

EC 26 53 Attachment

GC 988 / 26 Attachment

National - Workstreams that may affect Recruitment fall under a wide range of categories. At a national level our work on recruitment includes but is not limited to:

Policy / Strategy / Review	Action	Lead	Comments	Status
Recruitment Strategy	O&R WG to create a new strategy with actionable tasks.	O&R WG / DGS	Workplan created	In Progress / Under Review
Social Media Policy	Create a Social Media Policy	DGS		Completed April 26
Digital Communications & Social Media Strategy	Create a DC&SM Strategy	DGS / GS		Completed April 26
Paid social media adverts	Researching cost, reach, demographic and analytics available and report this to GS & DGS	DCM		Completed April 26 – to be assessed once advertising round has finished
AI use policy	To ensure we maintain standards and a human approach to our content, an AI use policy will be developed	DGS / OM		Completed April 26
Data Retention Policy	By holding better quality data, we can understand a truer picture of our membership. A review of this policy will take place	DGS / CRM DO		Under Review
Membership tracking	Membership figures to be produced	CRM DO		Ongoing
CSPA Brand Guidelines	To ensure that this is adhered to and to recirculate to Groups & Branches	DGS	This is just a reminder, G&Bs do this already	Once Social Media Policy is completed and sent, this will also be sent at the same time.
Member benefits	Conduct a review of member benefits, see what members would like and where current partners can also offer other services as exclusive member benefits	DGS / DCM		In Progress

Communications	Action	Lead	Comments	Status
Campaign Toolkit	Create a campaign toolkit for CSPA to use at a national and a local level.	DGS		In Progress
Review of HQ to New Member Comms	Review and rewrite all the standardised letters that go to members when they join, giving more information on member benefits, groups and branches.	HQ Comms team		In Progress
Review of HQ to Member Leaver Comms	Review and rewrite all the standardised letters that go to members when they resign membership, giving more information on member benefits, groups and branches. Improved communications when there is a death of a member	HQ Comms team		In Progress
“What to Do When Someone Dies”	Full review and rewrite of the document sent where CSPA receives information around a death of a member. This extra information could help us retain members where a partner has died.	DL / DGS	(differences in the 4 nations)	In Progress
Member Guidebook	Review and refresh the guidebook and improve the design to look more professional.			Not Started
Group Guidebook	Review and refresh the guidebook and improve the design to look more professional.			Not Started
Templated letters for MPs	Creatable as and when campaigns require it	DCM / DGS		Not Started
Online petitions	Creatable as and when campaigns require it	DCM / DGS		Not Started
Website review	Improve members area and navigability	DCM		Ongoing
Website review	Improve information for Groups, Branches and Regions	DCM		Ongoing

Social Media	Increased and consistent use on CSPA social media platforms to build brand awareness	DCM / DGS		Ongoing
Social Media	Use CSPA created infographics and short videos to introduce us and what we do to potential new members.	DCM / DGS		Ongoing
Social Media	Use of CSPA member quotes regarding their pension casework	DCM / DGS		Ongoing
Media Presence	Increase CSPA organisational visibility in the media	Connect		Quarterly reporting from Connect requested to monitor this.
Media briefing	Create a briefing around how to talk to the media (part of Elections toolkit)	Connect		Completed April 26
Elections toolkit	Create a briefing around how to talk to the media	Connect		Completed April 26
Events	Action	Lead	Comments	Status
Group & Branch AGMs	Improved engagement with Groups & Branches by attending AGMs	HQ & EC		Completed April 26
Regional Employer Forums	Attend REFs for engagement with those approaching retirement	HQ Staff		HQ to attend London event
Civil Service Live	Application submitted	HQ Staff	Materials will be prepared for the event.	HQ to attend London event 14-15.07.26
Partnership Campaigns	Attend meetings and promote campaigns where CSPA has a policy or interest	HQ Staff		Ongoing
Partner Organisation AGMs	Received invites to multiple AGMs	HQ Staff		Ongoing
Parliamentary events	APPG Fair Banking	GS / DGS		now 2 nd June
Webinars	Webinar with Charity for Civil Servants regarding CSPS	DL	1000 capacity reached. Potential for a follow up webinar	Completed April 26

Groups & Branches are encouraged to prioritise activity by selecting up to three actions to focus on and building from there. If capacity allows for only one action, then that should be the priority, with the remaining ideas used as a checklist to support planning. The emphasis is on identifying what can realistically be done locally.

HQ will continue to support and co-ordinate ongoing work. The ideas set out in the work plan are intended as suggestions rather than instructions. Groups and Branches are encouraged to use them as a starting point and adapt them to local circumstances, recognising that approaches that work well in one area may not be suitable or effective in another.

Work plan suggestions	Action	Lead	Comments	Status
1. Put recruitment on the agenda for meetings	Put recruitment on the agenda for meetings			
2. Strengthen local visibility	Place posters in: <ul style="list-style-type: none"> local libraries (ask the director for libraries to try and get more reach noticeboards community centres 		A5 size HQ can help with materials	
3. Write to your local MP / MSP / MLA / MS / Councillor	Use the templated letter in the Election toolkit to correspond with your representatives on issues affecting older people			
The below are in no particular order				
Get testimonials	Ask members for testimonials, 'Why did you join? what do you get out of the Group/Branch? Use these in newsletters and on social media			
Build local partnerships	Speak to other organisations who may be campaigning on similar issues. (e.g. NIPSA for NI Branch)			
Host an open session	Invite potential members to an open session, where there is a talk, or an introduction to CSPA			

Hold talks as part of some meetings	Get speakers for meetings – topics could be cost of living guidance, local issues, pension issues, health and wellbeing, hobbies, or anything the group may be interested in.			
Have recruitment forms at events you attend	Print off, or ask HQ for printed forms and other CSPA materials			
Host a workshop	This could be a skills workshop, how to get online, talks about claiming entitlements etc			
Set up a Group / Branch social media page	Create a Group/Branch social media account. This may help with visibility of the group in the local area		Advice may be needed for this. A guide	
Resource packs	HQ can help with information			
Website review	Improve members area and navigability	Scotland & NI Branches to manage this for their own websites		Ongoing
Use the below to keep track of any of your own initiatives	Action	Lead	Comments	Status