



**THE ARTS  
SOCIETY  
CHILTERN HILLS  
AREA**

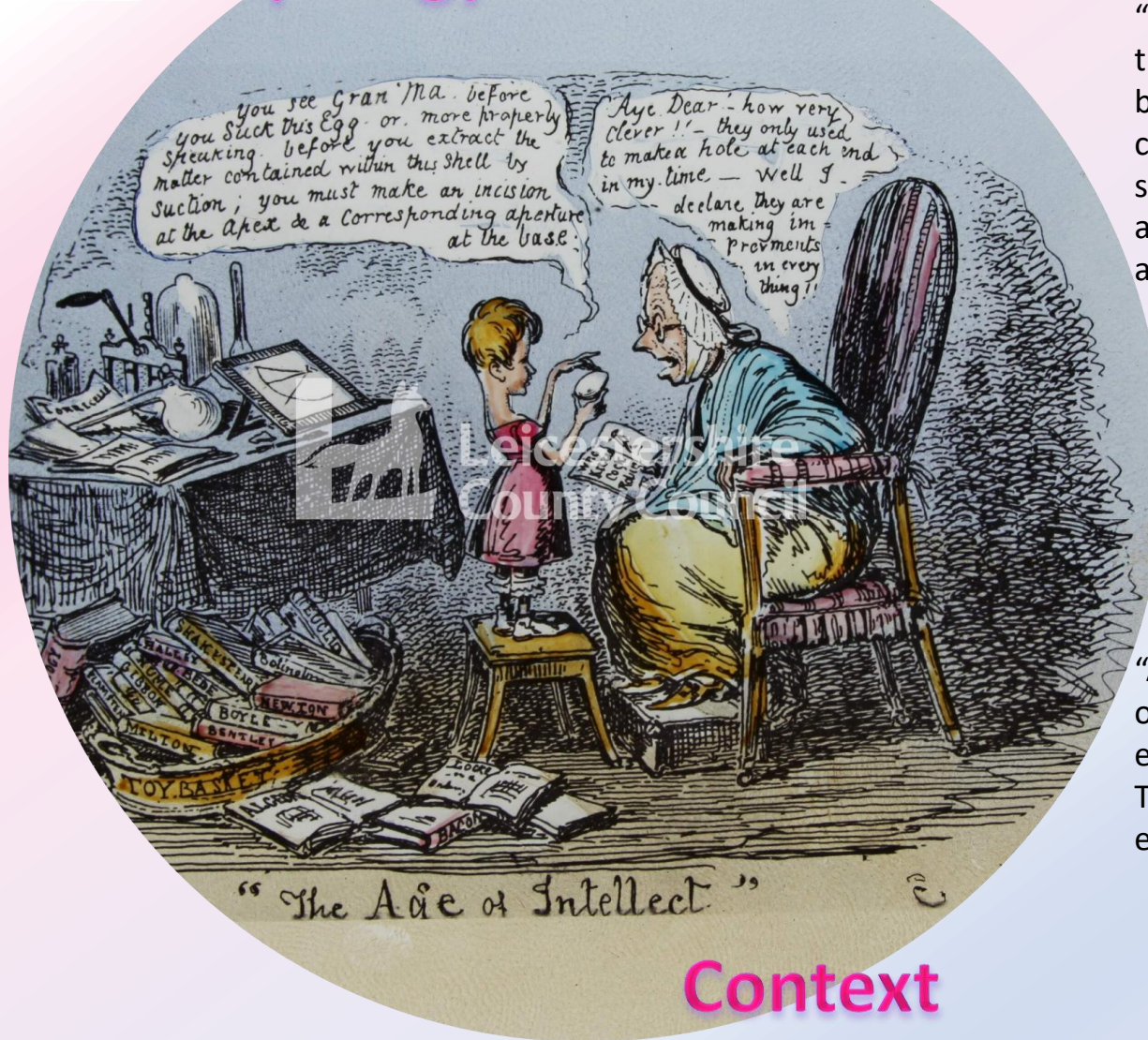


**Enhancing Recruitment of New Members**

**Celebrating and Sharing Successes**

**Enhancing the Programme Planning Process**

# Apology



"You see Gran'Ma. before you Suck this Egg or more properly speaking before you extract the matter contained within the shell by suction; you must make an incision at the apex & a Corresponding aperture at the base."

"Aye Dear - how very Clever!! - they only used to make a hole at each end in my time - Well I declare. They are making improvements in every thing."

