



State of Membership

March 2025

Review of Membership Objectives from the 2024 Strategy

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

	<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>Newsletters – 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