**AGM 2019**

**Membership Annual Report**

Firstly, as always, thanks to all of you for your continued membership of the society. Your support is absolutely essential to the work we do and we are very grateful for it.

These are challenging times for many membership organisations and charities as people increasingly consider their leisure and discretionary spend, and I’m delighted to report that our membership levels have remained constant at around 2400 Members. We know that the majority of Members join because they care passionately about supporting our cause, but that equally benefits such as the magazine, journal and events programme, make a significant contribution to people’s decision to remain Members. As always, we aim to provide a high quality service across all areas of Society activity and outputs, whilst keeping a close eye on costs. In the past year we have undertaken a review of the Magazine to ensure we are getting best value for design and production, without compromising the high editorial standards that our Members enjoy.

Another significant development we can look forward to later this year, is a refreshed website. The new design and navigation will make it easier to find key information, we will be able to showcase our casework more effectively, and there will be much improved event booking functionality. Improvements to Search Engine Optimisation (SEO), will also make it easier for people who aren’t already members of the Society, but who are searching for information related to the key architectural styles of the period, to find us online. And once people find us, hopefully we can entice them to join or donate.

Our enewsletters and social media accounts continue to go from strength to strength. The regular enewsletter is a timely and cost efficient way of keeping in touch – please do sign up if you aren’t already subscribed. If you’re active on social media yourself, please don’t forget to tag us in any relevant posts – it all helps extend our reach.

As always, we’re very grateful for anyway in which you can help spread the word about the Society and its work – our Members are our best and most effective advocates.

Finally, huge thanks are due to Kate Southey and the numerous dedicated volunteers who support the work in the office around membership, digital and social media. It all contributes to providing a positive and engaging membership experience.

**Jane Rosier**

**Trustee and Hon Membership Secretary**