

THE FUTURE OF FREEMASONRY

OUR STRATEGY
2015-2020



UNITED GRAND LODGE
OF ENGLAND



We will continue to work closely with Provinces and Districts to develop a clear strategy based on sound leadership and the involvement of our members, with a focus on future needs



Pro Grand Master - Peter Lowndes

OUR VISION

To become openly recognised within our communities as the premier fraternal organisation and the society of choice for individuals with high standards of integrity who are seeking fellowship, personal development, social and charitable involvement that satisfies the needs of themselves and their families.

OUR VALUES

As Freemasons we are guided by these values: integrity, respect, caring and concern for others, co-operation and charity.

STRATEGIC OBJECTIVES

GOVERNANCE

Develop effective
Governance at all levels

MEASURES

- Leadership Development programme first phase implemented
- Review and revise the governance arrangements of Grand Lodge

MEMBERSHIP

Improved attraction and
retention of members

MEASURES

- Membership will remain over 200,000
- Resignations before GL certificate will have reduced from 20% to less than 10%
- Local media coverage will enjoy incremental year on year growth of over 20%

MASONIC HALLS

Developing financial
sustainability

MEASURES

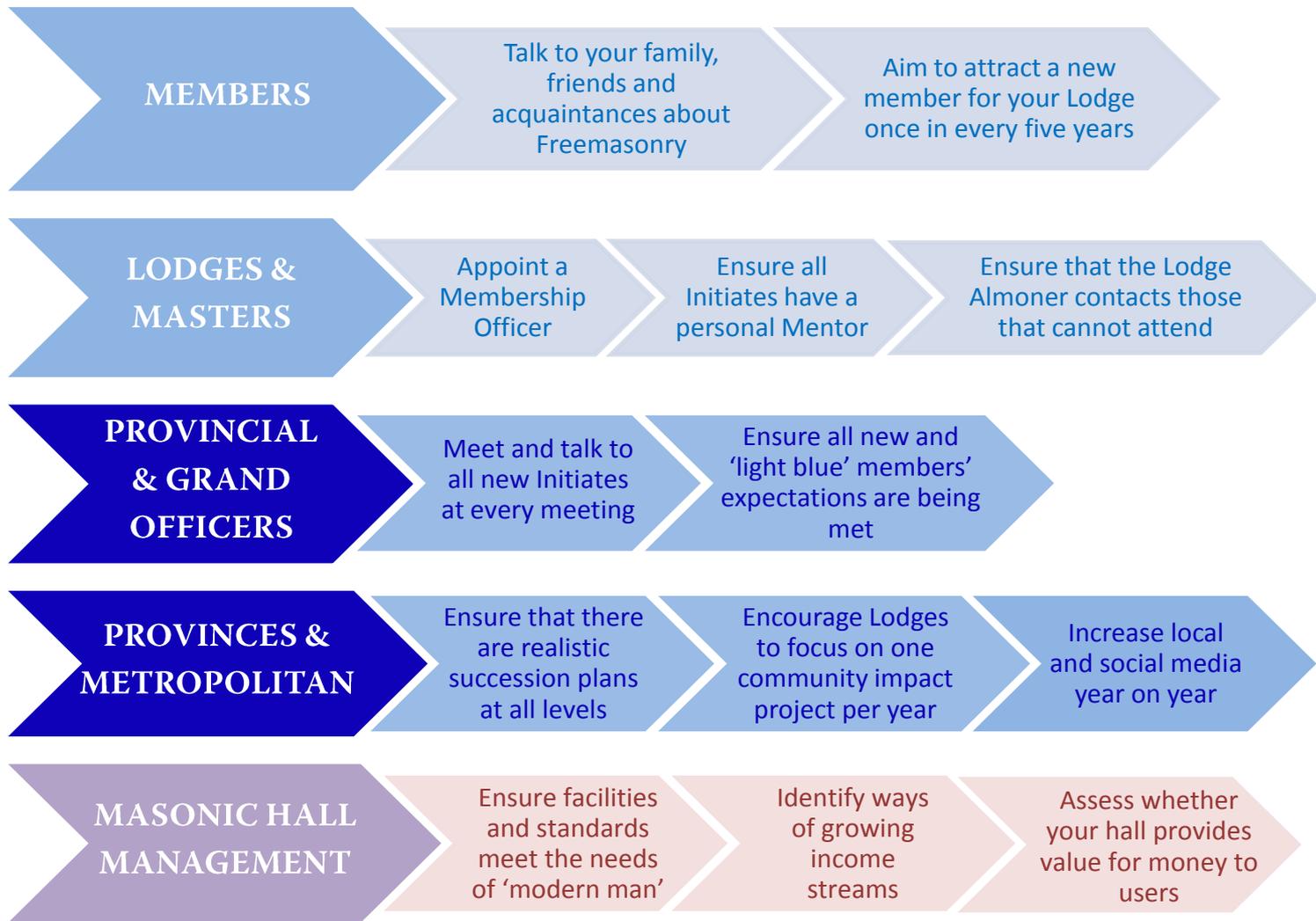
- Masonic Halls support structure in place
- Masonic Halls will be operating on a firm financial basis

