



Lodge Planning

in the Province of East Lancashire

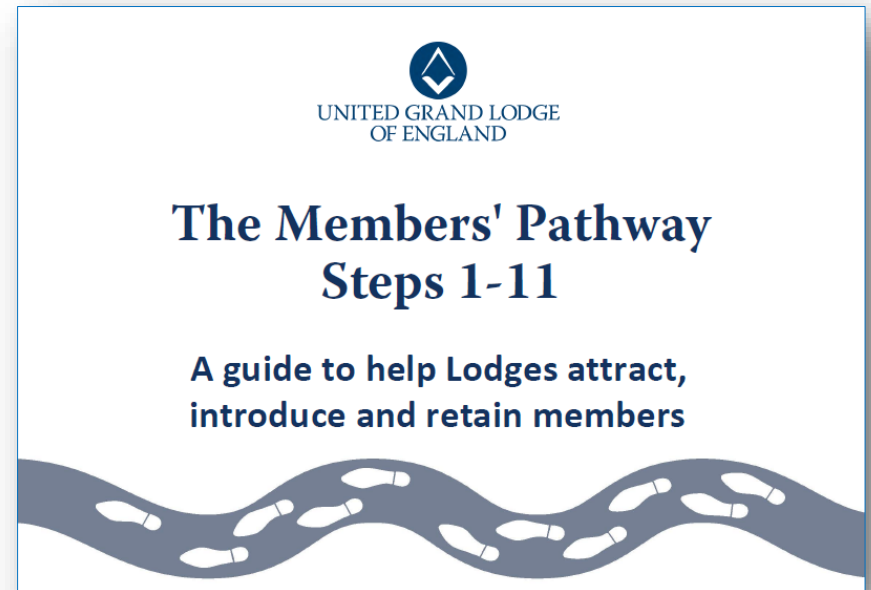
Members' Pathway – Step 1

Lodge Presentation

The Members' Pathway



**A planned approach
of 11 steps that
Lodges can follow to
attract,
introduce and retain
members**



Position Statement



Based upon Current Trends

**Between 2020 & 2025 PGLEL may
lose up to 60 Lodges**



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Based upon Current Trends

**Between 2020 & 2025 PGLEL may
lose up to 60 Lodges**

*We hope to make sure it's not yours
- By helping you plan for the future*



Lodge Planning



Such is the imperative to take action now, the Provincial Grand Master has stated that:

*“ALL LODGES MUST HAVE
A LODGE PLAN”*





The Lodge Planning Process will:

- Enable you to carry out a ‘health check’ of your Lodge
- Assist you develop an agreed vision for the future
- Provide you with tools and support to enable you to develop a Lodge Plan, which will help you implement and achieve your vision



The Concept



A Simple 'Workbook' based, staged approach:

Step 1 – Lodge compiles its historical data, forecasted future and agrees its preferred future position and 'character'

Step 2 – *Members identify opportunities for improvement

Step 3 – *Members agree the changes that are required

Step 4 – *Members agree an Action Plan

**Step 5 – Lodge Plan is documented and agreed by members,
- including a Lodge Profile**

Step 6 – Action Plan is implemented and regularly reviewed

** Denotes support and process facilitation by District Team*



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Step 1a – Lodge compiles its historical, forecasted and preferred future



LODGE DATA: 3 & 5 YEAR REVIEW

Feature	End of Year						If we change Nothing - in 2025	Where We Want to be - in 2023	Where We Want to be - in 2025
	2015	2016	2017	2018	2019	2020			
Lodge Membership:									
No. Lodge Members	13	14	13	15	16		*19		
Initiates, pa	0	1	1	1	1				
Joining Members, pa	0	1	0	2	1				
Average Age of Members									
Total Losses, pa	3	1	2	1	3				
of which deaths were:	1	0	0	1	0				
Meeting Attendance:									
	2015		2017		2019				
Lodge Attendance - **Total									
Lodge Attendance – **Members									
Lodge Attendance – **Visitors									
Social Activities:									
	2015		2017		2019				
Fraternal Events pa									
Events with partners/families pa									
Overnight Events pa									

Members' Pathway Guidance

Note: * - 2025 forecast based upon membership during years 2015 to 2019; Lodges should amend forecast, if required, based upon 2020 membership and local knowledge
 ** - Average annual attendance EXCLUDING Installation meetings

PA / PB

Step 1b – Lodge determines the key ‘characteristics’ required in the future



#NAME & NUMBER OF LODGE#

LODGE DATA: 3 & 5 YEAR REVIEW

Lodge Vision

In five years' time (2025) we aim to have 26 members in the Lodge.

