

COUNCIL OF GOVERNORS' MEETING 5 MARCH 2014

MEMBERSHIP STRATEGY UPDATE AND 2014/2015 MEMBERSHIP TARGETS

- The Membership & Governance Sub Group is in the process of updating the existing Membership Strategy, which has been previously endorsed by the Council of Governors.
- The updated Membership Strategy will be presented to the Council of Governors later in the year.
- A draft Executive Summary is attached in order to give the Council of Governors an insight into the emerging, updated Strategy.
- The Membership & Governance Sub Group routinely reviews progress towards delivery of the annual membership targets. The Trust is on track to meet its overall 2013/14 membership target of 10,782.
- The Membership & Governance Sub Group is recommending a 2.5% (net) increase in all member constituencies for 2014/15, based on the final figures as at 31st March 2014. This level of increase is the same that was applied in 2013/14. The rationale behind this recommendation is that the proposed increase of 2.5% (net) reflects the Membership Strategy's commitment to focus on the *quality* of member engagement rather than an emphasis on the *quantity* of membership numbers.

Recommendations

The Council of Governors is asked to:

- Note the ongoing work on the development of an updated Membership Strategy by the Membership & Governance Sub Group.
- Receive a draft Executive Summary of the emerging, updated Strategy.
- Endorse the proposed 2014/15 membership targets.

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