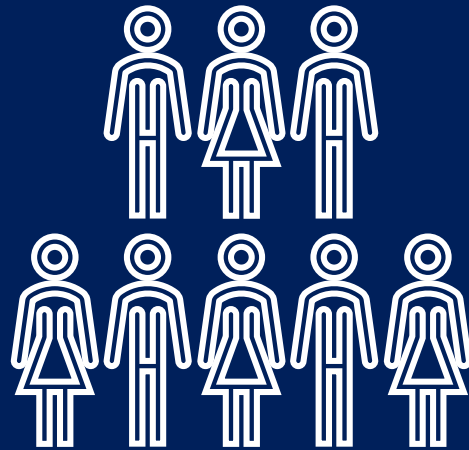




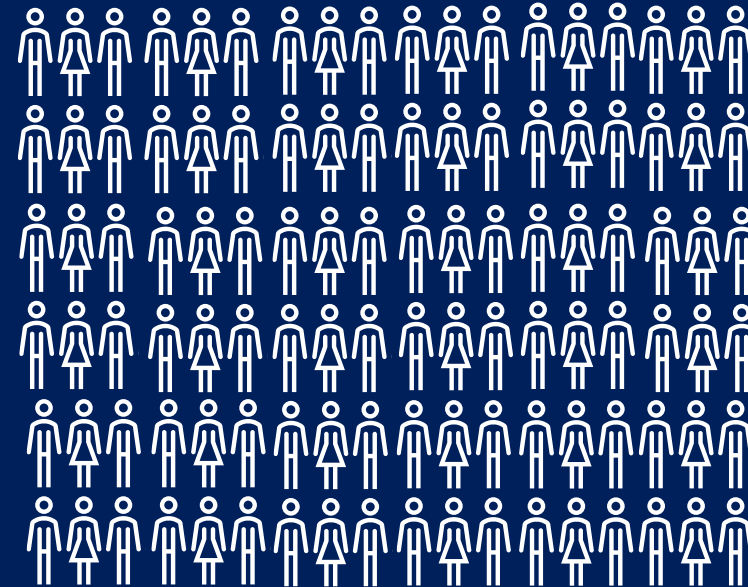
# Organisation & Recruitment (O&R) Report

David Luxton - Deputy General Secretary  
on behalf of the Executive Council

# Recruitment of new members



**386**  
new members



But lost  
**4,720**

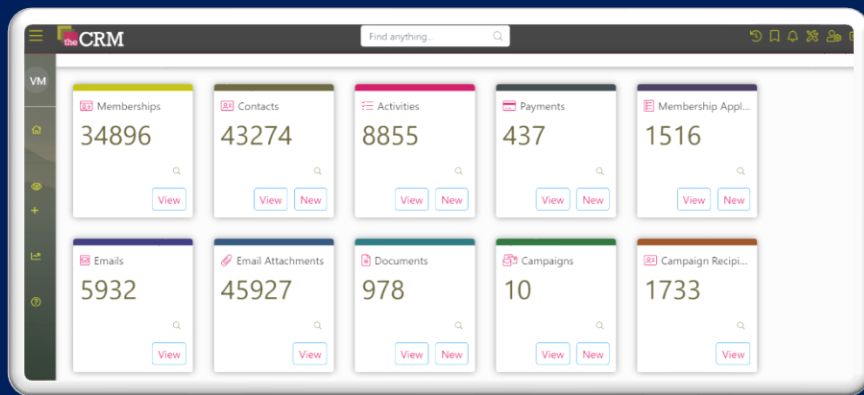
## 12 months from October 2023

- 611 new members
- 149 added in last 3 months
- Lost 2,918 members
- Total membership stands at **34,896**