The key characteristics of the Lodge, which will both assist recruitment and retention of members, will be:

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Step 1b – Lodge determines the key ‘characteristics’ required in the future



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- Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Examples might include:

- *A very high standard of work in the Lodge room*
- *Fine dining experience*
- *Specific member interest in a sport or hobby etc.*
- *Focus on entertaining and interesting lodge meetings (eg Educational, presentations, masonic history)*
- *Themed social boards (eg guest speakers, musical orientation, 'singing lodge', etc.)*
- *A 'fun' lodge*
- *A masonic research lodge*

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Step 2 – *Members identify opportunities for improvement





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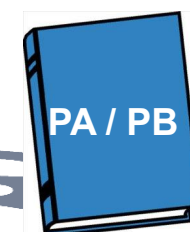
LODGE 'OPPORTUNITIES FOR IMPROVEMENT'

OPPORTUNITIES for IMPROVEMENT	Priority H/M/L
Within the Lodge Room:	
<ul style="list-style-type: none"> • Lorem ipsum dolor sit amet, consectetur adipiscing elit • Vivamus a tellus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. • Pellentesque libero lectus, tristique ac, consectetur sit amet, imperdiet ut, justo. 	
Within the Social Board:	
<ul style="list-style-type: none"> • Lorem ipsum dolor sit amet, consectetur adipiscing elit • Vivamus a tellus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. • Pellentesque libero lectus, tristique ac, consectetur sit amet, imperdiet ut, justo. 	
Recruitment (of New & Joining Members):	
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Mentoring / Retention of Members:	
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Template 'F3'

OPPORTUNITIES for IMPROVEMENT		Priority H/M/L
Within the Lodge Room:		
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<ul style="list-style-type: none"> • Vivamus a tellus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. 		H
<ul style="list-style-type: none"> • Pellentesque libero lectus, tristique ac, consectetur sit amet, imperdiet ut, justo. 		M

*** Note**
Lodge meeting will be supported by a District Officer



Step 2 – *Members identify opportunities for improvement





#NAME & NUMBER OF LODGE#

LODGE 'OPPORTUNITIES FOR IMPROVEMENT'

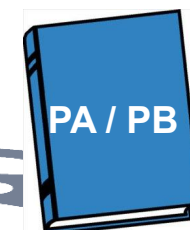
OPPORTUNITIES for IMPROVEMENT	
Within the Lodge Room:	
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Within the Social Board:	
<ul style="list-style-type: none"> • Lorem ipsum dolor sit amet, consectetur • Vivamus a tellus. Pellentesque habitant malesuada fames ac turpis egestas. • Pellentesque libero lectus, tristique ac, co justo. 	
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Template 'F3' 6

Opportunities for Improvement:

- Within the Lodge Room
- Within the Social Board
- Attraction of New Members
- Mentoring / Retention
- Social Activities
- Others (incl. Charity)

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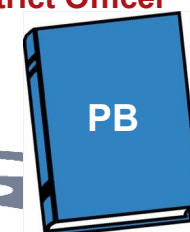
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LODGE CHANGE REQUIREMENTS: RED-AMBER-GREEN (RAG) ASSESSMENT

RED – AMBER - GREEN (RAG) ASSESSMENT	
RED <i>(things we want to STOP doing)</i>	<ul style="list-style-type: none"> Lorem ipsum dolor sit amet, consectetur adipiscing elit Vivamus a tellus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Pellentesque libero lectus, tristique ac, consectetur sit amet, imperdiet ut, justo
AMBER <i>(things we want to CONTINUE doing)</i>	<ul style="list-style-type: none"> Lorem ipsum dolor sit amet, consectetur adipiscing elit Vivamus a tellus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Pellentesque libero lectus, tristique ac, consectetur sit amet, imperdiet ut, justo
GREEN <i>(things we want to START or IMPROVE)</i>	<ul style="list-style-type: none"> Lorem ipsum dolor sit amet, consectetur adipiscing elit Vivamus a tellus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Pellentesque libero lectus, tristique ac, consectetur sit amet, imperdiet ut, justo

