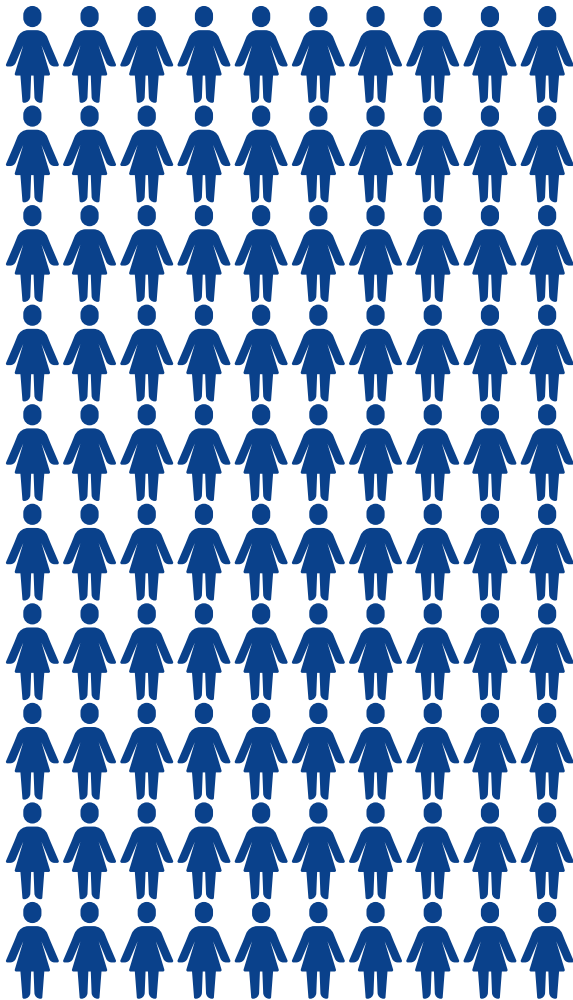




Membership consultation feedback

Who responded?



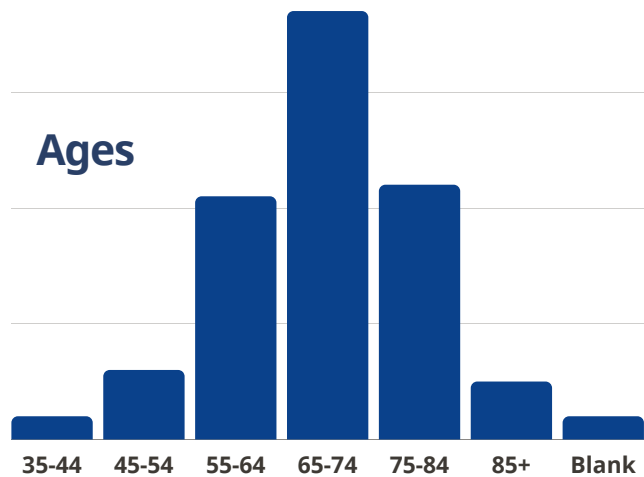
1,521

members

completed the survey

18%

of the total membership



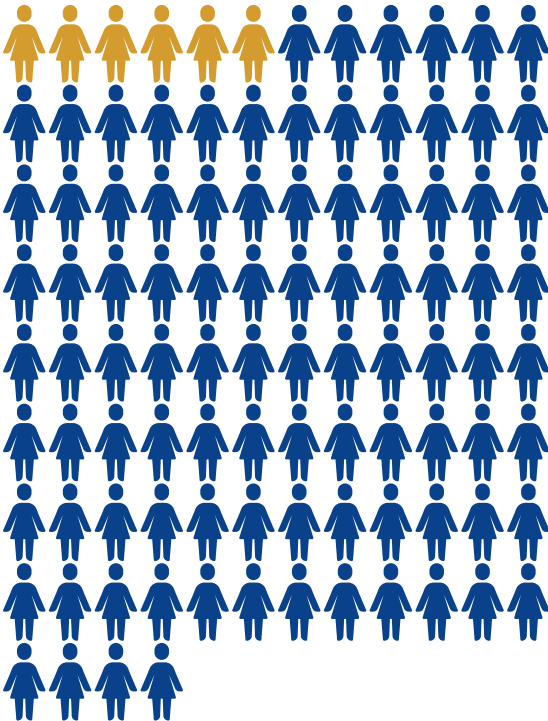
Federations

- Aberdeenshire
- Angus
- Argyll
- Isle of Arran
- Ayrshire
- Banffshire
- Berwickshire
- Caithness
- Dumfriesshire
- Dunbartonshire
- East Lothian
- Fife
- Kincardineshire
- Lanarkshire
- Midlothian
- Moray & Nairn
- Mull & Tiree
- Orkney
- Peebleshire
- Perth & Kinross
- Renfrewshire
- Ross-shire and Sutherland
- Roxburghshire
- Stirling, Clackmannan and West Perth
- Selkirkshire
- Shetland
- Stewartry
- West Lothian
- Wigtownshire

There was an **overwhelming support** and an **appetite for change** amongst respondents

