

# Background

- Stable membership over the past few years
- But 2 members lost this year
- Last new member recruited 3 years ago.
- Majority of members are retired
- Average age must be c70years.
- Outcome with no new members?



# BOAT

(Barton Onward And Thriving)

## Remit

To consider the future of the Rotary Club of Barton-le-Clay taking account of the age profile of the Club and the lack of new members.



# Approach

1. Establish Group: Simon Wilden, Bob Knowles and Paul Biscoe
2. Involvement of Membership & PR committee
3. Investigate what other clubs/organisations are doing to stay vibrant, and consider whether there were lessons to be learned and examples to follow
4. Conduct a SWOT among Club members
5. Analyse results from SWOT and draw some conclusions
6. Presentation of results to Club



# SWOT

## [Strengths, Weaknesses, Opportunities, Threats]

Purpose of SWOT is to:

1. Encapsulate members perception/view of the Club today
2. Summarise what the Club is trying to do
3. Identify the required future actions.

Each member sent a form to complete.

Forms completed at business meeting or individually.

Group produced commentary based on results under headings:

Club membership; Club activities; Club meetings.



# Club membership

Recognised that:

- the Club not growing,
- recruitment slow and infrequent
- members ageing.

Activities initiated in response:

1. Foundation, Membership & PR committees now one
2. Contact with two other Clubs, Ampthill and Hitchin Priory, to identify what they are doing to retain/grow membership.
3. Investigate approach from another service organisation
4. Cards produced to collect details of those interested in Rotary.
5. "Thank you" cards produced for those who contribute to Santa's Sleigh and other events as a reminder of Rotary.



# Club activities

- Much of the activity undertaken by relatively few members.
- Good support for some activities; Santa's Sleigh & tree at The Bull
- Essentially a set routine of annual fund raising events, currently two, with few new ideas to publicise Rotary or raise money.
- Some recent initiatives focused on social events
- About a third of all funds raised are from members' own pockets.



# Club activities:1

Current committee structure does not help to “spread the load”

- members to support one activity often in another committee

Change committee structure to Project Teams

- focus on organising specific activities with all members that can contribute.

Project Team

- responsible for all facets of the activity with appropriate members involved.
- minimises situation where one person, often committee chairman, carries the load because essential support is outside his committee.



# Club activities:2

- Contact with District committees e.g. Youth, Foundation, be the responsibility of one person (spokesman).
- Spokesmen communicate information to/from members in the right way and at the right time.
- Any subsequent actions organised on Project Team basis.
- Avoids the contrived categorisation of activities under traditional committee headings.



# Club activities:3

- Potential disadvantage: loss of environment for new ideas which are usually associated with committees
- But ideas are usually from an individual, developed in committee, then endorsed by Council
- Overcome this by holding all Council meetings as part of the monthly business meeting?
- Traditionally, few agenda items so confidential to prevent “open” discussion. If there are any, Council would meet as “the Council” to discuss them.
- Hence, all members would be fully informed, able to discuss new ideas and organise appropriate Project Teams.



# Club meetings:1

- Recognised that Club is lively with a well-developed and quick-fire sense of humour.
- However, tendency on occasion for conversation when others are trying to communicate with members.
- This is discourteous and means poor communication, as not everything can be heard by everyone.
- Tighter discipline on this behaviour at relevant times should be sought so that information is heard and understood.
- However, whilst showing respect, this should not discourage the easy-going, friendly and informal nature of meetings enjoyed by members and visitors alike.



# Club meetings:2

- Full, varied and interesting programme of speakers for the past 10 years.
- Speakers key to meetings, but always a section for Club business.
- Business only be for urgent information and any critical updating.
- Business meetings should be used for Project Team discussions, Council meetings, progressing plans for upcoming activities, formal updates and most decisions involving members.



# Conclusions

- ❑ Increased membership will depend heavily on personal contact and recommendation
- ❑ Experience from other Clubs/organisations suggests 'persistence' once a contact has been made
- ❑ Current 'contact' and 'thank you' cards must be used at every event where Rotary is present
- ❑ Move to Project Teams and open Council meetings
- ❑ Club activities and events must be advertised and reported regularly and widely in a range of village magazines
- ❑ More emphasis should be given to new initiatives that raise funds and the profile of Rotary

