



# Helensburgh & Lomond Area Committee

## Membership Strategy

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| <b>Owner</b>  | Helensburgh & Lomond Area Committee   |
| <b>Author</b>   | Yvonne Angus, Regional Manager  |
| <b>Review Period</b>                                      | 15 <sup>th</sup> November 2012 , 17 <sup>th</sup> January 2013, 14 <sup>th</sup> March 2013, 2 <sup>nd</sup> May 2013, 4 <sup>th</sup> July 2013, 19 <sup>th</sup> February 2014, 4 <sup>th</sup> September 2014 , 3 <sup>rd</sup> September 2015, 1 <sup>st</sup> September 2016, 2 <sup>nd</sup> November 2017, 1 <sup>st</sup> November 2018 |
| <b>Final Review Date by Area Committee &amp; Sign off</b> | 4 <sup>th</sup> July 2013   |
| <b>Date Submitted to Senior Management Team</b>           | 22 <sup>nd</sup> August 2013  |
| <b>Date Submitted to Board of Management</b>              | 5 <sup>th</sup> September 2013  |
| <b>Website</b>  | November 2013<br><i>Website Updated: November 2018</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
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

5.6 The positive and negative financial impact of this strategy will be reported to the Board of Management on a yearly basis.

## **6. Review of Strategy**







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







## List of Appendices



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## Appendix 1 – Membership Strategy Action Plan

Last updated 19<sup>th</sup> February 2014

| Task   | Action Plan   | Assigned to                               | Traffic Light   |
|--|---|---|---|
| Advertise Membership in the Tenants Newsletter   | Develop script for Winter Newsletter  | H&L Area Committee<br><br><i>Complete</i> |    |
| Continue to include good quality information to tenants via the New Tenant Sign up Process and the New Tenants Welcome Pack  | Regional Manager to discuss with Area Teams and report back progress at AC meetings | Regional Manager<br><br><i>Complete</i>   |    |
| Promote membership at the New Tenant Settling in Visit   | Regional Manager to discuss with Area Teams and report back progress at AC meetings | Regional Manager<br><br><i>Complete</i>   |   |
| Open Area Committee meetings to the public<br><br>Advertise Director in attendance   | Discuss and agree at September 12 meeting   | H&L Area Committee<br><br><i>Complete</i> |  |
| Arrange meeting venues in various locations within the H&L area in order to be as accessible as possible   | Discuss and agree at September 12 meeting   | H&L Area Committee<br><br><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> </ul> | Administrative Officer to co-ordinate prior to each scheduled meeting               | Admin Officer<br><br><i>Complete</i>      |  |

|  |  |  |   |
|--|--|--|---|
| Attendance at Annual Community Events  | Agree at the beginning of each year the Events the Area Committee will attend  | H&L Area Committee<br><br><i>Complete</i>                  |    |
| Develop a survey and issue to current Members of ACHA<br><br>Analyse the survey results                                    | Develop questions for Survey   | H&L Area Committee<br><br><i>Complete</i>                  |    |
| Review the current Membership List for the H&L area, and ascertain areas to target   | List to be provided (with names removed) at November meeting to Committee Members<br><br>Update provided.<br><br><b>Members agreed to take no further action</b> | <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<br><br>Analyse the survey results    | Develop questions for Survey<br><br><b>Complete and analysis carried out.</b>  | H&L Area Committee   |  |
| Review Membership Leaflet produced by Mid Argyll & Kintyre Area Committee.<br><br>Approve Leaflet for Helensburgh & Lomond | Agree content of draft leaflet<br><br>re-badge to suit Helensburgh & Lomond Area<br><br>Submitted to Policy Committee for Approval                               | H&L Area Committee   |  |
| Develop Action Plan following the results of the AGM Survey.   | Area Committee Members to review during 2013/14.<br><br><b>Members agreed no action plan required.</b>   | H&L Area Committee   |  |

|   |   |                    |   |
|---|---|--------------------|---|
| Review of Membership Statistics for Helensburgh & Lomond Area                     | Obtained data on number of members. Analysed number of new members per year, and number leaving up to December 2013 | H&L Area Committee |  |
| Promote Membership & and the Area Committee via letters pages in local newspapers | D Prophet to draft letter<br>AC Members to approve<br>CEO to approve  | H&L Area Committee |  |

