



NARPO
NATIONAL ASSOCIATION OF
RETIRED POLICE OFFICERS

Membership Strategy 2025



1. Aims and Objectives

The aim of this strategy is to provide a framework for NARPO (National Association of Retired Police Officers) HQ and Branches to recruit and retain Members.

The intention is to maintain and increase overall NARPO membership by working with Branches, Police Staff Associations and other partner organisations and stakeholders.

Through continued development of the membership strategy, in conjunction with other linked strategies, NARPO intends to increase diversity and inclusivity within its membership to enrich the Association, in accordance with its ethos and Equal Opportunities Policy.

Increased membership will enable the Association to have the resources to meet its objectives under the Rules.

2. Actions to Achieve Aims and Objectives

2.1 Recruitment

Under the Rules of the Association-

2.1.1 Identify those eligible for membership

- a) Recruitment of full members
- b) Members, who are not eligible to be Full Members
- c) Widows/widowers
- d) Serving Police officers and those approaching retirement or leaving the service through other means to include resignations and ill health retirement.
- e) Members of the greater Police family including police staff
- f) Female officers, those from BAME and diverse and underrepresented groups
- g) Remove any barriers to Membership, nationally, regionally and at Branch level.

2.2 Retention

Ensure NARPO provides relevant and appropriate welfare support, career advice and member services.

2.2.1 To achieve the objective the Association through HQ and its Branches will:

- a) Undertake recruitment initiatives through the Pension Administrators by writing to retiring officers about the benefits of NARPO for those who are not Members
- b) Ask Police Forces to -
 - Promote NARPO to their workforce through the use of IT systems and physical means to include posters, leaflets and NARPO news in staff areas and Police stations,
- c) Increase NARPO's profile through:
 - National campaign in the press and media, highlighting the work of NARPO. This can include the wider LLA work coordinated through Connect, our Parliamentary Advisors
 - Targeted use of NARPO social media platforms to include Facebook, Instagram, X and LinkedIn.
- d) Target Chief Constables and HR departments in Forces to support NARPO through the Police Covenant where appropriate.
- e) Incentivise current members to encourage eligible friends and family to join through use of refer a friend schemes and other initiatives.
- f) Increased awareness to promote eligibility to join NARPO
- g) Work with the Police Staff Associations, partners and stakeholders to provide guidance, support and toolkits to support career transitioning.
- h) Increased collaboration with other organisations, including but not exclusive to-
 - Police Staff Associations



- Police Charities
- Police and Crime Commissioners
- Police Federation, nationally and locally
- Policing Minister and MPs (use Connect)
- Social entities e.g., typical police hobbies
- Police Museums
- Police Mutual, Met Friendly and other private sector organisations

3. Responsibility

- a) The Marketing Manager will develop a marketing and communications plan to support membership activity.
- b) The NEC (National Executive Committee) to approve the strategy and plans.
- c) The CEO (Chief Executive Officer) will have overall responsibility for the strategy, the membership plan in support of the strategy will be developed and implemented by the DCEO, the CEO remaining responsible for the plan.
- d) HQ through the DCEO and Marketing Manager to liaise with Branch committees to undertake local initiatives

4. Timescale

- a) This is a long term strategy and supporting plan and will be subject to update and review through NEC meetings.

5. Evaluating Success

- DCEO in conjunction with Senior IT and Conference Administrator to track membership sign-ups
- Numbers of new Members at year end- recruitment
- Number of Members who have discontinued Membership- retention with reasons where available.
- Marketing Manager/Business Support to monitor interaction, engagement, and performance statistics on NARPO and Partners social and website campaigns.
- CEO, DCEO and Marketing Manager to record new member services and how these are received by Members.
- Marketing Manager to incorporate URL tracking on partner websites to monitor campaigns.
- DCEO and Marketing Manager to engage with Branches and Regions on initiatives.

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April 2025.