

Attendance at club events has been a topic which the committee has discussed on a regular basis over the past two or three years. We have found that attendance at some club events has dropped and we have had difficulty in establishing the reason for the low attendance. We have changed the format of some events and as suggested by members have tried to link club events with other larger events to see if this made them more attractive. The committee proposed at the 2010 AGM that we would conduct a survey of members to establish whether we could learn more about members' attitude to club events and improve the format of future events and make them more attractive to members.

First some basic facts. The club runs seven events throughout the year and this has been the pattern for many years with the Cheddar Rally being the most recent event to be added to the list. The nature of the event varies from static to driving events with the Ickneild/Nautical and Cheddar being the two events that have involved some driving. The National and Ickneild/Nautical are held over two days and we changed the Ickneild/Nautical to a driving rally held over two days in 2006. We have run a major national every 10 years since 1989 and these have been extremely successful attracting over 40 cars.

Attendance at events over the past five years is summarised below.

	2007		2008		2009		2010		2011	
	Members	Cars	Members	Cars	Members	Cars	Members	Cars	Members	Cars
Opening Run	18	9	27	12	16	7	7	6	7	4
Ickneild Rally	13	8	10	6	10	6	13	11	14	6
“Cheddar” Rally	Not Held		10	5	6	3	6	5	9	5
National Rally	22	6	19	11	52	35	21	11	23	15
Nautical Rally	8	2	5	5	12	8	10	8	5	2
Challengers Rally	9	7	9	2	7	4	4	4	11	7
Holly Run	9	2	9	1	13	1	13	1		

We have pulled together a simple set of questions (no scientific design I am afraid) to establish the views of members on the events programme.

1. Number of events

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|---|-----|----|
| a. Are there too many club organised events | Yes | No |
| b. Is the number of events about right | Yes | No |
| c. Would you like to see more club events | Yes | No |

2. Location of events

3. Type of events

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|--|-----|----|
| a. Is the current mixture of event about right | Yes | No |
| b. Would you like to see all static events | Yes | No |
| c. Should club events linked to other events | Yes | No |
| d. | | |

4. Have you attended a club event

- | | | |
|------------------------------------|-----|----|
| a. I have attended Club events | Yes | No |
| b. I Have not attended club events | Yes | No |
| c. I have attended in a BSA | Yes | No |

5. Why do you attend club events

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|--------------------------|-----|----|
| a. To meet other members | Yes | No |
| b. To see other cars | Yes | No |

6. Are you likely to attend a club event in the future

Yes	No
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7. If you have not attended a club event how could we make the events programme more attractive

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8. Any additional thoughts you may have on the club events programme

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It may be that attendance at club events, with a membership of 210 members, including some 35 overseas members, is never going to be large and the current trend will continue. However it would be useful to hear the views of members on this topic.

Could you take the time to let me have your response to the above questions (e mail peter@cookbsa.com) and any thoughts you may have on the club events programme. The committee will be review the future of the events programme at the first committee meeting of 2012.