

### National Work Programme 2022

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**Key**

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| AC | Awards Committee |
| BDM | Business Development Manager |
| BOM | National Board of Management |
| CMM  CMT  DHSC  DWP | Communications and Marketing Manager  Communications and Marketing Team  Department of Health and Social Care  Department for Work and Pensions |
| FC | Finance Committee |
| HLM  MT  NC  NFM | HASSRA Live Manager  Management Team  National Chair  National Finance Manager |
| NOM | National Operations Manager |
| PDC | Programme and Delivery Committee |
| PDM  PDT | Programme Delivery Manager  Programme Delivery Team |
| RMT | Resources and Membership Team |
| RFAs | Regional Finance Assistants |
| RFMs | Regional Finance Managers |
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**2022 National Work Programme**

The HASSRA Three Year Strategy 2021 to 2023 sets out our strategic vision and priorities for the Association. The key steps we will take in 2022/23 towards the achievement of those objectives are set out below.

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| **Priority 1: National Programme – A Unique Offer to Members** | | | | |
| **Activity** | **Task** | **Owner** | **Start** | **End** |
| Annual General Meeting | Plan, organise and deliver all elements of the Annual General Meeting including elections, motions and reports. | PDT/BDM/ NFM | 01/01/22 | 12/05/22 |
| Awards Dinner | Plan, organise and deliver an Awards Dinner for winners | PDT/BDM/ NFM | 01/01/22 | 12/05/22 |
| National Championships | Plan, organise and deliver July and September Festivals at Warwick University. | PDM/PDT | 01/01/22 | 11/09/22 |
| Summer Promotion | Plan, organise and deliver Summer Promotion offering over 50% discount to selected UK theme parks and attractions. | NFM | 01/03/22 | 31/08/22 |
| Spring and Summer Draws | Plan, organise and deliver both Spring and Summer free cash prize draws. | CMT | 01/03/22 | 01/10/22 |
| Winter Promotion | Plan, organise and deliver a free Christmas cash and gadgets prize draw £50k in total. | CMT | 01/09/22 | 31/12/22 |
| Lottery | Plan, organise and deliver twelve monthly lottery draws, notify winners and publish results. | RMT/CMT | Ongoing | |
| Development Fund | Continue to deliver a scheme to provide financial support for individual members wishing to develop their skills. | AC/CMT | Ongoing | |
| Free Competitions | Plan, organise and deliver a minimum of 10 national fun ‘n’ free competitions, ballots or giveaways; notify winners and publish results. | CMT | Ongoing | |
| Online Programme | Plan, organise and deliver all elements of the Online Programme (see Annex 1 for the programme calendar) | PDT/CMT | 01/01/22 | 31/12/22 |
| Membership Benefits | Continue to seek valuable membership benefits and new offerings and promote them through modern communication methods including HASSRA website, Digital Livelife magazine, e-mail Facebook, Twitter and YouTube. | PDT/CMT | Ongoing | |
| Programme Development | Review overall mix of the programme to ensure broad appeal to members. | PDM/PDC | Ongoing | |
| Conduct a review of National Championships to ensure competition structures are relevant and deliverable. | PDM/PDC | 01/06/22 | 30/11/22 |

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| **Priority 2: Building Membership** | | | | |
| **Activity** | **Task** | **Owner** | **Start** | **End** |
| Running recruitment campaigns | Devise and implement recruitment plans to target traditional and new markets based on management information on take-up rates and incorporating D&I data for each region. Special attention to be paid to DWP and DHSC new recruits, and to the new Social Security Scotland. | PRT | 01/01/22 | 31/12/22 |
| Buddy Draw | Devise and implement one Buddy Draw to encourage members to recruit new members. | PDT | 01/01/22 | 31/03/22 |
| Research leavers data and membership eligibility | Investigate potential new pools of eligible members and research access to leavers data. | NOM | 01/03/22 | 31/12/22 |
| Publishing recruitment materials | Design and print new marketing products to support the recruitment and retention of members. | CMT/PDM | Ongoing | |
| Membership retention | Continue to offer a wide programme of membership benefits and events so that each member receives good value from their membership. | PDT | Ongoing | |
| Ensure timely communications with staff leaving our sponsor departments to encourage them to maintain their HASSRA membership. | PDM/CMT | Ongoing | |
| Promoting HASSRA to managers | Promote the benefits of HASSRA by actively seeking to attend DWP, DHSC and other qualifying employers’ management events. | PDT | Ongoing | |
| Actively publicise and promote the achievements of the winner of the Best Business Sponsor Award. | CMT | 01/04/22 | 01/07/22 |

