

SWI Interim Six-Month Strategy (Feb – Jul 2026) – Member Summary

Over the next six months, SWI will be preparing for leadership changes ahead of the Triennium and welcoming a new Board and committee members in May 2026. During this transition, the organisation will focus on stability, strong governance, and supporting members while laying the groundwork for the next phase of SWI.

This short-term plan is designed to keep SWI running smoothly, protect what already works well, and ensure members continue to feel supported, informed, and valued.

What this plan aims to achieve

- Keep SWI well run and legally compliant
- Maintain a safe, welcoming, and relevant organisation
- Focus on key priorities rather than starting unnecessary new work
- Provide continuity and momentum during a period of change

Progress will be regularly monitored by the Board to ensure work stays on track and risks are identified early.

Day-to-day work continues as normal

Alongside these priorities, SWI's day-to-day work will continue as usual. This includes ongoing support for Federations and members, delivery of regular events and competitions, responding to enquiries, maintaining systems and finances, and supporting volunteers and office bearers.

Members should expect continuity in the services, activities, and support they currently receive. This plan is about focus and stability - not stepping back from the everyday work that keeps SWI running well.

Our Five Priorities

1. Deliver a Successful Members' Gathering

SWI will oversee the planning and delivery of the September 2026 Members' Gathering, ensuring it is well organised, welcoming, good value, and shaped around members' interests. The event will also be used as an opportunity to listen to members and strengthen the value of membership.

Success looks like: strong attendance, positive feedback, and learning that informs future work.

2. Meet Legal and Governance Responsibilities

Key organisational duties will be completed, including end-of-year accounts, the Annual Report, AGM preparation, Board recruitment, and a membership survey. Safeguarding will be rolled out across the membership, and SWI will ensure its response to relevant legal developments aligns with its values.

Success looks like: full compliance, clear safeguarding arrangements, and useful insight from the membership survey.

3. Protect and Strengthen Membership

SWI will closely monitor membership trends, use feedback to understand member needs, and take practical steps to improve the overall membership experience.

Success looks like: stable or growing membership, strong retention, and positive member experiences.

4. Improve Communications and Protect Reputation

Work will focus on developing a clear social media strategy, improving consistency and tone across communications, and ensuring messaging reflects SWI's values while building trust internally and externally.

Success looks like: better engagement, clearer communication, and increased confidence in SWI.

5. Build on What Already Works Well

Rather than launching unnecessary new initiatives, SWI will strengthen successful events, competitions, and activities, encourage good practice, use resources efficiently, and maintain momentum on ongoing projects such as the heritage project.

Success looks like: continued strong programmes and positive member feedback.

Looking Ahead

This focused strategy prioritises stability, effective governance, member experience, and clear communication. By staying aligned around these priorities, SWI will support members now while handing over a confident and well-prepared organisation to the incoming Board and committees.

Please note: This document is a summary for members and is underpinned by a detailed action plan that guides the work of staff and the Board during this period.

If you would like any more information, please get in touch hello@theswi.org.uk
