



Secretary's Report 2025

Dobcross Village Society Ltd Annual Members'
Meeting 14.09.25

Membership Overview

Following the successful conversion of pledges to shares in June 2024 we have a total membership of 124 shareholders. As a management committee we realise for the Shop and Post Office to thrive for future generations/villagers we need to develop a membership strategy to ensure this takes place. Please see below a **summary of the membership strategy** that has been prepared for your consideration and approval. The full document is available online www.dobcrossvillagestore.com/amm

Dobcross Village Society Membership Strategy Summary

What is a Membership Strategy Plan?

A structured approach to define our membership goals and policies for achieving them. It aims to attract, engage, retain, and inform members to cultivate a thriving base.

Why Do We Need One?

The Membership Marketing Benchmarking Report states that 83% of associations see increased membership with a strategic plan. To succeed, we need to attract new members, retain existing ones, and foster engagement to ensure access and participation for all Dobcross residents.

Key Components of a Membership Strategy Plan

Mission Statement

- Aligns with our organisation's mission: "To carry on business for the benefit of the community." This includes providing sustainable services and reinvesting profits into the community.



Dobcross Village Society Ltd

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To achieve this, we propose reducing the minimum share purchase price to broaden membership while ensuring members feel invested. This change requires amending the Society's Rules and ratification at the Annual Members meeting.

Goal Setting

- Increase membership by 20% over 12 months.
- Maintain retention above 95%.
- Enhance engagement by securing reserve committee members and increasing volunteer involvement.

Target Member Identification

- All adult inhabitants of Dobcross and the wider Saddleworth area.

Membership Levels and Pricing

- Propose lowering the minimum investment to £25 (25 x £1 share) to increase membership and allow membership to be requested on an ongoing basis.

Strengths

- Proven management of shop and Post Office functions, stable financial footing, effective governance, secured grant funding, refurbishment and positive media relations.

Weaknesses

- Limited member engagement in management; need to expand active participation.

Opportunities

- Expand membership within the village, collaborate with local businesses and other cooperatives.

Threats

- External factors like Post Office closures, demographic changes, or donor fatigue. Expanding membership and increasing engagement are key to addressing these threats.

Interaction with Marketing and Communication Plan

- Promote membership through effective communication with prospective and existing members.

Proposed Rule Change



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- Amend Rule 8.3 of the Plunkett Model Rules to eliminate the 250 share minimum requirement, thereby permitting public share offers with reduced minimums. A proposed new minimum of 25 shares at £1 each will be subject to approval by members at the Annual Members' Meeting. Subsequently, an application will be submitted to the Financial Conduct Authority for the necessary rule change and formal approval.
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Management Committee Overview

The management committee was appointed by the steering group in October 2023. Since then, monthly meetings have been held, with minutes recorded for each session. Members of the management committee have completed various online training programmes provided by Plunkett and have benefited from Plunkett's one-to-one advisory support on several occasions during this period.

A governance sub-group was formed and has met as needed to review topics such as converting pledges to shares, share withdrawal policy, and membership strategy. A Retail sub-group is planned for autumn and will meet quarterly.

Louise Stevenson

Secretary

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