

# **Yeovil Cycling Club Member Survey 2019**

## **Presentation of survey results**

The Parish Room

The Forum

Abbey Manor, Yeovil

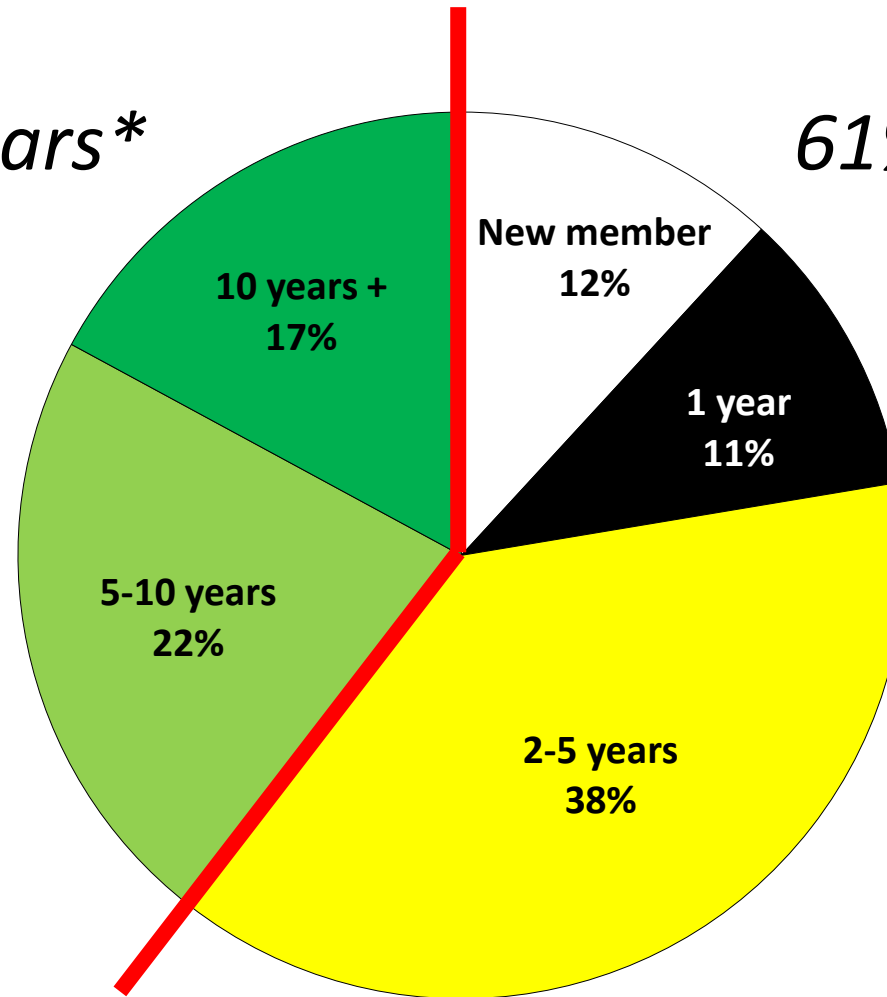
09/09/2019

# Introductory data

# How long have you been a member of YCC?

*39%  $\geq$  5 years\**

