



LALG Strategy 2024 – 2027

Vision

To further arts and leisure activities in Letchworth Garden City and the surrounding area.

Mission

To help members to achieve their social and leisure goals, bringing people with common interests together. Make the community stronger. Create opportunities to meet others.

Values

- Strive for Equality, improve Diversity and encourage Inclusion
- Friendly, approachable, honest and welcoming
- Provide affordable/free activities

Strategic Aims

1. We aim to be open to all adults
2. Maintain the number of members and groups at a viable level
3. Increase diversity
4. Attract and nurture volunteers
5. Adapt to changing needs of our membership
6. Continue to rebuild our financial reserves by around £1,000 pa

This document was originally discussed by the Committee at its meeting on 20 August 2024. The Committee endorsed the Vision, Mission, Values and Strategic Aims. The Action Plan was separately approved by email.

Document reviewed and revisions approved by the Committee on 19 May 2025

Action Plan 2024 - 2027

Priority	Action	When	Who
1. Marketing	Annual satisfaction survey including call for volunteers and ideas – at renewal.	To be confirmed	GST & Volunteers Officer
	Develop a PR and Marketing Strategy that includes EDI focus	ongoing	Publicity Officer and Diversity Officer
2. Publicity	Send success stories to TV, local papers/ magazines	ongoing	Publicity team
	Visit local companies	ongoing	Publicity team
	Target new residents via estate agents	ongoing	Publicity team
	Increase cost-effectiveness of publicity	ongoing	Publicity team
3. Membership	Audit membership status	annual	Membership Sec and GST
4. Volunteers	Training and networking events, in-person and online	ongoing	GST & Volunteers Officer
	Thank you event	annual	Secretary and Social team
	Promote volunteering at every opportunity	ongoing	Volunteers Officer
	Develop a mechanism for updating GCs regularly	monthly via email	GST
5. Finance	Set a budget strategy to achieve financial targets	annual	Treasurer/ committee
	Annual review of subs	annual	Treasurer/ committee
6. IT	Improve user-friendliness of website	ongoing	Web developers
	Enable GCs to contact subscribed members via webpage	2025/2026	Web developers
7. Inclusion	Track membership demographics	annual	EDI Officer
	Increase range of weekend and evening activities	ongoing	GST
	Provide EDI Training/support for GCs and members	ongoing	EDI Officer/ GST
	Develop a framework for GCs to monitor demographics	Oct 2024	EDI Officer

Who = who is responsible for making it happen; this is not necessarily the person who undertakes the task
 GST = Group Support Team