



Seacroft Wheelers Cycling Club – Member Survey – Results (16 February 2022)

Introduction

In December 2021, Seacroft Wheelers Cycling Club conducted a survey of members. There were several reasons for doing this:

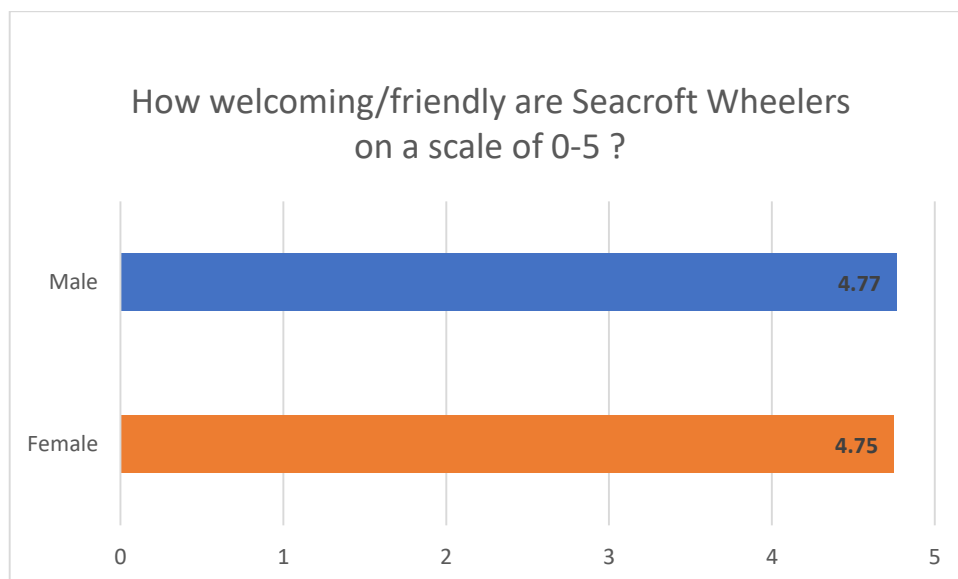
1. To monitor satisfaction of services currently provided
2. To encourage suggestions for different events and activities
3. To ensure the club's forward planning fits with what members want to see
4. To increase overall member engagement.

Below is an informative (we hope) analysis of the results that we think will make interesting reading to many of our members. There were 59 responses (approximately 29% of total membership at the time). We hope to conduct similar surveys in future and we hope that members feel that this has been a useful exercise.

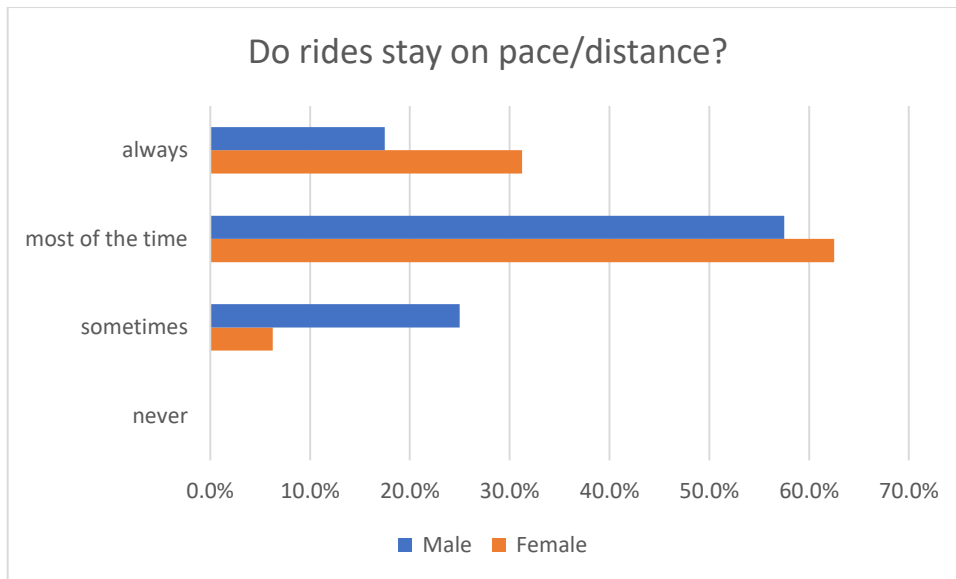
Comment and feedback on this analysis is welcomed. Thanks to those who took part.