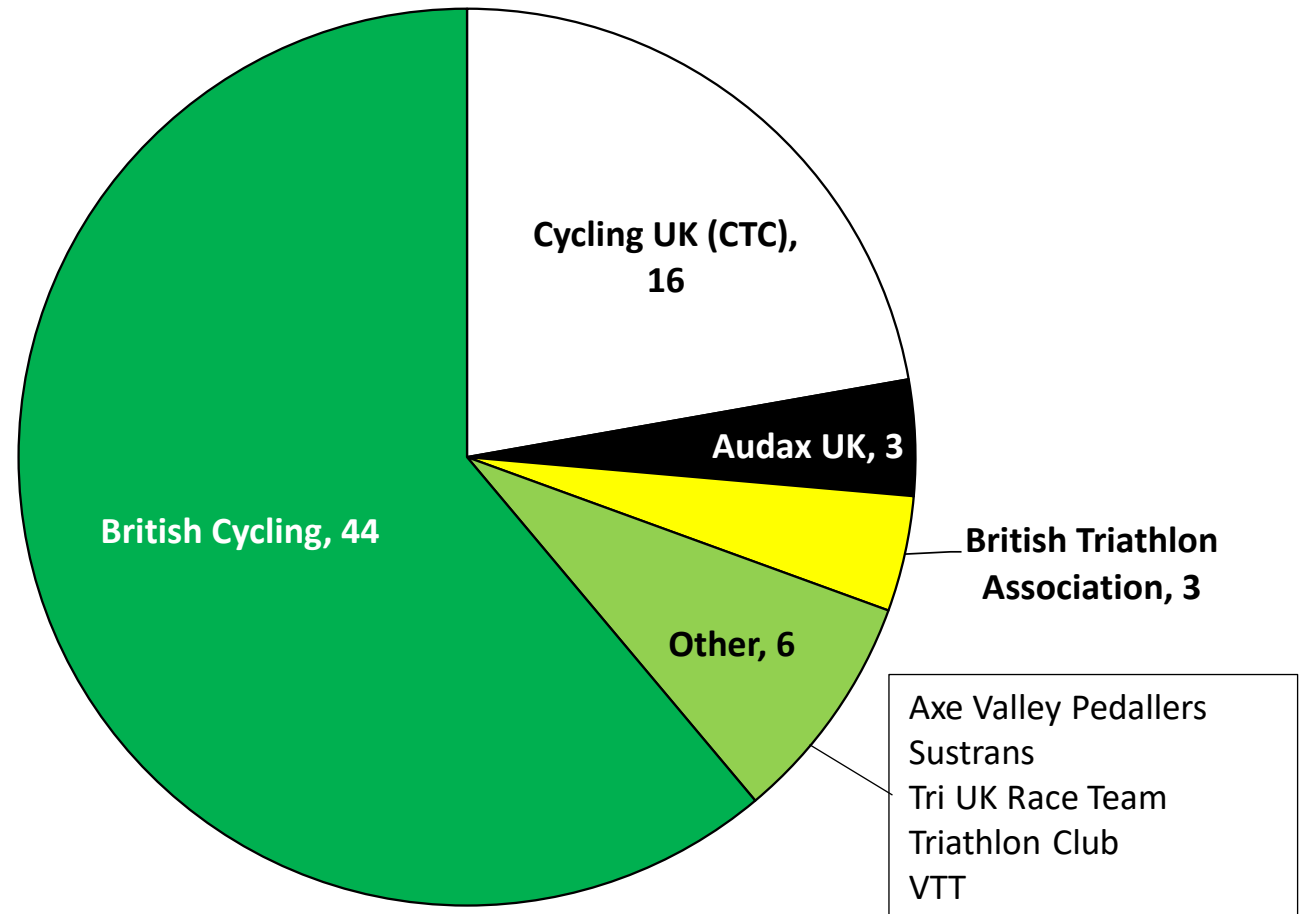
*61%  $\leq$  5 years*



\* 76 respondents from 142 club members who received the survey

# Membership of national cycling organisations

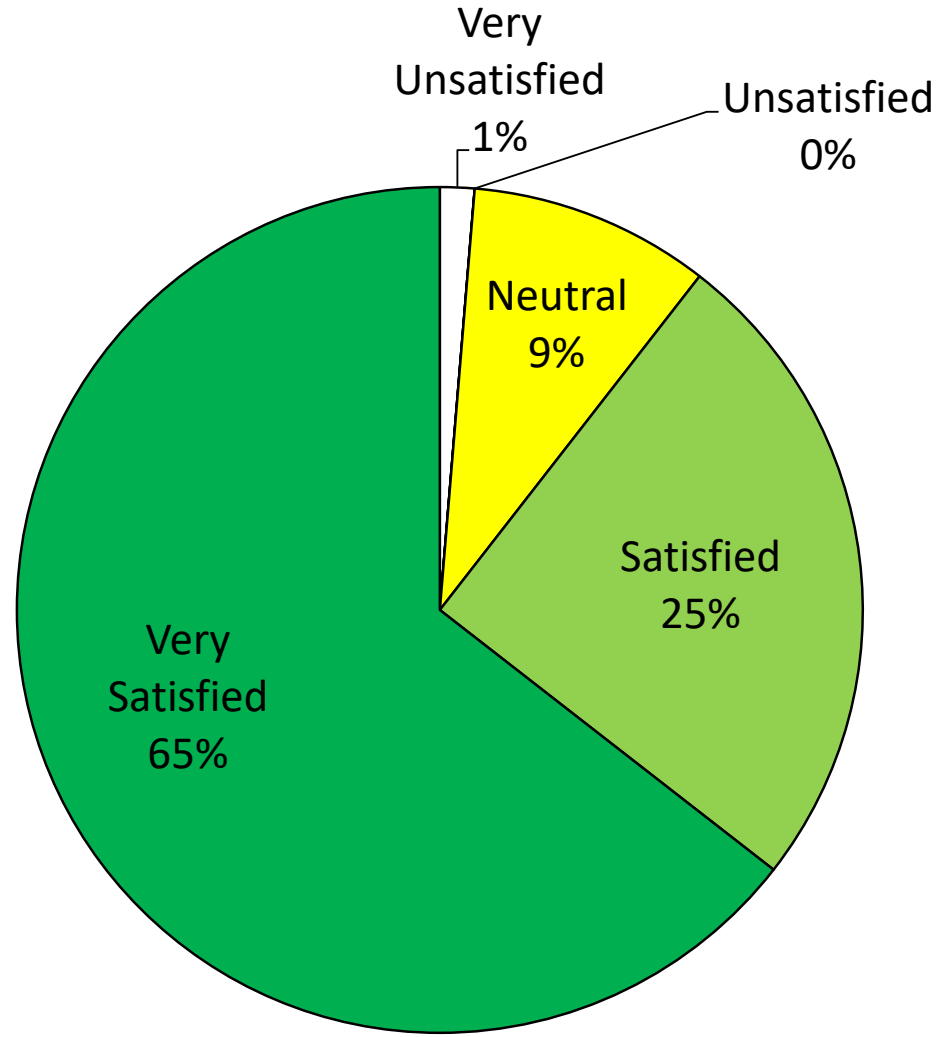
*Some members belong to more than one cycling organisation\**



