

WEBSITE, MARKETING & DEVELOPMENT REPORT

National AGM 2021

The year started out well, moving on from last year's encouraging National AGM, with John Smith coming on board with the project to build a consistent new design and image for for our marketing across the organisation.

Continuing the work from my report and presentation last year -

- Working with John towards building the National Development Plan
- Developing the design brief for our organisation
- Writing the web content, properly researched to be effective, in line with the development ideas
- Reviewing the structure of Plus with the aim of putting us on a firmer footing, with research into forming a Company Limited by Guarantee or a Community Interest Company.

Plans and progress were discussed at the NEC meetings earlier last year.

Sadly, then things became difficult, with the pandemic and lockdown affecting me in a number of ways and bringing problems which I have had to deal with.

Things are beginning to look better and we are getting back to the project. We intend to get it finished and it will provide a clear way forward for us as an organisation.

Jeff