



# Mid Argyll & Kintyre Area Committee

## Membership Strategy

<b>Owner</b>	<b>Mid Argyll &amp; Kintyre Area Committee</b>
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<b>Review Period</b>	<b>14<sup>th</sup> November 2012, 9<sup>th</sup> January 2013, 12<sup>th</sup> March 2013, 8<sup>th</sup> May 2013, 10<sup>th</sup> July 2013, 6<sup>th</sup> December 2017; 28<sup>th</sup> November 2018, 27<sup>th</sup> November 2019</b>
<b>Final Review Date by Area Committee &amp; Sign Off</b>	<b>27<sup>th</sup> November 2019</b>
<b>Date Submitted to Senior Management Team</b>	<b>22<sup>nd</sup> August 2013</b>
<b>Date Submitted to Board of Management</b>	<b>5<sup>th</sup> September 2013</b>

## Contents

Section	Detail	Page
Section 1	Aim of this Strategy	3
Section 2	Objectives	3
Section 3	Background	3
Section 4	Financial Costs	3
Section 5	Performance Monitoring & Reporting	3
Section 6	Future Strategy Review	3
Section 7	List of Appendices	4

## **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 Mid Argyll & Kintyre area.

## **2. Objectives**

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

1. Review the current Membership List and establish gaps across the area
2. Promote Membership at local events, if attended by ACHA
3. Continue to promote Membership through:
  - Tenants Newsletter
  - ACHA Website
  - Social media

## **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 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 Monthly Memberships will be closely monitored in order to assess the impact this strategy has on take up.
- 5.2 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 Mid Argyll & Kintyre Area Committee.


## List of Appendices

Appendix	Detail	Page
Appendix 1	Action Plan	5

**Appendix 1 – Membership Strategy Action Plan  
(last updated November 2019)**

Task	Action Plan	Assigned to	Traffic Light
Attendance at Annual Community Events	Agree at the beginning of each year the Events the AC will attend	<i>MAK Area Committee – attending Inveraray Highland Games &amp; Kintyre Agricultural Show</i>	
Advertise Membership in the:  Tenants Newsletter Social Media ACHA Website	Ongoing	<i>MAK Area Committee – Advertised in the Winter 2012 Newsletter</i>	
Review the benefits on becoming a Member of ACHA	Complete	<i>MAK Area Committee – completed March 2013 – Awaiting Policy Committee to Approve at August Meeting</i>	
Consider “Free” Membership	Complete	<i>HRCS confirmed this was not possible</i>	
Write to Chamber of Commerce and Rotary Club to reach the wider community	Completed. No response from letter received to date.	<i>MAK Area Committee – letter developed. Awaiting new leaflet before issuing</i>	

Task	Action Plan	Assigned to	Traffic Light
Area Committee Members to review the current Membership List for the MAK area, and ascertain areas to target.	Agreed no further action at this time.	<i>MAK Area Committee to review List during 2013/14</i>	
Produce a Survey for completion at the Annual General Meeting	Completed		
Analyse survey results from the recently completed survey at the AGM	Completed. No further action required as a result of the survey.		
Press release to promote Membership Strategy	Completed and appeared in newspaper	<i>J Shaw to produce draft for AC approval</i>	
Mail Shot to all tenants in MAK Area to see if they would want to become a Member of ACHA	Members do not believe this is cost effective, and therefore, will not be considered in the MAK area.  November 13		
Staff to promote Membership via issuing of Card when visiting tenants	Complete  Approved at November 13 meeting.		
Survey current Members in MAK to establish how we could encourage attendance at the AGM	Complete		
Following survey of current Members in MAK, Members to review response and agree any outcomes	Complete		

Task	Action Plan	Assigned to	Traffic Light
<p>Recruitment Strategy to increase membership of MAK Area Committee, including:</p> <ul style="list-style-type: none"> <li>• Letters issued to all MAK Tenants/Members</li> <li>• Leaflets/emails/text messages sent to all MAK tenants</li> <li>• Letters to local organisations such as Chamber of Commerce, Rotary Club, Round Table and Community Council's</li> <li>• Promotion at local High Schools to pupils 16 and above</li> <li>• Advert in the local paper, promoting the benefits of being a Member of ACHA</li> <li>• Advert via ACHA Facebook page</li> <li>• Posters and fliers distributed by staff and current AC members</li> <li>• AGM letter reworded to simplify process</li> </ul>	<p>Complete</p> <p>Recruitment Strategy carried out during 2018.</p> <p>Increased membership during 2018 which allowed for MAK Area Committee to continue in operation.</p>	Yvonne Angus	
<p>Promotion of ACHA membership and Area Committees</p>	<p>Ongoing</p> <p>Promotion of membership at the Tenants Conference each year</p>	Yvonne Angus	