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Step 4 - *Members agree an Action Plan



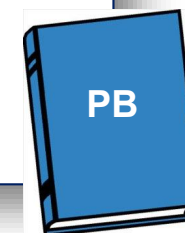
#NAME & NUMBER OF LODGE#

LODGE ACTION PLAN

Our vision for EOY 2025 (five years' time) is to:

- have a minimum of xxx members
- xxx
- xxx
- xxx
- xxx

	Action Required	Objective / Outcome	When By	Who By	Review On
1	Lorem ipsum dolor sit amet, consectetur adipiscing elit	Sed ut perspiciatis unde omnis iste natus.	1//11/2021	John Smith	1/5/2022
2	Lorem ipsum dolor sit amet, consectetur adipiscing elit	Sed ut perspiciatis unde omnis iste natus.	1//11/2021	John Smith	1/5/2022
3	Lorem ipsum dolor sit amet, consectetur adipiscing elit	Sed ut perspiciatis unde omnis iste natus.	1//11/2021	John Smith	1/5/2022
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5	Lorem ipsum dolor sit amet, consectetur adipiscing elit	Sed ut perspiciatis unde omnis iste natus.	1//11/2021	John Smith	1/5/2022
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7	Lorem ipsum dolor sit amet, consectetur adipiscing elit	Sed ut perspiciatis unde omnis iste natus.	1//11/2021	John Smith	1/5/2022
8	Lorem ipsum dolor sit amet, consectetur adipiscing elit	Sed ut perspiciatis unde omnis iste natus.	1//11/2021	John Smith	1/5/2022



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Step 5a – Compile your ‘Lodge Profile’



