

Northumbria Group LDWA
Discussion Paper for 2015 AGM

Communication

After 12 months as Group Secretary I have come to the conclusion that we don't communicate very well with each other.

In my position I have four possible ways of communicating with group members

- I can put something on the website and hope that somebody reads it
- I can send round an email to everyone who has given consent to me using their email address. The problem with this is that 62 out of a total of 217 group members have opted out of receiving emails or do not have email to begin with
- I can mention it at the monthly group meeting but these are attended by less than 10% of the group members (see the other discussion paper for more on this)
- I could write to everybody. That would allow more members to read my words of wisdom but it would cost about £170 each time and I am not sure that I have everyone's current address anyway

I accept that a lot of people have joined the LDWA to take part in Challenge walks. They get their copy of Strider with the walk information and they get the LDWA discount. I was like that myself for a long time.

My main concern at the moment is not about what we on the committee want to tell you, its about getting some feedback from you

There are three things I would like to have better communication about

1. Who intends to turn out for a group walk or a challenge walk
2. Following on from that, can we do better about sharing transport to walks or offering lifts to people without transport
3. Who intends to go to monthly meetings

Some of us are already using Facebook for this. If we had an official group Facebook page, is this something that more people would use?

The advantages of a facebook page are

- It doesn't clutter up your inbox
- If you aren't interested in group walks then you don't have to look at it
- Unlike the group website, anyone who is a member can post on it so you can leave messages and comment on or reply to what someone else says
- You can share your photographs and stories with the rest of the group

Another possibility is an egrouop. This is a way of circulating emails around the group without anyone else knowing your email address. Unlike the mass emails sent round from the website, you would not get these unless you opted to join the egrouop and you would not have to join if you are not interested