



State of Membership

March 2026

Review of Membership Objectives from the 2025 Strategy

Objective from 2025 Strategy	Outcome
<p>Aim for the majority of Members to respond to Society consultations</p>	<p><u>MCBS / Pub survey</u> 204 people completed the March 2025 survey of the Society and pub operations. This compared to 228 returns the previous year to an initial survey before the pub was purchased.</p> <p><u>Annual Members' Meeting online survey</u> There were 52 individual logins to the Annual Meeting webinar. 25 people (48%) completed the online satisfaction survey.</p>
<p>Aim for 25% of local Members to attend meetings in person</p>	<p>48 Members attended the 2025 Annual Members' Meeting in person. 73% (35) of those were local Members. That represents 17% of the total number of local Members.</p>
<p>Aim for 25% of Members from outside the area to attend meetings online</p>	<p>57 Members attended the 2025 Annual Members' Meeting online although 85 people had registered for the webinar. 68% (39) of those logging in online were from outside the area. Added to the 13 that attended in person represents 16% of the total number of Members from outside the area.</p>
<p>Retain 90% of Members each year</p>	<p>Over the past year the number of Members has been maintained at 534.</p> <p>No changes have occurred during the year.</p>
<p>Aim for two new Members to be elected to the Management Committee</p>	<p>The 2025 Annual Meeting was the first election of the Management Committee. Six of the nominations were original members of the Committee and one nomination was a new appointment.</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 – The only face to face meeting during the year was the Annual Members’ Meeting – attended by 48 Members in person and 57 online.</p> <p>Website – November 2024 to October 2025 the CBS website had 1,586 views by 816 visitors from 29 countries. This is significantly less than the previous year when the push for funding, shareholders and the purchase of the pub was at its most intensive level.</p> <p>Following the purchase of the Farmers Arms there has been a swing towards the pub website for information. Between February to October 2025 the pub site had over 28,000 views by 13,000 visitors from 59 countries.</p> <p>Facebook – The Facebook pages for the CBS and the pub each have over 1,000 followers.</p> <p>The CBS Facebook page had 130,000 views and 9,000 visitors during the year.</p> <p>The Farmers Arms Facebook page had over 272,000 views and 28,000 visitors during the same period.</p> <p>Email – 645 people are on the distribution list for the CBS. Most communication is now sent via MailPoet although one-to-one correspondence can be via e-mail. The CBS has also provided advice to other Community Benefit Societies during the year.</p> <p>Between November 2024 to October 2025 over 450 e-mails were received into the two CBS e-mail accounts.</p> <p>Newsletters – Since November 2024 the Society has sent mailings to the generic distribution list and shareholder list via MailPoet. This has included newsletters, questionnaires, notes and draft minutes.</p> <p>There is an e-mail open rate of 80% for CBS communications.</p>
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Membership Analysis from 2025 - (31/10/2025)

Location	Number	Total Value	Average	Median
Inside Swaledale / Wensleydale	207	£264,750	£1,279	£500
Outside Swaledale / Wensleydale	327	£236,750	£724	£250
Total	534	£501,500	£939	£500

Distribution of Community Shares – (31/10/2025)

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 2026

- 1) Aim for the majority of Members to respond to Society consultations
- 2) Aim for 25% of local Members to attend meetings
- 3) Aim for 25% of Members from outside the area to attend meetings
- 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