## Context

George Cruikshank (1792 – 1878)

*Last month [January] we launched our new strategy focussed on increasing our overall membership. Our Area and National support teams will play a crucial role in this: co-ordinating activities across each area, improving communication between societies, running study days and courses to attract new members, helping those societies facing particular challenges, and even forming new societies.*

## 2. Websites Working Group

As part of the refocusing of activity to directly support growth in membership it is the Board's aim to enhance The Arts Society's central website to make it fit-for-purpose in the current digital environment, and also to review societies' own website needs. The working group will have the following remit:

Terms of Reference:

1. To review the main Arts Society website and consider what steps should be taken to ensure that it fulfils three principal roles, that is:

- a tool for recruitment of new members
- providing digital access to information on the Arts to the membership at large
- offering tools for local society committees to assist them with their vital work, including management of membership & finance

JANUARY 2025



A monthly update for Societies

## How do potential new members find out about your Arts Society?

- Word of Mouth
- Local Advertising
- Internet
  - Google searching
    - Website
    - Facebook

### Competition



## Differentiation - What makes you special!

- Breadth of Subjects
- Quality of Offerings
- First Impressions
- Welcoming
- Location
- Cost / Value for Money

Connect

Enrich

Inspire

painting | music | sculpture | bookbinding

architecture | ceramics | gardens | gems | fabrics

calligraphy | metalworking | film | graphics

## Competition





## Website



THE ARTS SOCIETY - CHILTERN HILLS AREA

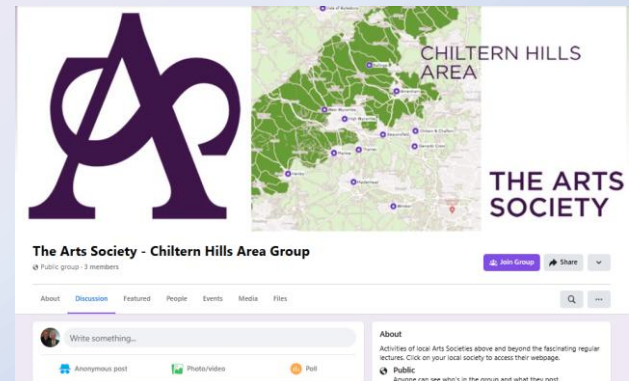
Connect Enrich Inspire

painting | music | sculpture | bookbinding  
architecture | ceramics | gardens | gems | fabrics  
calligraphy | metalworking | film | graphics

SOCIETIES IN CHILTERN HILLS  
Aylesbury  
Berkhamstead  
Bucks & Chiltern  
Chesham  
Egham  
Hemel Hempstead  
High Wycombe  
Marlow  
Princes Risborough  
Rushmore  
St Albans  
Stoke Newington  
Wotton Bassett

ATTACHMENTS  
THE CHILTERN HILLS AREA  
A STUDY IN THREE ACTS

## Facebook



THE ARTS SOCIETY

The Arts Society - Chiltern Hills Area Group

Public group · 3 members

About Discussion Featured People Events Media Files

Write something...

Anonymous post Photo/Video Poll

About  
Activities of local Arts Societies above and beyond the fascinating require lectures. Click on your local society to access their webpage.  
Public  
Anyone can see who's in the group and what they post.



Home

## CHILTERN HILLS AREA - BUCKINGHAMSHIRE, BERKSHIRE, OXFORDSHIRE

The Arts Society, Chiltern Hills Area currently covers most of the societies in Buckinghamshire and includes some in east Oxfordshire, Windsor and Maidenhead.

**Connect Enrich Inspire**  
 painting | music | sculpture | bookbinding  
 architecture | ceramics | gardens | gems | fabrics  
 calligraphy | metalworking | film | graphics

### SOCIETIES IN CHILTERN HILLS

- Amersham
- Ballingl
- Beaconsfield
- Chiltern & Chalfont
- Gerrards Cross
- Henley
- High Wycombe
- Maidenhead
- Marlow
- Thames
- Vale of Aylesbury
- West Wycombe
- Windsor
- Wokingham

Alongside our fascinating regular Lectures in the decorative and fine arts from world experts we have **Special Interest Days, Visits, Holidays and Rewards** for budding artists.



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Click on the icons to see some of the richness and variety on offer, upcoming events on our Facebook page and our unique "Music in The Chilterns" listing.



