



Operational Plan 2016

Operational Objective & Outcome	Actions
To ensure that there are more than 21,000 Members at the end of the year.	<ul style="list-style-type: none">▶ Targetted recruitment campaign aimed at those with a 2E0 and M0 licence who are not Members▶ Develop and implement action plan to ensure that the Members who joined through the mass mailing campaign in 2015 continue for a second year▶ Continue to make contact with Members who lapse to encourage rejoining
To maintain Corporate subscription Rate at current level for 2016	<ul style="list-style-type: none">▶ Review subscription rates for 2017 and beyond▶ Communicate to the Membership the tightening financial position of the Society in preparation for a subscription increase
Provide networking opportunities and inspirational presentations	<ul style="list-style-type: none">▶ Organise successful Convention at Kents Hill, Milton Keynes▶ Develop programme of events in conjunction with the IET
Provide guided learning opportunities beyond the exam syllabuses.	<ul style="list-style-type: none">▶ Develop & run "After Exams" events
Encourage VHF experimentation	<ul style="list-style-type: none">▶ Achieve and demonstrate results in 146-147 MHz allocation, extending use beyond October
To provide a continuously improving service of EMC support and advice for members	<ul style="list-style-type: none">▶ Publication of advice on EMC matters in leaflets, RadCom and on the website.▶ Promote the EMC Matters forum
To Improve operating standards	<ul style="list-style-type: none">▶ Deliver revised Morse Proficiency scheme
To provide an expanded range of periodicals available in both digital and paper formats	<ul style="list-style-type: none">▶ Review content and design of RadCom Basics▶ Publish at least three editions of RadCom Plus▶ Continue development of web-based technical archive of past years of RadCom▶ Review book publishing strategy

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To provide an effective and efficient QSL Bureau	<ul style="list-style-type: none"> ▶ Performance manage the QSL bureau contract to ensure conformity with service standards. ▶ Encourage OQRS and other means of reducing the number of unwanted cards
Represent the UK at International level	<ul style="list-style-type: none"> ▶ Support IARU/CEPT/WRC19 meetings to defend or develop amateur band allocations
To improve operating standards, especially in contests	<ul style="list-style-type: none"> ▶ Implement recommendations arising from the President's Review of Contesting ▶ Rewrite of all HF and VHF Rules
To improve communication about contest matters.	<ul style="list-style-type: none"> ▶ Continue monthly newsletter ▶ Publication of Adjudication Code of Practice including Appeals Procedure ▶ Repeat the 2015 White Paper consultation with fresh proposals ▶ Submit articles for RadCom
Improve participation in contests	<ul style="list-style-type: none"> ▶ Rewrite VHF Code of Practice ▶ Investigate feasibility of instigating an activity type contest for children during JOTA/TDOTA
To maintain and develop the ARDF programme	<ul style="list-style-type: none"> ▶ Participate in the IARU R1 championships ▶ Explore options for video promoting ARDF ▶ Continue to promote ARDF Loan Kit
Combat abusive operating on repeaters.	<ul style="list-style-type: none"> ▶ Liaise with ETCC and repeater keepers to ensure that abuse is monitored, reported and action taken
To maintain and improve the planning advisory service to members	<ul style="list-style-type: none"> ▶ To continue the one to one on demand advice service ▶ To produce at least one article for RadCom on a planning issue ▶ Produce replacement for the advice booklet.
To inform members about predictions of propagation conditions	<ul style="list-style-type: none"> ▶ Produce solar, HF and VHF/UHF propagation reports for GB2RS ▶ Produce monthly HF propagation charts ▶ Produce graphical HF propagation charts and real-time solar/geomagnetic conditions for the website ▶ Produce a daily forecast chart of jet stream and severe thunder storms

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To improve understanding of propagation	<ul style="list-style-type: none"> ▶ Provide propagation pages for Yearbook and features for RadCom ▶ Give propagation related talks to RSGB Convention and local clubs ▶ Produce a video presentation on VHF propagation topics ▶ Record changes in background noise level through the HF measurement campaign ▶ Examine increasing urban/suburban noise levels on 50,70 and 144MHz and conduct a survey
To build an EMC investigations team	<ul style="list-style-type: none"> ▶ Investigate problems from new technology reported by Members and seek ways to mitigate interference ▶ Develop tools and recommendations for self diagnosis of interference problems ▶ Build a database of problem equipment and installations available to Members along with fixes where known
To improve take up of RSGB awards	To develop proposals for electronic credit submissions for awards
All examinations administered with 100% compliance to agreed standards	▶ Produce the Examination Manual and revised Handling of Irregularities document.
Training resources improved and extended	<ul style="list-style-type: none"> ▶ Develop & deliver training package for key exam personnel ▶ Run four or five "train the trainers" events ▶ Run two or three exam writing workshops ▶ Continue project to review all three syllabi for implementation of revised exams starting no later than Easter 2018
All examinations administered with 100% compliance to agreed standards	<ul style="list-style-type: none"> ▶ Deliver exam services as required by Ofcom-RSGB MoU ▶ Investigate alternative delivery mechanisms for exams
To ensure that the Board and membership receive timely, accurate and appropriate management and financial information	<ul style="list-style-type: none"> ▶ Flash financial report and commentary submitted to the Board as part of the General Manager's Report ▶ Half-yearly accounts submitted to the Board and published in RadCom and on website. ▶ Annual report and accounts submitted to the Board and published in RadCom and on website ▶ Monthly GM report
Provide high quality, cost-effective HQ services	▶ Deliver HQ services within agreed budget