Mike Cartwright

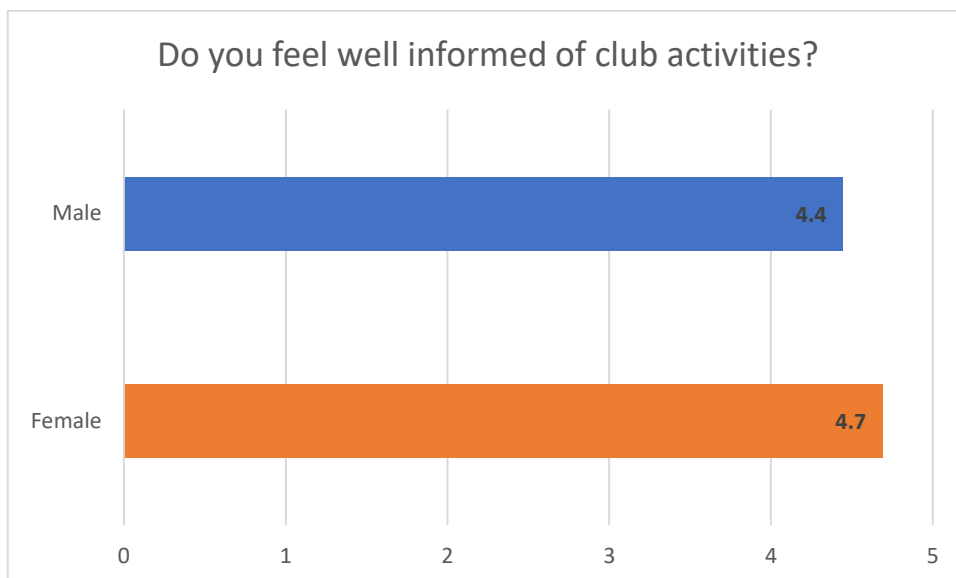
Chair, Seacroft Wheelers



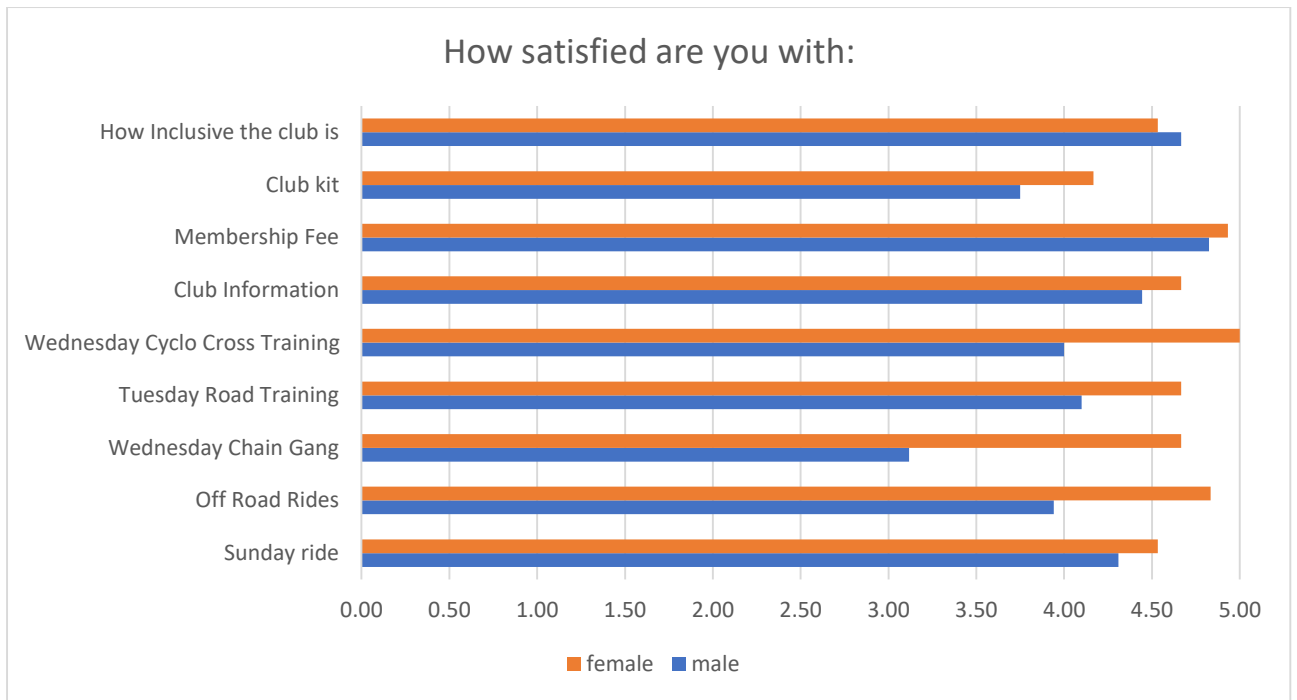
The club rates well according to survey data with a score of 4.7 out of 5 for being welcoming and friendly. There is no difference in the response rates by gender.



