



# British Naturism

## THREE-YEAR PLAN

Published May 2010

### SUMMARY

This document sets out the aims of British Naturism (BN) and the action that will be taken over the next 3 years towards achieving them.

It draws on a variety of sources, namely our own experience, ideas and discussions in meetings – including two “away-days” dedicated to looking at the future - and ideas, comments and feedback from members and others, including from the forum, and the discussion sessions held at Nudefest and Alton Towers in 2009.

Whilst radical in places, it is not intended to criticise the past, nor make wholesale changes for the sake of it. BN’s original reason for existence was to provide support and services for naturists, and that hasn’t changed. The Three Year Plan (3YP) builds on those strong foundations to provide the organisation and activities we need today. It will help officers to better fulfil their individual and collective roles in an organisation-wide context, show clearly what they are doing and what further activity is needed. It will also help members to become more easily involved and to support the effort. Fundamentally, it provides a framework for all of us to work together towards common goals.

We don’t expect that everyone will agree with all of it, and some may consider that important tasks have been omitted, but we need to be realistic in what can be achieved in the timescale. It is a “rolling” plan in that it will be revised each year so that it is always current and meaningful, and covers a three-year period.

## THE CURRENT SITUATION

Plenty of people in BN – both elected officers and members – are working hard, but often being criticised, and seeing membership fall, despite doing more than ever. At national level, BN is sometimes perceived to be old-fashioned, stuffy, poor at communication, and hamstrung by rules and procedures – and we do acknowledge that improvements can be made. Most people work for BN in their spare time and progress can be slow. We're not short of ideas for action or improvement, but lack pairs of hands to implement them.

We're operating in a changed (and changing) environment – even from 10 years ago. It has led to advantages and also new challenges. Some of the following are both:

- Naturism is more acceptable/tolerated
- Nudity in the media is an everyday occurrence
- In law, simple nudity is not an offence
- Communication and access/flow of information is instant and mostly free
- People are busier which means 1) they are reluctant to join organisations or clubs, devote themselves to causes, or take on commitment in their leisure time, and 2) that they have a wide range of interests and so may want to enjoy naturism only occasionally
- Some people don't seek out naturist experiences, but are happy being nude in social settings if the occasion arises.
- Some people are reluctant to be labelled, especially if it is an "ist" or "ism". This creates a perception that getting involved in naturism needs much thought, forward planning, and radical changes to one's lifestyle.
- Despite the erosion of taboos surrounding nudity, individual body image is low and body shame is high.
- The pace of daily life means people are looking for ways to relax and de-stress and are more open to new experiences
- There is a more significant divide between naturists who believe naturism is private, for dedicated locations only, and naturists who desire more freedom in public places.

## OUR AIMS

These are what we believe our members and others want from the national organisation for naturism.

They are continuous and timeless and, therefore, exist beyond the period of this 3YP

- We will work for greater acceptance of naturism, with more places – private and public – available for our use
- We will provide social and networking opportunities, information and assistance
- We will work to protect naturism and naturists, and challenge threats to our lifestyle
- We will work to provide a safe environment for adults and children to enjoy naturism without ridicule or fear
- We will facilitate, coordinate and support naturist activity.
- We will set high standards for the integrity of naturism, and monitor and maintain them.
- We will ensure that our organisation is best structured to secure the progress of naturism.
- We will welcome participation in naturism by all without discrimination.

## AREAS OF ACTION

The EC considered that if there were no such organisation as BN and it were decided to create one, what would it do?

Happily, we're not starting from scratch as we have the history and experience of more than 45 years, a high profile and many thousands of members – past and present. We also have a well-developed infrastructure and an annual income (plus the value of the office premises) that exceeds that of many commercial businesses.

The community aspect of a “members’ organisation” must not be lost, but we must reflect our status and see ourselves as a small business. That means that elected officers, paid staff and consultants must display strong leadership, show authority, give clear direction, lead from the front and ensure progress in pursuing our aims.

The nature of the organisation, however, means that BN is all of us, and everyone, elected, paid or otherwise, needs to be involved in tackling all the important work that needs to be done.

### OUR AREAS OF ACTION

#### Four *Main Services*:

- COMMUNITY – bringing naturists together – both individuals and groups.
- INFORMATION – providing a point of contact, and a place where information can be gathered, used and disseminated.
- CAMPAIGNING – all that we do in promoting and protecting naturism.
- STANDARDS – maintaining the integrity and serving the best interests of naturism.

