

## Membership Secretary's Report – Board Meeting 29<sup>th</sup> June 2016

As of 20<sup>th</sup> June 2016, Audax UK Membership stood at 6502. The average age of AUKs is just short of 55, and most AUKs live in the South West of the UK. (see Appendix for full details)

Membership Income in the current financial year is £75,060 (up from £71,090 over the same period last year). We are now over the peak period for enrolments and renewals, and membership income might just reach £80,000 for the Financial Year. (see Appendix for full details).

From 1<sup>st</sup> July, new enrolments will receive membership until December 2017.

### **Mailchimp**

We now have an Audax UK Mailchimp account. Richard Jennings asked the membership for assistance with the website project this way and I understand that he very quickly received a good number of offers of help.

810	no email address
10	invalid email address
87	duplicate email addresses, excluded
5	on the unsubscribed list, excluded
140	bounced
1	requested to unsubscribe from future mailings
5356	successfully sent
6409	

### **New Website**

I have been reviewing the current website, with a view to how we can make it clearer and easier to use (by Members, Organisers, Delegates and Directors), and to reduce the delegate effort required to maintain our systems. This review is very much work in progress, and I'll need to discuss the implications with my Membership Team as well as Event Entry, Validation, Results etc.

A lot of effort is involved in "cleaning" postal addresses, and I'm very much in favour of using address look-up software, as is commonly used on all online systems.

We also spend a lot of effort trying to match returning members with their existing Membership Numbers, so that historical records of their rides don't become fragmented. I'm coming to the conclusion that it's probably easier and more effective to let new members keep their newly issued MemNos, but to maintain in the background a file of previous MemNos which the Results listings can use to link ride history records.

I'm looking at replacing the Membership Prefix, which seems to be a mystery to all except the MemSec. I would replace this with a Category field and an Expiry field, which should facilitate Event Entry and Validation.

I'm considering increasing the MemNo to 6 digits to allow us to also issue a MemNo to non-members as they enter events as Temporary Members. This will allow us to give them limited access to the website and enable me to follow up their interest and perhaps encourage them to join. This is a culture change for the Membership Secretary, as non-members have rather fallen outside our purview, but they could be useful enrolment fodder.

We could use the first 2 digits of a 6-digit MemNo to indicate the year of joining, which I hope would help identify novice riders on events for Organisers.

Category	Description	Events	Arrivee?
A=active <sup>5</sup>	Membership fee paid Renewal Date [R] notified in November Arrivee Ridden a Randonnee in recent a season	yes	yes
C=current <sup>1</sup>	Membership fee paid Renewal Date [R] notified in November Arrivee	yes	yes
D=delayed <sup>4</sup>	didn't renew by 1st Jan [R+1]	<sup>2</sup>	
E=elapsed <sup>4</sup>	didn't renew by 1st Feb [R+32]	<sup>2</sup>	
F=former	didn't renew by 31st Dec [R+365], or MemSec notified of death all data to be deleted, except Name & Address	<sup>2</sup>	
L=life <sup>1</sup>	age 65 by R-day and, a Current member for previous 10 years continuously	yes	on payment of reduced subscription
T=temporary <sup>3</sup>	subscription fee not yet received or entered event as a non-member data to be deleted after 365 days MemSec to follow up, offering membership	<sup>2</sup>	
Z=complimentary	added on request to MemSec	<sup>2</sup>	yes

1. Only **Active**, **Current** and **Life** Members can vote (as can **Temporary** Members, in the unlikely scenario that they can manage to include the AGM within a Perm time limit)
2. Only **Active**, **Current** and **Life** Members can enter events at the Membership rate, while **Delayed**, **Elapsed** and **Former** Members should be offered a link to the Renewals screen when attempting to enter to an event. Perhaps **Current** Members should also be referred to the Renewals screen if they attempt to enter an event which occurs after their membership is due to expire.
3. **Temporary** Members are charged the non-member's Entry Fee Supplement.
4. **Elapsed** Members are charged the Late Renewals Supplement, having missed inclusion in the February Arrivee mailing list. **Delayed** Members are not charged this supplement. Suggestions for a better word beginning with "D" would be welcome!
5. I'm thinking of introducing a new category of **Active** Member; they are fully paid up but they have also ridden an event within the current or previous year. At present, we have no way to easily identify those in the Membership who have (or haven't) ridden anything in recent seasons. Should I include Populaire or just Randonnees riders?

Other MemData changes I'm contemplating:-

- email addresses: make these mandatory for online enrollers/renewers, and include an opt-in/opt-out flag for mass email campaigns
- Arrivee opt-out: for those members who don't want a paper copy of Arrivee (but with no discount on membership fees!)
- Club Nominations: instead of a Club and a CTC Club, I'd like ,m m\z\cto allow nomination of a first claim and second claim club, with the first claim also doubling as the ACP club. We'd maintain the current identification of clubs as CTC/non-CTC for awards purposes.
- Ranking: I'd like to include on the Membership Data a note of their status as a Randonneur, Super Randonneur and Ultra Randonneur, to possibly encourage members to aspire to the higher rungs of the Audax ladder. We already automatically identify first-time Randonneurs, first-time SRs etc so I'm assuming this could be maintained with a minimum of effort.

