

Feedback from some clubs has highlighted that some have not been able to return to the pre-pandemic members numbers. In addition, there have been some changes of club officials with maybe newcomers not always being aware of what the YPU offers our member clubs.

It was encouraging to hear from one or two YPU reps at the meeting in November how they are going about trying to re-energise and recruit new members.

At that November meeting I promised to write to all clubs outlining the range of activities and services YPU organises. In addition a few ideas for adding some activities to the programme with little or no cost.

For the Annual membership fee, I believe YPU Federation has a lot to offer YPU clubs:

The YPU organises the following events each year:

- Our **Annual Exhibition and Assembly** is the high point of our year. Over 3,000 prints and Projected Digital Image are submitted by clubs on behalf of their members. These are entered in one of 10 Print categories or one of 10 PDIs categories. The work is judged by independent selectors working in teams of three. The accepted entries which include around 200 mounted prints, and a similar proportion of images are displayed at the Annual Exhibition hosted by one of our affiliated clubs. The opening day coincides with our Assembly which celebrates the work of the Federation and its club members.
- The **Keighley Day** provides a day of prestige lectures and workshops. It is named after Alexander Keighley one of the founders of the Yorkshire Photographic Union and its President for over 20 years. This year the event took place on 26th November included a morning devoted to printing from Fotospeed. The afternoon's keynote speaker was Margaret Salisbury FRPS, MFIAP.FIPF. FSITTP, FSINWP, APAGB, AWPF. Affectionally known as 'The Welsh Dragon' is an internationally renowned photographer. In all 45 delegates across Yorkshire attended and feedback from those attending showed the event was a resounding success.
- **A Print and Pdi Inter-Club Championships** with medals presented for the best image and winning clubs. The top two clubs in each category being selected to represent the YPU at the PAGB Inter Club Competition.

The YPU provides several services to its clubs:

- We manage, recruit, and train a list of judges within Yorkshire who can provide a service to clubs and who can only charge travel expenses based on PAGB rates.
- We are hoping to run another Judges workshop in 2023
- We manage a list of speakers who provide a wide range presentation to clubs and who can only charge travel expenses based on PAGB rates.
- The website provides a news page for club events and links to club websites.
- Regular e-mailings to Club Secretaries also keep them abreast of photographic events in our county.
- Social media is available through the YPU's Facebook page
- Affiliated clubs can avail themselves of preferential Public Indemnity and Management insurance which has been negotiated nationally.
- We have a stock of frames for exhibiting 500mm by 400mm prints and a set of mesh stands to cater for free-standing exhibitions. When not in use for its own exhibition the frames and stands are freely available to clubs).
- There is a travelling portfolio of accepted prints drawn from each year's Annual Exhibition which can be borrowed by clubs.

Here are some tried and tested ideas to consider for affordable club programme content:

- Try looking at the National zoom register, (set up during the pandemic) where many clubs have enjoyed speakers from all of the country without having to involve excessive travel costs: [<http://https://zoom.clubsoftware.org>] (Quite a few of the speakers only charge a small fee)
- PAGB Recorded Lecture Service (page 96 2022/23 PAGB Handbook) - for a modest fee, a host of recorded lectures all able to be downloaded.
- Shared evenings with another club in the nearby vicinity.
- YPU Print portfolio - available to hire contact Andrew Rothery via the YPU website contact page. 200 prints from the YPU Exhibition, - enough for 2 nights on the programme.

- 2022 YPU Exhibition accepted PDI and Print copy images and award winners available to download. Turn it into a critique evening.
- Each member is sent the same 3 raw images to process and maybe add their own creativity, and a couple of weeks later review the results. This suggestion was a great hit and much fun
- Have a calendar competition for your town/village, not just for your own members. Maybe offer a year's membership to the winner and which can help stimulate membership interest from your local community.
- Members evening, show and tell - Talking about a particular technique.
- Other ideas picked up from Yorkshire clubs to attract new members- have a stall/stand at a local event which could include a competition for best local landscape etc.
- Offer to have club photographers taking images for a local event, I know this happens each year with Penistone CC at Penistone Agricultural Show. They have a stand in one of the tents and run a small print competition for the visiting public.

I hope this gives you a taste for what might be possible on a small budget, this list is by no means exhaustive but shows the range of things that can be undertaken. If your club has any suggestions, why not share on the website or YPU Facebook group?

Another suggestion mentioned by Selby camera club at the YPU reps meeting was to have an open event where members of the public get some coaching on how to use your camera /and phone for pictures. This I understand has given the club some keen new members.

Hope you find this helpful. If you want to discuss my suggestions further, please feel free to come back to me. I look forward to seeing you at some of our events.

*Marilyn Roberts DPAGB BPE4**
YPU President