

**Proposal to be voted on at KRA committee meeting May 2022:  
MEMBERSHIP, MEDIA AND COMMUNICATIONS (MMC)**

**1) Current structure/strengths and weaknesses of membership process:**

- The current software/membership process functions well and is as good as it can be at this time without investing money which could be better spent elsewhere.
- While the current structure based around road representatives functions adequately, the level of involvement among individuals is varied. There needs to be more consistency.
- The subscription level of £5 per year has remained unchanged for over 20 years. There is a broad consensus that this is too low and needs to be addressed in the longer term. (The proposed Village Questionnaire includes questions on this.)

**2) Key objectives of a future MMC sub-committee (remit):**

- Increase membership.
- Raise KRA's profile within the community.
- Improve interaction with membership through more initiatives such as coffee mornings/guest speakers outside of the AGM.

**3) Potential ways to increase membership:**

- Spend money on a high-quality membership pack in a glossy folder to be hand-delivered by road reps to new arrivals and delivered to estate agents for onward distribution to prospective buyers.
- Approach the new road-owning companies/road associations asking them to distribute this membership pack to families moving into their roads.
- Investigate getting the KRA logo printed on the glossy maps of Kingswood currently produced by *Fine & Country*.
- Create a special membership rate for residents of apartment blocks through 'block' ownership. The membership could be in the name of the owner or tenants' representative and carry one KRA vote but every resident in the block could have access to KRA info/emails, etc. There could be a deal to be had if we can tap into the management companies and their managing agents, with these companies incorporating the cost of membership for each of their leaseholders/tenants into their annual service charges.
- Create a special business membership. The KRA needs to get the village businesses onside so they are doing something for us, rather than the KRA fighting their corner with no reciprocity. They could provide a road rep for their own patch. And they will be useful for us when tackling parking/speeding/village tidiness issues, as well as community relations/communications. Each shop could have a KRA counter display with leaflets.
- Conduct a Kingswood 'census' to make our database as up-to-date as possible. Road reps could be given a time frame to contact every house on their patch and update all their information.