#NAME & NUMBER OF LODGE#

LODGE PROFILE & PLAN SUMMARY

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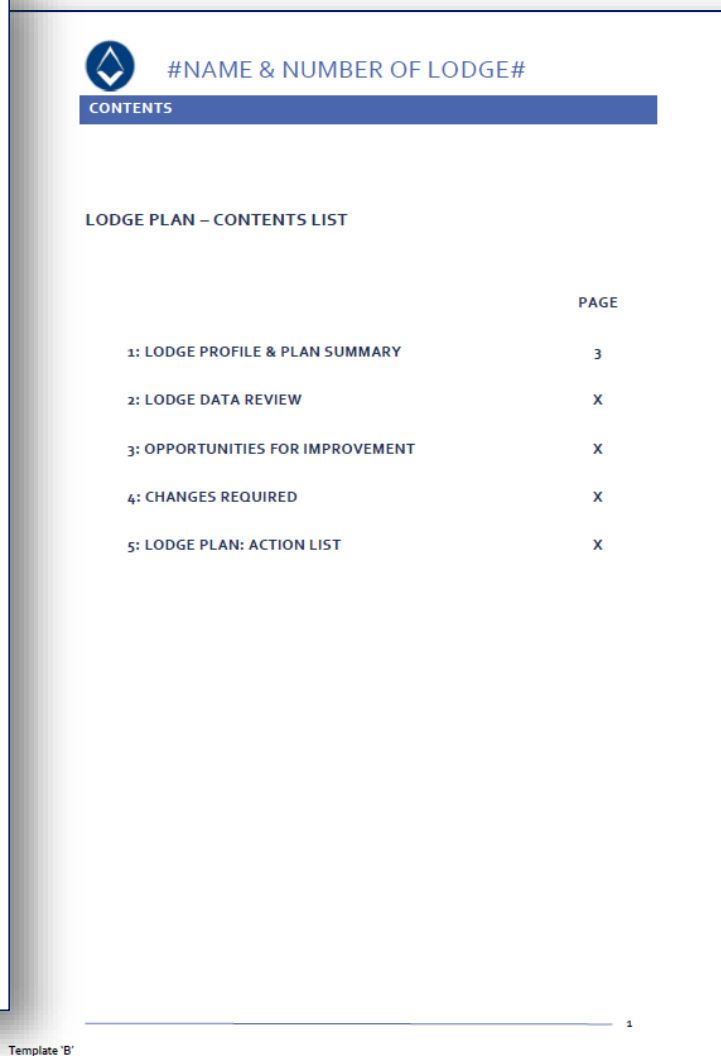
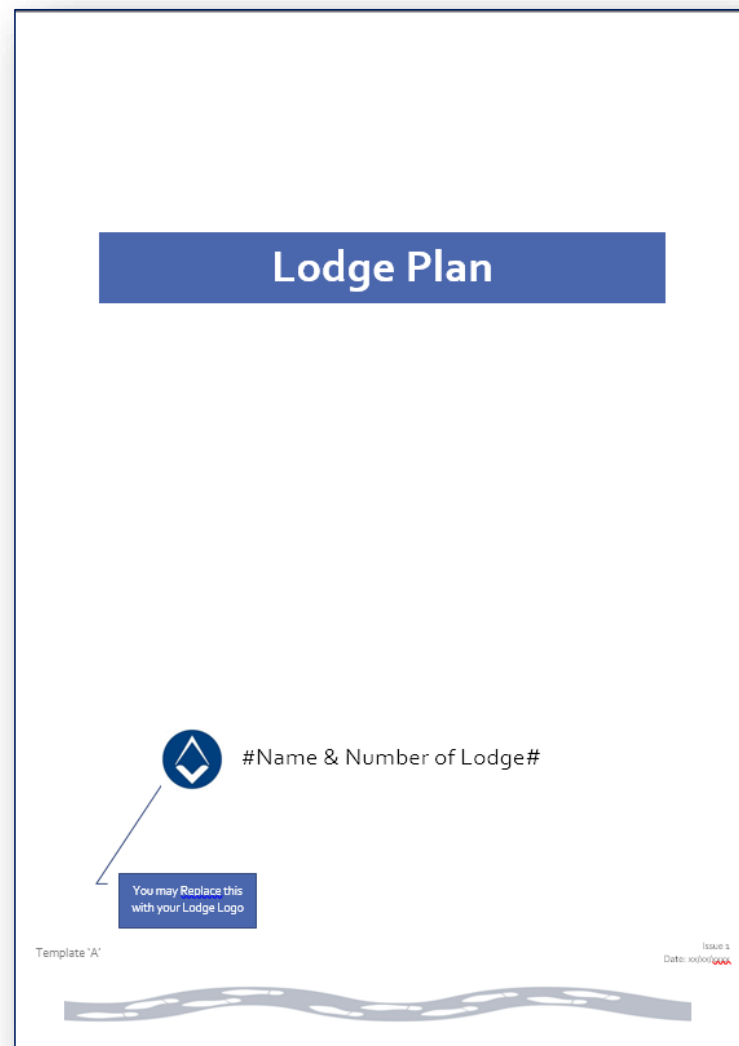
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Step 5b – Add Cover & Contents



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On Completion & Action



Your Lodge will have –

- A formal plan for your future – with action points
- Increased Membership Satisfaction
- Increased Ability to Attract New Members
- Increased Membership Retention
- A platform to implement other beneficial steps in the “Members’ Pathway”



Support Documentation



The 'Workbook' templates and support information from the 'Members' Pathway' may be downloaded from the Provincial website:

www.pglel.co.uk/planning-your-lodges-future/

or, via your District Membership Officer, or District Mentor



Also a support blog site is available via the Province's TeamApp site



Next Steps



- Lodges should identify a Lodge Planning lead and provide the District Membership officer (DMO) with contact information
- Your DMO will provide a pre-populated Lodge Data sheet for your use in **‘Step 1’** – this should be completed with members’ participation
- Your DMO or District Mentor (DM) will contact your lodge ‘lead’ to arrange meetings to assist your Lodge complete **Steps 2, 3, & 4**
- The Lodge compiles a ‘Lodge Profile’ – **Step 5a**
- Lodge compiles the completed ‘Lodge Plan’ – **Step 5b**, agrees content with all members and then forwards a copy to the District Chairman
- Lodge members act on the plan – **Step 6** and regularly review and update

Wishing You a Great Future

on behalf of the Recruitment and Membership Strategy Group

A photograph of a long, straight asphalt road stretching from the foreground into the distance, where it meets a blue ocean under a sky filled with white and grey clouds. A yellow signpost stands on the right side of the road. The sign is yellow with a black border and contains the text "Success Ahead" in bold black letters.

**Success
Ahead**

***The Future
of Your Lodge
is in Your Hands***





Q&A Questions Answers