



# Helensburgh & Lomond Area Committee

## Membership Strategy

<b>Owner</b>	<b>Helensburgh &amp; Lomond Area Committee</b>
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<b>Website</b>	<b>November 2013</b> <i>Website Updated: November 2019</i>

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## **1. Aim of this strategy**

- 1.1 The primary aim of this Strategy is to promote Membership of Argyll Community Housing Association (ACHA) in the Helensburgh & Lomond area.

## **2. Objectives**

- 2.1 The Aims will be achieved through the following actions:

1. Advertise membership in the Tenants Newsletter
2. Continue to include good quality information to tenants via the New Tenant Sign up process and the New Tenants Welcome Pack
3. Promote membership at the New Tenant Settling in Visit
4. Open Area Committee meetings to the public
5. Promote attendance at Area Committee meetings via advertisements:
  - a. Community magazine
  - b. Tenants Newsletter
  - c. ACHA Website
  - d. Social Media
6. Develop a survey and issue to current Members of ACHA within the Helensburgh & Lomond Area to ascertain what encouraged them to become a Member
7. Develop a survey and issue to Members who attend the AGM, to ascertain what encouraged them to attend
8. Review the current Membership List for the Helensburgh & Lomond Area, and ascertain areas to target
9. Review the benefits on becoming a Member of ACHA

## **3. Background**

- 3.1 At the Area Committee Chair's Working Group it was agreed that Area Committees should be responsible for the promotion of shared membership.
- 3.2 The Working Group further agreed that each of the four Area Committees should develop a local Membership Strategy.

## **4. Financial Costs**

- 4.1 The costs in implementing the above initiatives are to be met from the relevant Area Committee budget.

## **5. Performance Monitoring & Reporting**

- 5.1 Membership will be discussed regularly at the local Area Housing & Neighbourhood Services Team meetings and reported to the Area Committee.
- 5.2 Membership statistics will be reported to the Area Committee.
- 5.3 Outcome information obtained from the Surveys will provide direction and an Action plan will be developed to monitor these outcomes.
- 5.4 Monthly Memberships will be closely monitored in order to assess the impact this strategy has on take up.
- 5.5 Feedback will be given to Communities via the Area Committee minutes, Website and Tenants Newsletter

## **6. Review of Strategy**

- 6.1 This Strategy will be reviewed annually by the Helensburgh & Lomond Area Committee.

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## Appendix 1 – Membership Strategy Action Plan

Last updated 14<sup>th</sup> November 2019

Task	Action Plan	Assigned to	Traffic Light
Continue to Advertise Membership in the Tenants Newsletter	Ongoing	H&L Area Committee  <i>Complete</i>	
Continue to include good quality information to tenants via the New Tenant Sign up Process and the New Tenants Welcome Pack	Ongoing	Regional Manager  <i>Complete</i>	
Continue to Promote membership at the New Tenant Settling in Visit	Ongoing	Regional Manager  <i>Complete</i>	
Open Area Committee meetings to the public	Ongoing	H&L Area Committee  <i>Complete</i>	
Consider meeting venues in various locations within the H&L area in order to be as accessible as possible	Reviewed annually	H&L Area Committee  <i>Complete</i>	
Promote attendance at Area Committee meetings via advertisements: <ul style="list-style-type: none"> <li>• Posters in public areas</li> <li>• Local press</li> <li>• Community magazine</li> <li>• Tenants newsletter</li> <li>• Social Media (May &amp; December)</li> </ul>	Ongoing  Administrative Officer to co-ordinate prior to each scheduled meeting	Admin Officer	

Consider Attendance at Annual Community Events	Agreed at the beginning of each year	H&L Area Committee  <i>Complete</i>	
Develop a survey and issue to current Members of ACHA  Analyse the survey results	Complete	H&L Area Committee  <i>Complete</i>	
Review the current Membership List for the H&L area, and ascertain areas to target	Complete	<i>Lomond Area Committee to review List during 2013/14</i>	
Develop a survey and issue to Members of ACHA who attend the Helensburgh & Lomond AGM  Analyse the survey results	Complete	H&L Area Committee	
Review Membership Leaflet produced by Mid Argyll & Kintyre Area Committee.  Approve Leaflet for Helensburgh & Lomond	Complete	H&L Area Committee	
Develop Action Plan following the results of the AGM Survey.	Complete	H&L Area Committee	
Review of Membership Statistics for Helensburgh & Lomond Area  Obtained data on number of members. Analyse number of new members per year, and number leaving each year	Ongoing	H&L Area Committee	
Promote Membership & and the Area Committee via letters pages in local newspapers	Ongoing	H&L Area Committee	