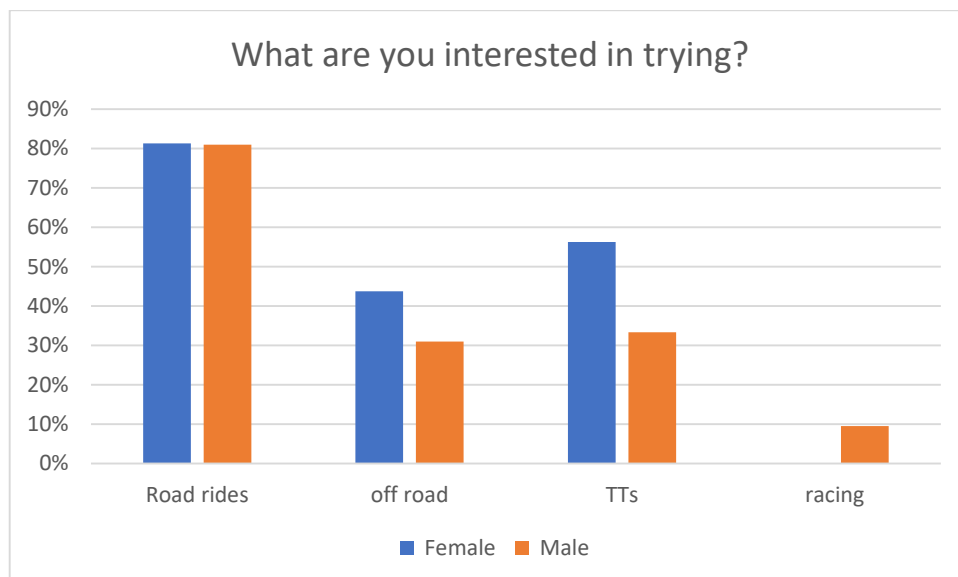
When asked if rides stay on pace no members believed that this was never the case. The majority of responses were 'most of the time'. Differences in response from gender are evident. Significantly more male riders report that rides 'sometimes' do not stay on pace/distance. Conversely more female riders reported that rides always stay on pace/distance. Underlying case for this pattern could be an indicator that fewer female riders are present on elementary/inter/club rides but an analysis of if this is the case is needed.



