



Name **Mike Cooke**
Office **Chairman Communications Committee**
Date **July 2009**

2009-10

DECISIONS REQUIRED

Cabinet Officers to use the members of this Committee to support them in their various District roles to ensure maximum communication of who we are and what we are doing both within the District but in the wider community.

JUSTIFICATION FOR DECISION

To turn Lionism from the “Best Kept Secret” to the “ Worst Kept Secret”

ACTION SINCE LAST REPORT

1. A meeting has been held with District Governor, Lion Femi, to enable him to set out his wishes for the forthcoming year with particular reference to the role of this Committee and its' members.
2. A further meeting of the committee has been held when individual committee members were asked to submit their action plans for the forthcoming year.
3. The next meeting will be held prior to this Cabinet Meeting with a review of any actions taken so far, consideration of all the submitted Cabinet Reports and any updates that may need to be raised at the Cabinet Meeting.
4. A request for the Committee or individual members of the Committee to attend and speak at Zone Meetings has been sent to all Zone Chairmen with copies to Region Chairmen. I am pleased to report that three Zone Chairmen have replied at the time of writing this report and the necessary arrangements will be made. I would like to thank those Zone Chairmen for their prompt replies and interest.

OBJECTIVES

To work with the Committee members, Cabinet Officers and individual Clubs to raise the profile of Lionism within the District both within the Clubs and to the wider general public.



Name : Mike Jobbins
Office : Registrar
Date : 22 July 2009

2009-10

DECISION REQUIRED

None.

ACTIONS SINCE LAST REPORT

Club MMR's 2008/9, (fiscal year end Zone Statistics attached)

In summary, the year closed with 1067 Members; an overall net loss of 35 since 30 June 2008. The total of 57 Active Clubs, (including 2 Branches) reflects the gain of Sandwell, the closure of Northampton Chinatown and Teme Valley and Coventry is now in status quo.

All Club submissions were quickly up to date at year end and were the best yet in terms of timely and accurate online reporting, but there was evidence that interrogation of Websites needs to be further encouraged to ensure that useful and often vital communications are not missed.

PU101's & Directory Proofs 2009/10

Forms submitted via MDHQ were sent on late to LCIHQ, which delayed my checking of contents, but I can now confirm that all Forms are registered at LCIHQ.

Unfortunately however, Birmingham Handsworth has no Club Secretary registered and 14 Club Secretaries have not, (as instructed) included their email addresses, which was probably the reason that 2009/10 Passwords were not sent to them. I thank LDO Phil White for helping me with this problem via her Incoming Officers Meetings.

Changeover editions of my "CONNECT" News and Online Reporting Policy & Guide Notes have also been sent to all New & Ongoing Club Secretaries and published for future reference on the District Website.

Club MMR's 2009/10, (fiscal year to date Zone Statistics attached)

Reporting quality continues to be good, but Membership is down slightly at 1060 overall..

Liaison continues with LCI and MDHQ, the DG and other Fellow Cabinet Officers as appropriate, with at least monthly circulation of Membership Changes and MMR Statistics.

OBJECTIVES

My overall aim is to persuade all Clubs to consistently achieve a high standard of online reporting and other inter-communications with International, MD and District. Therefore, my Key Objectives are:

- To help Clubs to develop and maintain timely and accurate online reporting and to make widest possible use of the International, MD and District Websites in order to take full advantage of our Association's online inter-communication policies.
- To help develop and maintain the LCIHQ, MD and District Databases as part of the essential administration and communication to and from Clubs.
- To provide data, etc to help the District Governor and Cabinet Officers with their objectives

