



# **Membership Strategy**

**Version 3.1 (March 2026)**

## **1. Aims of the Membership**

- Facilitate the community ownership of the Farmers Arms public house – purchased in August 2024.
- Creation of a strong membership base that is informed of Muker Parish activities.
- Provide a mechanism to support local groups and initiatives with critical funding.

## **2. Introduction to the Society – Purpose and Objects**

The Society exists in order to carry on business for the benefit of the community. The Society's objects shall be to secure and operate the Farmers Arms pub for the benefit of the community of Muker Parish and the wider community of Upper Swaledale, helping to:

- Ensure that there is a year-round, accessible, community hub
- Re-enforce community ties
- Promote social, mental and physical well-being
- Support the provision of community services
- Support community initiatives
- Provide local employment opportunities
- Support local suppliers and the local economy
- Support the local tourism industry through promoting Upper Swaledale
- Ensure a welcoming environment for all residents and visitors

## **3. Society Membership Background**

Membership is the means by which the Society is owned by the community. Membership provides Members with access to information, a voice in the Society, and the opportunity to be elected to a representative role in its governance. Membership of the Society is achieved by complying with specific requirements set out in the Rules, including the purchase of the minimum number of shares.

Members are entitled to receive information, about the Society, and its business as provided for in the Rules. Information may be sent or supplied by electronic means subject to the Society's privacy policy.

A purchase of shares means that anyone over the age of 18 years old can become a member of the Community Benefit Society. Members do not invest to maximise their return, they do so primarily to support the objectives of the Society and to benefit the community.

Members are protected by limited liability.

The Members of the Society are those whose names are listed in its Register of Members.

#### **4. Who can be a Member?**

Membership is open to any person (whether an individual, a corporate body or the nominee of an unincorporated organisation) who completes an application for membership in the form required by the Management Committee and;

- Is over 18 years of age;
- Supports the Society's Purpose and Objects;
- Pays for the minimum number of shares required by the Rules; and
- Whose application is accepted by the Management Committee.

#### **5. Why Become a Member?**

The core benefit of becoming a member is to have a regular voice – to shape the way services are provided, contribute to future direction of the organisation, and ensure the Society is responsive to the needs of the people and communities it services.

Members have a voice in the Society's affairs by; attending, speaking and submitting matters to be considered at Members' meetings; proposing and voting at Members' meetings; and by electing representatives to the Management Committee at Members' meetings.

Alongside this, membership provides opportunities to show support for the Society and its work. In general terms, the benefits of membership include:

- Each member has one vote regardless of the number of shares purchased
- Members can participate in all general meetings and can elect a Management Committee at the Annual Members' Meeting
- Members can become members of the Management Committee
- Members can hold the Management Committee accountable for the way the Society is run
- Getting regular and up to date information about the Society
- Invitations to Society and partner events and attendance and ask questions at the Annual Members' Meeting
- Taking part in surveys and consultations

#### **6. Representing the Interests of Members**

The Management Committee will update the Members at the Annual Members' Meeting about the Society's membership and the Membership Strategy

The Management Committee are accountable to the membership for all activities of the Society

## 7. Target Groups for Membership

We have identified four community tiers based on location and needs. To ensure all community tiers are connected to the project we've employed multiple engagement channels. The table below describes each tier and the primary engagement channels used.

Tier	Description	Primary Engagement Channels
<b>Tier 1</b>	The core community served by the Farmers Arms are residents of Muker Parish and immediate surrounds. For this community the Farmers Arms is not just a pub, but a community hub and underpins the tourist industry upon which the prosperity of the parish depends.	Leaflet drops Public meetings Paper and online questionnaires Posters on village notice boards Face-to-face conversations Social media via the Facebook page and website
<b>Tier 2</b>	Residents of other parishes in Swaledale and Wensleydale, including leaders and committee members of local groups and clubs. For this community the Farmers Arms is an important place to meet friends, host events and to socialise after activities.	MCBS website Facebook page (and other sites which the CBS posts) E-mails to those on the MCBS distribution list Direct contact via e-mails, phone calls and face-to-face Local community Facebook groups Articles in the Local Press
<b>Tier 3</b>	Residents in other parts of the region that may enjoy visiting for occasional day trips and evenings out. Some will have family connections with Muker Parish and also encourage friends to visit the Dales.	MCBS website Facebook page (and other sites which the CBS posts) E-mails to those on the MCBS distribution list Articles in the Regional press
<b>Tier 4</b>	Those who live outside of the region or overseas but have a connection to Muker Parish through family, friends or as holiday makers. They are customers of both the Farmers Arms and local businesses. Many have visited several times and have formed strong bonds with the area. They are viewed as friends as much as customers.	MCBS website Facebook page (and other sites which the CBS posts) E-mails to those on the MCBS distribution list Emails from hospitality businesses to their customers

**8. Membership Objectives**

- 1) Aim for the majority of Members to respond to Society consultations
- 2) Aim for 25% of local Members to attend meetings in person
- 3) Aim for 25% of Members from outside the area to attend meetings online
- 4) Retain 90% of Members each year
- 5) Aim for two new Members to be elected to the Management Committee
- 6) Ensure frequent communications via press, print, face to face, website, social media and email

**9. Review**

The Management Committee will review the success of the Strategy by monitoring progress against each of the Objectives and agreeing an action plan when required.