Members feel well informed of club activities with a score of 4.5 out of 5 (combined data). Female riders feel more informed. No female riders scored this question with an answer below 4 out of 5. Whereas 14% of male riders gave a score of less than 4 when answering this question. The related question Q9 ("If you needed help or wasn't sure of anything club-related, do you know who you could contact and how?") provided similar insight: 94% of female riders feel they know where and how to communicate with the club, while 88% of male riders felt the same with 5% claiming not to know where and how to communicate with the club. Conversely, no female riders answered 'no' to this question. **This could be an indicator that the 'female network' curated by the club is creating a further mechanism of communication.**

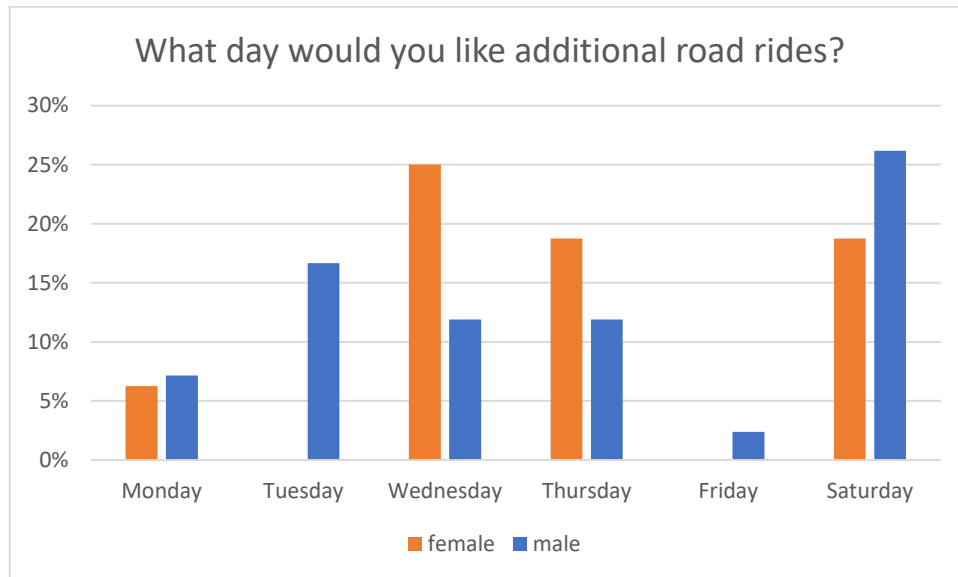


This chart shows that female riders are generally more satisfied than male riders on specific aspects of the club. Lower numbers are scored for 'club kit' and the Wednesday Chain gang. From the open text question of the survey, dissatisfaction in club kit could be the result of unavailability but also the design. The Wednesday chain-gang is clearly split by gender with female riders marking this as satisfactory. Dissatisfaction here is likely the result of miscommunicating the style and speed of riding likely to be seen on that type of ride. In general, other areas score well with the other notable lower scoring area being off-road riding (still scoring 4.4 out of 5). Open response text suggests that this may simply be that some riders want to see more of this type of activity.