\* 72 responses. Percentages not included due to multi membership overlap

# Does the club provide value for money?

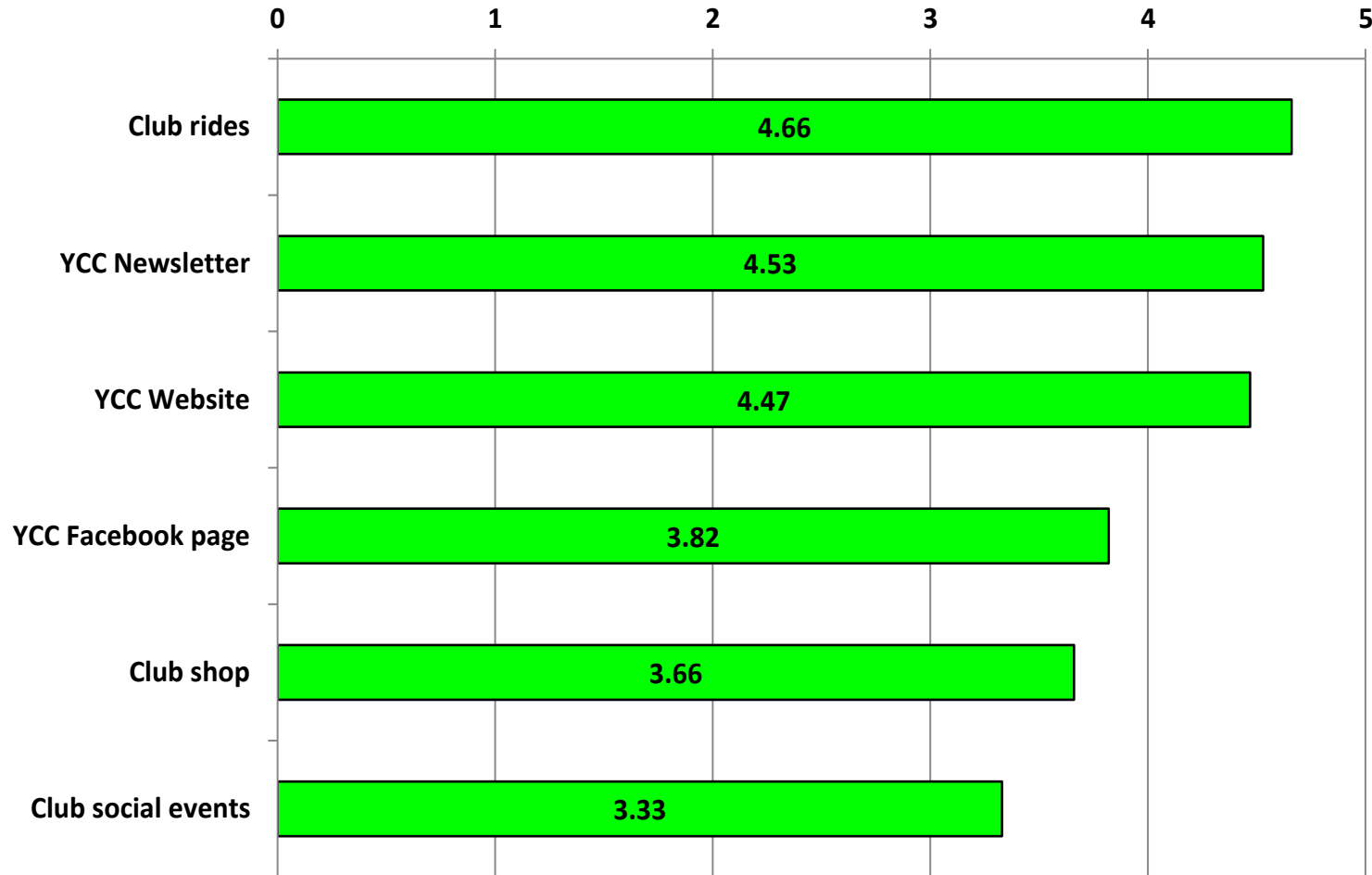
*80% of respondents\* are satisfied or very satisfied*



