

41 returns were received representing 50% of the members at the Autumn weekend in Corby.

37 members were associated with county groups and 4 designated themselves as National members.

Questions 1 to 7 refer to responses from the county groups.

The 37 members represented 13 county groups and ranged in sample size from 1 to 7 members.

This will skew some of the results calculated out from the answers to the questions but the overall trends are clear.

Percentages are calculated from only given answers. 'Dont knows' are not included.

The questionnaire has highlighted the following:

Sundays are the most popular day for groups to meet.

Members indicated that Wednesday, Saturday and Sunday are the most convenient for meetings.

Groups choose to meet mostly on weekday evenings (78%), weekend afternoons (44%) and weekend evenings (31%)

Responders have indicated there is potential for more meetings on weekday mornings and weekend evenings.

In view of our age profile groups could consider more day time meetings.

The top three activities unsurprisingly are meals, walks and visiting gardens although to attract more members all the activities had a positive response and others were suggested (see point 5 below).

Disappointingly, 59% of responders do not see their own group advertised. This is borne out by the current lack of take up of the funds offered for group advertising.

Suggestions of where to advertise should be noted (see point 7 below).

On a more positive note 73% of responders look at the website and the top three sections are Weekends,

Chairman's Chat and the photographs. All sections are viewed. The Chairman has been encouraged by the numbers reading not only his Chat but the website itself.

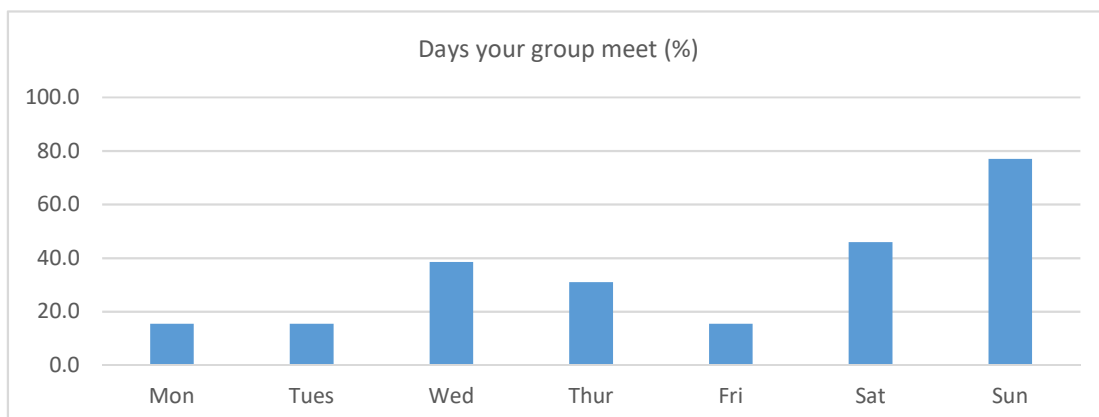
The Farmers Weekly has been a very good source of people joining Country Link but this is not surprising as the majority of responders answering the question have been members for more than ten years and are stalwart supporters of the weekends.

More recently, personal contact is rated highly through either member, friend or word of mouth.

It was highlighted on a number of responses that groups do need volunteers to organise meetings and that responsibility should be shared by group members.

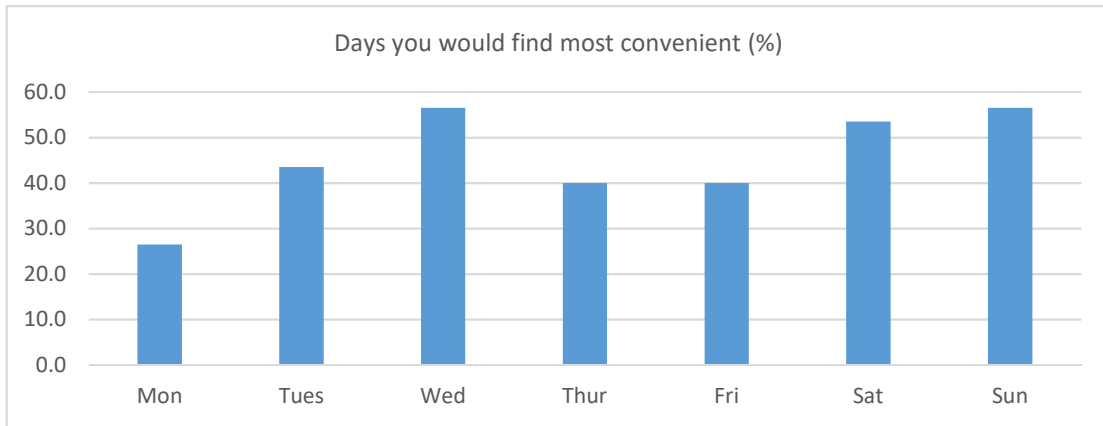
These results correspond with the outcomes of the questionnaire carried out at the Weymouth weekend in 2019.