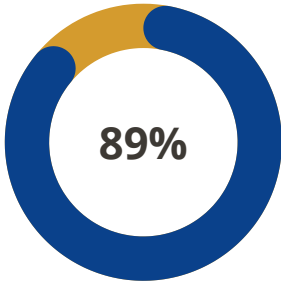
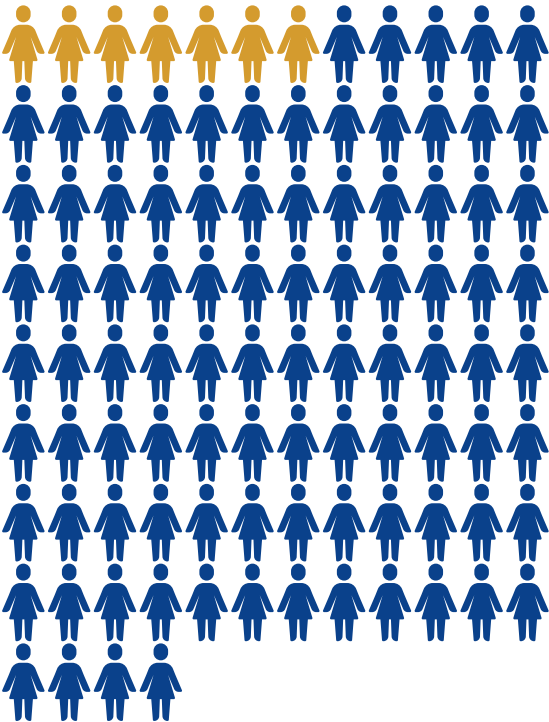
94%

think it is very or fairly **important** that the SWI changes

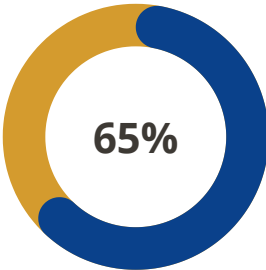


93%

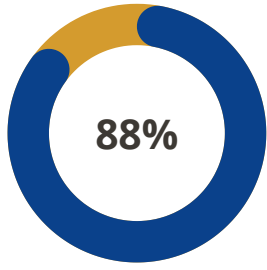
support the strategy



agree there is **a need for change** to protect the future of Scottish Women's Institutes



agree that, overall, **The Draft Strategic Plan** retains the key aims and ethos of the SWI



agree with the overall aim of **preserving the past and involving the present** in shaping the future

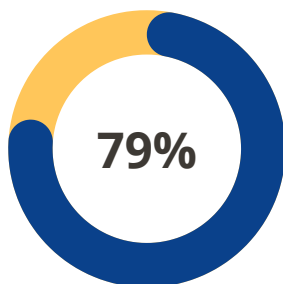
Strategic priorities

1

Implement significant change in the constitution and internal operations

Objectives

- Reform and future-proof the constitution
- Establish an executive staff team to lead change
- Work towards being an attractive employer with organisational accreditations
- Improve organisational performance, technologies, systems, and processes
- Develop a skilled board and staff team
- Improve our external engagement, reputation, and social impact



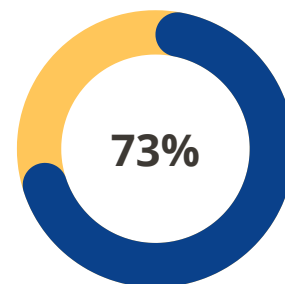
agree
17% don't know

2

Develop a comprehensive member-centric culture and membership strategy

Objectives

- Put members first, anticipate member needs and provide support
- Grow our membership and engagement
- Develop attractiveness and relevancy to potential members
- Introduce training for members
- Review and improve member events and services
- Demonstrate value for money
- Develop a member-focused staff team



agree
21% don't know

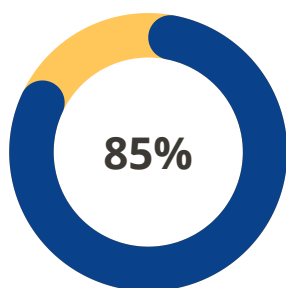
Strategic priorities continued

3

Reduce costs and overheads and develop income diversification throughout the organisation

Objectives

- Review and reduce operational costs, contracts, and overheads
- Sell current office building at 42 Heriot Row, Edinburgh
- Relocate office and staff to smaller premises
- Build and develop income diversification models
- Manage risk



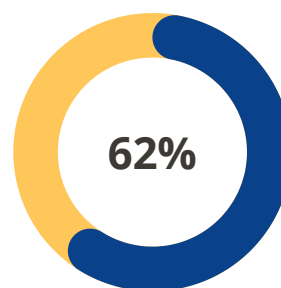
agree
15% don't know

4

Develop an ambitious plan for a Visitor Learning Centre for all women in Scotland

Objectives

- Curate, protect and preserve SWI's cultural heritage
- Develop a feasibility study and funding opportunities
- Consider alternatives
- Build a project team involving members
- Continually communicate, consult, and involve members
- Engage with all internal and external stakeholders



agree
27% don't know

Strategic priorities continued

There is a significant level of agreement on asking members to volunteer in the following **member-led working groups** to help shape the plan for a Visitor Learning Centre in Scotland.

