

New Mill Male Voice Choir – Membership Strategy on a Page




1. Background

1.1 Strategy Purpose.

- (a) define membership objectives,
- (b) provide guidance on their achievement
- (c) set out supporting organisational arrangements

1.2 Who We Are.

 A four-part male voice choir with approximately 60 members, formed in New Mill in 1991.

1.3 Our Ethos. To be welcoming and inclusive, irrespective of age, background, belief or identity.

1.4 What We Offer Our Members.

The health of our choir depends on the strength of what we offer our members.



2. Aim & Objectives

2.1 Strategy Aim. Putting choir membership onto a sustainable footing now and for the future.

2.2 Strategy Context. While the choir is close to its target strength: (a) it needs to balance across voice parts and (b) >65%* are 70+yrs – an issue for long-term viability.

2.3 Strategy Objectives.

Objective	Target	Gap	Owner
Strength	Total approx. 60	2 members	Mem Sec
Balance	approx. 15 in ea section	1 xT1 1 x B2	Recruit Sec
Age Profile	50% under 70yrs	9 x <70yrs*	Recruit Sec
Recruitment (a) Grow (b) Maintain	(a) 2 members (b) 4 pa	(a)+(b)	Recruit Sec

2.4 The Membership Offer. Any strengths and weaknesses we should consider?

3. Supporting Org.

3.1 Overview. Org to support delivery

3.2 Responsibilities.

Owner: Choir Committee.

Delivery:

(a) Membership Secretary

(b) Recruitment Secretary

(role & responsibilities: Annex B)

3.3 Annual Reporting.



Also, routine monthly activity updates

3.4 Review. 2¹/₂ years, (Q4 2026)

ANNEXES

A. Activity Guidance

For recruitment activity planning

B. Recruitment Secretary: Role & Responsibilities

Role: Leads on all aspects of recruitment. Committee lead on delivering the Membership Strategy Recruitment Objectives, working with the Membership Secretary, supported by Committee members and members of the choir.

Responsibilities:

1. Deliver Recruitment Objectives
2. Develop Recruiting Capacity
3. Support Induction Process

C. TFTH 2023: Project Evaluation

Succeeded in its Aim & delivered valuable lessons