

PROVINCE OF WEST LANCASHIRE

INTO THE FUTURE ...

THE FIVE-YEAR *ROLLING PLAN* FOR THE DEVELOPMENT OF THE PROVINCE

REVISED FOR THE YEARS 2011 - 2016

INTRODUCTION

The purpose of this 5 year Plan is to set out the aims and objectives of the Province and to provide a framework for achieving those aims and objectives. It is reviewed regularly, at least once a year, to determine whether or not the aims and objectives are being met, whether or not they need to be changed and also whether or not the framework requires any changes.

Principal Aims and Objectives

Although the principal aims and objectives are expressed as three separate aims and objectives, they are intended to be dependent and inter-dependent with each other.

1. *To share more widely our Mission of being good citizens by practising the highest moral and social standards of friendship, charity and integrity.*

In this context, 'sharing' means not only attracting more men into Freemasonry but also promoting our Order as a force for good in our communities. Although recruitment is important, that recruitment can only be truly effective if, thereafter, we retain those whom we have recruited. Our marketing strategy for recruitment has to be discreet and balanced.

2. *To extend our ever growing support for those less fortunate than ourselves.*

Charity is of course at the heart of Freemasonry. The creation of the West Lancashire Freemasons' Charity has given us the opportunity of becoming more effective and efficient in our charitable work and extending such work into more areas of non-Masonic giving. When the WLFC embarks upon a non-Masonic flagship project, as is intended, it will further enhance our Mission generally.

3. *To give even greater service in and for our communities.*

There is a growing vacuum in the Society in which we live, which must be filled by good citizens who practise the highest moral and social standards of friendship, charity and integrity. Freemasonry can and must continue to fill that vacuum and we Freemasons must show by our good deeds and actions that we are indeed those good citizens. It is more important than ever that Freemasons working in the community should quietly and purposefully lead by example. For by the kind of life we lead will Freemasonry be judged.

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FRAMEWORK OF *THE ROLLING PLAN*

THE MASONIC POPULATION

1. To review on an annual basis the evolving masonic population and its impact upon the structure of the Province. Each year, the Province will produce and review up to date statistical information concerning the health and development of West Lancashire Masonry. Documents will be produced and circulated to those with the responsibility for guiding the Province covering such subjects as the Masonic population of the Province (both numerically and geographically); comparative membership figures year by year; age profiles and graphs to demonstrate both new memberships and membership retention.

Review: *in February each year*

FINANCE AND ADMINISTRATION

1. The Finance and Administration sub-committee and the Provincial Treasurer will review and develop its financial planning and strategy from year to year, taking into account all the elements of this Rolling Plan and the various recommendations from the Province.

2. To make recommendations to the Finance and Administration Committee

Review: *No 2 in late March each year*

RELATIONS WITH THE ROYAL ARCH

1. To support the Royal Arch and to encourage lodges to appoint Royal Arch Contacts in their lodges, where there is not yet such a Contact. The Contacts will provide timely and positive guidance to Master Masons with a view to more Master Masons taking up the option of joining the Royal Arch.

2. Formal Guidance for introducing Mentors into the Royal Arch has now been issued and will be rolled out. (*See also 'Mentoring' below*).

Review: *Ongoing and at the RA Cabinet meeting each year*

MARKETING AND RECRUITMENT

1. To continue to develop a marketing and recruitment strategy for the Province. *Initial strategy in place and operating.*

2. To use the Provincial Website to promote ourselves, our work and our beliefs.

3. To re-design our Provincial Website so that it is modern and also user friendly to both Masons and Non-Masons. Now complete and operating. Continuous monitoring of its effectiveness with a view to further development.