60% | Project management

72% | Strategic direction

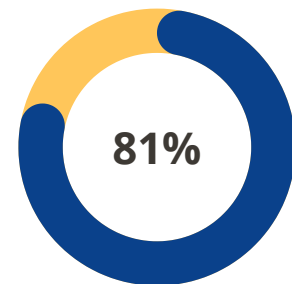
73% | Social impact monitoring

74% | Enterprise opportunities

76% | Visitor centre evaluation

81% | The facility and location

83% | Events and exhibitions

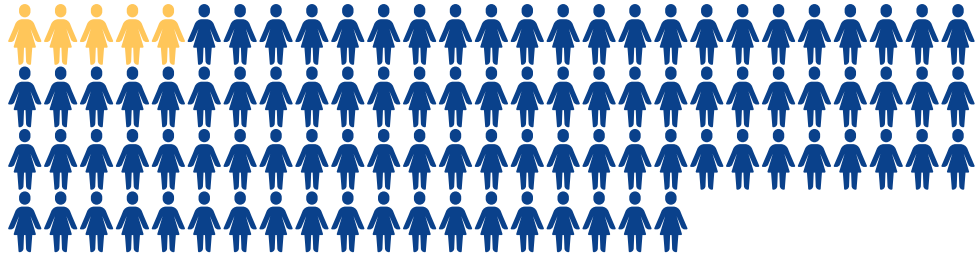


agree with the proposed annual **approach for reporting progress** to members

The value of membership

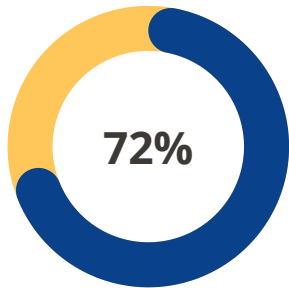
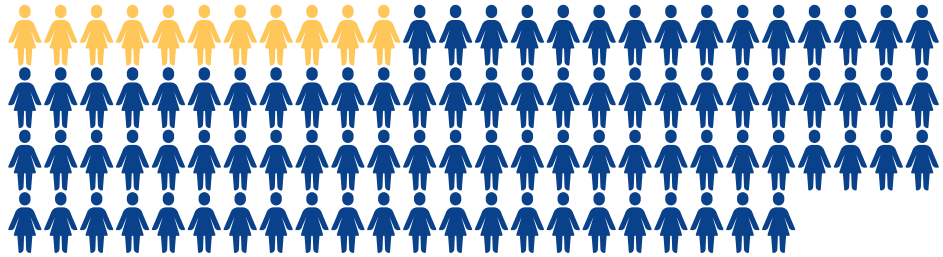
95%

of respondents are likely to renew their membership

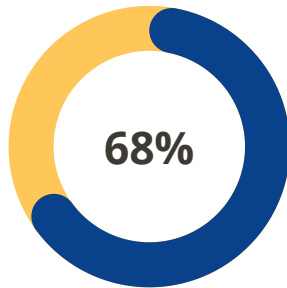


88%

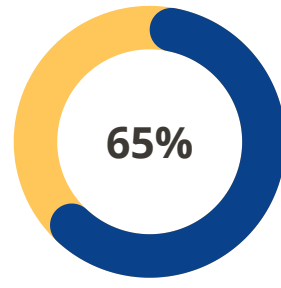
of respondents would recommend SWI to a friend



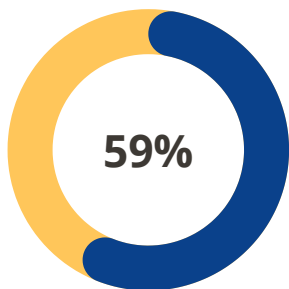
think **women's health and wellbeing** are very or fairly important



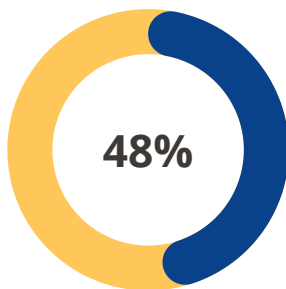
think **national in-person events** are very or fairly important