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| **Priority 3: Supporting Clubs and Volunteers** | | | | |
| **Activity** | **Task** | **Owner** | **Start** | **End** |
| HASSRA Live | Carry out a consultation with clubs and regions to find out what they need HASSRA Live to do for them. Includes creation of steering group and continuation of ‘how to’ videos. | HLM | 01/04/22 | 31/12/22 |
| Provide regions and clubs with on-line digital business tools to help them deliver a programme and communicate with members. | HLM | Ongoing | |
| Volunteer Toolkit | Complete a review of the volunteer toolkit ensuring it is up to date and available on website. | PDT/CMT | Ongoing | |
| Conduct and Discipline | Review and update conduct and discipline policy and procedures to provide regions with clear guidance. | NOM | 01/01/22 | 30/06/22 |
| Issue Finance Bulletins | Issue Finance Bulletins to clubs and volunteers to provide practical advice and guidance on pertinent finance and governance issues. | NFM/FC | As and when required | |
| Quarterly MI Reports | Produce quarterly MI reports for regions. | BDM | Quarterly | |

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| **Priority 4: Promoting Equality and Diversity** | | | | |
| **Activity** | **Task** | **Owner** | **Start** | **End** |
| Develop equal opportunity policies | Develop and implement policies to ensure the management of the association and the delivery of programmes are inclusive of all members and take account of their diverse needs and preferences. | NOM/PDM | Ongoing | |
| Creation of Diversity and Inclusion Committee | To be motioned to Conference May 22 with co-opted members sought. Positions to be elected at Conference 2023. | NOM/BOM | 10/02/22 | 31/12/22 |
| Equality and diversity data | Collect data on diversity in our biennial member survey and from events participants and use this to inform policy and programme planning and delivery. | CMM/PDM | Ongoing | |

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| **Priority 5: Building Sponsorship** | | | | |
| **Activity** | **Task** | **Owner** | **Start** | **End** |
| Develop effective partnerships with departmental sponsors | Issue an Annual Report to sponsor Executive Teams to summarise outputs delivered to members and key survey findings. | NOM | 01/06/22 | 31/08/22 |
| Collaborate with DWP’s Health and Wellbeing team to support its health and wellbeing policy and objectives. | PDM | Ongoing | |
| Approach the Director General, Work and Health to garner support and promote the advantages of HASSRA membership to the Department. | NC | 01/04/22 | 31/12/22 |
| Minimise any pressures our activities may create for businesses and colleagues by staging events and activities outside business hours or in lunch breaks. | PDM/PDT | Ongoing | |
| Secure sponsorship | Identify organisations to sponsor HASSRA events and activities. | PDM/NOM | Ongoing | |

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| **Priority 6: Building our Business** | | | | |
| **Activity** | **Task** | **Owner** | **Start** | **End** |
| HASSRA LIVE | Investigate the development and viability of a HASSRA Live native App. | HLM | 01/03/22 | 31/12/22 |
| Continuously improve HASSRA Live to ensure we exploit all the opportunities afforded by digital. | MT | Ongoing | |
| Strategic Communications Plan | Review and update current strategic communications plan, to ensure all HASSRA communication products and channels remain fit for purpose in light of Association objectives and current challenges. | CMM | Ongoing | |
| Social Media & Other Communications Channels | Maximise the use of social media and other communication channels (e.g. Facebook, Twitter and YouTube) as part of an integrated approach to communications and marketing. | CMM | Ongoing | |
| Strategic Forward Look | Keep under review strategic planning paper to inform future direction of Association. | NOM/BOM | Ongoing | |
| CSSC Review | Undertake a review of relationship between the two organisations. | NOM/BOM | 01/06/22 | 31/12/22 |
| Development Fund | Keep under review Development Fund and identify steps to generate higher take-up. | CMM | Ongoing | |
| Programme and Resources | Undertake a review of the content and funding of the National programme post lockdown in order to retain elements of the lockdown programme alongside the traditional programme. | NOM/NFM/BOM | Ongoing | |

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| **Priority 7: Managing our Business** | | | | |
| **Activity** | **Task** | **Owner** | **Start** | **End** |
| National Accounts | Day-to-day management of income and expenditure. | NFM | Ongoing | |
| Report income and expenditure on a quarterly basis to National Board of Management. | NFM | Quarterly | |
| Calculate and distribute rebates to regions. | NFM | Quarterly  (end Mar, Jun, Sep, Dec) | |
| Regional Accounts | Day-to-day management of income and expenditure. | RMT | Ongoing | |
| Report income and expenditure to Regional Boards. | RFMs | Quarterly | |
| Calculate and distribute rebates to clubs. | RFMs | Annually | |
| Provide advice and guidance to regions and clubs on management of funds and governance. | FC/RFMs/  PDT | Ongoing | |
| Ticket sales | Procurement of theme park tickets from suppliers. | RFAs/RFMs | Ongoing | |
| Fulfilment of ticket orders from members using website according to agreed service standards. | RFAs | Ongoing | |
| Manage contract and service levels of cinema e-code sales with Cinema Society. | NFM | Ongoing | |

**HASSRA National Team**

**May 2022**