\* 76 respondents from 142 club members who received the survey

# Overall ratings (maximum score of 5)

*Highest scores for Club Rides, Newsletter and Website*

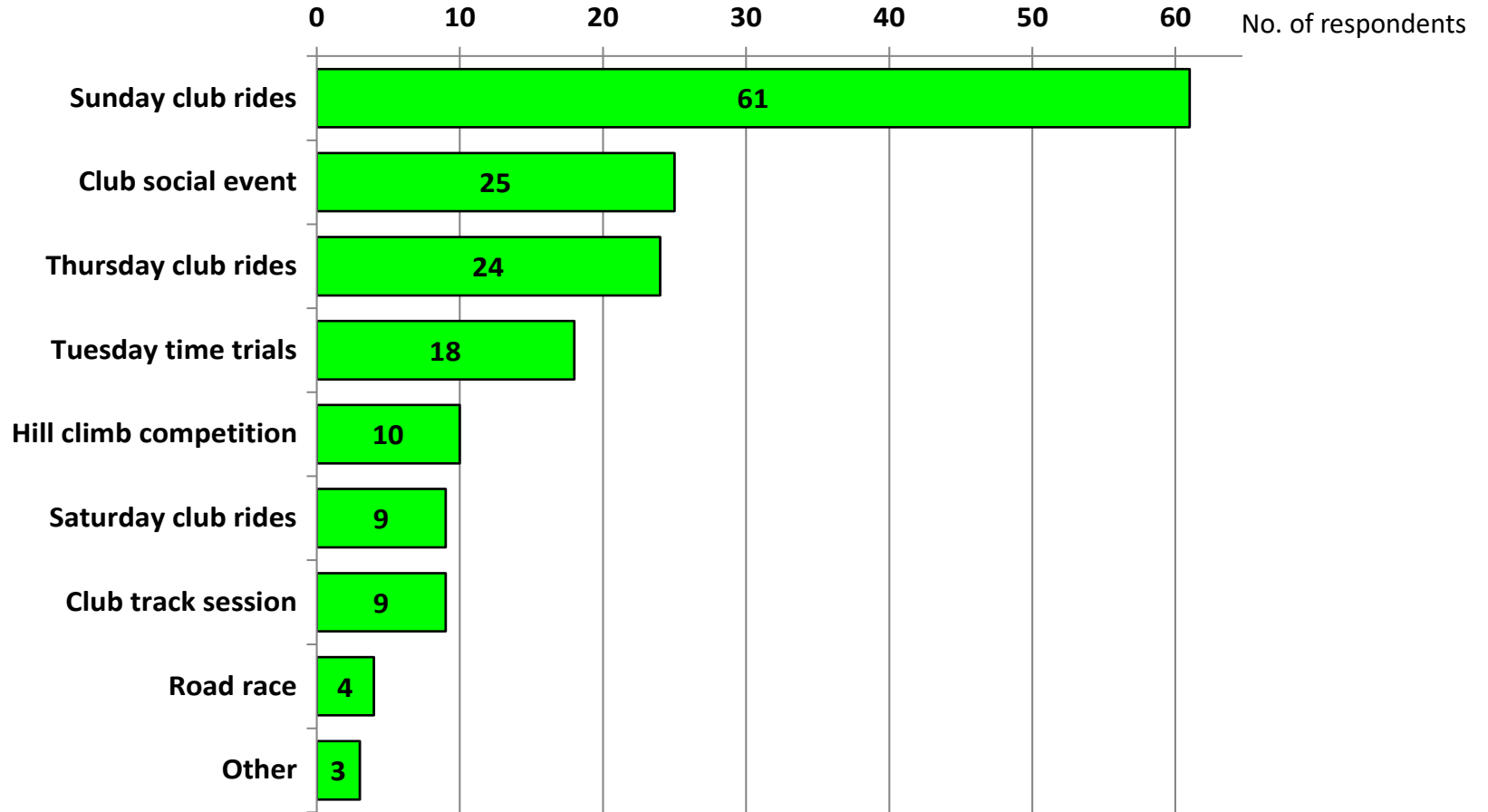


# **Participation and Contribution to current activities**

# Participation\* in club activities during the year

*No surprise – Sunday club rides well attended!*