TO JOIN PLEASE CONTACT THE AREA

GET IN TOUCH

### ATTACHMENTS

- STUDY DAY - COVENT GARDEN, A STORY IN THREE ACTS
- MUSIC IN THE CHILTERN HILLS AREA 2025

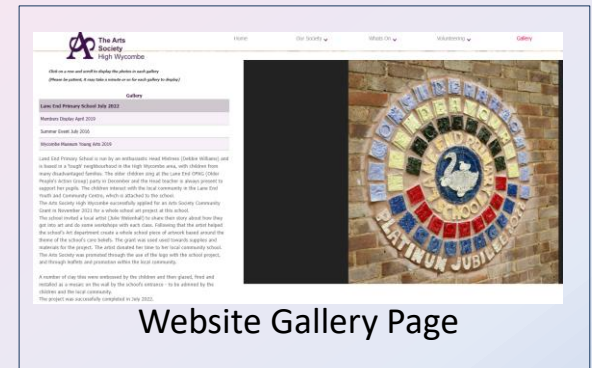


art arts buckinghamshire painting music sculpture bookbinding literature photography  
plays acting theatre opera architecture sculpture pottery ceramics garden topiary  
jewellery jewellery calligraphy script metalworking woodworking carving film movies  
graphics design fabric dressmaking costume embroidery classical abstract folk morris  
burn-jones mozart bach beethoven fashion rogers davinci michelangelo picasso adams  
ansell folk gold silver diamonds platinum ming turner booker emin hurst nash spencer  
canal maya byzantium rome venice cookham amersham ballinger beaconsfield chiltern  
chalfont gerrards cross henley high wycombe west maidenhead marlow thames bourne  
end aylesbury windsor wokingham castle chapel church mural special interest study  
miller cameron sorolla wagner mythology marlowe beatles ballet shakespeare brunel  
deco nouveau art society arts comedy ealing paint canaletto venice mosaic dali glass  
antique roman greek victorian georgian egypt greece harp politics cartoon satire van  
gogh weiwei inuit arthur tintagel tintoretto faber wilde oscar landseer elgar britten china  
porcelain manet monet album record 60s 70s 80s edwardian tudor stuart manuscript  
palaeography prometheus food cooking japanese chinese indian egyptian sphinx  
pyramids tutankhamen borgia cleopatra emperor blenheim woodstock scotland churchill  
balmoral sandringham verdi puccini gallery portrait geology underground london tube  
beck sophocles spiderman austen hardy dickens musical terracotta rembrandt renoir  
lautrec nobel railway mediaeval medieval royalty king queen prince princess wood  
promenade renaissance reformation museum sunflowers rodin tate jazz lennon  
mccartney titian faberge brecht mahler berkshire oxfordshire literature poetry



## Sharing Your Successes

- High Quality Lectures
- Special Interest Days
- Trips
- Holidays
- Awards
- Projects



## Sharing With ...

- All Internet Users
- ★ Potential & Existing Members
- TASCHA Programme Planners

## Shared By ...

- Anybody You Choose who has a Facebook Account

# Your questions ...



How does this work?

What do ***WE*** have to do?