1. Which days does your group meet?



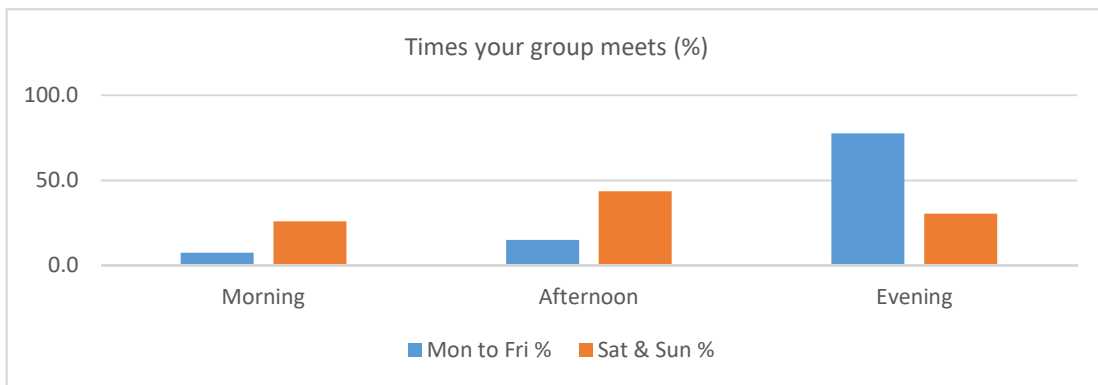
Indicates that 77% of the groups that responded choose Sunday as one of their days to meet.

2. Which days of the week are most convenient to you?



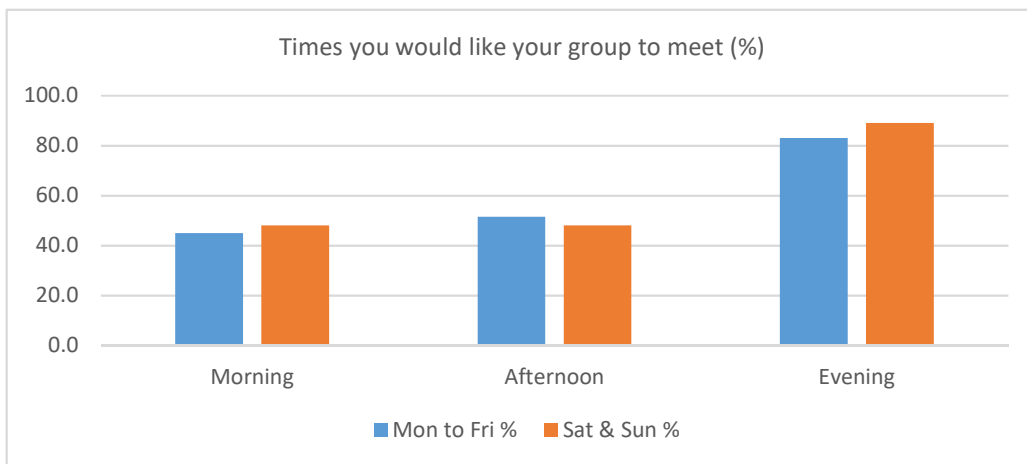
Indicates Wednesday, Saturday and Sunday are the most popular for meetings.