think **info sessions on finance, life and home** are very or fairly important

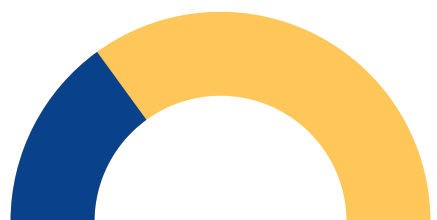


think **national online events** are very or fairly important



think **campaigning opportunities** are very or fairly important

30% of respondents would prefer to pay national membership fees by Direct Debit



The value of membership continued

90% of respondents rate **friendship** as the most valuable aspect of membership

90% | Friendship

73% | Fun

53% | Lifelong learning

47% | Supporting women in local area

43% | Helping local community

31% | Health and wellbeing

30% | Scottish culture and heritage

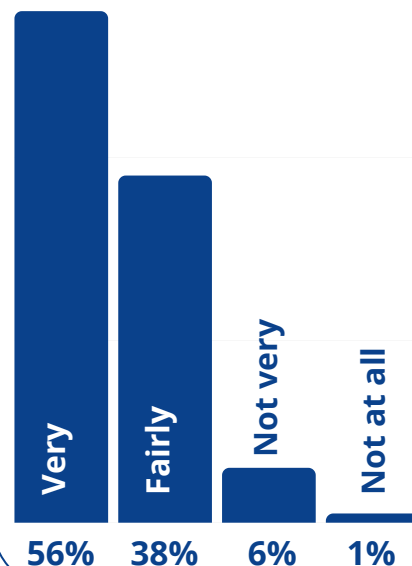
20% | Equality, diversity and inclusion

19% | Championing women's issues

17% | Environment

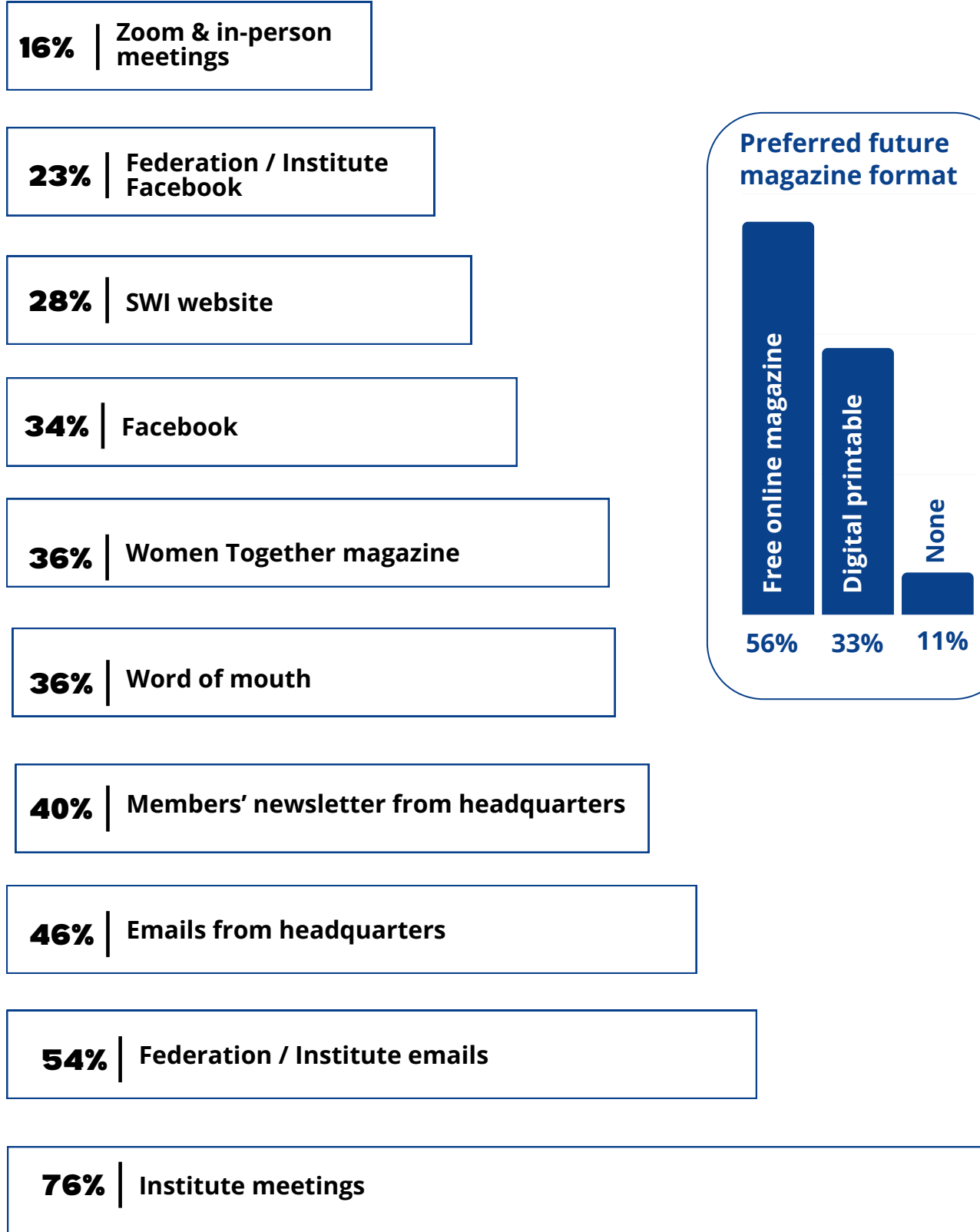
10% | Digital inclusion

How valuable membership is



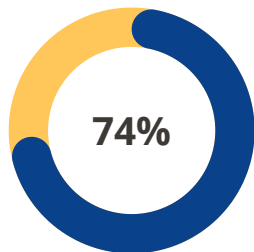
Communications

Where respondents find national SWI news

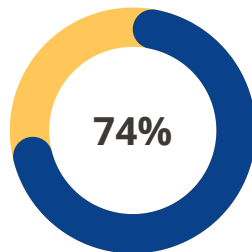


Communications continued

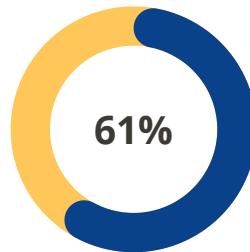
The current digital status of respondents.



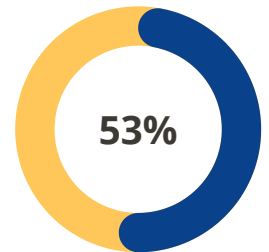
are confident using email
6% have never used



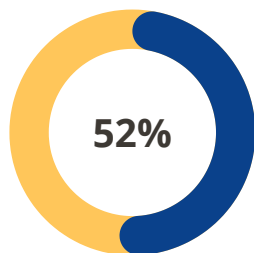
are confident using texts
7% have never used



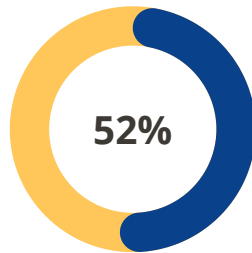
are confident users of PCs / laptops
9% have never used



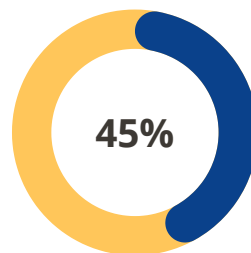
are confident users of smartphones
15% have never used



