Vice Chair Report – Update on club survey

We conducted a detailed survey of club members in late 2023, receiving 67 responses who spent c.20 minutes on average providing their views. We published the responses in early 2024 on an anonymised basis. Overall the responses were positive about the club, and there were a high number of ideas and areas for improvement with some recurring themes.

Since publishing the results, we have made a little progress but there is still a lot to do and more support is needed generally from club members.

I set out below a short update on the main areas for change identified.

Area	***Main objective***	***Progress to date on ideas for change***
Clubhouse	Move to a new club house	• Sub-committee formed (AC, AW, RS) to define requirements and identify shortlist of sites. Further input obtained from club members.
Recruitment	Recruit more and younger members	• Quarterly attendance at local parkruns, and potential members approached and invited to join, with some success. Also attended Tudor Park Fete. • Increased social media presence through new Facebook and Instagram accounts. Limited usage so far and more support needed. • Other ideas to post on notice boards around Barnet, to target school races / other local races have not progressed as more support needed.
Young athletes	Improve retention of current strong cohort of young athletes and coaches.	• Club awards night reinstated to increase recognition of young athlete achievements. • We are seeking a PR person to further highlight young athlete achievements. • We are exploring funding models for enhancing offering to young athletes including all elements of athletics.
Socials	Increase number of club social events, to include whole-club events which young athletes can attend.	• Club awards night reinstated for 2024 alongside existing events. • Regular post-race pub trips promoted during Winter season. • Club training weekend being explored for 2025.

Area	*Main objective*	*Progress to date on ideas for change*
Comms	Clarify club communication channels and make it easier to find relevant information.	• WhatsApp community revamped with key announcements going to all include those who don't want to be in social groups. • Increased focus on recognising top performances in newsletter, but we still have limited input relating to young athletes. • There has been limited sharing of committee activities – more to do here on sharing outcomes of meetings and raising the visibility of the committee. • Trophy winners to be listed on club website post awards night and going forwards.
Coaching	Create coaching pathway, develop coaches, and ensure succession plans in place.	• Some progress made towards a club charter outlining expectations of members to compete and / or volunteer to support club activities. • Other ideas included clarifying structure of training sessions, offering track sessions for seniors, circuit training, and development of coaches. • New coaching coordinator recruited to lead this (with support) in 2025.
Other	Various	• Website updated to include direct sales of vests and link to New Balance training wear. • Target road races identified through new summer points competition. • Other ideas included facilitating car sharing, considering training kit options other than black, and reducing kit options for consistency.

We need help with all of these areas so if any of it sounds like something you would like to get involved in, please get in touch.

In addition to taking each of the seven areas forwards, the committee has agreed that we will commission a shorter survey every 18-24 months to support the ongoing development of a more structured club development plan with input from the club membership.

Will Morris, October 2024