

The Gauge O Guild. Communication & Communication Group. Document 2.

Ideas and Actions for Improving Communications & Engagement - Project Plan Summary					
Item	What is the idea?	Why introduce this?	Who is involved?	When will it be done by?	Progress? Updated 28/01/2022
1. Implemented and being monitored					
1a	Have a new ideas portal	Ensure that as part of our engagement, members feel that they can offer ideas or suggest solutions to issues they may have.	Management Committee & Con Reps	Launched in the middle of 2021 and updated as new ideas arrive	*Implemented *A reminder to be included in the May 2022 Guild News
1b	Review the terms of membership	To give flexibility about when people join and how much they are charged. Rolling membership is ideal.	Membership, Finance & IT	COMPLETE Implemented September 2021	Rolling membership introduced on 1st September 2021 Renewal will be on the 1st of the month following the anniversary of the joining date. Members who joined after 1st March 2021 will be contacted and the terms of their membership will be changed so that it is for 12 months from the month in which they joined This is ongoing routine work with the membership team now.
1c	Provide a trial of membership benefits for people who might be interested in joining for a period of one month	Enables potential members to see the full range of membership benefits such as the website, wiki, product directory, Forum, events information, sales and wants and news items.	Membership & IT	Commenced in November 2021	Launched 06/11/2021 at the virtual show We need to get feedback from people who do not convert and questions are being devised to enable this

1d	More involvement of younger members	Ensure we appeal to different ages, genders, helping those of different skills and abilities	Management Committee, Con Reps and All Members	Commenced September 2021 Now ongoing	<p>*Two of our younger members attended the C & E Group in September 2021 to share what they hoped to get out of the Gauge O Guild and express what encourages them.</p> <p>*One younger member presented his small layout at the October 'Evening With' seminar</p> <p>*Another younger member is trying to start an O gauge club at his college in Scunthorpe</p> <p>*Images of younger members to be included on the website front page</p> <p>*Both say that friendly, encouraging fellow members is most important</p> <p>*Younger member demonstrating at Kettering</p> <p>*Member's grandson demonstrating at Doncaster</p>
1e	Ensure members feel involved in Guild Activities even if they cannot attend them	We have learned through virtual events that overseas members and those who cannot attend shows for whatever reason, feel that their membership is much more worthwhile now that they can participate in seminars and workshops on line and can watch the AGM via ZOOM	Events	<p>Virtual Activities started in 2020 but have developed further throughout 2021</p> <p>Commenced in 2020 & 2021 Ongoing in 2022</p>	<p>* 'An Evening With' will continue on 26th each month in 2022</p> <p>* Watching the AGM via Zoom and then having a Q & A session with the MC afterwards started in September 2021.</p> <p>*One big virtual show to be held every year in November</p>
1f	Increase the frequency of Guild News	<p>*The Guild often has News for members which occurs in between the quarterly publications.</p> <p>*More frequent News Updates will ensure timely communication and reduce adhoc bulk emails</p> <p>*Provide the ability to send out more frequent event, club & trader news.</p> <p>*Currently if you do not look at the website, you won't see news updates</p> <p>*This will be e-News (By Email and on website or both)</p> <p>*If members opt in to the system it will avoid members getting emails they do not want.</p>	Marketing & IT	Commenced in January 2022	<p>*Using 'Email News Updates' effectively for those who want them is much better than adding another line of communication</p> <p>*Email sent to all members explaining how to sign up to News Updates on 29th November.</p> <p>Reminder also sent</p> <p>*An extra 1000 members have opted in to the News Updates</p> <p>*Also explained in Feb 2022 Guild News so all members know what the news updates are and how to opt in to them</p>

1g	Share the Communications & Engagement report with Members	Ensures that all members know how they can communicate with us and us with them	Communications and engagement group on behalf of the MC	A review of what we have available for Communication and Engagement is uploaded to the website on 1st February 2022 with MC approval. This and the project plan together with the groups who will lead on implementation will also serve as evidence of the Communications & Engagement group work	Summary of the channels of communication and engagement plus, project plan of ideas uploaded. Implementation phase agreed with MC on 27th January 2022
2. In Progress					
2a	Increase exposure about the Guild in national magazines and on social media.	<p>*Increased visibility</p> <p>*Potential members can see how much we are doing and realise that things have changed and there is a fresh approach to becoming a dynamic organisation.</p> <p>*We need to do much more publicity & marketing with some one dedicated to this role.</p> <p>*We need regular adverts and editorials</p> <p>*We can explore digital flyers to go out with on line magazines and other ways of marketing the Guild</p>	Publications, Event & Marketing Teams	An advert for this volunteer or, volunteers who can share the role is in February 2022 Guild News	<p>*Ensure virtual events are frequently posted on social media and are listed in Railway Modeller each month</p> <p>*Press / publicity officer to be recruited in the February Guild News</p> <p>* RM Web & World of Railways will have advertising banners about our shows</p> <p>* November 2021 Railway Modeller included 'news' about what to expect from the virtual show and an introduction to the WIKI</p> <p>* New one month free trial of membership benefits put into the Railway Modeller in November 2021</p> <p>*Adverts about the 2022 shows will be in national magazines throughout 2022</p>