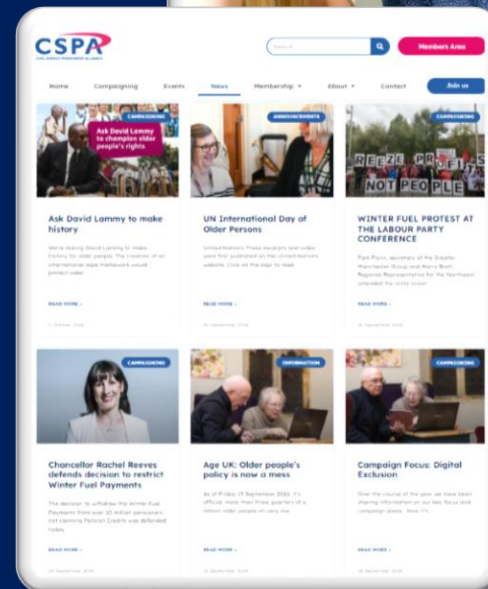
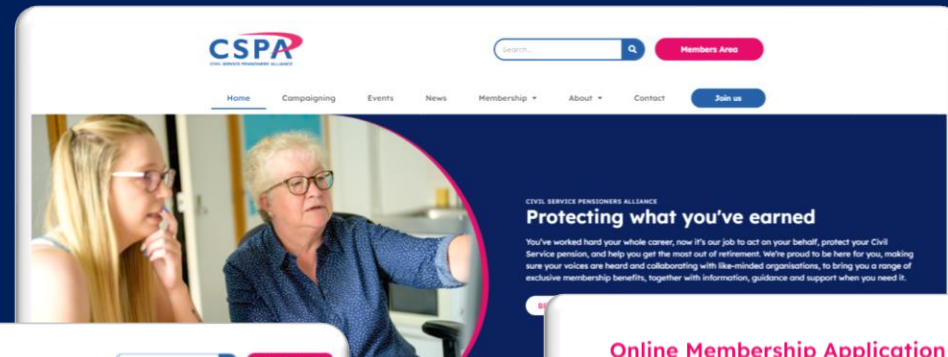
## Membership decline

- Declining membership since high of 68,970 in 1999/2000
- Decline accelerated since 2019:
  - Direct mailouts to new Civil Service Pensioners stopped in 2018
  - Fit to travel insurances withdrawn in 2020
  - Covid lockdowns and lack of online joining option hampered recruitment
  - People are less inclined to come to local meetings

# Recruitment strategy



New CRM database for improved engagement with members

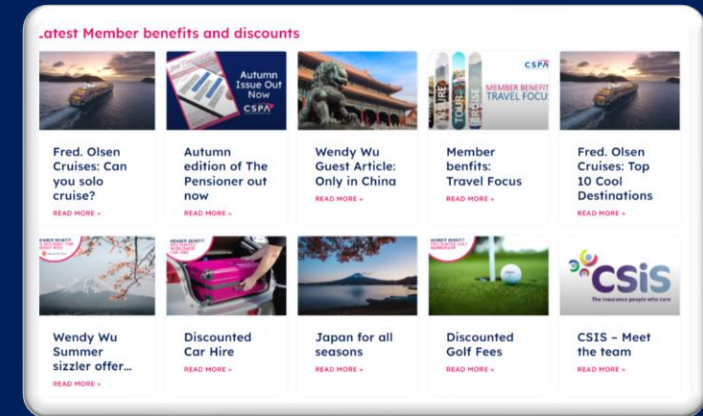


New and refreshed website  
Easier online joining process  
Improved awareness

# Positive progress

Joint initiatives with  
FDA Union, Cabinet Office,  
CSSC and CCS

Pre-retirement  
webinars and  
face-to-face  
seminars in HMRC



Increased promotion of  
membership benefits



New travel  
insurance offer  
from CSIS

# Profile raising press coverage

**WOB HEADINGS TO COME**

**COMMENT**  
By Neil Storey  
22 OCT 2024

**Tory MPs worried as Rishi pledges to back older voters**

**RECEMMENT** has many people in the country who are struggling to pay their bills. It is a fact that the government can do nothing about. The only way to help them is to cut their taxes. But Rishi Sunak has pledged to do this. He has said that he will cut taxes for older voters. This is a move that has caused concern among Tory MPs. They are worried that this will lead to a loss of support for the government. They are also worried that it will lead to a loss of support for Rishi Sunak. This is a move that has caused concern among Tory MPs. They are worried that this will lead to a loss of support for the government. They are also worried that it will lead to a loss of support for Rishi Sunak.