#### Two *Internal Operations*:

- FUNDING – essential for the provision of meaningful services and action.
- ADMINISTRATION – everything that goes with being a well-run, effective organisation.

## OUR TASKS AND PLANNED ACTION

The remainder of this document sets out the tasks and planned action for this 3YP, separated into the Areas of Action.

Some tasks clearly influence results in more than one area, but to save space are only listed once. “Community” and “Information” are not included, as new tasks are not planned, although those areas will also be affected by tasks/action listed elsewhere.

*Note: To keep 3YP as short as possible, we've not listed all the things we currently do. We expect that activity to continue, though it will be clear from the tasks and planned action where changes are expected. The tasks are not numbered/listed in any particular order.*

We want to encourage you to get involved and help turn the Plan into reality, so please:

1. Let us have your views on the Aims, Areas of Action, Tasks and Planned Action.
2. Make suggestions for improvement.
3. Offer to help with any task that appeals to you.

...and particularly;

4. Let us know if you have expertise or experience relevant to the tasks or planned action, or know someone who has.

## 1. CAMPAIGNING

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### 1.1 A clear message

It is important for all naturists to be heard, saying the same things repeatedly and reinforcing the same clear message about who we are and what we do (and what we're not, and don't do) and why people should treat us fairly and according to the evidence and/or get involved. We will publish these messages for everyone to use to educate the outside world. We will work towards creating a more comfortable environment (especially in the workplace) in which existing naturists are confident/less fearful to speak up and reveal to people what they do.

### 1.2 Campaigns Manager

We will recruit and pay a professional campaigns officer who will be expected to concentrate on national issues and to provide support to the regions and local groups over local issues. The title of "Research and Liaison Officer" – the elected volunteer currently responsible for campaigning work - will be changed to better reflect the role.

### 1.3 Portable legal advice

We'll develop information and advice in a number of formats, including credit card-size for all members to carry. It will provide advice on what to do (and what not to do) if trouble occurs when practising naturism.

### 1.4 Pro-active Media/promotional work

We enjoy a high profile and get much attention both from our Press Releases and in an unsolicited way, owing to the nature of our subject matter. We will build on this by writing and placing our own articles; making a short promotional film for our website and others; pitching a documentary concept/script to TV production companies with members ready and willing to appear; taking more pictures expressly for media use and making them available for free download; updating our downloadable Media Pack more regularly; encouraging more members to get involved in the media work and helping them via the media Crib Sheet, advice based on our expertise, and workshops on "Dealing with the Media" at big events.

### 1.5 Press cuttings and online links

We subscribe to a newspaper cuttings agency, though much is online these days. We need to review things to make sure we are getting the best value and flow of information. The *Nudes in the News* section of the forum will be resurrected. It is an excellent resource for us all.

### 1.6 Publicity materials

We will encourage more people to distribute our "What is Naturism?" leaflets. It is aimed at 1) educating the textile market (including friends, family, work colleagues, neighbours, venues and authority figures) about naturism; 2) raising awareness of BN to existing naturists; and 3) making the people who take part in naked events, such as the World Naked Bike Ride and Spencer Tunick photo shoots, aware of naturist opportunities, in the UK and beyond.

### 1.7 Rebranding

A big project, aimed at modernising the image/impression we give through our communications/interactions. This includes intangible aspects such as our attitude and approach, as well as the more obvious design/logo elements.

## 1. CAMPAIGNING (Cont.)

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### 1.8 Improving the BN presence

We're stretched, but are not exploiting as effectively as we could all the opportunities we have to attend events and meet people, hear feedback, raise the profile, and sell goods and memberships. It's always useful to have EC members in attendance, but any member can be part of an event team, to help things run effectively. We will ensure that attendance is better planned. Once at an event, we need to improve our on-site presence and will display posters advertising future events, press cuttings/articles about events that we've helped with, and other devices to draw attention – for example the BN beach tent and the individual orange beach-shelters that each EC member will have.

### 1.9 An alternative website

We will create a new online “product” to capture the imagination of the Internet generation that can do what BN (officially) doesn't (or can't). A good analogy is the motor industry - we need to keep selling our steady, dependable family estate, but it's time we brought out a sports car. The new product will be a simple website that can support and publicise a variety of nude events, even perhaps extreme ones, and provide information with the emphasis on "casual" naturism and the benefits of going without clothes - health, body image, fun, de-stressing etc. It will not be apparent that it is run by BN. There would be no memberships or fees but perhaps a forum or newsletter sign up, all with the intention of raising the profile and getting more people involved/trying naturism – and eventually joining BN.

