Member Survey

Engagement

96% members feel engaged and speak positively to others about the Club

75% are highly engaged

There is no difference between age or gender groups in how we feel about the Club

71% have attended social activities, with the awards night the most popular

98% agree that membership fees are good value for money

92% of members agreed that they feel valued, no members disagree with the statement

85% have made many friends by being part of the Club

Preferences

Our favourite run is around 5 miles to 10k

We prefer trails and least like running on treadmills

Almost 30% of members would like to step up to run a marathon or even an ultra

59% love to race with only 14% of members not comfortable competing

There is no difference between the sexes in our attitudes to running

WhatsApp is by far the most preferred communication method for training, racing and social logistics

Motivation

91%
agree that running is an important part of their life

92% run for health and wellbeing benefits

79% train to run faster

64% train to run further

99% run for general fitness

82% love being part of the running community with only 4% preferring to run on their own

Participation

>50%
of members participate in the Club's regular activities – Intervals, Torchy, Social, Pub runs and the handicap

The Sunday Long Run has fallen out of favour but you would like it back

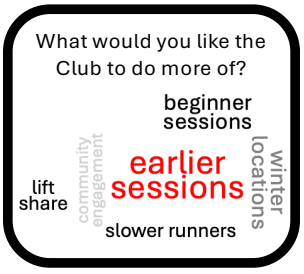
Track sessions , while new, already have 42% of surveyed members having participated

Other than the SLR, the Club's activities are highly valued, scoring more than 4 out of 5 with track sessions being the most valued

>60%
of members have participated in the HRRL and SCCL

Would like to see more Parkrun takeovers by the Club

Feedback



Member Survey

You said, so we're taking action

1 Pace equality

You would like to see more consideration for slower paced running in group activities.

- We will be allocating 2 LiRF* coaches to each session whenever possible; eg Wednesday intervals. The second support coach will ensure that slower paced runners are accommodated.
- On out and back sessions, such as Torchy, Social and the SLR we will have stricter adherence to the "gather up" policy.

2 Communication

While you feel informed about what the Club is doing, it can be overwhelming with all the WhatsApp groups, notifications and duplicate emails.

- We have recently started coordinating all club announcements to ensure there is never more than one announcement on any given day.
- However, the big news is that we have been looking at a specialist App to better manage all member activities of the Club. In addition to many other benefits, the App and its companion web site, will address communications in a single channel almost totally removing the need for WhatsApp. We will announce further details in due course and plan to pilot the App in the very near future.

3 Sunday Long Run

You would like to see more focus on the SLR.

- Hopefully, you will have noticed the SLR is back and thriving. Details of routes are all on the website.
- The survey told us that a number of members wish to train for longer distances. We will try and reflect that need with the SLR. We will look to have runs exceeding the usual 10 miles to support marathon training .

4 Competitive v social running

Slower and social runners sometime feel there is too much emphasis on performance, race results and PBs.

One of the Club's strengths is that we cater for all types; fast, slow, racers and social runners. Lacing up the trainers and getting out there is what matters. But we know we can do better with our inclusivity to all runners.

- We will have a runner of the month award. The focus of the award is not performance based. It's to recognise participation, engagement and contribution to club life.
- We will recognise all achievements of members. At club races such as the HRRL and SCCL, it's on all of us to cheer every red vest home. Anyone attending the SCCL league races hopefully feels the Team Liss vibe.

5 Times of activities

Members have asked whether the Club's activities can be earlier in the evening, later in the evening, in the morning or at lunch time.

- Current timing of session is the best compromise to deal with work, childcare and other responsibilities. We don't have the number of coaches or members to make multiple start times a practical reality.
- However, members are encouraged to connect with others and organise their own activities, either on an adhoc basis or a more regularly.

* *LiRF is the Leadership in Running Fitness coaching accreditation from England Athletic. The Club currently has 12 LiRF coaches and is committed to adding additional coaches to the roster.*