OUR APPROACH

We will monitor our achievements and success using modern media (including 'push technology') to communicate with and assist members to make the most of the opportunities that Freemasonry offers

Our members are our most vital commodity and this strategy can only be achieved if the vast majority of members are committed to supporting the strategy and its objectives.
How can you help?

GETTING INVOLVED



A DETAILED LOOK

The following information expands upon the 'strategic plan at a glance' (page 2) and provides further information on how the Strategic objectives are to be achieved.

SOUND GOVERNANCE

We shall review, overhaul and clarify responsibilities, accountabilities, reporting relationships, leadership style, terms of reference and succession planning at every level in collaboration with Rulers, the Grand Master's Council, the Board of General Purposes, Provincial Grand Masters, Grand Superintendents and Members.

In order to achieve our ambitious objectives we shall:

- Introduce assessment of performance in key Masonic roles and in all essential governance activities
- Be more rigorous in our leadership selection, training and development programmes at all levels
- Seek to assist Warranted Lodges by providing training programmes aimed at assisting Lodges to develop members' Masonic skills in order to provide quality Masters, Secretaries, DCs, Mentors, Almoners and Charity Stewards
- Create a succession planning model that meets modern day needs
- Review and rationalise our rules and regulations and re-write the Book of Constitutions and the booklet on advice for members of the Craft to reflect the future needs of Freemasonry.

MEMBERSHIP DEVELOPMENT - ATTRACTION, RETENTION & RETRIEVAL

We will introduce a membership Pathway Programme and look to introduce membership officers in each Province, Lodge and Chapter to improve attraction, selection, mentoring, caring for our members and retention rates.

The programme will assist Lodges and Chapters to attract and retain members by:

- Seeking professionals, leaders and quality members, introducing them to our vision, core values, charitable achievements and modern brand.
- Upgrading interviews to ensure candidate expectations are in line with Lodge culture, demonstrating transparency in providing detailed costs of membership, and ensuring that candidates are aware of the need to support Lodge social and charity activities.
- Improving retention rates by developing a mentoring culture in all existing members and ensuring Almoners are proactive in contacting those members that do not attend a meeting, allowing them to feel valued, included and cared for.
- Fostering greater charity, community and social activity as and where required.
- Encouraging all Provinces to implement a retrieval strategy with 'exit interviews', and a policy to assist disaffected members to find a Lodge that meets their expectations.
- Ensuring Provinces have a policy in place to inform other Provinces that a member has moved location and is welcomed within that Province.



MASONIC CENTRES

Masonic Centres have and will always be a major factor in relation to the future of the craft. Surveys, however, indicate that many centres are not considered to be 'fit for purpose' by members that meet in them.

We shall seek to collaborate with Masonic Centre Management to provide expertise, if required, and assist those that need help by:

- Hosting a Masonic Centre summit at a national level to get to the root cause of the problems and establish what help is needed.
- Identifying ways of significantly growing revenue streams within centres.
- Find out if there is an appetite to set up a fund specifically to assist Masonic Centres e.g. with no interest loans from Grand Lodge to bring them up to date and make them profitable.
- Influencing Masonic Centres to change their approach if members identify needs that are not being fulfilled.

To find out more and get updates about our strategy
sign up to www.ugle.org.uk/mfg



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