### 1.10 Social networking websites

We already have a profile on Facebook, Twitter and Skinbook, but as online activity and public participation grows, we will keep abreast of changes and additions, and promote ourselves in as many places as practicable.

## 2. STANDARDS

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### 2.1 Accreditation

We will award a certificate and give special promotion to any BN club or swim that agrees to provide day visitor and/or holiday visitor access to all BN members. We will award a certificate and give special promotion to any BN club or swim that specifically adopts and applies the BN Child Safeguarding and Vulnerable Adults policy. Training will be required. Similar certificates will be awarded to textile venues with which we have developed relationships. Note that a system of varying degrees of merit may be adopted.

### 3. FUNDING

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We acknowledge that membership is falling and could continue to do so. Whatever the number of members and trends, our Aims and Areas of Action will always be relevant. That doesn't mean reducing the effort in recruiting and retaining people (far from it), but a need to work hard on all methods of funding, as follows:

1. Membership Fees
2. BN Shop
3. Advertising
4. Events
5. Bequests/donations/appeals
6. Commissions and Affiliate schemes
7. Charity Grants

#### 3.1 MEMBERSHIP FEES

*Equal focus on recruiting new and retaining existing members*

##### 3.1.1 Targeting specific groups

There are particular groups that we will focus on for recruitment:

*"Synergistic"* – places/groups who do what we do but with clothes. Suggestions include, spas/holistic/health and beauty/yoga etc., holidays/travel - primarily sunshine/beach, surfing, camping, caravanning, walking, and swimming. A start could be made with articles in appropriate magazines, but the aim would be to build relationships.

*Youth/YBN* – there will be lots of encouragement given to young people to get them into naturism and BN. Specific initiatives are: raising the profile via YBN pages on social networking websites; mention of competitive sports, dancing, late nights in publicity - i.e. it's more than just idle sunbathing; and hosting a stand at a big University during their October "Freshers' Week". This will need photo display stands, a specific leaflet directing students to local events/clubs/swims, and lots of YBNers to run it and to talk to people. YBN is also 10 years old in 2010 and events to celebrate the anniversary are being arranged, which provides a useful hook for publicity leading to bigger attendance.

##### *Women*

In the main, men seem to be drawn more easily to naturism, whilst women need to be persuaded - though are glad they were. We will encourage our women members to become ambassadors - talking to female friends/colleagues about the benefits, dispelling the myths, and helping to overcome the usual barriers. We will join with other women's groups to support profile-raising causes. We will create a notice which can be downloaded and completed with dates/details/contacts of local clubs/swims/events and which women can then pin up in gyms, leisure centres, community and supermarket notice boards, etc. The notice will emphasise the active/health/body image aspects – and mention naturism only in passing.

### 3. FUNDING (Cont.)

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#### *Others*

Other suitable target markets/groups include families/parenting/children, gay/lesbian, breastfeeding and communities of foreign nationals resident in the UK.

#### 3.1.2 Develop a Membership Pack

Currently, new members simply get a letter and a copy of the magazine. This will be improved to include: a booklet that introduces BN - aims, history, statistics, activities, campaigning, events, volunteering etc.; aimed at making people feel part of something at the start of their membership and learning quickly about us; clear advice on what to expect for people new to naturism; an "Entrance Poll" questionnaire to find out more about their experience of naturism and their expectations of membership – with a £5 gift voucher for the BN shop for those that complete and return it; and an introduction from their Region with info on what's going on locally. The last item is already done, but inconsistently around the country – sending with the Membership Pack will also save volunteer time and money.

#### 3.1.3 Overseas poster

Cheap/easy to create and post to overseas resorts for them to display on reception and other notice boards. It would be aimed at capturing the many thousands of non-members who practice naturism only on holiday, some of whom probably don't even realise naturism goes on in the UK. Copies will be available for holidaying members to take with them.

#### 3.1.4 Lapsed mailing

Already done, but irregularly – we will now write to recent past members every year mid-year and invite them to return for a reduced price. In addition, we will ask people who leave for their reasons for doing so, by way of a formal "Exit Poll" questionnaire.

#### 3.1.5 Payment methods

Making the financial side of joining as easy as possible – including making the decision to do so. We will investigate: Anniversary membership – 12 months membership from the date of joining; the first-year discount for those paying by Direct Debit to be applied every year; monthly/quarterly payments; and use of PayPal, MobilCash etc. Additionally, members will be reminded by email to renew and directed to the secure joining section.

