

Bath Rugby Supporters' Club

Membership Secretary's Annual Report May 2020

What a strange season. Meaningful rugby did not return to the Rec until 25th October 2019 and finished on 1st March 2020. Both the late start and untimely finish have had considerable impact on both BRSC's recruitment and other activities.

Recruitment and Retention

It is therefore not altogether surprising that, despite our best efforts, our membership numbers are down by **75** from last season. At the end of May we had **875** members compared to **950** at the same time last year. The late start to the season hit both our recruitment of new members and the number of members renewing. September and October are peak months for renewals; by the end of October we were about 130 members adrift of last year and struggled to make up this deficit in the following months.

This season has followed a similar pattern to recent ones in that we have recruited **167** new members but of last year's membership **242** have failed to renew. This dropout rate of **27%** is on a par with previous seasons. Maybe we just have to accept that this is normal.

Our Gazebo at the Rec on match days is a vital part of our membership recruitment strategy. With only 10 first class matches at the Rec, plus 2 Premiership Cup games this season, our opportunity to interact with supporters, our own and visiting, has been limited. Whilst a large percentage of members now use our on-line facility to join or re-new, 122 members signed up at the Gazebo; 43 of these were new members.

Members' Annual Prize Draw

Once again, thanks to the generosity of Bath Rugby and the co-operation of Rachael Risdale we were able to hold our Prize Draw. Two lucky members (John Carling & Julie Branch) each won a visit to Farleigh House and Colin Wilshire won a Hospitality Package for two people to a bath Rugby game at the Rec.

Honorary Memberships

There have been no additions to the list of Honorary Life Members since the last AGM. The committee have received no nominations for consideration as HLMS.

The current BRSC Honorary Life members are:

Sue Andrew
Kelvin Brunton
Bob Calleja
Penny Dale
Tony Spreadbury
Dave Stock
Jan Warrington
Mike Warrington

The Honorary Annual Members for the 2019 – 2020 season were:

Clive Hoskin
Alan & Gaynor Thomas
Mike Phillips.

The committee propose to offer Honorary Annual Memberships for the 2020-2021 season to
David & Deborah Harrington (Auditor of our accounts)
Alan & Gaynor Thomas (Graphic Designer who produces the artwork for our cards & badges)

Changes for next season

As already mentioned in the Chairman's Report we are planning a few changes to our membership processes for next season.

Membership Year

The proposal is that as from Season 2020-2021 the BRSC membership year should begin on 1st September and run until August 31st. The main advantages of this move are:

- It would align the BRSC season with the rugby playing part of Bath Rugby's season. Members should be more tuned in to rugby after the summer break.
- Our flagship event, the Annual Awards Supper, will fall clearly into our membership year. Currently it straddles the renewal period and this has caused eligibility problems in the past.
- After the AGM the new committee, especially the Membership Secretary will have a little more time to acquaint themselves with the administration linked to membership renewals and to ensure that everything is in place for a smooth start to the new membership year.

All current members for the 2019-2020 season will automatically have their membership extended by 2 months to bring them in line with the new membership cycle.

This proposal will require a slight amendment to the constitution. This will be covered elsewhere in the documentation.

MemberMojo: a new on-line membership platform

This season 78% of our membership transactions were completed using our on-line facility. Some members have found the Ecid forms difficult and occasionally impossible. In addition, I have to manually transfer all members' details onto our Membership List which is currently in Excel. As well as being very time-consuming it also offers the opportunity for errors in transcription.

A small sub-committee has spent many hours investigating the new software to make sure that it is safe, fit for purpose and user-friendly for our members. We have been able to tailor much of it to our own specifications and have trialled various aspects of it amongst the committee. For the membership secretary the main advantage is that the information that you, as members, put in when you renew or join is transferred directly to a spreadsheet compatible table within the administrative section of the software.

For members joining on-line there will be, as now, a link from our web-site and from your renewal reminder email. The option to download a membership form and send to the membership secretary with a cheque will still be available as will the opportunity to join or renew at the Gazebo on match-days.

Detailed information about the new platform will be sent to all members nearer the renewal date.

At the present time, we have no idea when we will be able to watch rugby at the Rec again...however BRSC membership for the 2020-2021 season will open on 1st September so look out for your notification email. If you do not have email we will send you paper copies of everything as usual.

No matter how hard WE work as a committee to promote BRSC and its benefits of membership, the best ambassadors are you, the members. Please do your bit and get your friends to join us.

I look forward to seeing you all back at the Rec sometime; in the meanwhile #staysafe

Anne Kirkham
BRSC Membership Secretary