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BRANCH LIAISON SECRETARY

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An appeal to Branch Committees

I have been very encouraged by the quality of the new Railway Observer and the news from Alan Cooke that we have recruited 106 new members this year. Four half-page articles about the society appeared in *The Railway Magazine* between March and June and two more will appear in September and October.

The monthly circulation of the Railway Magazine is 37,000 and it is very gratifying to know that this number of readers has seen our articles. In addition regular press releases have been sent to other railway magazines.

Two branches have come up with a very effective way of introducing the society to a wider audience. They have each approached a tour organiser in their area and obtained permission to have society leaflets distributed on the train. When you think about it this is a very good way of informing many more people of our existence.

The bulk of the indoor meetings will start this month and they offer an ideal opportunity to recruit more members. If every visitor who attends a meeting is given an up to date copy of the RO together with a note of the special £15 new membership offer it must reap benefits in terms of new members. Likewise if you are attending an exhibition make sure that you have a stock of ROs and membership forms to distribute. ROs containing details of local meeting venues are ideal for distributing in doctors and dentists surgeries – the reading matter offered in these places is, to say the least, very dismal. Incidentally David Goddard has plenty of ROs to send to you and Bob Ballard can supply promotional leaflets – just ask for more supplies.

You have the opportunity to really increase the membership of the society this coming winter. Set yourself a target of say 5 new members before Christmas and see by how much you can exceed it. I believe that there are still many enthusiasts out there waiting to join us (remember sixteen magazines are published every month on railway and transport subjects – somebody is reading them). If you have already found some unique way of getting new members to join do let me know so that I can pass it on to other branches.

Best of luck with your efforts.

Eric Palmer, Chairman Development Sub Committee