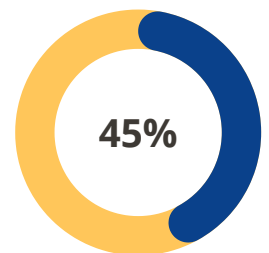
are confident users of tablets
14% have never used



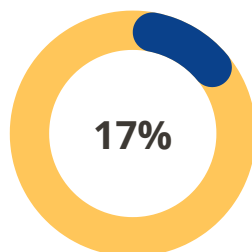
are confident using Facebook
21% have never used



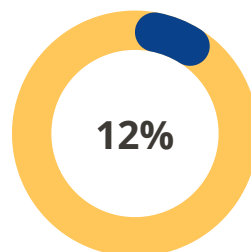
are confident using FaceTime / video calls
25% have never used



are confident using Zoom
17% have never used

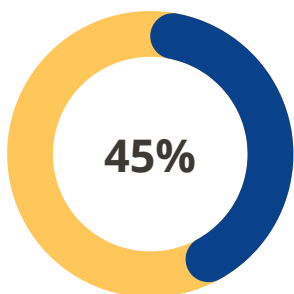


are confident using Instagram
66% have never used

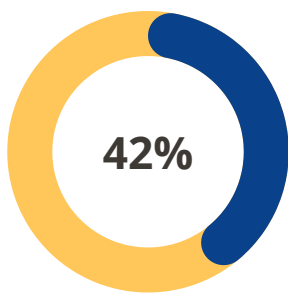


are confident using Twitter
74% have never used

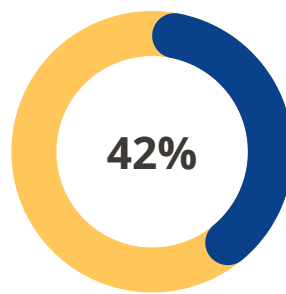
What members want



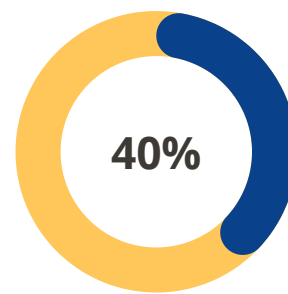
Online workshops



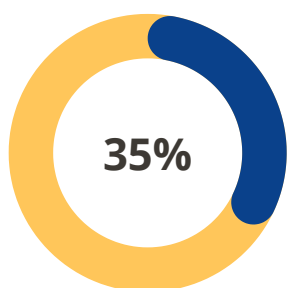
Online Expert Talks



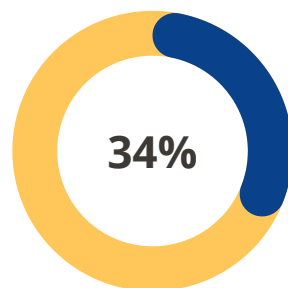
National Quiz



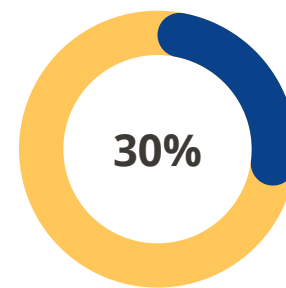
Online Skill Share Sessions



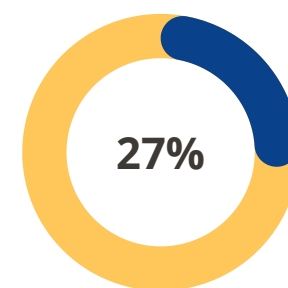
Ruralympics



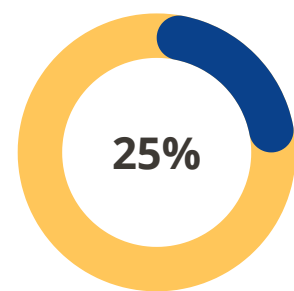
National coach tours



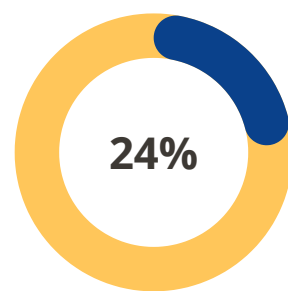
Online information sessions



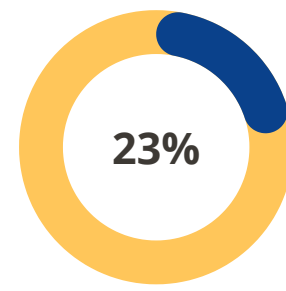
Proficiency / skills certificates



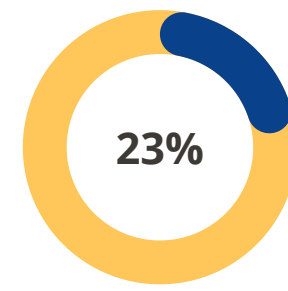
UK-wide coach tours



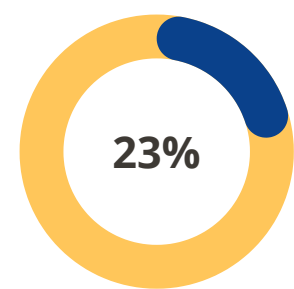
Walking weekends



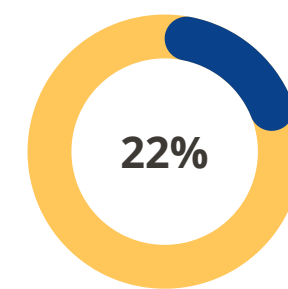
National conferences



Residential schools



