

Stokesley Probus Club

Next Meeting: Tuesday 17th June 2025
Stokesley Town Hall

09.30am to 10.00am Tea/Coffee/Biscuits/Conversation
10.00am to 10.50am Colin Hatton: Those Were the Days
11.00am to 11.30am Members Meeting

AGENDA

1. Apologies:

2. Guests:

3. Minutes of last Meeting 20.5.25

4. Matters arising

5. Committee Reports:

Chris Lee: Treasurer (apols)	John Edwards: Secretary
Chris Griffiths: Speaker Finder	Brian Clarke: Website Manager

6. Paul Bruce: see attachments

7. Member Lunches: -Thurs. 05.06.25 Tocketts Mill report: Peter Robinson
- Wed. 08.10.25 venue pending

8. Trips: Castle Howard; KW update

9. AOB: Members ??

Fun Draw:

Next Mtg: Tues.19.8.25 Speaker: Christine Corbett: Nature & the Archives

On 20th May, Paul presented a set of strategies at the Committee Meeting aimed at promoting recruitment for SPC.

The contextual summary from the Committee Minutes are included here.

A summary of Paul's List is included.

The ideas are simply presented as a Brainstorming set of strategies for consideration by Members.

Each strategy might be adopted, adapted or rejected.

There are no pressures.

The purpose is to decide on the best interests of Members and our Club.

And, of course, any strategy supported, would be complementary to the existing practice of Members inviting their Guests to Meetings.

The item will be on the Agenda from June onwards until we have exhausted the

debate.

Please come to the Meetings with your views on each Strategy which will be of great assistance to our decision-making on any future action.

Information copied across from Committee Minutes 20.5.25

Paul Bruce: future issues for the Club – Recruitment.

Paul started with a contextual background.

SPC provides excellent 'value for money'.

SPC is one of the well-managed Clubs.

The interaction of Members with varied career backgrounds is excellent.

The social conversations are excellent.

There is something for everyone in the Speaker Programme with most being enjoyable.

Paul summarised his Probus experiences as a Speaker across Scotland and the North of England highlighting successful and struggling clubs.

Paul delivered a well-thought-out presentation of ideas.

These were intended as 'brainstorming ideas' aimed at securing the future of SPC in terms of attracting new Members.

The main issues facing all Clubs and Societies being 'aging memberships', member health issues, Talks offered in other organisations so competition, diverse attractions in society.

Paul listed his ideas/suggestions for Committee discussion: see List

Committee discussion was limited due to time issues.

Initial responses:

- current recruiting via existing Members most effective (but more needed)
- history behind inviting Women into membership
- a declining interest in 'Clubs' by people under retirement age
- Pauls' key point: "to look at the problem before it becomes a problem"

The Chairman thanked Paul for a very professional, comprehensive and thought-provoking presentation. Paul's commitment to supporting the future of SPC was appreciated.

Increasing Membership

- Offer an incentive to current members to introduce new members to the club and, once they become fully paid-up members, the person who introduced them is entitled to a free meal at the next arranged lunch.
- Offer an incentive to new members of an introductory free membership period (3, 6 or 12 months)

- Women members – I have already discussed this with the Chair but feel this could benefit from being revisited by the committee. I have attended several clubs in Scotland where women are welcomed – after all, there are professional and businesswomen in this world.
- Consider opening up the talk part of the meetings to the public, including women (for an entrance fee, which would boost funds) This could also potentially boost membership, as people would effectively be getting a “try before you buy” experience. At the end of the talk, the Chair could then thank the public who have attended and ask respectfully that they leave before the meeting commences.
- Agenda item for each meeting to remind members that we have an open-door policy for new members to join.
- Flyers strategically placed around Stokesley (notice boards, shops, library, community hub, pubs, cafes etc.)
- Link with Rotary Club?
- Recruitment at the petrol pump?
- Reach out on social media and website
- Engage with large businesses in the area with a view to targeting soon-to-retire employees. Example – Council, Quorn factory in Stokesley, Thirteen Group – representative of club to liaise with their HR dept.

KW & PB 20.5.25