3. What time of the day are your group meetings held?



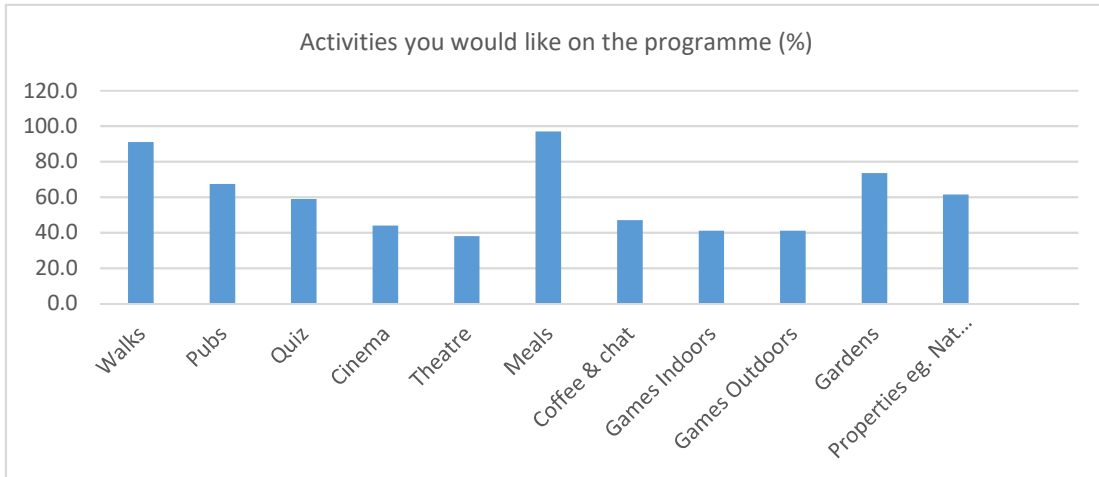
Indicates weekday evenings and weekend afternoons are the most popular for meetings.

4. Are there times of the day you would prefer and be able to attend?



Indicates potential for more meetings on weekday mornings and weekend evenings.

5. What activities would you like on your programme?



The top three activities are meals, walks and visiting gardens.

Other suggestions:

Join 3rd party events
Dances
Boat trips
Cycling

Farm visits
Business visits
Steam train rides

6. Do you see your own group advertised?

Yes	41%
No	59%

Where:

Banners
Local magazine
Farm Mart
Village magazine

Facebook
Internet
Valley News

7. Suggestions of where to advertise

Stewarton Review (Ayrshire)
Cheshire Farm Mart
Local weekly newspaper
Farmers Markets
Hilton Directory (Derbyshire)
Mole valley Farmers
Local vets
NFU Country Magazine
Farmers Guild (Essex & Suffolk)
Anglia Farmer
Planning Match Schedules

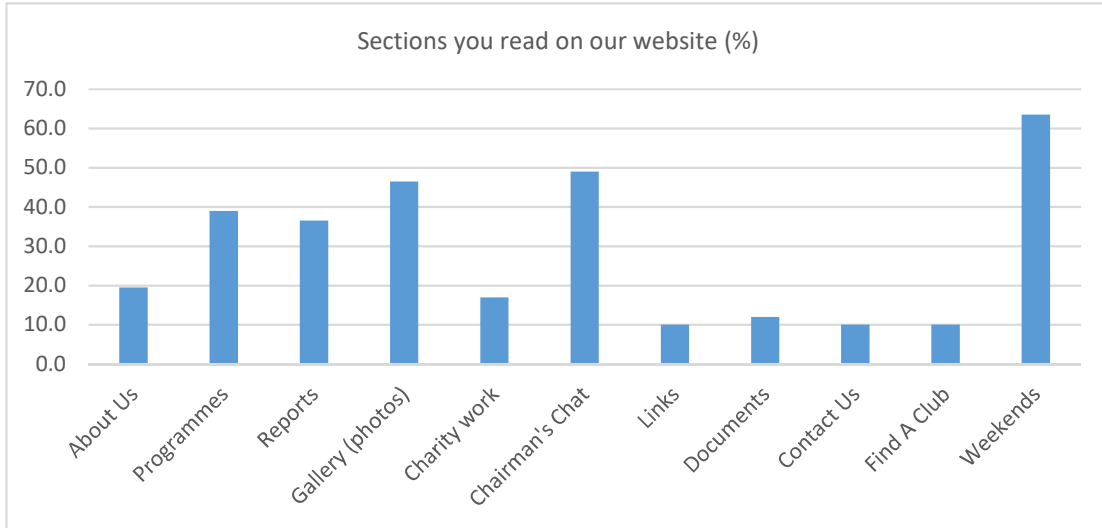
Oxford Mail/Times
Banbury Guardian
Bicester Advertiser
Co-op Notice Board
St Peters Newsletter (Worcs)
Worcester Journal
Leyburn Life (Yorks)
Richmondshire Today
Blackmore Vale (Somerset)
Word of Mouth'

