

An Exciting Future for Acorns:

Coronavirus has changed everything and Acorns needs to change too. All club members were invited to take part in one, or both, group discussions on Marketing and Retention. Thank you to everyone who contributed either by Zoom, email or phone calls. Lots of enthusiasm!

For those who were unable to participate, below is a summary of the main points but the consultation is far from over. We would really welcome your views and how you would be able to contribute to making it all happen.



Marketing: This is all about attracting new members who will bring skills and ideas to the club. The suggestion that has the most potential is to offer our services to answer questions on practical radio issues, to help fill the gap now that practical training is no longer part of the exam. Included with this newsletter is a DRAFT flyer (please do not circulate outside the club as the system is not set up yet!) that explains the idea in more detail.

Retention: We identified the need for a designated person to meet and greet visitors so they feel welcomed and learn who's who: Offer online presentations on topics as requested by members: Promote the RSGB "Beyond Exams" and give guidance to help progression to other aspects of the hobby. This will entail increased use of Zoom – expanding our catchment area – so we're looking at a paid account.

Regular Events: Traditional indoor presentations are uncertain at the moment but Field Events are still an option and the 2m, SSB and SSTV nets will continue as always. We fully recognise the importance of the social aspect of the club and the value of face-to-face meetings so converging at a local cafe or other suitable venue is an option. The website is central to keeping everyone up to date so please do visit the site often as a lot is happening.

Virtual Speaker: The Guest speaker for July was RSGB Region 12 Rep: Dave de la Haye, M0MBD (photo right). Fascinating! The topic was "Beyond Exams" and how clubs can support amateurs to get even more fun from the hobby. The discussion afterwards included some insightful thoughts about the future of amateur radio and how we can influence the hobby.



Message from the Chair, Nick G4HCK: *I am very enthused by the changes being proposed by the membership. The mix of old and new activities will help as we face the future, speaking of which don't forget our next activity on Sat 15th Aug is the victory in Japan event with our Special Event Call Sign, GB4VJD. Details of the arrangements will be posted on our website.*