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	DISTRICT 105M MEMBERSHIP STATISTICS-Zones 2008/2009															Net
2	Club	Zone	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Change
3	Aldridge & District	A	15	15	15	15	15	16	15	15	17	17	17	17	16	1
4	Bilston & Willenhall	A	15	16	16	16	16	16	16	16	16	11	11	11	11	-4
5	Codsall	A	7	7	7	7	7	7	7	7	7	7	7	7	7	0
6	Dudley	A	9	10	10	10	10	9	9	9	9	9	9	8	8	-1
7	Kingswinford & Stourbridge	A	20	19	19	19	19	19	19	21	22	22	22	21	22	2
8	Walsall	A	17	17	17	17	17	17	17	17	17	16	15	15	14	-3
9	Wolverhampton (rebuilding)	A	8	8	7	7	7	7	7	7	7	7	7	5	5	-3
10	Birmingham Chinatown	B	18	18	18	18	18	19	19	19	19	19	19	19	17	-1
11	Birmingham Edgbaston	B	8	8	8	8	8	6	6	6	8	8	8	8	8	0
12	Birmingham Handsworth	B	24	24	24	24	24	24	24	24	24	24	24	23	23	-1
13	Birmingham Handsworth Ladies	B	22	22	22	22	22	22	18	18	18	18	18	17	17	-5
14	Birmingham Moseley & Kings Heath	B	16	16	16	16	16	16	16	16	16	16	16	16	16	0
15	Birmingham Northfield/Kings Norton	B	14	14	13	14	14	14	13	13	13	14	14	13	13	-1
16	Sandwell	B	0	0	0	0	0	0	0	0	0	23	23	23	24	24
17	Birmingham Acocks Green	C	21	21	21	21	21	21	21	21	21	21	21	21	21	0
18	Birmingham Sheldon	C	16	18	18	18	18	19	19	19	19	19	20	20	19	3
19	Knowle & Dorridge	C	25	25	25	25	25	26	25	29	29	27	27	26	25	0
20	Shirley	C	25	25	25	25	25	25	25	25	25	25	25	25	25	0
21	Solihull	C	31	31	31	31	31	28	28	28	28	28	27	27	27	-4
22	Balsall Common	D	38	38	38	38	38	40	40	40	39	39	38	37	39	1
23	Birmingham Erdington	D	8	6	6	6	6	6	6	6	6	6	6	6	6	-2
24	Birmingham Exhibition	D	20	20	20	22	22	22	22	22	22	22	22	22	22	2
25	Castle Bromwich & District	D	12	12	12	12	12	12	12	12	12	16	16	14	14	2
26	Marston Green & District	D	18	18	18	18	18	18	18	18	18	18	18	18	18	0
27	Sutton Coldfield	D	5	5	5	4	4	6	6	6	5	5	5	5	6	1
28	Evesham Vale	E	12	12	12	12	12	12	12	12	13	13	13	13	13	1
29	Kenilworth	E	43	43	43	43	43	43	43	42	43	43	43	43	41	-2
30	Shakespeare	E	24	24	24	24	25	22	22	22	22	22	22	22	23	-1
31	Southam & District	E	26	24	24	24	24	24	23	24	25	24	24	24	24	-2
32	Stour Valley	E	16	16	16	16	16	16	15	15	15	15	15	15	16	0
33	Warwick	E	26	26	26	26	26	26	26	27	26	26	26	26	26	0
34	Wellesbourne & District	E	24	27	27	27	26	25	25	27	27	27	27	27	27	3
35	Bromsgrove	F	20	19	19	19	19	19	19	18	18	18	17	19	20	0
36	Droitwich	F	19	17	18	18	18	18	18	18	18	18	18	18	20	1
37	Kidderminster & District	F	15	15	15	15	15	15	15	14	14	14	14	14	14	-1
38	Malvern Hills	F	29	29	29	29	29	29	29	30	30	29	29	28	29	0
39	Redditch	F	21	21	21	21	21	21	21	21	21	22	23	23	22	1
40	Tempe Valley (closed)	F	2	2	2	2	2	2	2	2	2	2	2	2	0	-2
41	Worcester	F	22	21	21	21	21	22	22	22	22	24	24	24	24	2
42	Barwell & Earl Shilton	G	25	25	25	25	26	26	26	26	27	27	27	26	26	1
43	Bedworth	G	16	16	16	16	16	16	14	13	13	13	14	14	13	-3
44	Coventry (status quo)	G	1	1	1	1	1	1	1	1	1	1	1	1	0	-1
45	Coventry Godiva	G	33	33	33	33	31	31	31	31	31	31	31	31	30	-3
46	Coventry Leofric	G	37	37	36	36	35	35	36	37	37	37	37	37	37	0
47	Hinckley & Burbage	G	13	13	13	13	13	11	10	10	10	10	10	9	9	-4
48	Nuneaton	G	19	19	19	19	19	19	19	20	20	20	20	20	19	0
49	Rugby Rokeby	G	24	24	24	24	22	21	21	21	20	20	20	20	20	-4
50	Northampton	H	12	12	12	12	12	11	9	9	10	9	9	9	9	-3
51	N'hampton Chinatown (closed)	H	8	8	8	8	8	8	8	8	8	8	8	0	0	-8
52	Northampton 80	H	18	16	16	16	16	16	16	16	16	16	16	16	16	-2
53	N'hampton 80 (Brixworth) Branch	H	10	10	10	10	10	10	8	8	8	8	8	8	7	-3
54	Rushden & District	H	8	9	9	9	9	9	9	10	10	10	10	10	10	2
55	Towcester & District	H	22	22	22	22	22	22	22	22	22	22	22	21	21	-1
56	Wellingborough & District	H	15	15	15	15	15	15	15	15	13	13	13	13	12	-3
57	Bushby	I	29	21	19	20	20	18	19	19	19	19	19	19	17	-12
58	Corby & District	I	14	15	15	15	12	12	12	12	12	12	12	12	12	-2
59	Kettering & District	I	28	28	28	28	28	27	27	27	27	27	26	25	24	-4
60	Lutterworth	I	13	13	13	11	11	11	11	11	11	11	11	11	11	-2
61	Market Harborough	I	16	16	17	17	17	17	17	17	18	18	18	17	17	1
62	Market Harborough (2005) Branch	I	6	6	5	5	5	5	5	5	5	5	5	5	5	-1
63	Rowell	I	11	11	11	11	11	11	11	11	11	11	11	11	12	1
64	Thurnby	I	13	22	22	22	22	22	22	22	22	22	22	16	18	5
65	Totals as at 30 June 2009		1102	1101	1097	1098	1091	1083	1069	1079	1084	1104	1102	1073	1067	-35
66													Total	Net	Plus	54
67													Total	Net	Minus	89