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<p>To ensure that the RSGB is regarded as one of the “top 3” society’s in the world</p>	<ul style="list-style-type: none"> ▶ Prepare & implement Communications plan <ul style="list-style-type: none"> - prepare & agree - Implement Plan ▶ Expand public access to the NRC with the objective of 7 day opening ▶ Maintain and develop the ARDF programme including targeting “mid-life” entrants to ARDF ▶ Increase visibility of Board Members ▶ Work in partnership with the IOTA Foundation to develop the IOTA programme
<p>To improve the effectiveness of marketing and promotional activity</p>	<ul style="list-style-type: none"> ▶ Publish the outcome of the 2015 Amateur Radio Survey ▶ Undertake targetted research
<p>Improve perceived value of RSGB</p>	<ul style="list-style-type: none"> ▶ Revise the website pages for newcomers to amateur radio ▶ Review the delivery mechanisms for providing RSGB and amateur radio news ▶ Add 5 significant features to the RSGB website ▶ Improve visibility and effectiveness of the Regional Council ▶ Improve the effectiveness, flexibility and uptake of the Regional Team training programme. ▶ Establish Disabilities Working Group in co-operation with RAIBC
<p>Promote RSGB to Young People</p>	<ul style="list-style-type: none"> ▶ Establish a closer working relationship between the Regional Team and the Youth Committee ▶ Participate in IARU YOTA 2016 and run domestic events ▶ Establish links with other national Youth groups ▶ Represent RSGB at 3 major youth events (e.g. Maker Fayre, Grim, Gillwell 24) and 10 local events (e.g. JOTA, YOTA month) across UK ▶ Submit 2 articles for RadCom and 2 for PW on Youth Events ▶ Prepare a bid to host IARU YOTA in 2017 ▶ Develop formal proposal for young member DXpedition
<p>Provide support to Ofcom</p>	<ul style="list-style-type: none"> ▶ Continue to support and develop NoV processes and provide advice and guidance to Members ▶ Maintain pressure on Ofcom for licence clearances

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To lobby national and international bodies to reduce electronic pollution	<ul style="list-style-type: none"> ▶ Support IARU Region 1 to coordinate/focus country activities on EMC ▶ Persuade Ofcom to take effective action on non compliant products, services and installations
To support standards formulation and application through representation on relevant bodies	<ul style="list-style-type: none"> ▶ Support the formulation of Standards through representation on relevant bodies
Provide focus for attracting young people into the hobby	<ul style="list-style-type: none"> ▶ Continue to support Studio Schools ▶ Develop School Links outputs (project packs, etc) ▶ Develop schools programme for UK ISS contacts ▶ Provide support to British Science Week, JOTA and other events aimed at young people
Integrate emergency communications services	<ul style="list-style-type: none"> ▶ Working with the RAEN, achieve the unification of the RAYNET service
To ensure that the existing network of specialist advisors and honorary officers is maintained and developed	<ul style="list-style-type: none"> ▶ Hold two meetings of the Leadership Team ▶ Specialist advisors/honorary roles to be promoted and publicised in Radcom and on the website. ▶ Invite Committee chairs/Honorary officers to present to Board periodically ▶ Invite Committee chairs/Honorary officers to present to Regional Council
To increase the engagement between HQ and affiliated clubs	<ul style="list-style-type: none"> ▶ Work in partnership with affiliated clubs to develop promotional and support material, specifically for public demonstrations ▶ Promote excellent ("Beacon") clubs through Club of the Year ▶ Revise Clubs' Newsletter ▶ Provide video presentations for club use ▶ Improve engagement with clubs through a closer working relationship on an individual district basis ▶ Provide an article for RadCom showcasing the work of the Regional Team and Regional Council, highlight the tools and services available to clubs and the benefits of their use
To recognise and reward voluntary effort	<ul style="list-style-type: none"> ▶ Develop and implement Intranet ▶ Feature volunteer roles and contributions regularly in RadCom ▶ Induct and develop new Board members and Regional Manager/DRMs