Go to the TASCHA website

<https://theartsociety.org/chiltern-hills-area>

Click on the Facebook logo



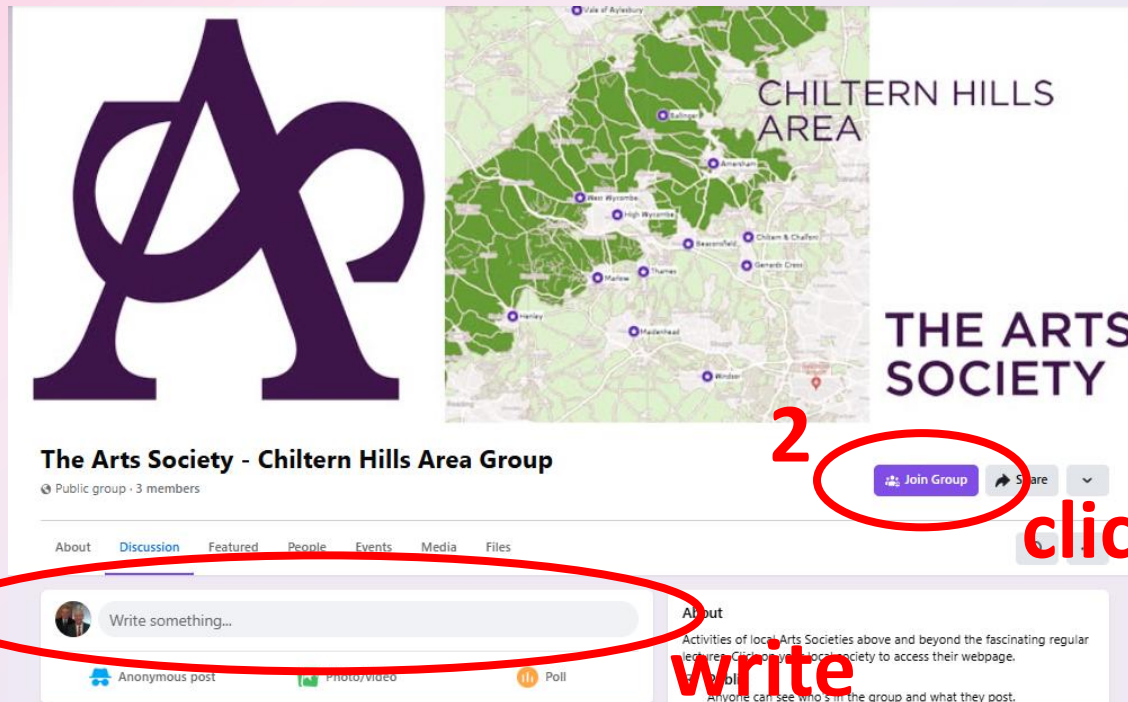
The screenshot shows the homepage of the Arts Society Chiltern Hills Area website. At the top is a navigation bar with the words "Connect", "Enrich", and "Inspire". Below this is a banner image of a bridge over a river with buildings in the background. The main heading is "CHILTERN HILLS AREA - BUCKINGHAMSHIRE, BERKSHIRE, OXFORDSHIRE". A central pink box lists various art forms: painting, music, sculpture, bookbinding, architecture, ceramics, gardens, gems, fabrics, calligraphy, metalworking, film, and graphics. To the right, there is a list of "SOCIETIES IN CHILTERN HILLS" including Amersham, Ballinger, Beaconsfield, etc. Below the main text, there is a map of the area and a section for "ATTACHMENTS" with links to "STUDY DAY - COVENT GARDEN, A STORY IN THREE ACTS" and "MUSIC IN THE CHILTERN HILLS AREA 2025". At the bottom, there is a "GET IN TOUCH" button and social media icons for Facebook and Twitter. A large red "1" and "click" are overlaid on the Facebook icon.

Click on “Join Group”

this is done once; FB tells you that you have been accepted

Write Something

and add an image if you wish



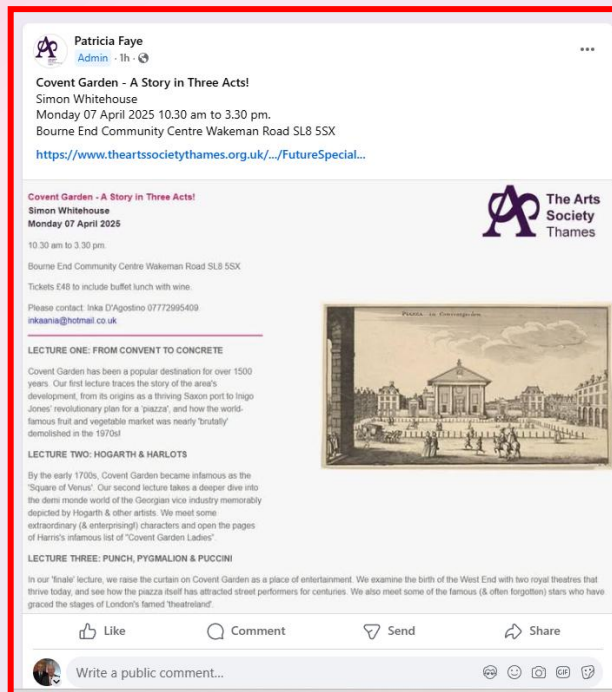
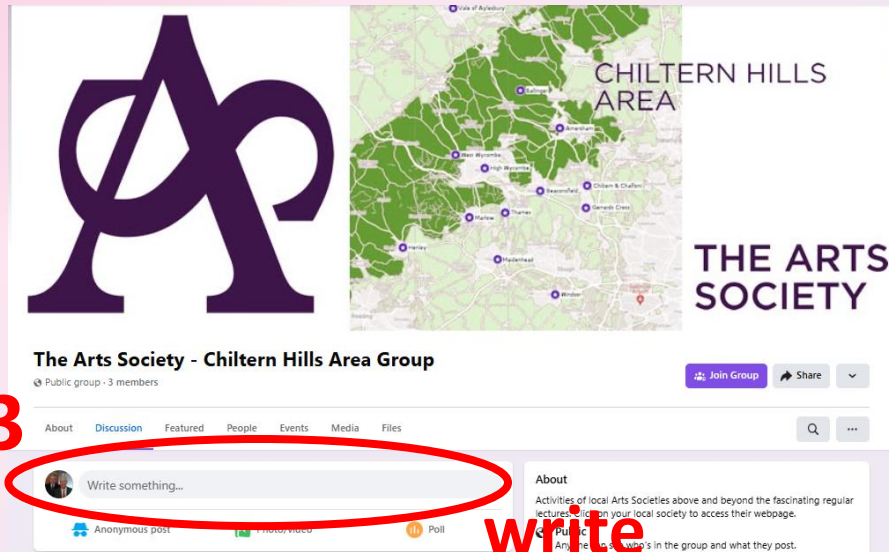
What Do I Write ?