*Who were our 4 road racers?*

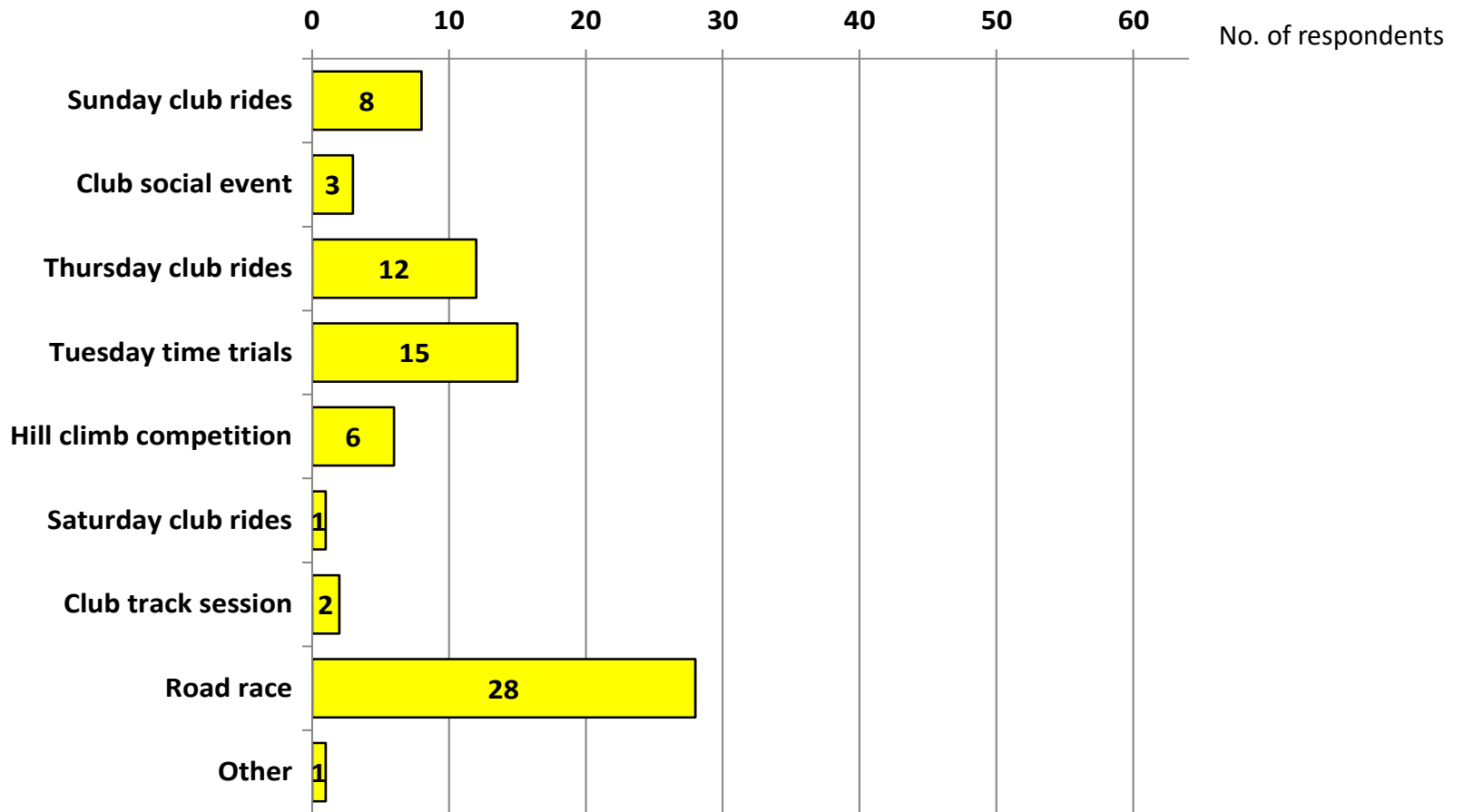


\* Does not include contributions such as organising or marshalling



# Contribution\* to club activities during the year

*Road Races and Time Trials required largest contribution*

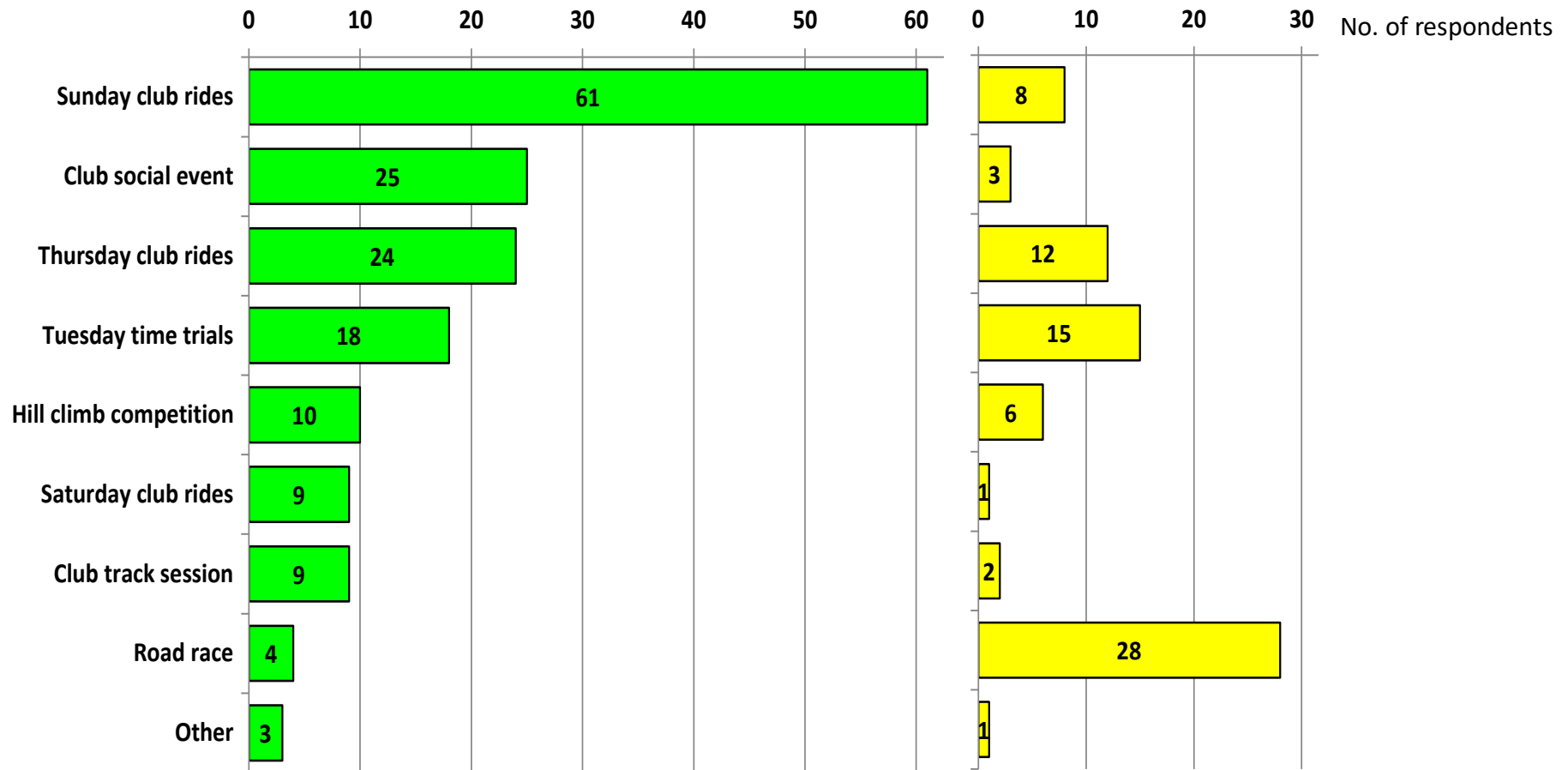


\* Contributions such as organising or marshalling