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	
1	DISTRICT 105M MEMBERSHIP STATISTICS-Zones 2009/2010															Net	
2	Club	Zone	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Change	
3	Aldridge & District	A	16	17												1	
4	*Bilston & Willenhall	A	11	11												0	
5	Codsall	A	7	7												0	
6	Dudley	A	8	8												0	
7	Kingswinford & Stourbridge	A	22	22												0	
8	Walsall	A	14	14												0	
9	*Wolverhampton (rebuilding)	A	5	5												0	
10	Birmingham Chinatown	B	17	17												0	
11	Birmingham Edgbaston	B	8	8												0	
12	*Birmingham Handsworth	B	23	23												0	
13	*Birmingham Handsworth Ladies	B	17	17												0	
14	*Birmingham Moseley & Kings Heath	B	16	16												0	
15	Birmingham Northfield/Kings Norton	B	13	13												0	
16	Sandwell	B	24	24												0	
17	Birmingham Acocks Green	C	21	21												0	
18	Birmingham Sheldon	C	19	19												0	
19	Knowle & Dorridge	C	25	25												0	
20	Shirley	C	25	23												-2	
21	Solihull	C	27	27												0	
22	Balsall Common	D	39	37												-2	
23	Birmingham Erdington	D	6	6												0	
24	Birmingham Exhibition	D	22	22												0	
25	Castle Bromwich & District	D	14	14												0	
26	Marston Green & District	D	18	18												0	
27	Sutton Coldfield	D	6	6												0	
28	Evesham Vale	E	13	13												0	
29	Kenilworth	E	41	41												0	
30	Shakespeare	E	23	23												0	
31	*Southam & District	E	24	24												0	
32	Stour Valley	E	16	17												1	
33	*Warwick	E	26	25												-1	
34	Wellesbourne & District	E	27	26												-1	
35	Bromsgrove	F	20	21												1	
36	Droitwich	F	20	21												1	
37	Kidderminster & District	F	14	11												-3	
38	*Malvern Hills	F	29	29												0	
39	Redditch	F	22	22												0	
40	Worcester	F	24	24												0	
41	Barwell & Earl Shilton	G	26	26												0	
42	Bedworth	G	13	13												0	
43	Coventry (status quo)	G	0	0												0	
44	Coventry Godiva	G	30	30												0	
45	*Coventry Leofric	G	37	36												-1	
46	*Hinckley & Burbage	G	9	9												0	
47	Nuneaton	G	19	19												0	
48	Rugby Rokeby	G	20	20												0	
49	*Northampton	H	9	9												0	
50	Northampton 80	H	16	16												0	
51	Northampton 8 (Brixworth) Branch	H	7	7												0	
52	*Rushden & District	H	10	10												0	
53	*Towcester & District	H	21	21												0	
54	*Wellingborough & District	H	12	12												0	
55	*Bushby	I	17	17												0	
56	Corby & District	I	12	12												0	
57	Kettering & District	I	24	24												0	
58	Lutterworth	I	11	11												0	
59	Market Harborough	I	17	17												0	
60	Market Harborough (2005) Branch	I	5	5												0	
61	Rowell	I	12	11												-1	
62	Thurnby	I	18	18												0	
63	Totals as at 24 July 2009		1067	1060												-7	
64														Total	Net	Plus	4
65	* = No email recorded at LCIHQ													Total	Net	Minus	11

= Estimated: not yet received



Name **Simon Moss**
Office **IT Coordinator & Webmaster**
Date **27 July 2009**

2009-10

DECISIONS REQUIRED

None

JUSTIFICATION FOR DECISION

ACTION SINCE LAST REPORT

Implemented and tested generic emails for district officers

Updated mailing list with 2009-10 presidents and secretaries. Happy to report 100% coverage of clubs.

Published final articles for Midland News. Issued DG News and other circulation items.

OBJECTIVES

To ensure that the web site is up to date and provides all the information required by clubs and the public

To publish news of forthcoming and past events to increase the publicity for the district and Lions in general.