## Appendices

Distribution of AUK Members					
1209	South West	18.6%	22	France	0.3%
783	South East	12.0%	22	Germany	0.3%
771	East England	11.9%	11	USA	0.2%
620	North West	9.5%	8	Australia	0.1%
604	London	9.3%	7	Republic of Ireland	0.1%
550	West Midlands	8.5%	7	Spain	0.1%
462	Yorks & Humber	7.1%	6	Canada	0.1%
438	Scotland	6.7%	5	South Africa	0.1%
433	East Midlands	6.7%	3	Italy	0.0%
339	Wales	5.2%	3	Switzerland	0.0%
174	North East	2.7%	3	Sweden	0.0%
10	Northern Ireland	0.2%	3	New Zealand	0.0%
2	BFPO	0.0%	2	Belgium	0.0%
6395	UK	98.4%	2	Netherlands	0.0%
			1	Austria	0.0%
			1	Denmark	0.0%
			1	Luxembourg	0.0%
			107		1.6%

Membership Income (01/09/15 - 31/05/16)				
		fee	No	Total
Life membership	1yr	£9	425	£3,825.00
	5yr	£45	18	£810.00
			443	£4,635.00
Enrolments	1yr	£19	824	£15,656.00
	5yr	£61	66	£4,026.00
			890	£19,682.00
Renewals	1yr	£14	1,989	£27,846.00
	5yr	£56	259	£14,504.00
Late Renewals	1yr	£19	141	£2,679.00
	5yr	£61	40	£2,440.00
			2,429	£47,469.00
Household membership	1yr	£5	333	£1,665.00
	5yr	£20	41	£820.00
			374	£2,485.00
Overseas Supplement	1yr	£4	45	£180.00
	5yr	£20	7	£140.00
			52	£320.00
Donations				469.91
TOTALS			4,188	£75,060.91

						ARRIVEE	
	EXPIRY	TOTAL	COMMUTED	O'SEAS	MALE:FEMALE	UK Overseas	
Main Members	L: Dec 2016	3318		43	3068 : 250	3275	43
	M: Dec 2017	370	370 x 1 = 370 yrs	9	351 : 19	361	9
	N: Dec 2018	355	355 x 2 = 710 yrs	6	326 : 29	349	6
	R: Dec 2019	353	353 x 3 = 1059 yrs	10	330 : 23	343	10
	S: Dec 2020	379	379 x 4 = 1516 yrs	8	347 : 32	371	8
	U: Dec 2021	0	0 x 5 = 0 yrs	0	0 : 0	0	0
	<b>TOTAL</b>	<b>4775</b>	<b>1457 = 3655 yrs</b>	<b>76</b>	<b>4422 : 353 ~13:1</b>	<b>4699</b>	<b>76</b>
Household Members	L: Dec 2016	401		4	142 : 259		
	M: Dec 2017	44	44 x 1 = 44 yrs	2	7 : 37		
	N: Dec 2018	65	65 x 2 = 130 yrs	2	26 : 39		
	R: Dec 2019	54	54 x 3 = 162 yrs	0	16 : 38		
	S: Dec 2020	41	41 x 4 = 164 yrs	1	13 : 28		
	U: Dec 2021	0	0 x 5 = 0 yrs	0	0 : 0		
	<b>TOTAL</b>	<b>605</b>	<b>204 = 500 yrs</b>	<b>9</b>	<b>204 : 401 ~1:2</b>		
Life Members	not taking Arrivee	561		12	477 : 84		
	L: Dec 2016	455		10	435 : 20		
	M: Dec 2017	28	28 x 1 = 28 yrs	0	27 : 1		
	N: Dec 2018	31	31 x 2 = 62 yrs	0	30 : 1		
	R: Dec 2019	29	29 x 3 = 87 yrs	0	28 : 1		
	S: Dec 2020	18	18 x 4 = 72 yrs	0	18 : 0		
	U: Dec 2021	0	0 x 5 = 0 yrs	0	0 : 0		
	<b>TOTAL</b>	<b>1122</b>	<b>667 = 249 yrs</b>	<b>22</b>	<b>1015 : 107 ~9:1</b>	<b>539</b>	<b>22</b>
Complimentary						5	3
<b>TOTAL</b>		<b>6502</b>	<b>1767 = 4404 yrs</b>	<b>107</b>	<b>5641 : 861 ~7:1</b>	<b>5243</b>	<b>101</b>
						<b>5344</b>	

