



Staff Social Club

Strategy
2026 to 2031

Version	Amended by	Approved by	Date Amended	Date Due for Review
v2025.1	D. Colvin Laws (Secretary)	SSC Committee	July 2026	July 2031

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1. Introduction

This document provides the strategic direction of the Staff Social Club (SSC) from 2026 until 2030. To achieve this, it describes:

- the purpose of the SSC (Mission)
- where the SSC intends to be in five years (Vision and forecasting)
- how the SSC will achieve its vision (Objectives)

2. Mission

The Staff Social Club (SSC) exists with the aim of providing social, cultural and recreational activities, for staff employed by the Newcastle upon Tyne Hospitals NHS Foundation Trust (the Trust), along with other qualifying members. This is achieved through the provision of activities, events and the maintenance of on-site fitness centres.

This is summarised in the statement below, that the SSC Mission is to

“Support all SSC Members through the provision of social, cultural and recreational activities to improve their physical / emotional health and wellbeing”.

These activities may be undertaken alone, with other SSC members, with family or with friends. The focus of the SSC is therefore to provide members with these opportunities, and to allow the individual member to decide how best to use them in supporting their own wellbeing.

3. Vision

The SSC is already successful, with in excess of 9,000 members, operating two Fitness Centres (24/7), delivering over 70 subsidised events every year and annually giving away over £80,000 in cash prizes as part of the SMILE lottery. It is funded by a monthly membership fee that provides long term financial stability for the SSC, whilst delivering generous discounts and excellent value for money on events and offers.

The SSC has fantastic potential, and there is significant scope for providing greater benefits and opportunities for more members, thus improving the wellbeing of more Trust employees. As we look forward towards the next five years, our vision is therefore to become

“the most successful Staff Social Club in the NHS, through continuous development and provision of valuable benefits for all our members”

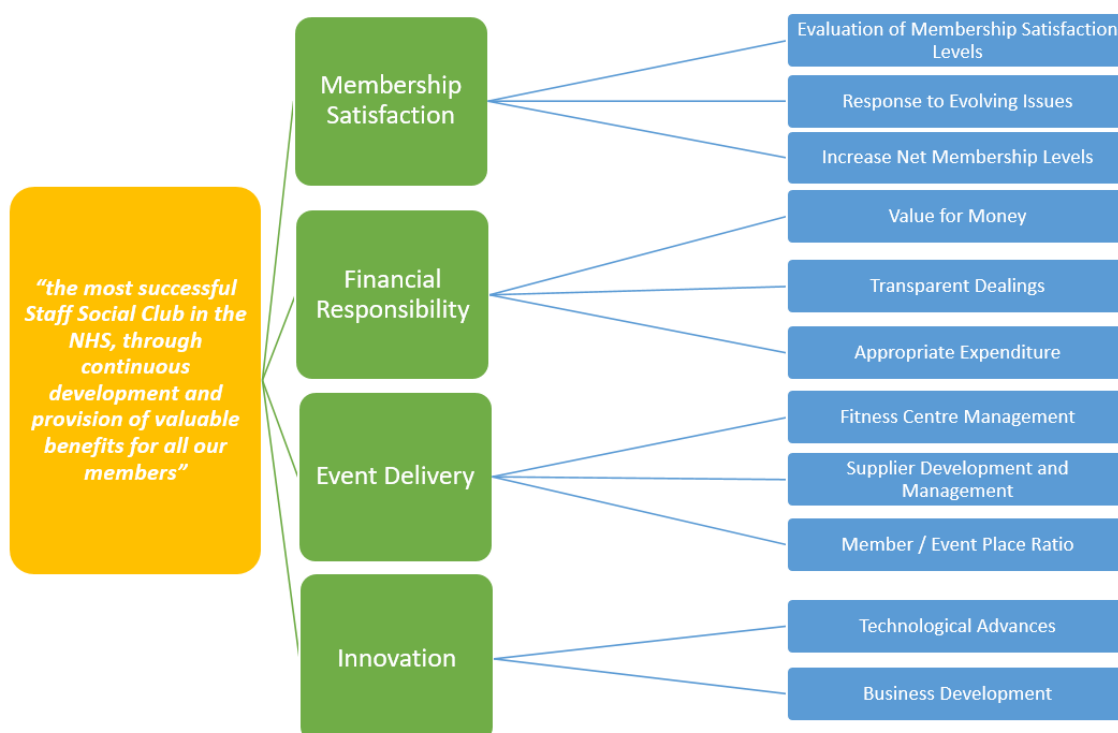
By clarifying our Vision, the SSC is able to strive towards further growth and successes for the next five years and beyond.