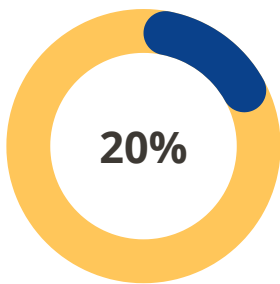
Bowling



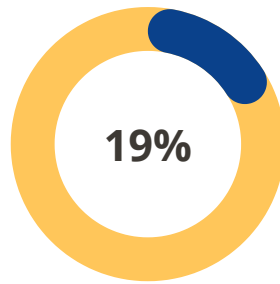
Choirs

Online activities fared well, as did **future beginners' sessions** and **health and wellbeing** talks

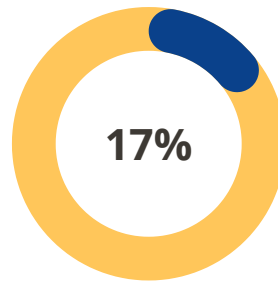
What members want continued



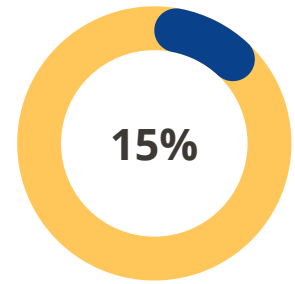
Walking netball



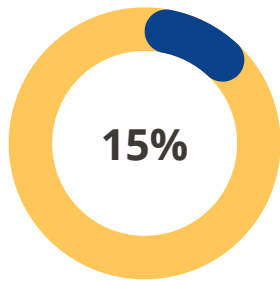
Dancing



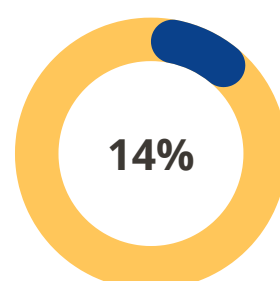
Women's equality issues



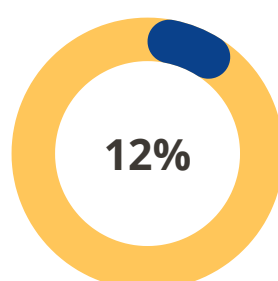
Variations on a Theme



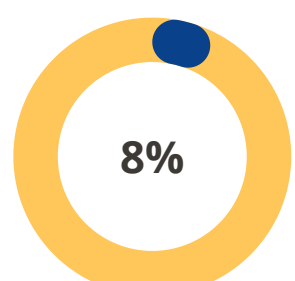
Matter of Opinion



Drama

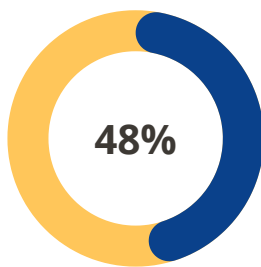


Curling

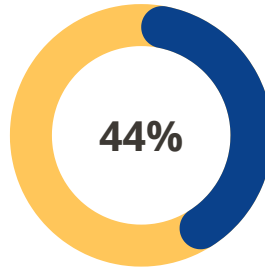


Golf

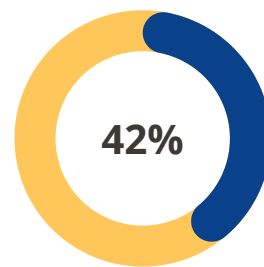
New activities members could support



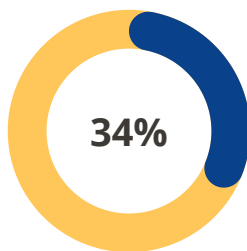
Introductory sessions and workshops



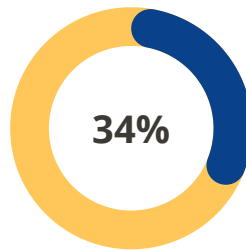
Health and wellbeing talks



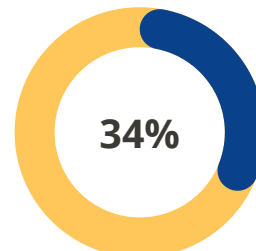
Music events



Celebrity talks



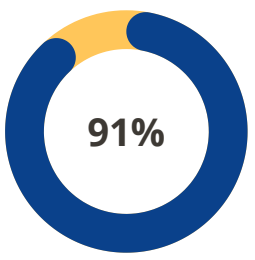
National book club



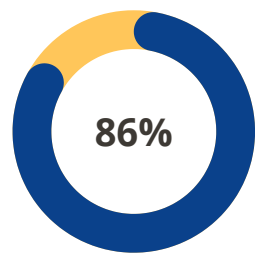
Cultural tours

Advice and training

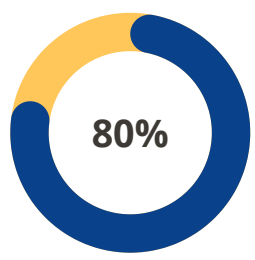
Respondents say that **learning and sharing, recruitment, fundraising, comms** and **competitions** are most important to them.