**The Triple Lock offers security**

... pensioners will receive £11,000 a year. This is a significant increase on the £10,000 that they were receiving last year. This is a significant increase on the £10,000 that they were receiving last year.

**SUNDAY EXPRESS**  
OCTOBER 13, 2024

**LOSE WEIGHT**  
WITH Slimming World  
PLUS JOIN FOR FREE

**INCREDIBLE TALE OF SACRIFICE ON ARNHEM ANNIVERSARY**

**'Pensioners £1,000 worse off' under Labour**

**Quote x 16pt FGH on 17pt thank you kindly**

**Labour last night published an analysis which showed pensioners would be £1,000 worse off under Labour. This is a significant increase on the £10,000 that they were receiving last year. This is a significant increase on the £10,000 that they were receiving last year.**

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**Swift Lift sees OAPs quids in**

By Jonathan Walker

**PENSIONERS** may not be Taylor Swift's target audience but they should welcome the pop sensation's UK return as it means more money in their pockets, experts say. The 34-year-old singer's shows in Liverpool, Cardiff and London earlier this year, before the singer departed Britain for shows across Europe.

And the Shake It Off single is expected to provide a further boost to the UK economy when she returns for live shows at Wembley from Thursday.

Known as the 'Swift Lift'.

**'Sell-out shows at right time'**

The 34-year-old singer's shows have also led to a sharp rise in hotel room prices in places where she's played. And this could have an impact on next year's state pension increase, which will be based on September's inflation figures.

David Luxton, of the Civil Service Pensioners' Alliance, said: "Taylor is the pensioner's friend."

"Her sell-out shows around the UK, culminating in this week's gigs in London, have boosted inflation at just the right time for the older people of the UK."

**SUNDAY EXPRESS**  
MARCH 3, 2024

**WHY VOTERS LOVE TRUMP**  
Expert analysis by pollster Lord Ashcroft's poll reveals

**EUROPEAN HOLIDAYS FROM £50**  
for the whole family!

**Angry pensioners' pre-Budget warning to Hunt**

**CUT TAX OR LOSE GREY VOTE**

**Millions of retired people have been 'ravaged by inflation'**

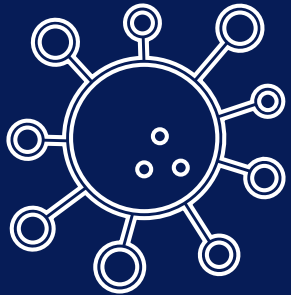
**Gerri is the peacemaker**

## Branch and Group structure

- Positive engagement through Northern Ireland and Scottish branches
- Branch newsletters
- In England & Wales review of structure in 2023
- Positive steps to strengthen activity across groups at regional level
- Encouragement of Group mergers rather than closures



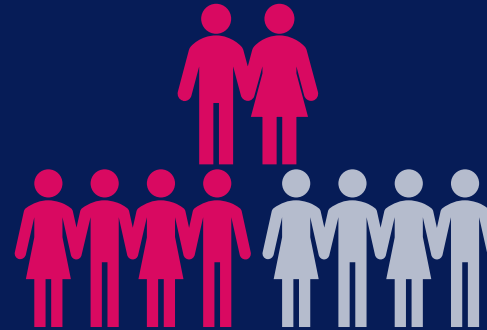
# Decline in local groups



Steep decline in  
groups since Covid



37 active groups across  
8 regions in England & Wales



40% of members not covered  
by a group (E&W)



2024 democratic  
structure review

# Rising to the challenge

- Increased website traffic
- Webinars
- Media