# Participation and Contribution in one view

*Saturday and Thursday club rides organised differently*

*Competitive events require greatest contribution*

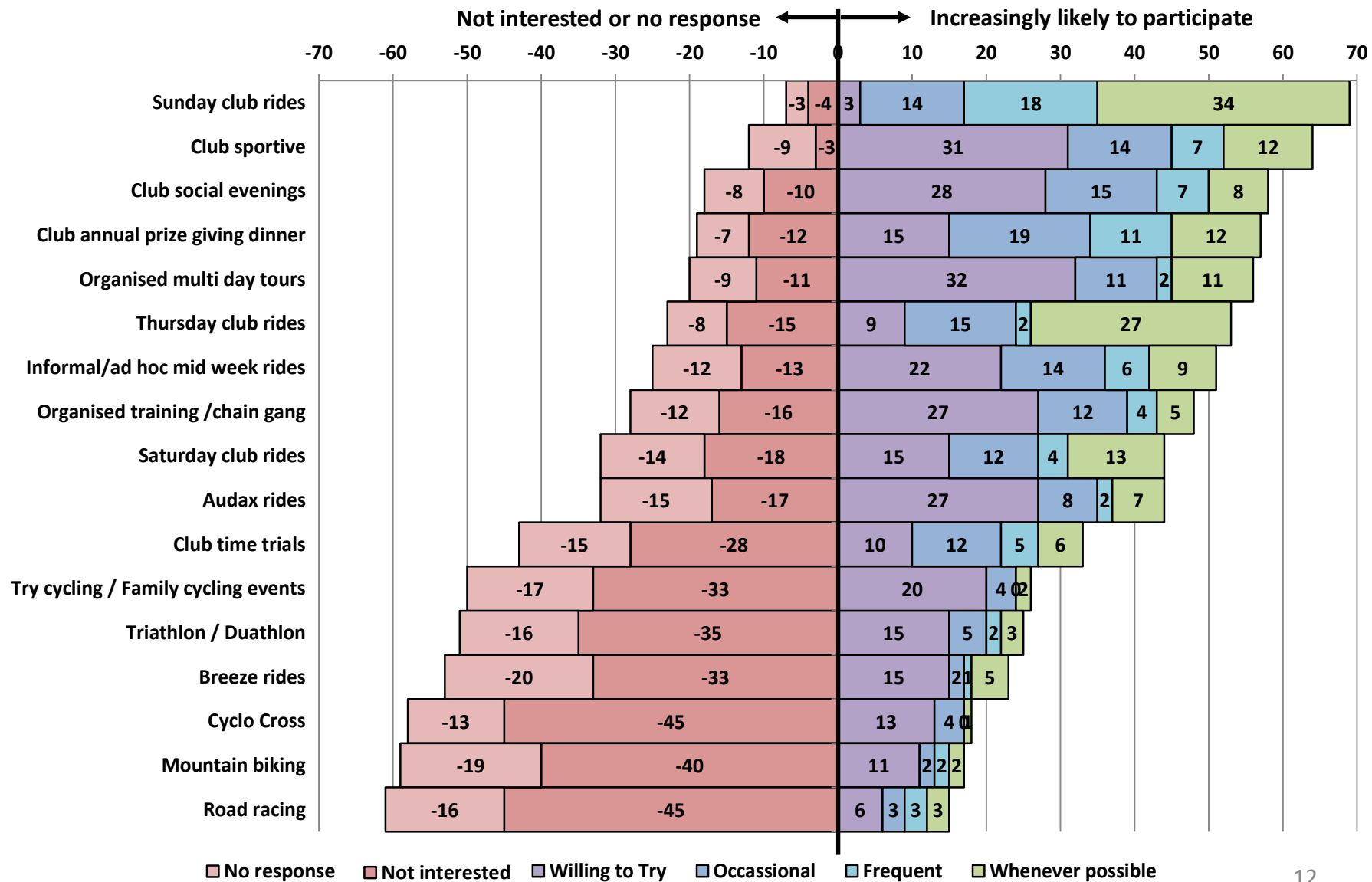


Results from 76 survey respondents

**Current and future potential activities  
Likely participation and contribution**

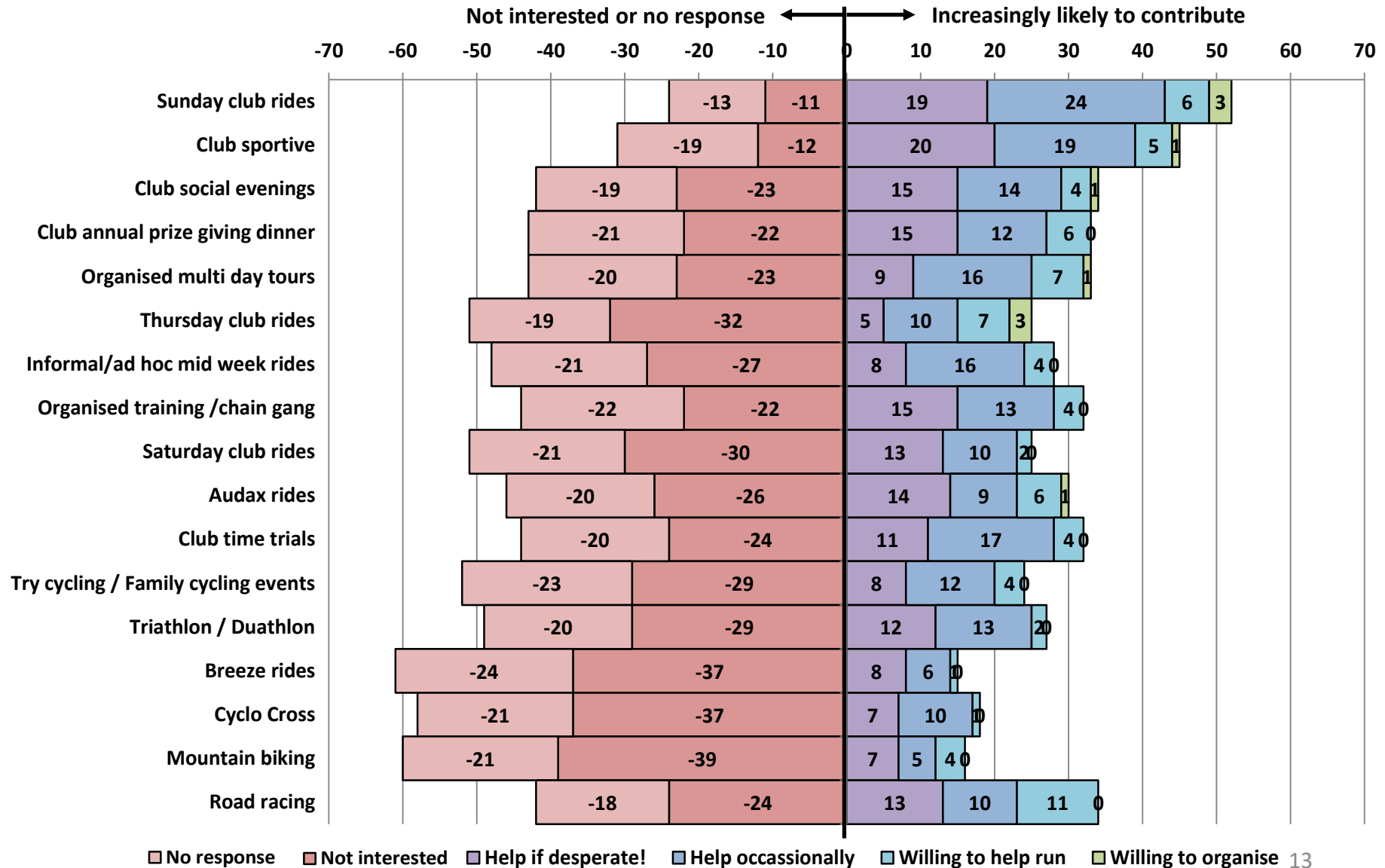
# Likely participation in future and current activities

