



State of Membership

March 2025

Review of Membership Objectives from the 2024 Strategy

Objective from 2024 Strategy	Outcome
Through the share offer reach the optimum level for funding Original optimum amount from community shares was £320,000 with an additional £250,000 sought from COF.	Achieved – original optimum level from all funding was £570,000 First share offer - £340,500 Second share offer - £161,000 Total Shares - £501,500
The second share offer sought a minimum of £80,000 and secondary target of £110,000	Plus 10-year loan of £80,000 Total funds raised - £581,500
Recruit 400 Members to provide a wide diversity of Members	First share offer – 465 Second share offer – 70 new applicants in addition to 65 from the first offer applying for more shares Total number of Members -535
Ensure that a wide coverage of membership supports the society – local, UK and international <i>*Status on 07/07/2024</i>	Parish / Local - 208 Members (39%) UK - 309 Members (58%) International - 18 Member (3%)
Aim for 25% of local Members to attend meetings	Over 200 people have attended four meetings held in Muker and Keld during the year to November 2024.
Aim for the majority of Members to respond to Society consultations	228 people completed original questionnaire
Retain 90% of Members each year	535 shareholders on 07/07/2024. Unfortunately 2 Members have passed away during the year. Their nominations have now led to 534 shareholders as of 31/10/2024 .
Ensure frequent communications via press, print, face to face, website, social media and email	Press – Reeth & District Gazette, Darlington & Stockton Times, Yorkshire Post, Richmondshire Today, BBC News Print – posters on notice boards, businesses and other public buildings across Swaledale and Wensleydale Face to face – Four public meetings in local halls in addition to informal conversations.

<p>Website – March to November 2024: 48,000 interactions by 8,500 visitors from 62 different countries.</p> <p>Facebook – 1,000 followers and 40,000 visitors in the year to November 2024.</p> <p>Email – 645 people on the distribution list. There have been regular communications on questionnaires, share pledges, share offers, newsletters/updates and one-to-one contact. Up to February 2025 over 1400 e-mails received into the CBS account.</p> <p>Newspapers – 11. In November the CBS sent the latest letter via MailPoet to the distribution list – 70% of those on the list opened the e-mail.</p>	
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Other Membership Analysis from 2024 - (07/07/2024)

Location	Number	Total Value	Average	Median
Inside Swaledale / Wensleydale	208	£264,750	£1,273	£500
Outside Swaledale / Wensleydale	327	£236,750	£724	£250
Total	535	£501,500	£937	£500

Source of Community Share Applications: *Hardcopy* (11%), *Electronic / Scanned* (24%), *Online (Google) Form* (54%), *Website* (11%)

Distribution of Community Shares – (31/10/2024)

Shares Held	Number of Shareholders
250	251
500 to 1,500	230
1,750 to 5,000	42
5,250 to 9,750	4
10,000 and above	7
Total	534

Membership Objectives for 2025

- 1) Aim for the majority of Members to respond to Society consultations
- 2) Aim for 25% of local Members to attend meetings in person
- 3) Aim for 25% of Members from outside the area to attend meetings online
- 4) Retain 90% of Members each year
- 5) Aim for two new Members to be elected to the Management Committee
- 6) Ensure frequent communications via press, print, face to face, website, social media and email