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4. To develop a strategy for the professional planning and funding of attendances at shows and events (eg *Southport Flower Show*). Now in place and operating at events Summer 2011.
 5. To decide upon the purchase/lease of display and other equipment for use at shows and events. *Event trailer purchased and in use.*
 6. To develop video/DVD presentations for various promotional purposes. *Website video ready by September 2010 (done). Others still awaited.*
- Nos 4 and 5 planning and action to run alongside No 1*

PUBLICITY

1. To continue to review the present Publicity Structure in the Province
2. To consider the development and expansion of our present Publicity structure
3. To review the appointment and work of Group Publicity Officers
4. To assess the future of the *West Lancashire Freemason* magazine following the 2010 edition. Decision taken to discontinue following the success of the website in communicating with brethren.
Review: Annually Autumn
5. To examine and determine our use of electronic communications
Review: Continually developing

MASONIC HALLS

1. To help and support Masonic Halls. *Ongoing review process.*
 2. To issue the Code of Practice '*A Helping Hand for Halls*' and put it on the Website. *Done*
 3. To develop a Financial Section for the Code of Practice and publish it on the website. *Done.*
 4. To review regularly the Code of Practice. New elements published.
Review: January 2011 and every year
 5. To encourage the inclusion of Hall Chairmen in Group and other Meetings, add them to the communications chain, and bring them into the Provincial arena by including details of the Masonic Halls, the Chairman and the Secretary in the West Lancashire Year Book. *Done.*
 6. To meet with Hall Chairmen on a regular basis, at least once a year and in any event *each February*, so as to develop a better working relationship with them. Next meeting October 2011.
 7. To plan and execute the Masonic Halls Appeal running for about one year from November 2010. *Launched 1 November 2010 at Provincial Grand Lodge. The Appeal will continue to run for a second year.*
- In addition, Hall Chairmen to meet locally at an early date and on a continuing basis. Awaiting further development.*

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CARE

1. To review the present Care Structure both in the Province and in Craft and Royal Arch.
2. To re-visit our current policy and practice of choosing Care Officers

Policy reviews May 2011

3. To improve the training of all Care Officers. *Ongoing*
4. To ensure that booklets and information leaflets are up to date and satisfactory.

Review: *annually Autumn*

CHARITIES

1. The Provincial Charity Steward was appointed at Provincial Grand Lodge on 8 May 2010, his function has been reviewed and incorporated into a job description. Further development of the role is ongoing.

2. To liaise with the West Lancashire Freemasons' Charity so that the aims and objectives of the Province can be made known to the Charity.

Review: *Cabinet, October in each year*

3. To improve our knowledge of fund-raising throughout the Province.
4. To improve our knowledge of masonic and non-masonic giving throughout the Province. 'Giving Days' starting to be held across Province.

Review of fundraising across the Province October in each year

5. To review our policy and practice of choosing Charity Stewards.

UNIVERSITIES AND THE NEXT GENERATION

1. To support the Universities' Scheme *Ongoing*

2. Having successfully incorporated a Lodge included in the Universities Scheme, to pursue expansion of the Scheme elsewhere in the Province.

In train. A further 'university' lodge established in Lancaster.

3. To sustain and develop the success of the widely read 'student blog' on the Website. ('Matt's Blog') *In hand. Content and currency to be checked regularly. New authors sought and two published.*

MENTORING

To develop throughout the Province, but in a variety of ways appropriate to local circumstances, the recognition of the importance of MENTORING as a tool for explaining the Craft to newer members in particular, and sustaining their interest, thus retaining their membership. To this end

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to appoint a *Provincial Mentoring Coordinator* to observe and advise on this process, and to disseminate best practice. Appointment made August 2011.

THE PROVINCIAL BALL

1. To promote the Provincial Ball as the principal social event of the year.
2. To sustain the numbers attending the Ball, following a 'sell-out' in 2010 and 2011.
3. To make the Ball inclusive and enjoyable.
4. To review the structure of the organising committee of the Ball. Extensive organisational review completed.

Provincial Ball review in April of each year

PROCEDURE

1. To support the Director of Ceremonies in his efforts to make our ceremonial work more efficient and effective
2. To continue to review our Provincial Grand Lodge Meetings so as to improve their practices and procedures.

Continuous

PJH July 2011