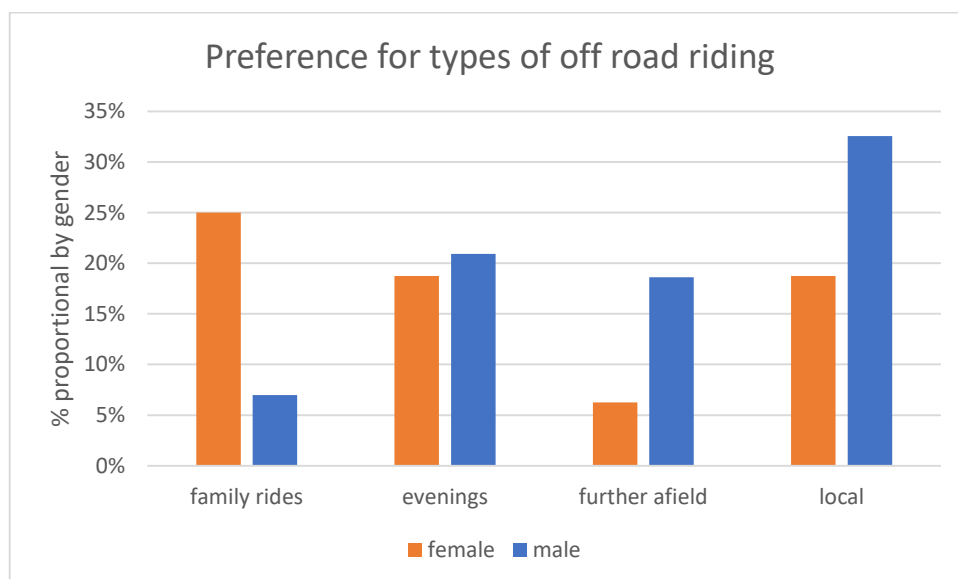


When asked what rides our members are interested in trying, a large proportion (c.80%) indicated that they would be trying road rides. The smallest proportion of riders indicated they were interested in trying racing; 10% of male riders and no female riders made this selection. Larger

proportions of female riders selected off-road and time-trial (TT) than male. Possibly indicating that those riders who have started road riding with the club, are now interested in diversifying. We already accommodate well for TT riding but this is an indicator that there is interest in more off-road riding through the club. A theme in the free text narratives was the inclusion of a regular Sunday off-road ride.

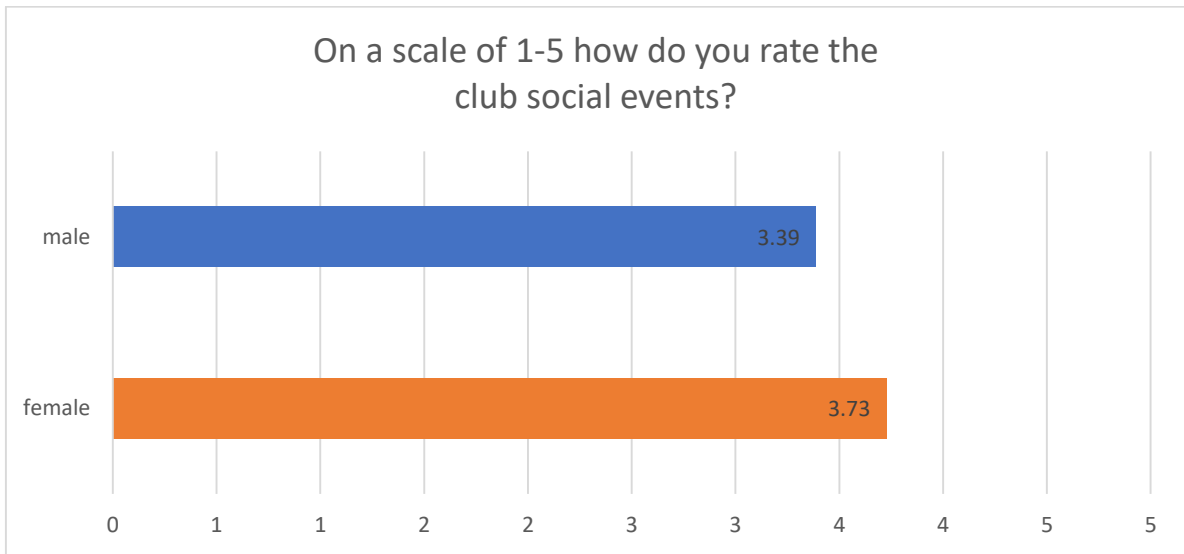


44% of surveyed riders expressed no desire for additional road rides. Of the remaining 64% there is a clear preference for a road ride on Saturdays with the smallest proportion of riders selecting Friday. No female riders expressed a preference for an additional ride on Tuesdays – possibly linked to this night being one where there has been a female only ride already occurring in the club diary. 25% of female respondents requested a Wednesday ride – possibly indicating that a female specific ride is needed for Wednesdays.