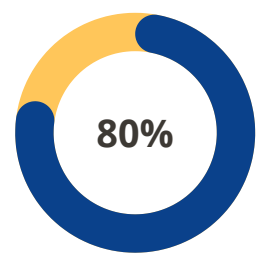
think **learning and sharing** is very or fairly important



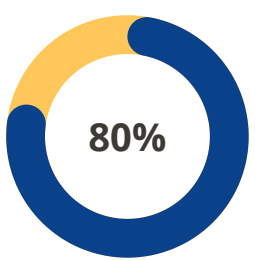
think **member recruitment good practice** is very or fairly important



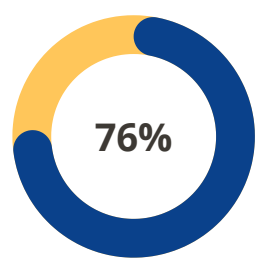
think **funding and fundraising advice** is very or fairly important



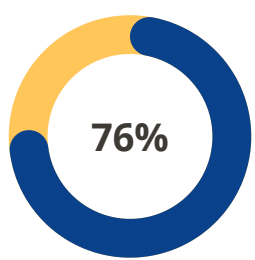
think **competitions** are very or fairly important



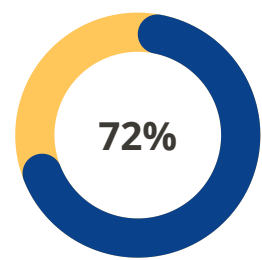
think **communications and social media** are very or fairly important



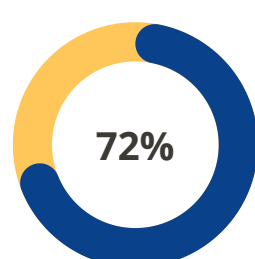
think **safeguarding guidance** is very or fairly important



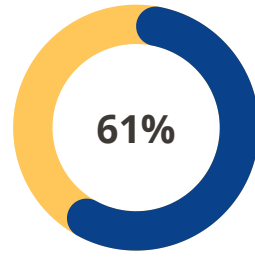
think **volunteering advice** is very or fairly important



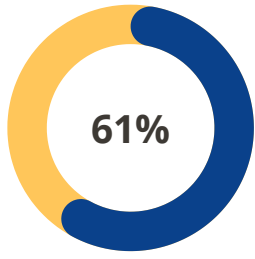
think **national committee reports** are very or fairly important



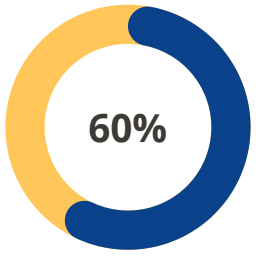
think **equality, diversity and inclusion advice** is very or fairly important



think **information on achieving proficiency certificates** is very or fairly important



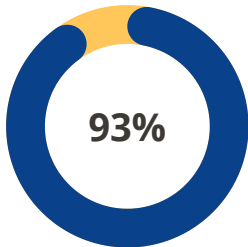
think **information on judging** is very or fairly important



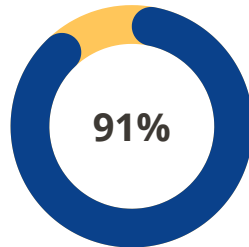
think **digital champions** are very or fairly important

Advice and training continued

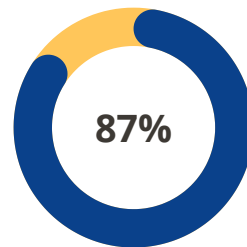
Opportunities for development received an **overwhelmingly positive** response.



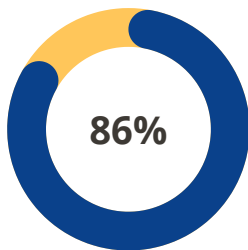
think **data protection** training is very or fairly important



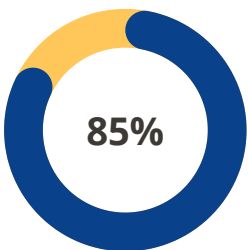
think **office bearers'** training is very or fairly important



think **making the most of local press** training is very or fairly important

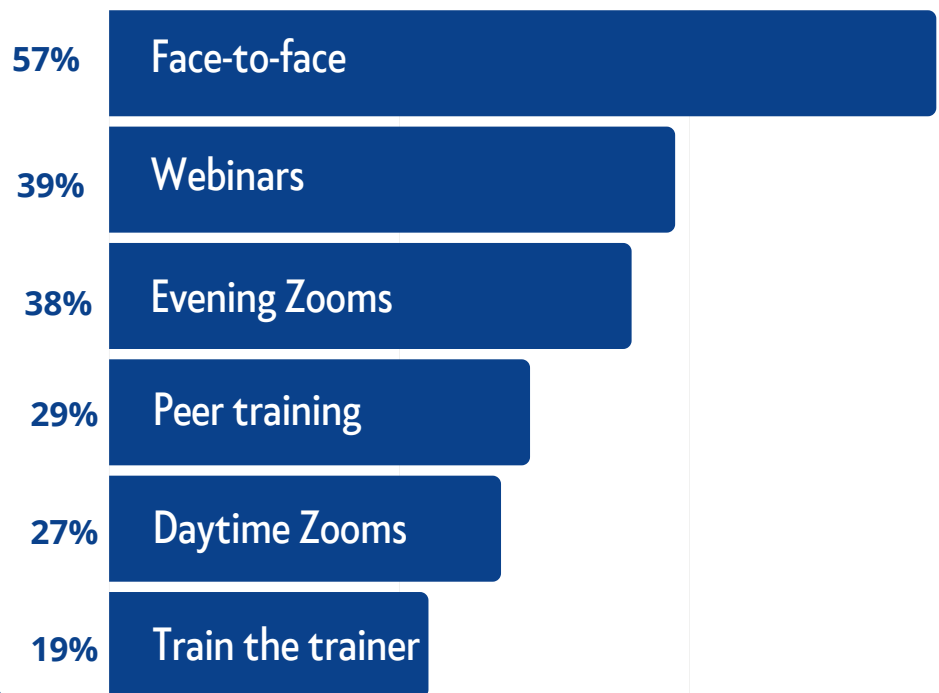


think **external funding** training is very or fairly important



think **marketing and social media** training is very or fairly important

Preferred format of training



Strategy timeline

What are the next steps?