4. Objectives

To achieve our vision four key objectives have been identified:

- Membership Satisfaction
- Financial Responsibility
- Event Delivery
- Innovation

Each of these objectives have been subdivided into key operational areas as detailed below.



These key operational areas will provide the basis of the work undertaken by the SSC team, led by the SSC Manager. All work within the SSC should be linked to at least one of the objectives and key operational areas.

5. Implementation and Monitoring

This Strategy will come into immediate effect once it has been approved by the SSC Committee and will remain in effect until March 2031. Regular monitoring will be undertaken by the SSC Committee and reported to the wider SSC membership at the AGMs.

6. Appendices

6.1 Business Objectives

Business Objective	Task	Method	Measurement
Membership Satisfaction	Evaluate satisfaction levels	Annual survey of members (to include questions on event booking, lottery, membership fees, fitness centres, event spread, overall satisfaction)	- Prior to AGM - Establish baseline levels - Agree review dates - Agree SMART targets - Present at AGM

	Response to evolving issues	Complaints register (identifying date, name, event and nature of complaint)	- Complaints to be managed in a timely manner by the SSC team, led by the SSC manager - Report level of complaints to SSC Committee on annual basis - Report on any learning points from complaints
		Act upon event feedback	Reflect upon and where necessary respond to event feedback
	Increase Net Membership	Identify membership numbers, undertake activities to increase them, and obtain feedback from leavers via leavers form	- Agree net increase in members target (excluding leavers from the Trust and considering forecast) - Address feedback received from leavers, reporting into the committee where appropriate
Financial Responsibility	Value For Money	- Ensure that we negotiate a good trade price for events / purchases - Ensure our discounted price to members is attractive and clear - Consider other suppliers of similar events / purchases - Reflect on previous offerings from the SSC	- Clearly identify and report on: - Supplier to SSC negotiated price reduction - SSC to SSC Member discounted price - Price comparisons (where appropriate) - Like for like price changes
	Transparent Dealings	- Abide by the spirit and compulsion of the Trust's SFIs when purchasing and contracting, by seeking advice from Suppliers and other industry experts - Consider all options when planning events / purchases	- Price comparisons (where appropriate) - Declarations of Interest
	Appropriate Expenditure	Maintaining an appropriate level of financial reserves that	Operate within the financial restrictions provided

		protects the SSC in the longer term, whilst balancing the need to spend income in a responsible and sustainable manner	- Identify, maintain and regularly review the SSC financial reserves - Identify and plan for longer term financial commitments e.g. gym refurbishments - Balance prudence against the unnecessary stockpiling of funds - Utilise forecast to support decision making
Event Delivery	Fitness Centre Management	Recognise the importance of the Fitness Centres and ensure that all aspects are managed to the overall benefit of the SSC and SSC members	- Identify the return on investment provided by the Fitness Centres, reporting into the SSC committee annually - Appropriately maximise the use of Fitness Centres
	Supplier Development & Management	Develop and manage new and existing supplier relationships to mutual benefit in line with the SSC strategy and the ethos of the Trust	- Prioritise local suppliers where VFM and service delivery permits - Enhance the SSC and Trust's reputation through positive engagement with suppliers
	Member / Event Place Ratio	Seek to provide a proportionate amount of events, event places, event types and offerings to maintain member satisfaction and to provide VFM	- Calculate member / event place ratio - Set SMART targets - Identify and address barriers to improving ratio
Innovation	Technological Advances	Ensure that technology is used to enhance the efficiency of the SSC from the management / administration through to the end user experience	- Be at the forefront when considering opportunities in relation to areas such as: - Web presence - SSC IT Admin - SSC App - Event booking process - Seeking feedback - Payments
	Business Development	Allowing the SSC mission and vision to	Welcoming and actively considering innovative

		drive the consideration of new areas for business development	changes to existing processes and ideas that may help develop the SSC, e.g. • Fee model / levels • Social media presence • SMILE Lottery • Membership criteria • Fitness Centres • Events
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