



Report from the Membership Committee Meeting of Tuesday 27th February 2024 at Carpenters Hall at 1130

Members Attending: Senior Assistant Janet Rivers (Chairman), David Adams (The Master), Charles Brooks (Upper Warden), Sandra Raine (Renter Warden), Past Steward Ken Newnham and Liverymen Jason Clark, and Dan Tranter.

In attendance: The Clerk

Apologies for Absence: Assistant Gary Wingrove and Lvy James Dalton.

Item 1: Membership Numbers

- The total number of Liverymen was 344, a figure that has been much the same over the last year although expected to increase by the end of the financial year.
- Pipeline: 39 - a record total. Most applications having come as a result of a recruitment drive by Steward John Wilson through his LinkedIn network.
- **Admissions panel:** extremely busy and on two days, interviewed 7 and 8 candidates respectively. In future it has been agreed that five candidates on any one day is enough.

The first block booking of Freedom ceremonies at the Guildhall took place on 14 February with 8 Company Freemen and their partners: this was an excellent opportunity to meet the Master, UW and Clerk and was felt to be a successful event (followed by drinks nearby), helping those shortly to be clothed to feel included and welcomed at an early stage. Further block bookings have been made.

Item 2: Reconciliation

- This three to four yearly, line by line reconciliation of names on the database against names on the accounting system, will report to the next meeting.

Item 3: Recruitment and Retention

Recruitment: Lvy. Clark stated that the aim of the Working Party was to create a 'culture of continuous recruitment' in the Company. And presented a draft recruitment letter and 'join us pitch notes' which had originally been developed by the WIL group. Once approved, it will go to all Liverymen, when appropriate, under the Master's signature.

Retention: The working group has condensed the ideas from the brainstorming into five main headings:

- Understanding our market; finding out what members are thinking and, in the process, engage with them.
- Specific ideas on ways we can involve our members.
- Ideas on ways to recognize our members to create a sense of belonging.
- Financial incentives to get members to remain / engage.
- Specific event ideas.

This group will be led by Lvy. Dalton who is also seeking two new working party members.

Item 4: WIL

- The Renter Warden outlined the many topics and actions covered in the February WIL group meeting and noted that WIL group numbers are approaching 50 which will be a point of celebration and communication.

Item 5: New Members

- **Induction for new members:** This will be held again at the Guildhall. It will start at 5pm and include only new Liverymen: canapes will be served at the start and introductions reduced to encourage more time for participants to contribute to discussion.
- **Integrating new Liverymen:** The chairman noted she will need to step back upon becoming a Warden and has already shortlisted Liverymen to take over running the scheme.
- **New members WhatsApp group:** There are only ten in the group and they use it occasionally. The trial will continue and be reviewed later in 2024.

Item 6: PPDS (Plumbing Professionals Development Scheme)

- Lvy. Tranter reported that the scheme was launched on 17th January. Mentors have been identified and will be matched with candidates and a first event organised. The first cohort of ten Plumbing Professionals will be invited to be a Company guest at the Annual Lecture.

Item 7: Corporate Membership

- As Asst. Wingrove had sent apologies, the Master reported on a recent meeting about Corporate Membership held with PM Hodkinson and the Clerk. There are currently six Corporates (from a peak of 11) this is unlikely to change in the short/medium term. Therefore, discussion focused on a new model of corporate membership, potentially with a wider range of smaller organisations each contributing a lower annual subscription, being invited to attend all Company events and perhaps one exclusive corporate event in a year.

Item 8: Terms of Reference

- Held over from the previous meeting: however, as a lot of work had been undertaken last year, it was felt to be fully fit for purpose and will not be an agenda item until the annual review in November.

Item 9: Strategy Day Priorities

- The Chairman tabled the list of membership strategic actions with suggested priorities attached which were agreed. The number one priority, 'attract and retain membership' was felt to lie at the back of all the committee sets out to do and many other priorities are already routinely addressed.

Senior Assistant Janet Rivers, Chairman