



Provincial Grand
Lodge of Lincolnshire

Membership Strategy

“ Led Zeppelin was an affair of the heart. Each of the members was important to the sum total of what we were.

Jimmy Page



Lincolnshire Provincial Strategy and Operational Procedure for The Development of Membership

CONTENTS

- 1** Strategic imperative
- 1** Operational structure and deliver
- 2** Key stages, outputs, and challenges
- 2** Outcomes
- 3** Monitoring and Progress
- 3** Summary and Review
- 4** Appendix A: Points of contact
- 5** Appendix B: Duties of PMO
- 5** Appendix C: Duties of Area and Centre Reps

STRATEGIC IMPERATIVE

This document sets out measures to address falling membership numbers within the Province of Lincolnshire. Diminishing membership numbers could well be considered as the greatest **threat** to Freemasonry's future.

This strategy is for the information of the 'rulers' of freemasonry in Lincolnshire and as a guide for those closely involved in implementing the pathway. Specifically, this strategy considers the attraction of new members rather than focussing on retaining members, but clearly these issues are closely linked. Falling membership numbers is a national threat recognised by Grand Lodge who have commissioned the production of a Membership Pathway to inform provinces and lodges of suggested approaches to address the issue.

The Province of Lincolnshire is committed to this approach and fully supports and has adopted implementation of the pathway. This document seeks to set out a strategy and way forward for the Province to address this issue by means of the pathway.

The Province is fully aware of the independent nature and sovereignty of individual lodges but is also aware of its leadership role in securing a healthy future for lodges in Lincolnshire.

It is recognised that the pathway provides a broad and very comprehensive 'framework' rather than a strict set of rules to follow but acknowledges the principles it contains have been demonstrated to be successful.

It is hoped that lodges will give it proper consideration and fully embrace the concepts it contains, working together with the Province in partnership for the betterment of Freemasonry in Lincolnshire.

OPERATIONAL STRUCTURE AND DELIVERY

A Provincial Membership Officer (PMO) has been appointed to oversee the implementation of the *pathway*. An Assistant PMO has also been appointed and Centre and Area representatives are also appointed to assist with implementation and support lodge MOs. See **Appendix A** for details.

Delivery of the *pathway* within Lodges is quite rightly set at local level by appointed Lodge Membership Officers (LMO) who have a detailed Job Description set out within the pathway. A launch event was held in June 2018 and follow up sessions for lodge MOs in May 2019. This was very well received by those attending. Further workshops will be held. The appointment of a Lodge MO is a key decision for any lodge and will positively affect its sustainability and success going forward.

The PMO reports to the APGM and his duties include overall responsibility for overseeing and encouraging implementation of the pathway across Lincolnshire, working closely with the Provincial Mentor to ensure a seamless and joined up approach to membership. See **Appendix B** for his duties. Freemasonry across Lincolnshire is decentralised compared to many provinces. There are strong feelings of affection for and commitment to freemasonry at local level and within their own lodge buildings. This is evidenced by the impressive recent developments of lodge buildings across Lincolnshire. This network of regional centres can be regarded as one of Lincolnshire's great strengths. This strategy seeks to maximise the benefits of this by the Province and its Area and Centre reps. through working together with lodges at a local level.

KEY STAGES OUTPUTS AND CHALLENGES

Take up and adoption of the pathway has been patchy across the province. Some lodges have responded very well but many have not. The lack of enthusiasm to embrace change as articulated within the pathway could be regarded as a **weakness** within Lincolnshire freemasonry. As an encouragement for lodge MOs to progress matters a feedback report was devised. This report asked for details and progress on issues such as... initiates in 2018; and numbers in the pipeline for 2019; as well as creation of lodge profiles; development of centre /area web sites; the management of candidates; amendments to lodge procedures such as interviews; measures taken to promote freemasonry in the community etc ie the various measures suggested for action as set out in the *pathway*.

The feedback report was designed to encourage the lodge MOs and their lodges to embrace and engage with the pathway and act as a spur to action.

1. At the time of writing (July 2019) 50 lodges have appointed Lodge MOs. **A key target is to extend this to 60 lodges by July 2020.**
2. Implementation of the pathway is patchy within lodges and only 20 lodge MOs returned a requested feedback report on activities for 2018. **A key target is to achieve 50 reports returned for year 2019 by January 2020.**

The new centre/area rep. structure is designed to support Lodge MOs at local level and encourage and assist with achieving the above targets. The best results are likely to result from joint activity between lodges and collaboration within centres, eg development of centre web sites and open days.

