

FFRC MEMBERSHIP SURVEY 2014

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The Survey

All paid-up Riding Members were sent a link to the survey, which was hosted by Survey Monkey, in November 2014. The survey remained open for approximately 5 weeks.

Survey Sampling

Membership Category	FFRC – paid up as of end Dec 2014		Survey	
	n	%	n	%
Junior	25	24	5	8
Senior	73	69	40	68
Supporter	8	7	3	5
Unknown	0	0	11	19
Total	106	100	59	100

Over half of the FFRC membership (59 of 106; 56%) responded to the survey. Not surprisingly, Juniors were under-represented, but **the survey results should give a fair indication of the views of adult members.**

Members' Aspirations

Showjumping was the most frequent aspiration (69%) followed by XC/Hunter Trials, Dressage and Eventing (44%-52%). Hunting and Hacking followed with 22%. Showing, Endurance and leTrec were also listed. (54 replied to this question.)

Importance of Activities to Members

Activity	% Agree + Strongly Agree Important	% Disagree + Strongly Disagree Important
Providing a variety of instructors at affordable rates	93	2
Contributing to the local equestrian community eg by organising the Open Show, Hunter Trials and Fun Rides	91	2
Participation in team competitions	81	4
Improving riding skills	74	2
Bringing on novice horses	73	8
Social activities, mounted and dismounted	71	5
Opportunities for trying new things	65	4
Members-only competitions	59	11
Teaching about horse health and care	56	15

Over 90% of members in each case thought that the club activities of 'providing a variety of instructors at affordable rates', and 'contributing to the local equestrian community by organising competitions and events' were important. Over 80% thought that 'participation in team competitions' was important. (All 59 respondents replied to this question.)

What Members would Support

Most endorsements were given to '(dismounted) training evenings' (66%) and 'club holiday' (58%). 'Trip to HOYS, Olympia etc', 'Equine car boot sale' and 'Local club nights' each received 43-44% endorsement. Only 15-17% endorsed 'Trip to BRC Championships' and 'I only joined the riding club to do things with my horse'. (58 respondents replied to this question.)

Encouragement to Help at Events

When asked 'Which of the following would encourage you to help at events?', 65% responded 'Nothing, I am happy to help when I can'. 'Free rally' (41%) was chosen more often than 'Free entry to next event' and 'Free polo shirt' (29% each), and 'Cash payment' was chosen only by 9%. (54 responded to this question.)

Extra Payment for Online Entry to Activities

Opinions were split here. Forty percent indicated that they WOULD NOT be prepared to pay an extra £2 (approx) for online entry to all activities using the Equine Affairs system. Twenty percent said they WOULD be willing to do so, and 34% that they would be willing to do so FOR SHOW ENTRIES BUT NOT RALLIES. (50 responded to this question.)

Information Sources

Riding Diary (78%) and Facebook groups (75%) were the most frequently used sources of information about equine events in general. Horse and Hound was used by 18% and Equine Affairs by 12%. (51 responded to this question.)

Where information about FFRC events was concerned, the most frequent source was 'FFRC Facebook page' (75%) followed by 'FFRC Website' (60%). 'I wait for e-mails' was endorsed by 33% and 'Word of mouth' by 29%. (55 responded to this question.)

Events Members would like to see Organised

Apart from the Open Show, Hunter Trials and Fun Ride, members said that they would like the following to be organised:

Event	n
Combined Training	7
Dressage	4 Including dressage to music (1) and Test assessed then re-ride (1)
One Day Event	3
Eventer Challenge	2
Le Trec	2
Arena Eventing	1
Quadrille	1
'Working Hunter Stuff'	1
Veterans SJ At Show	1
Fun Day/Members Only Show	1

(19 responded to this question.)

Reasons why Members Joined FFRC/What makes them Stay

Reason	n (only reasons given by more than one are shown)
Friendly/ the People	8
Locally based	4
Fun	3
Friends' Recommendations (for joining)	3
Range of activities	3
Team and competition opportunities	3

It seems that the FFRC USPs (unique selling points) are that it is a friendly, fun, local club offering a wide range of activities and competition opportunities!

Anne Brackley for FFRC Committee

4th January 2015