Arranged in order of likely participation



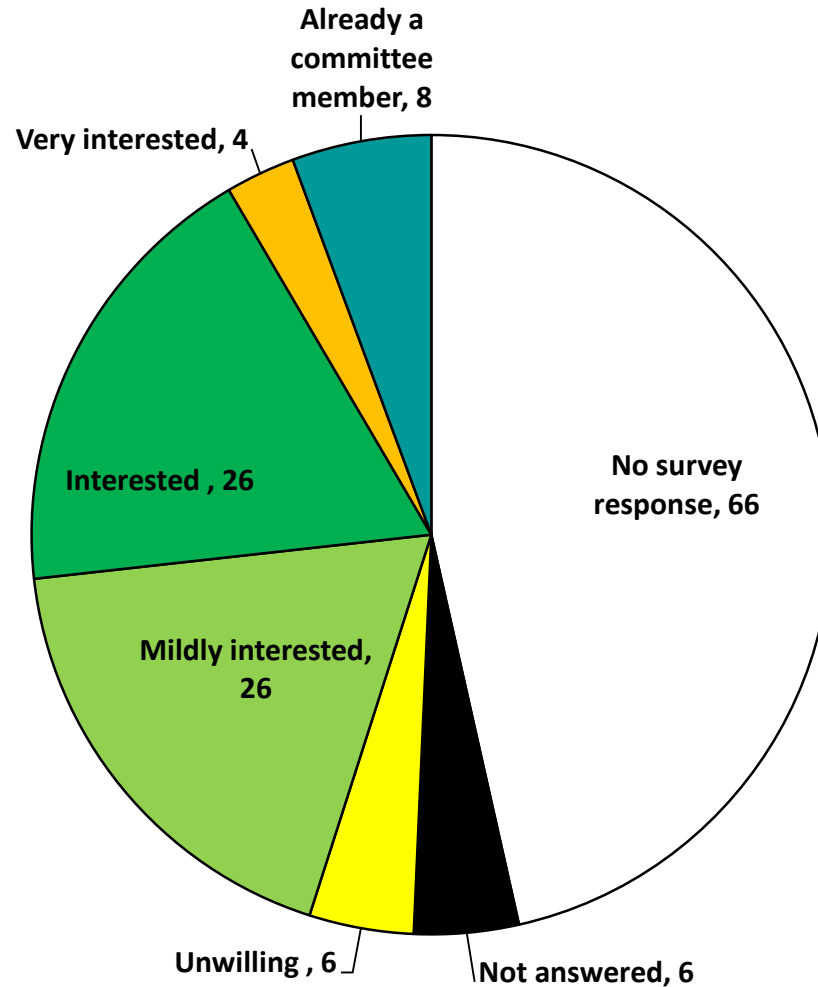
# Likely contribution to future and current activities

*Arranged in order of likely participation (not contribution)*



# Shaping the future direction of the club

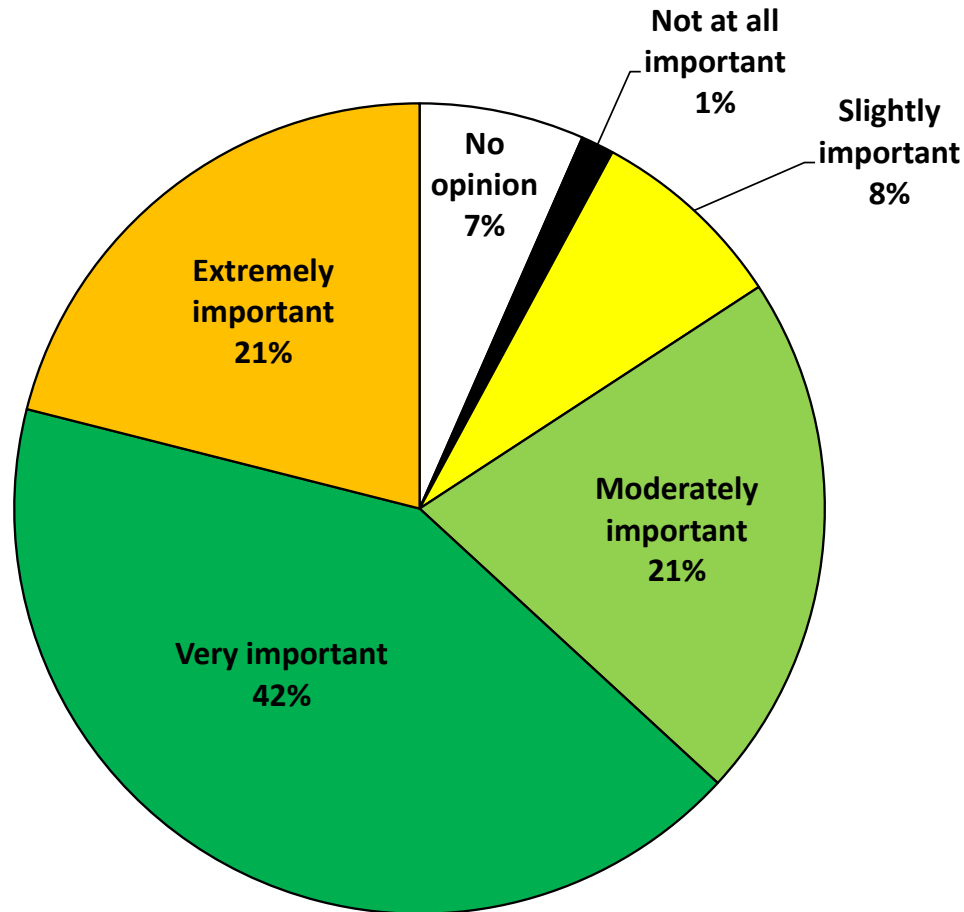
*30 members of 142\* interested or very interested to help shape the club's future*