Answers to Questions 8 to 12 include National members

8. Do you look at our website?

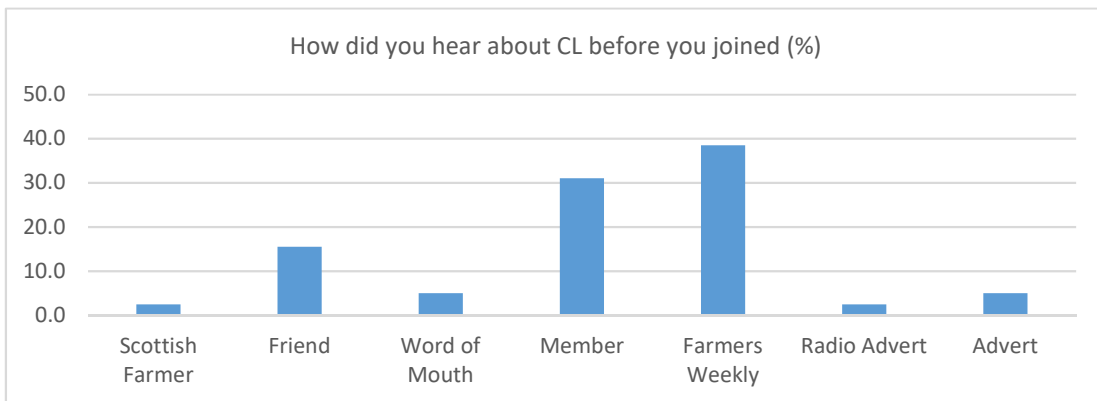
Yes	73%
No	27%

If yes, which sections do you read?



A pleasing response. The top three sections are *Weekends*, *Chairman's Chat* and *Gallery (photos)*

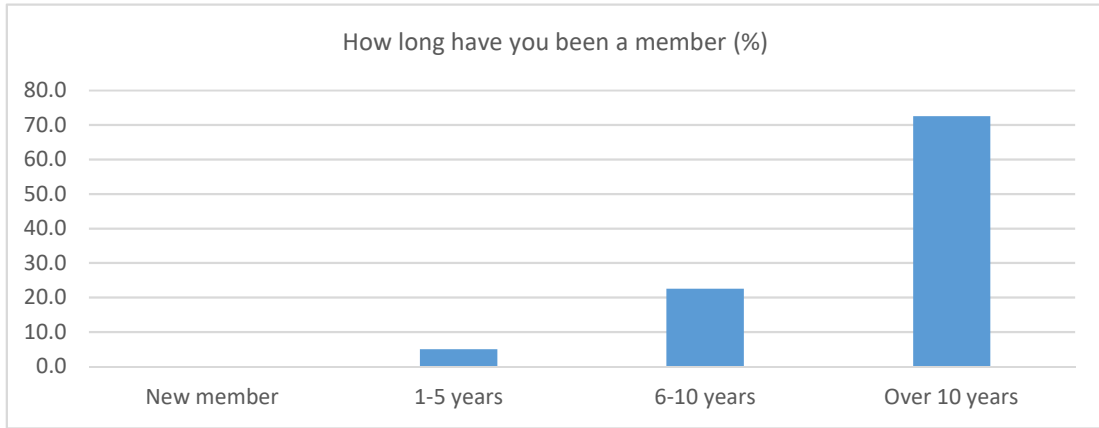
9. How did you hear/read about Country Link before you joined?



38.5% heard about Country Link via *The Farmers Weekly*, not surprising given 72.5% of responses came from those who have been members for more than ten years.

51.5% of responses had joined via personal contact encompassing friends, members and 'word of mouth'.

10. How long have you been a member?



11. Which group do you belong to?

- | | |
|-----------------|--------------------|
| Ayrshire | S. Wiltshire |
| Cheshire | W Somerset/E Devon |
| Derbyshire | Shropshire |
| Essex & Suffolk | Warwickshire |
| Nottinghamshire | Worcestershire |
| Oxfordshire | Yorkshire |
| Somerset | National |

12. Comments made by members:

- Lots of other similar groups
- Country Link still serves ageing members well
- Problem of losing members.
- Lack of willingness to organise meetings
- Increase involvement of people to organise meetings/events etc.
- Local meetings too far away but attends weekends

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