

## **District Governor Report to Convention 20th March 2021**

This year has continued to be a difficult year with the ongoing Covid restrictions preventing face to face club visits, district cabinets, MD Council, Young Ambassadors and other live events. All these things have had to be conducted online which unfortunately excludes some clubs due to many technical factors.

There appears to some light at the end of the tunnel with restrictions, hopefully, being removed by the middle of June. Unfortunately, this will continue to hamper meetings and events until it actually happens.

Membership continues to fall but not as drastically as anticipated as a healthy average of new members are coming forward. I suspect that holding meetings online has enabled some potential new members to now join us when previously they would have been stuck at work and possibly away from home or stuck at home looking after the family, plus those unable to attend live meeting due to transport issues etc. I hope that when live meetings resume then some online interaction will continue in all club meetings.

Unfortunately, I have overseen the closure of four clubs, Lymington & Brockenhurst, Southampton Solent, Southbourne & Boscombe along with Wantage & Grove. Several of the closing clubs members have expressed an interest in continued service with their next nearest club and I look forward to seeing them at their new homes.

Leadership has undergone a step change in engagement with the membership which can only be a good thing for the future. It has been a privilege to see so many new Guiding Lions successfully complete their training and look forward to them working out in the district helping clubs. If you are interested in following them please contact our GLT Officer Mike.

Service continues to be a challenge with regard to the number of clubs not reporting their activities back to LCI despite the best efforts of our GST Officer in promoting the need and benefits in doing so.

I have overseen the formation of a new District Marketing Team, who will widen the scope of the current PR, Newsletter, Web and Facebook team to include Social Media use, training and design which will further improve club and district images. If your media sites are low on likes, hits or followers then this is for you. Not many realize that potential members are viewing our media sites and they are an important shop window not just blog sites.

Can I congratulate Kenan for becoming the district young ambassador and my sympathy for not being able to win at the MD level. The competition was tough. He was a worthy candidate sponsored by Jersey Lions.

Can I also congratulate the district peace poster winners in Eden (years 3&4) and Ella (Years 5&6) both sponsored by Yateley and District Lions Club.

Lions Clubs International have finally realized that we are now well into the twenty first century and are coming forward with some very interesting and possibly exciting new projects.

To mention one is the ROAR2021 campaign aimed at better engaging with local schools and you should have received an email a couple of weeks ago from Brigitte at MD105 asking for your clubs consideration. The district is in the process of appointing a project leader and below is a project [link](#) to further information.

Can I finally thank all those members and officers that have supported me and the district over the past year. Without you, life would have been extremely difficult.

I also look forward to the new lionistic year being lead by a very capable 1<sup>st</sup> VDG (DGE?) in Brian and with his new shadow 1<sup>st</sup> VDG (?) Dave. I wish them both good luck

YIL

DG Steve Petty