODIES
- 4 REVISIT COMMITTEES
- 2 MORE WORKING/SOCIAL EVENTS WITH OTHER CLUBS
- 1 CHANGE FORMAT OF MEETINGS
- 1 IMPROVE ROTARY PUBLICITY
- 1 MEAL/MEETING SEPARATED (Emphasise different starting times)
- ONE COURSE MEAL/COFFEE
- REVIEW MEAL OPTIONS
- DO WHAT WE SAY WE ARE GOING TO

Emphasise meal/no meal option, start time of meeting post meal

Committees:-

Community/Vocation/Youth
Membership - admin & retention/promo
International/Foundation

Other Bodies:-

Social/fun events (not focussed on £) e.g. Scouts
Jobs Fair
Morrisons - Santa
New B&M + Liddle/Aldi
Mayor's Charity - Sanata Grotto
Leisure Centre
BPI
Strutts - used by other groups
Invite U3A to our day at Derby Cricket
High Value prize lottery eg weekend away

CLUB PERCEPTION IN THE COMMUNITY

- 8 LOOK FOR HIGH PROFILE OPPORTUNITIES
- 3 MAINTAIN THE WORK WE DO WITH SCHOOLS
- 2 MOCK INTERVIEWS - CONTINUE WITH INCREASED PUBLICITY
- 2 RE-INSTATE THE POP-IP BANNERS
- 1 FIND AND PUT UP ROTARY WHEEL OUTSIDE OUR MEETING ROOM
- CONTINUE WITH CYCLING PROFICIENCY

Great Deal Achieved

Pride of Belper
Litter Picks

Continued Work with Schools

Mock Interviews
Uniform Groups
Trefoil - Scouts & Guides
Continue to attend local fêtes
Working with local Youth uniform groups
Pride of Belper
Mock Interviews
Larks In The Park
Improve Media Coverage
Santa Sleigh
Christmas Collections

The next step is to incorporate these ideas/comments into the main plan, which I will aim to do for the next Business Meeting, when hopefully we can spend a reasonable amount of time discussing the plan.

I would then propose that, given the desire to return to a Committee structure, the Committee Chairs are “charged” with making sure the elements are actually implemented. There is a big commitment in terms of Membership, and perhaps we need to think how that is going to be supported. Perhaps we need to split Membership in some way. One thought is that we create a PR Committee (headed by John Scotney) which includes somebody who is can take on Social Media, and devoting time to exploiting alternative media to publicise our activities beyond Belper & Duffield.

Nick Blurton
12/07/2016