\*142 club members who received the survey

# How important is it for the club to become involved in promoting cycling as an activity?

*63% of respondents\* believe it is very or extremely important*



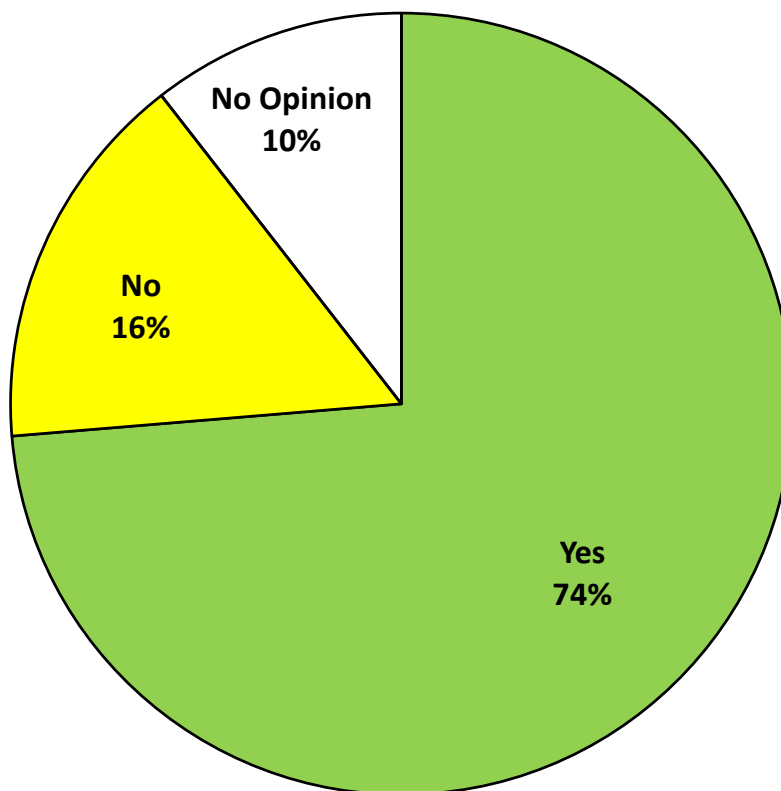
\* 76 respondents from 142 club members who received the survey

# **Awards**



# Support for extending the club awards

*74% of respondents\* support the extension of the awards*



\* 76 respondents from 142 club members who received the survey

# Respondents' recommendations for club awards

*Extracted and summarised from respondents free text suggestions*

Extracted and summarised suggestions	Number of suggestions in this category
Most miles cycled in the year	6
Most improved rider	4
Most regular club run attendance	3
Volunteer award (includes attentive marshal)	3
Most dedicated/active member	2
Best newcomer	2
Sportive/Audax participation	1
Ladies hill climb award	1
Most supportive rider	1
Longest ride distance/endurance award	1
Fastest average club run speed	1
Most feet climbed in the year	1
Age related categories	1

# **Actionable survey comments and suggestions**

**Grouped and summarised**

# Ensure club rides are inclusive and supportive

- Make sure club rides cater for riders of all abilities
- Be inclusive and encourage as many riders as possible
- Don't be too performance focused and support new members starting club runs
- Some of the faster Sunday ride groups not as welcoming as others.
- Great club - would be good to see family rides offered
- Have ride captains on Sunday rides to control the pace
- New member - really happy with club rides. Have been nervous with more knowledgeable and experienced people around me.
- Martin Wills is legend, apart from that there are people who prevent less experienced riders taking part more regularly

# Extending and varying the club ride program

- More interesting rides by reversing repeated club run routes
- More frequent longer club rides from April to September
- More remote start rides and rides abroad
- Winter mountain bike rides when the weather gets worse
- Winter Zwift Turbo Sessions

## Club time trials

- 10 mile club TT course hazardous, would love an alternative
- Like YCC but miss a good 10 and 25 mile TT course - A303 not a good course.
- Tuesday TTs valued, can we get more members to ride them?

# YCC Annual event promotion calendar

- Sportive program for the club by experienced sportive rider
- YCC should promote at least one European or British premier Gran Fondo type event a year

## Various other suggestions and comments

- Club demographic - Too few younger members
- Bike box availability via an online bike box calendar
- Don't cancel Sunday rides due to Road Races
- Generally club members not interested in road racing or TTs
- Club Jersey design not appealing can it be modernised?



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