#### 3.1.6 Members only/Single person group holidays

Not new, but not done for a while. We will run a pilot and if successful will make it a regular facility. It is expected that the pilot will be run by a member or an existing group, with the support of BN, though not financial support. Later, a naturist holiday company may be persuaded to run them.

### 3. FUNDING (Cont.)

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#### 3.2 BN SHOP

##### 3.2.1 Add more goods for sale

All items in the shop are priced to make a profit and so every purchase leads to additional funding. We have a long list of desirable items, but significant costs are associated with having them produced and buying enough to make the selling price affordable. Sales are generally poor, making us cautious. We appreciate that BN branded goods need to be attractive and it is hoped the rebranding of BN – especially in terms of designs and slogans – will help. We will continue to make back numbers of *British Naturism* magazine available for sale to members only. We would particularly like a member with retail experience to help us manage all aspects of the shop.

##### 3.2.2 Make goods available on eBay/Amazon

Lots of small businesses have a shop front on such sites for the goods they sell.

##### 3.2.3 Licence: The Invisible Swimsuit

Quirky and well put together - just the sort of “unusual” item many gift catalogues include. We will need to obtain protection for the idea.

#### 3.3 ADVERTISING

##### 3.3.1 Obtain sponsorship for more of our events

Not just the big ones as happens now. An easy way to offer promotional help and defray our costs

##### 3.3.2 Spot-on ads on the website

Add a classified section for small, non-commercial adverts.

#### 3.4 EVENTS

##### 3.4.1 Commissions from venues

For every event we run (including YBN and regional) in someone else’s venue (including clubs) where an admission/accommodation fee is charged, the owners/operators will to be asked to consider paying us a commission, since we do all the promotion and bring them customers. It may not be possible on the first such event but should be part of the package thereafter. Such a scheme has been in place at some of the bigger events for some years, helping us to reduce our costs of putting on the event, and in some cases, turning a profit.

### 3. FUNDING (Cont.)

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#### 3.4.2 Regional events with National help

We want to encourage more events to be run all around the country and can offer help and support – and attendance if needed. We've got lots of experience of events big and small, now including many contacts for activities, but would find adding more big events to the calendar difficult if they have to be organised entirely by us. Successful events could be cloned and run in other locations – Maize Mazes is an example of where members could approach local farmers and use the success of others to sell the idea.

#### 3.4.3 Central London swim

Naturist activity is scarce in big cities but some of the millions of people living and working there would be interested in a skinny-dip on the way home. BN members welcome, but the main aims would be to raise the profile, create a naturist location in a heavily populated place and earn money from attendance. People might join us, but that would be a bonus. Other cities would follow if successful in London.

#### 3.4.4 London Olympics 2012

An obvious event for us to exploit. A group is needed to work with the Sports Officer, to plan sports event(s) (national and local), promotion, media spots and more. We will also help to promote UK naturist locations as bases for overseas naturists attending the Games.

#### 3.4.5 BN's 50<sup>th</sup> birthday - 2014

A group is needed to start work on making the most of this landmark, to plan special events, promotion, media spots and more, throughout the year in question.

### 3.5 BEQUESTS/DONATIONS/APPEALS

#### 3.5.1 Bequests

We will raise awareness amongst members and others of the possibility of leaving money in a will to BN and produce information on how to go about it. Suspecting that many people don't do so at present for fear of relatives finding out they are naturists even after they've gone, we will create a fund with two names, one without an obvious link to naturism and the other that makes no secret of it.

#### 3.5.2 Donations

We will raise awareness amongst members and others of the possibility of making ad hoc or regular donations to BN. We will encourage members who have fund-raising and charity experience to help. This is a long term project as it can take time to take hold. History shows that people are willing to increase the level of their donations as time goes by. We will also arrange for donations to be made via the online shop.

#### 3.5.3 Specific appeals for individual projects

We will isolate projects for which we seek funds, and undertake to dedicate the monies raised for that and no other purpose. We will also appeal to those that can - and are willing - to pay more than the prescribed fees each year.

### 3. FUNDING (Cont.)

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#### 3.6 COMMISSIONS/AFFILIATE SCHEMES

##### 3.6.1 Sales commissions

We will develop arrangements with third parties who will pay us for sending people their way. These would include sales of goods online and click-through advertising buttons on our website.