2b	Provide Con Reps with more tools to show the website content and other membership benefits	At multigauge and O gauge shows, the Con Reps are ambassadors and they need to show off <u>all</u> the benefits of membership. Wifi varies at different venues so, they could have a video about the benefits of membership, new booklets to give away and new banners	Con Reps & Marketing Team	Commenced 2021 and will be completed before 2022 shows	*Resources required by Con Reps have been requested and prepared for production *New 3 fold marketing brochure being printed (sponsored by Squires) *Welcome to O Gauge PDF loaded on 'What Membership Offers' page, given to Con Reps and sent to traders with Shops *Overseas Reps have sent their requirements too so that these can be dispatched from the UK if required or purchased in the home country and reimbursed *Con Reps to encourage members in their area to contact them for information about what is happening locally especially if members do not belong to Clubs
2c	Increasing the involvement of Overseas Reps by Zoom and by sending communication and engagement tools to them	Overseas members need to feel that they are benefitting from their membership and the overseas reps need to feel they have the resources they need	Overseas rep & Marketing	Commenced in 2021	The Overseas Rep has arranged Zoom sessions when possible. All overseas reps will get flyers; 3 folds and Welcome To O Gauge booklets plus the option to get their own pop up banner Overseas members are encouraged to submit their layouts and demonstrations for virtual events.
2d	Refresh the front page of the website	To make sure the Gauge O Guild appeals to all genders and age groups from any country Provide a really inviting shop window	Publications, marketing & IT	Draft ideas started November 2021	Menus have already been reviewed Ideas are being collated and reviewed Try to recruit a web content manager
2e	Make Principal Officers more visible	The lack of shows means that many members have not met the MC Members elected in 2020. 'Meeting' the key people who are managing an organisation is really important	Management Committee Ongoing work	Commenced September 2021	The Overseas Rep has arranged Zoom sessions when possible. All overseas reps will get flyers; 3 folds and Welcome To O Gauge booklets plus the option to get their own pop up banner Overseas members are encouraged to submit their layouts and demonstratio

2f	Include members on working groups so they feel they can contribute to 'change'	<p>*Inclusion / engagement / an opportunity to really listen to members</p> <p>*Create opportunities to include a diverse cross section of the membership</p> <p>*Get the ordinary members on committees to contribute and share their experience</p>	All sub committee chairmen	Commenced in 2021	<p>*Commenced in 2021</p> <p>*Members were part of the Code of Behaviour Group</p> <p>*Members are part of the Communications & Engagement Group</p> <p>*Members are part of the Marketing Group</p>
2g	To redesign the membership form	So that it provides us with much more information about the member, how they heard about us, their interests and their preferred method of communicating with them.	Marketing, membership & Con Reps	Questions are being formulated and discussions are under way about how the information submitted will be used to better inform new members about opportunities of interest to them.	<p>Membership form redesigned to accommodate rolling membership (Sept 2021)</p> <p>Tick box about News updates added to membership form (November 2021)</p> <p>A further redesign to gather more data is being discussed</p>
2g cont		Consider new membership software to support more flexible joining systems	Membership & IT	Minimum 6 - 12 months to review potential packages and trial them	<p>Early discussions underway</p> <p>The IT Team will need time to review any packages</p>
2h	Encourage members to do one to one engagement at local Model Railway Clubs and at shows when they are exhibiting layouts	<p>*If a Club has an O gauge layout and new OO club members join and show an interest in an O gauge project, then we would hope that those OO people are encouraged to participate, have a go, go to exhibitions with the O gauge layout and they may change scales.</p> <p>*If anyone is thinking of changing scale they often just need friendly encouragement to make the change and those members can also be ambassadors for the Guild and encourage a scale changer to join.</p> <p>*Young members really rated the reception they got from other O gaugers when we spoke to them</p>	Con Reps & All Members	Commenced in November 2021	<p>*Discussed in November Guild News</p> <p>*Con Reps to talk to club members about encouraging others into O gauge, taking new people to exhibitions with O gauge layouts, supporting them to build kits or give advise on RTR purchases</p>

2i	Produce a basic IT guide to ensure those who want to, know how to access all of the resources on the website. There could also be a button on the front page of the website which takes people to further information about the website (like an interactive map of what is where)	<p>The Guild is not just a Gazette and Guild News each quarter</p> <p>It has a huge amount of information on the website and numerous virtual activities and special interest groups but limited number of members use the website. Many have not given us email addresses so cannot log in to the website and will not get news updates</p>	Publications & IT	<p>*Potentially ready for May 2022 to include the latest website information</p> <p>*We must ensure it tells members why it is worth accessing what</p>	<p>*Front page design work first</p> <p>*Then, we need an IT tips and hints area on the website</p> <p>*Succinct IT Guide in paper version will potentially encourage more members to 'have a look'.</p>
2j	Share the Gauge O Guild strategy / vision with existing members and make sure it is visible to prospective members so that they know what the Guild is, what it aims to deliver, how it will deliver it and why it is worth joining	<p>*It shows members and prospective members what the Guild is about</p> <p>*It demonstrates that the new MC are more responsive and dynamic and open to change</p> <p>*It is good for communication & engagement</p> <p>* if we have a strategy, we know what we are communicating to people, why they should be engaged and have all the information for marketing purposes too.</p>	Management Committee	Part of continuous improvement plan	Currently being discussed with the MC