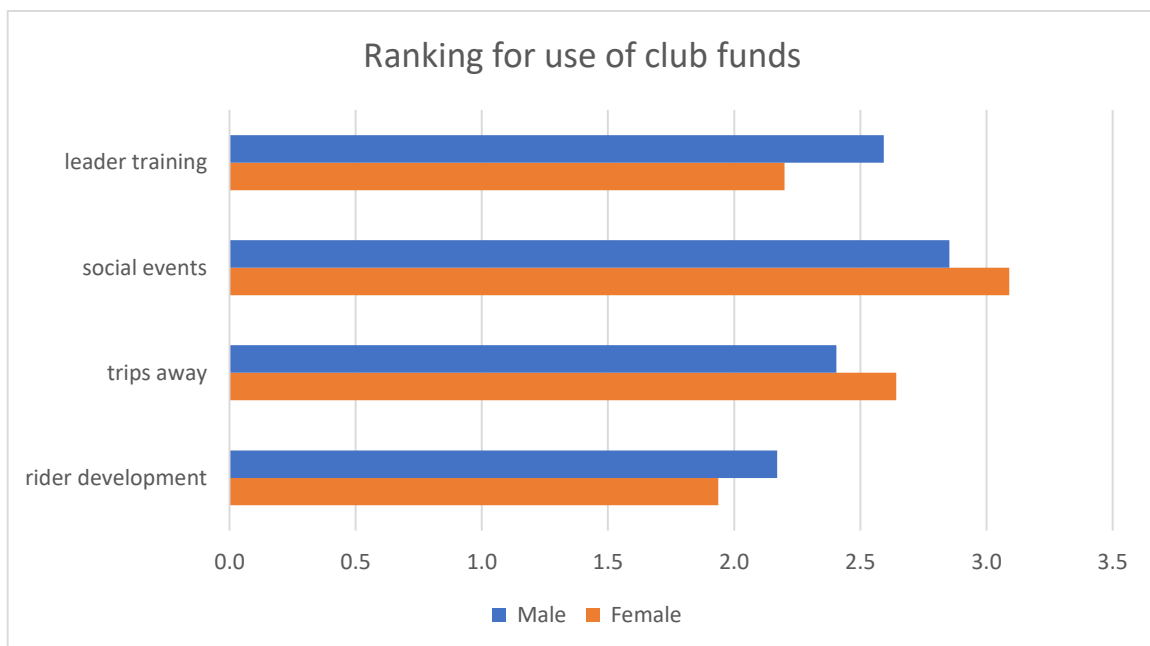


When asked about preference for any off-road riding, 43% of riders had an opinion. The spread of preference between the options was well balanced but with the largest proportion having a preference for local rides. Preferences by gender indicate more male riders have a preference for

rides that are further afield whilst a larger proportion of female riders would like to see family-based rides.



Social events were rated as being between 'average' to 'above average'. Given the score of the welcoming nature of the club being much higher (4.7 out of 5) this indicates a generally lower satisfaction for the club social events. This appears to be an area where improvements could be made.



Riders were asked to rank order four areas where club funds could be spent. From the suggested options the highest-ranking area, supported by both genders, was social events. The second highest area of preferred spend for female riders was trips away, while for male riders the second highest preference was for ride leader training. When not differentiated by gender, the second most popular option is trips away.



Seacroft Wheelers

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Free text – a summary of comments made in the final question, ‘open box’ section:

Transparency around committee	Availability of club kit
Think of some fun competitions	Cheaper membership for u-18s
Go back to not having to book	Sunday off road rides
Off road ride	Train ride leaders
Increase awareness of racing	Have kit ready for new members
Ride that sits between social and elementary	Steady Saturday ride resurrection
Don't mix groups	Get a new gazebo
Change-up routes a little	Celebrate the work of marshals
More rides for weaker riders	Kit - new design
Make sure rides go at advertised pace	Earlier start time for rides

Club Information

The website remains the major source of primary information on the club's activities, while the Facebook group is good for 'conversation starters' and 'in-between ride' chat.

You know how and where to find the club and its committee members (you've told us that in these survey results!), but here are the links, just in case.

<https://www.seacroftwheelers.co.uk/>

<https://www.facebook.com/groups/121266398042348>

<https://www.instagram.com/seacroftwheelers/?hl=en>