Name Joy Haffner
Office Midland News
Date 28 July 2009

2009-10

DECISIONS REQUIRED

None

JUSTIFICATION FOR DECISION

N/A

ACTION SINCE LAST REPORT

Have met with the PR and Communications Committee.

Had a handover meeting with Lion Ann Pemberton.

An e-mail sent club wide introducing myself as contact for Midland News to encourage a wide representation of clubs submitting articles.

OBJECTIVES

To encourage clubs to submit for the Midland News

Liaise with Communications Committee as another route to reporting on club activities

Contacted Region Chairmen and Zone Chairmen to gather information from clubs for their PR Contact. For each club where there is one.



Name Trevor Jones

Office District Press Officer

Date 24th July 09

2009-10

DECISIONS REQUIRED

Acceptance of this Report, For Regional and Zone Chairman & Fellow Lions to take enlightenment from this report and feed it back to clubs, No other decisions required

JUSTIFICATION FOR DECISION

ACTION SINCE LAST REPORT

There is a great need for Lions, both individually and as clubs to help raise the public's awareness of Lions Clubs and in turn raise the profile of Lions Clubs, However the big problem Lions have as an organisation is the lack of will power to raise the profile of Lions, both Lions and Lions Clubs all too often don't want to advertise Lions or see it as not their job to inform the media, enlighten the public or their local communities about the work of Lions Clubs.

All too often Clubs hold events and fail to advertise it as Lions event, decide not to put Lions and our corporate logo to the forefront of the event and in turn fail to work with or inform the media about Lions resulting in poor promotion of Lions Clubs at work, so how do we change this.

Lions can easily raise their profile and get good publicity by working with the various media groups and by joining in with various media projects, this may require forward planning but can achieve good results. As an example of this, I have joined in with a local radio stations various appeals and have achieved some very good results and a great deal of good publicity for Lions.

Dealing with the media is not a simple one size fits all, what works for one Lion or one Club may not work for another but a few basic rules apply when dealing with all the media and the simplest one of all is forward planning and informing the media in plenty of time, I intend to try and give guidance to clubs on publicity and to help them where possible to raise the profile of Lions Clubs through the media.

Publicity does not always come cheap and free publicity is becoming harder to find as more and more groups chase for freebies, so there may be times when Lions must be prepared to pay a reasonable cost in order to get good publicity.

For those who ask the question why can't Lions advertise in the same way other charities do here is a guidance to some of the costs involved – A poster displayed in a street furniture display sign for two weeks costs about £370 per display, a small road side billboard for two weeks would cost between £390 - £1,500 per billboard, a poster displayed in a shopping mall or retail park display unit would cost between £345 - £500, a one page advert for one night in a local paper would cost about £800, a 30 second commercial on TV anything up to and over £12,000, added to these costs are the cost of printing posters and setting these displays up, do Lions have this kind on money or be prepared to pay for this kind of advertising.

Lions may have a possible opportunity of working with a internet company that could get Lions some publicity on the internet thus moving Lions into a modern media, the company may prove most beneficial for the music competition and the Final of the Young Ambassador Award, however detailed talks are still ongoing with this company and I will report the results at a later date.

A thought not only to Zone and Regional Chairman but also to all Club Members, to maximise publicity clubs should consider working as a zone or as a Region on projects, the larger the group the bigger the

impact, the bigger the impact the more the media are interested, the more the media are interested the better publicity for Lions so long as everyone wears a tabard, a T shirt, a jumper, a hat in fact so long as everyone wears something that has our corporate logo on it, a logo that is big and bold so it says we are Lions Clubs and everyone can see that people attending / taking part in the project are members / friends of Lions Clubs, but it is of no use wearing a Lions pin that can hardly be seen, we should all be proud to promote Lions and be proud and prepared to promote Lions to the local media and by working with the local media will get Lions more publicity and by getting more publicity will bring a better understanding of Lions Clubs, of who we are and what we do, it may even get us some new members.

OBJECTIVES – To try & educate & inform Lions about the benefits of good media PR



Name **Mavis Cooke**
Office **District Almoner**
Date **July 2009**

2009-10

DECISIONS REQUIRED

All Cabinet Officers particularly Zone Chairmen and Region Chairmen to keep me informed on the welfare of our fellow Lions and families.

JUSTIFICATION FOR DECISION

Look upon me as the District "Births, Marriages and Deaths Registrar". It is important to celebrate as well as commiserate. We must show our fellow Lions and families that we care as much about them as we do about those in our communities.

ACTION SINCE LAST REPORT

I continue to send appropriate cards as and when needed.

OBJECTIVES

To ensure that our fellow Lions and their families know that they are important to us and that we are " **All One in Service** "