I keep six honest serving-men  
(They taught me all I knew);  
Their names are What and Why and When  
And How and Where and Who.

# What Do I Write ?

What and Why and When  
How and Where and Who

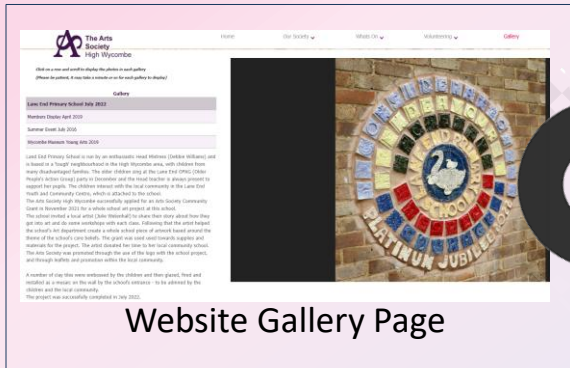


before

or

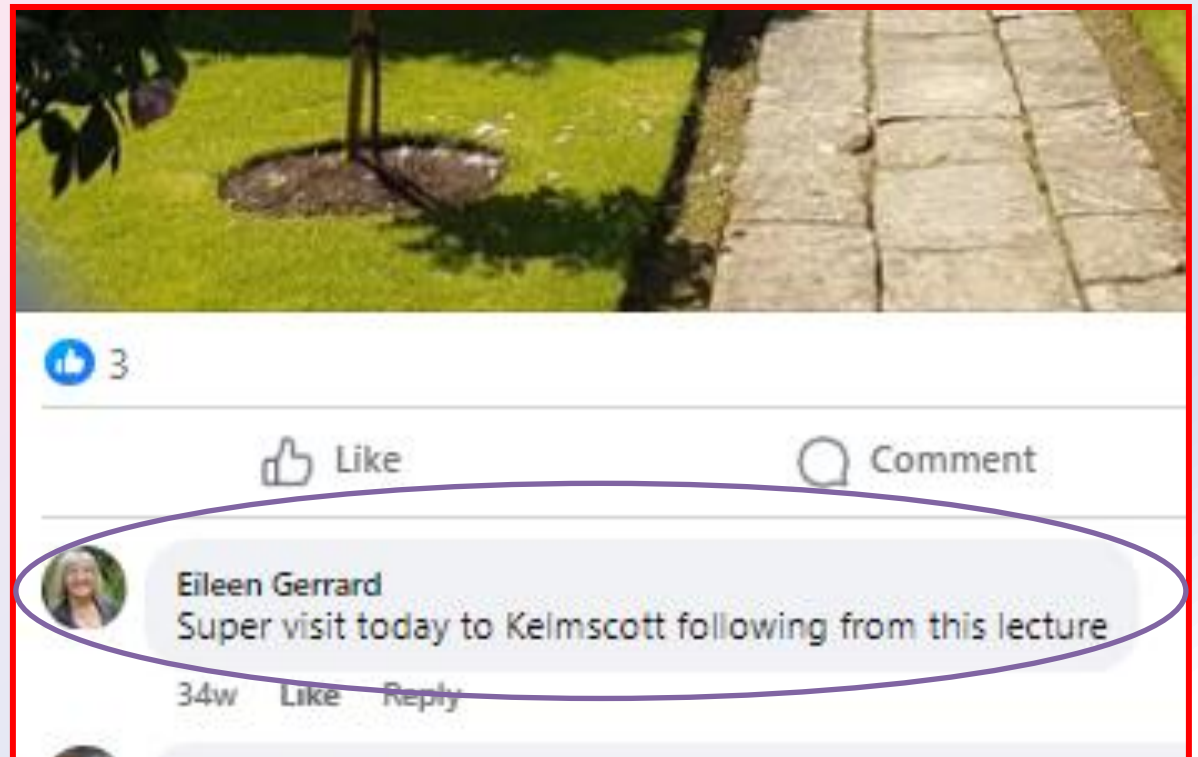
after

# What Do I Write ?



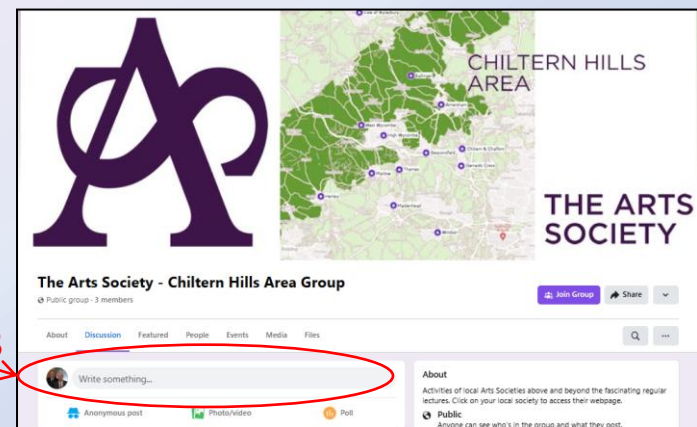
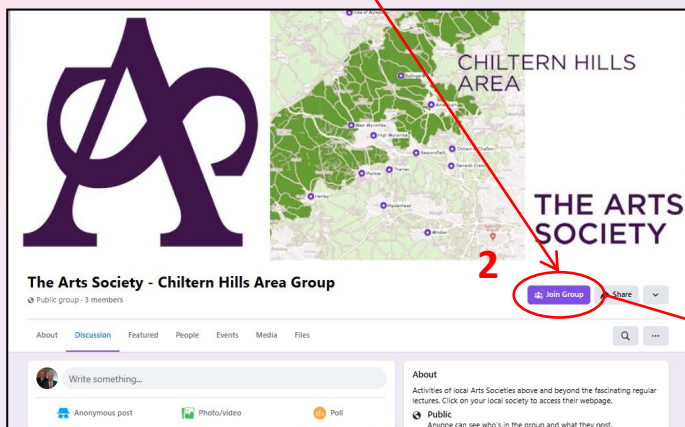