OUTCOMES

Overall numbers of freemasons in Lincolnshire have been in decline for several years. The main reason for this is demographics and the loss through infirmity or by death of an ageing membership. This strategy seeks to encourage lodges to adopt the pathway, consider changes and put increased effort and focus into attracting more new members. Numbers of new initiates (excluding joining members) for the past few years are shown below. Recent efforts do appear to be having a positive impact. The members pathway provides a wonderful and real **opportunity** for lodges to embrace change and further increase the numbers of new initiates attracted into freemasonry.

Year	Initiates	% increase/decrease from previous year
2018	155	+4.9%
2017	149	+9.1%
2016	137	-0.7%
2015	141	+5.7%
2014	133	+0.8%
2013	132	+2.3%
2012	129	

MONITORING AND PROGRESS

The PMO will monitor progress with outputs and outcomes and report back to the APGM from time to time as well as annually. In particular, the number of lodge MOs and the return of feedback reports will act as a proxy for increasing membership numbers and indicate that the best recommended approaches are being adopted by lodges.

SUMMARY AND REVIEW

The focus of the strategy is to encourage a high proportion of lodges in Lincolnshire to fully adopt and embrace the pathway. Thereby seizing the opportunity to embrace change. Our greatest strength in Lincolnshire is our network of regional centres and the undoubted affection and regard our members have for their freemasonry. At a provincial level a network of support is now in place to provide leadership and direction for our enthusiastic Lodge MOs. If the pathway is adopted and embraced by lodges, it is anticipated that current attraction of new members will be at least maintained and hopefully increased.

This document will be reviewed annually or as and when required.

David Price PGStB
Provincial Membership Officer
July 2019

Appendix A

PROVINCIAL MEMBERSHIP OFFICER STRUCTURE AND POINTS OF CONTACT

July 2019

Masonic Centre or Area	Name	Telephone	Email
Lincolnshire Provincial Membership Officer	David Price	07469 726052	David.price@safetyguidance.co.uk
Lincoln and Market Rasen and Assistant MO	Mike Clay	01522 685225 07711 861074	Mikeclay5219@gmail.com
Barton, Brigg, Scunthorpe, Gainsborough, Crowle	Dave Metcalf	01652 653208 07981 318267	Davemetcalf@talktalk.net
Grimsby and Cleethorpes	John Lambert	01472 580911	John.lambert77@ntlworld.com
Louth, Spilsby, Alford	Martin Reeve	01754 811990 07767 690930	martin@virleyhouse.co.uk
Horncastle	Jez Hyland	01205 722220	jez@jezhyland.co.uk
Skegness	Alan Fisher	01754 768094 07788 127743	Alanfisher53@btinternet.com
Sleaford	Chris Williams	07976282408	58cwilliams@gmail.com
Boston	Chris Bradley	01205 310555	Chris-bradley@btconnect.com
Grantham	Andy Hodgson	01476 567536 07920 449534	Andy.hodgson@me.com Andy.hodgson@icloud.com
Bourne and Deepings	Barry Harriman	01778 424498 07798 851911	Barry.harriman@talktalk.net
Long Sutton	John Grimwood	01406 372900 07971 658138	John.grimwood@oldershawgroup.co.uk
Spalding	Andrew Wright	01775710807	Kids3@talktalk.net

Appendix B DUTIES OF PMO

PMO responsibilities will include

- Responsible for enthusing and promoting good membership practices via the centre and area rep. network and also directly with lodge MOs from time to time
- Speaking at Lodges to promote the pathway
- Maintaining a close working relationship with the Provincial Grand Mentor
- Dealing with more serious issues or problems raised by Lodge MOs
- Encouraging joint work and collaboration between lodges in the same centres.
- Representing the Province at regional and national events
- Organising workshops and similar for Lodge MOs and others.
- The PMO is responsible for the initial assessment of internet referrals and referring to the relevant Area /Centre rep.
- Directing inwards migrating masons to the relevant Area/Centre rep.
- Maintaining a spreadsheet of internet referrals
- Producing an annual report and other reports as requested from time to time

Appendix C DUTIES OF AREA AND CENTRE REPS

Centre and Area reps. Specific responsibilities include:

- Encouraging joint work and collaboration between lodges in the same centres.
- Developing close, collaborative, supportive and harmonious working relationships with the lodge MOs in their Centre/Area
- Second assessment and referral onwards to lodges of internet applicants after PMO has notified these
- Referral onwards to lodges of inwards migrating masons after PMO has notified these
- Acting as the point of contact between PMO and the lodges to disseminate information etc
- Encouraging any lodges in their centre without a lodge MO to appoint one
- Encouraging lodge MOs to return reports etc and attend any workshops or similar
- Referring to PMO any serious issues or problems raised by lodge MOs
- Working with PMO to help develop the MO network and its effectiveness in their centre/area
- Working with PMO on any other specific centre related projects such as open days

There may be additional matters as the project develops and the Pathway is further developed nationally.