##### 3.6.2 Group money-saving schemes for members

We will investigate health insurance, utility companies etc. who will pay fees to be able to promote themselves to our membership. (NB We will retain control of the information and not “sell” the membership database!)

##### 3.6.3 BN Credit Card

Well established in the charity/fund-raising world, we will develop a credit card for members to sign up to – with discreet branding – that will return funds to BN each time it is used.

#### 3.7 CHARITY GRANTS

##### 3.7.1 Charity Grants

We will develop relationships with charities and other groups who have aims that overlap with ours, and who are seeking ways of spending their money in grants for specific projects or research.

## 4. ADMINISTRATION

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### 4.1 Agreed policies, processes and procedures

We will work harder to create internal arrangements to streamline debates, and make decisions that are consistent for similar issues. We will bear in mind comments made at the first away-day, about how meetings could be more efficient and productive. We will dedicate a part of each EC meeting to discuss 3YP progress, or have an away-day every year if time in meetings doesn't allow it.

### 4.2 Effective use of technology

We will make better use of online methods of correspondence, discussion and document creation to progress things outside of meetings and to distribute papers for them. This includes enhancing and making better use of sections of the forum accessible only to EC members, to promote communication, teamwork and understanding.

### 4.3 EC as a Cabinet

Collective responsibility, one voice, regular reinforcement of the same messages by everyone. Members of the EC are expected to accept 3YP as the future policy of BN in the same way as they accept other policies adopted by the EC. An acknowledgement that better succession planning is important.

### 4.4 Higher individual profile of officers

In the magazine, the forum and in person at events and other locations, especially club visits. We need to make it easy for members to engage with officers while ensuring that officers respond promptly to approaches and messages received from members.

### 4.5 Intro pack for new officers

To be issued to new officers and other volunteers. At present it takes too long for people to settle in and understand what has happened, what's planned, and what they are supposed to do. We will also end the present inconsistency in email addresses and forum profiles used by members of the EC.

### 4.6 Organisational structure/Regional Review

We will work towards developing an appropriate, modern organisational structure for BN including a review of the Regions. The way both BN and the regions are currently structured doesn't provide for the most efficient way of doing things and the lack of role holders in many regions indicates that they don't inspire members to become involved officially either. There has, however, been some success in getting ad hoc help, with members seeming willing to undertake something that does not require long-term commitment or bureaucracy. Discussion has already taken place on these issues within the EC.

### 4.7 More paid help

Financial aspects must be considered, but as we get busier, more paid help becomes necessary if we are to keep up with the volume of work and act as quickly as we need to. In addition to the "Campaigns Manager", at the top of our list is a "Volunteers Manager", a naturist based in Head Office, who would assist and manage all volunteer effort, help with event management, and provide a helpline for general enquiries.

## 4. ADMINISTRATION (Cont.)

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### 4.8 Negotiate new maintenance arrangements for the website/forum

The BN website and forum are both crucially important and we need reliable hosting and maintenance support with 24/7 attention, for which we will pay a commercial company. There are many desirable improvements to be made to the BN website, and to a lesser extent the forum. The first steps will be to improve the out-of-date system of updating the content, and to make that updating more collaborative by giving people access to relevant parts of the administration site with responsibility for keeping them up to date. We have a long list of desirable improvements to the website, including the addition of a search facility, a site map, and a new front page/general design. This last item is likely to come from the rebranding.

### 4.9 Membership database online

A secure site allowing members to update their own information, saving office time and matching current practice elsewhere. It would also enable new data to be added direct to the database without the retyping currently necessary. The analysis of current, historical and trend information from the database will also be improved.

### 4.10 Exploiting the INF network

There is an intrinsic value in being a recognised part of a global organisation for the purposes of learning, sharing and working together across borders for the common good. We will work harder to exploit that, to provide more information to members and to make the INF more effective. We will also ensure that information about clubs, beaches etc. in Britain are kept up to date, so that the database maintained by the INF is as accurate and comprehensive as possible. It is recognised that maintenance of this database, and organisation of annual youth and sports events in Europe, are funded from membership fees paid to INF.

### 4.11 Benchmarking/sharing with non-naturist UK societies

As well as getting useful information on membership numbers and trends, we can learn from other similar societies. We will encourage members to help with information about these other groups of which they are members.

### 4.12 Incorporation

We will complete our recent work in making British Naturism a Company Limited by Guarantee to avoid any difficulties that might arise in the future from our current unlimited liability status.