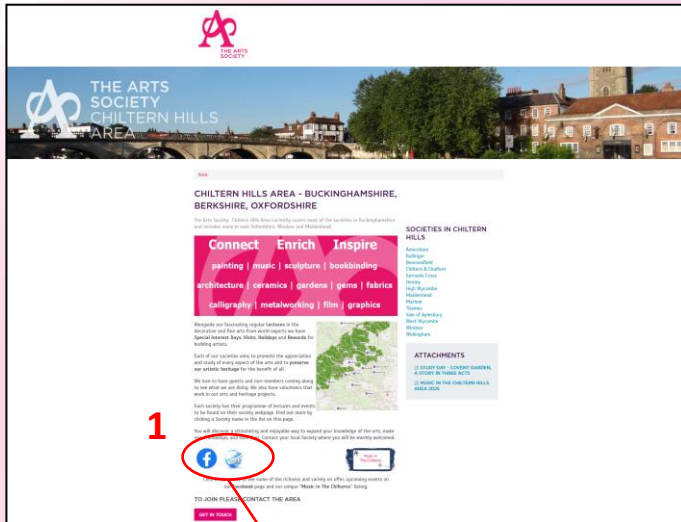


## Others Can Join In





Enhancing Recruitment of New Members  
 Celebrating and Sharing Successes  
 Enhancing the Programme Planning Process







Home

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#### TAS Members Section



#### ATTACHMENTS

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## TAS Members Section User Guide Talk