**Early
September**

Launch membership consultation results

Federation office bearers attend event and then cascade information to members. Results will also be available at www.theswi.org.uk

**Late
September**

Analysis of results

The board and committees will take members' views into account to decide on what should start, stop and continue.

November

Launch new online magazine

This will be in a user-friendly digital format with a print-friendly option.

**Early
December**

Launch 2023 calendar of events

This will be based on what members have said they want.

**Early
2023**

Publish three-year Strategy for 2022-25

This will offer members further detail on the path ahead.

Members' voices

Of the 1,521 respondents 293 made additional comments – here are some highlights...

Member inclusion

- “It's not enough to actively seek new members local groups need to be encouraged to actively include any new recruits in meetings, events etc and not assume that the ladies will be aware of this through word of mouth etc. ”
- “Members who work and therefore cannot attend conferences/events on week days - taking hols is not an option in many jobs ie: teaching. ”
- “Recognise that small rurals in villages are struggling, especially as older members leave. We need to be more relevant to a younger audience to survive and look at joining up small rurals to larger hubs to keep them going. ”

Diversity

- “To attract younger members things have to be suitable for all ages. ”
- “Childcare – if we want younger women to come along, then we need to consider childcare at national events in particular and ensure the new building has a creche/playroom. ”
- “Attracting younger members needs to be a priority otherwise organisation will die. ”
- “Younger members want evening meetings but we have just changed to afternoon meetings. ”
- “Singing the rural song and national anthem is a bit old fashioned - my younger friends feel this is cringy. ”
- “I think the plan is doing what needs to be done, with falling membership and a "Jam and Jerusalem" reputation within many communities it is so important that we change the perception and attract new members. ”

Member-led

- “We don't need 'expert staff' still soaking up money at a remote and aloof HQ. We need to get back to the member led organisation it was in the far past. ”
- “We struggle with fundraising while handing over several hundreds of pounds to support a white elephant in Edinburgh with absolutely no benefit felt. ”
- “The members are the people who can keep SWI going not plans to change everything about the rural. ”

Members' voices

Central Belt dominance

- “Cost of travel would limit access to a central learning centre for many members.”
- “How to ensure that Institutes outside the Central Belt get a fair chance to be involved in national events without having to travel the length of the country.”
- “The huge, huge area that is Scotland and NOT to have Central Belt domination. At present SWI is very Central Scotland based , I would like to see it more inclusive for the whole country.”
- “When considering new premises, that road & rail links are considered to make travelling easy with ample parking available.”

Fees

- “I feel that we pay money to the Federation but see very little back for it. I don't feel attached to my Federation other than for the odd meeting and feel some of the elder members of the federation are the louder voice who are so reluctant to change (removing the word RURAL from the name should not have been such a who-ha!!!).”
- “Reform the levy so all levies are paid at the same time of year by each Institute.”
- “Cost of joining is too high.”
- “I think there are a lot of good ideas but we are paying a lot money for little in return.”

Maintaining core aims

- “Keep remembering what has gone before regarding the the aims of SWRI ... Home and Country.”
- “We dropped Rural from our name with no consultation when Institute should have been dropped. I have always attended the rural, not the institute.”
- “Go back to its original roots in a rural community. Rural isolation has been swept aside.”
- “We do need to modernise but not at the expense of the core values and activities offered by individual institutes.”
- “We must not forget that homeskills and handcrafts have always been our backbone.”

Members' voices

Digital exclusion

- “ Keeping ALL members 'in the loop' as so many of the older members are not linked to any technology. ”
- “ I think true engagement and partnership working with members is vital to make changes and be respectful and mindful of more mature members who may be digitally challenged. ”
- “ A fundamental problem is that many of our members don't do email and online things. The future strategy seems to hang onto the ability of members to engage in the digital world. ”

Communication

- “ Direct communication with members is essential. The “pyramid” system of cascading information does not work. ”
- “ Methods of disseminating information to members via the Federation and then Institutions is currently very poor and very slow. ”

Governance structure

- “ Regional committees are no longer required. They create and added burden on office bearers. Communication should come direct by email to all members. ”
- “ Consult members not committees. ”
- “ The overall organisation structure of the SWI is too top heavy and old fashioned. ”
- “ Make it easier for treasurers. At present it is too complicated. ”
- “ It's no good designing national plan if the Federation is unable to drive this forward. Identifying and oversight/support to Federations to try to ensure the pace of change is consistent and any resistance/inertia/shortage of Executive members does not dilute proposed actions before they arrive at Rural level. ”
- “ The organisation feels outdated and out of touch. I am glad action is being taken to change. ”

Thank you to all members who took part and continue to be passionate about Scottish Women's Institutes. By preserving the past and involving the present, we can shape the future together.