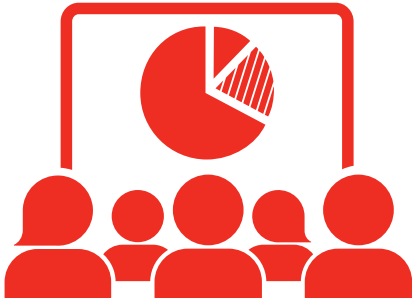




MEMBER SURVEY



In April '19, we launched our biggest ever survey looking into the key areas of our membership and competition offering.



3,715

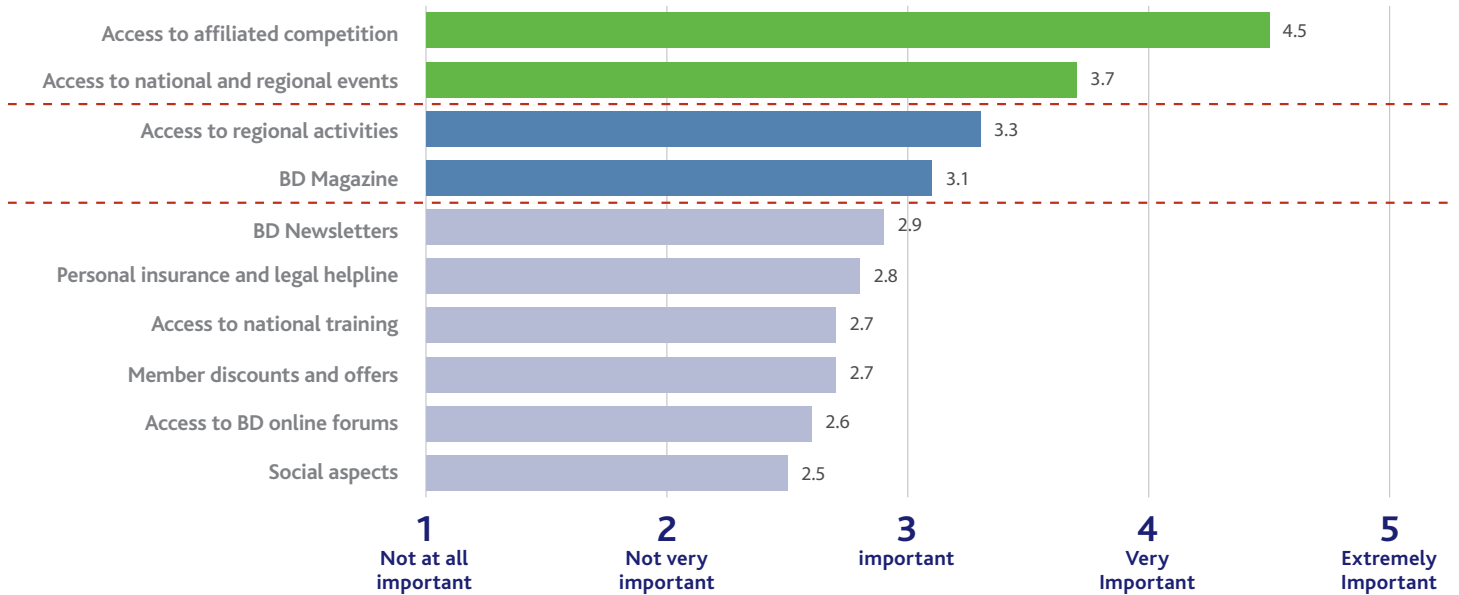
member surveys completed



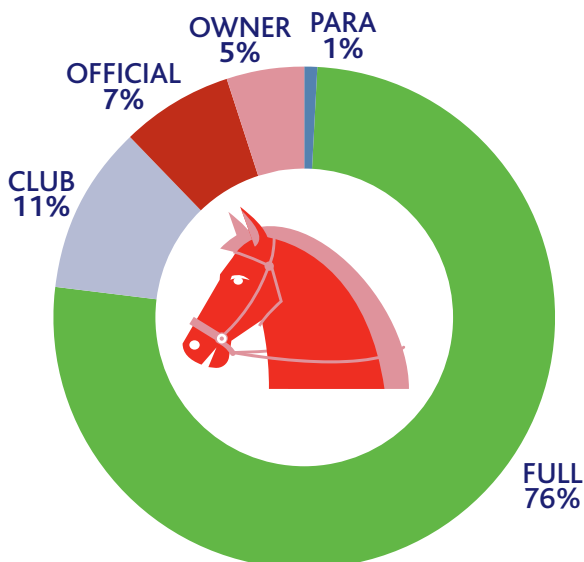
23%

 member participation

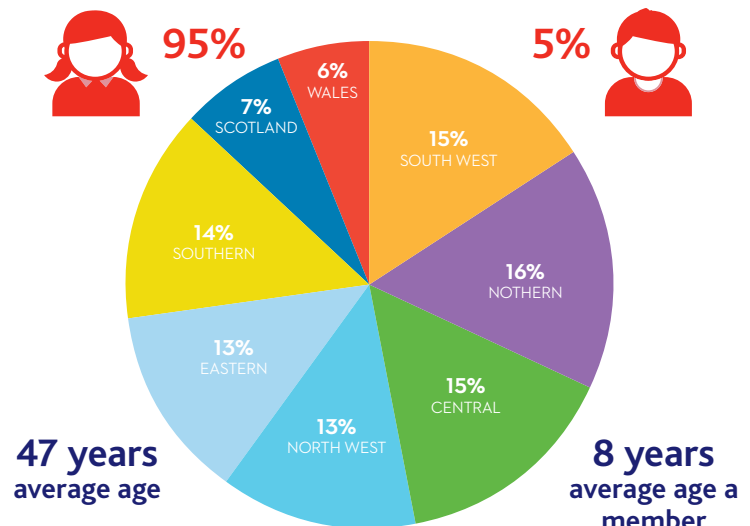
HOW IMPORTANT ARE THESE BENEFITS TO YOU AS A MEMBER?



WHO TOOK PART?



RESPONDER DEMOGRAPHICS





97%

Say access to affiliated competitions is an important membership motivator

96%



Say they're likely to renew with BD – nearly half will definitely renew.



Extremely dissatisfied

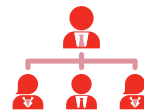
Extremely satisfied



Overall Satisfaction with British Dressage



Satisfaction with BD Head Office



Satisfaction with BD RDO Reps



Average rating

7.0

Average rating

7.8

Average rating

8.0

HELP US DEFINE OUR PRIORITIES



HOW BD MEMBERS SEE THE ORGANISATION

Which of the following words or phrases would you use to describe British Dressage?

Supportive
 Inclusive
 Ethical
 Innovative
 Passionate
 Accountable
 Successful
 Well-organised
 Respectful
 Progressive
 Member-focused
 Professional



HOW MANY COMPETITIONS DO YOU TAKE PART IN A YEAR?



Full 16



Club 13



Official 22

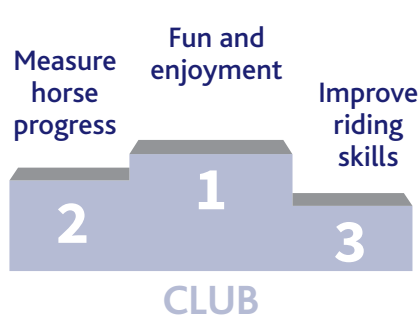
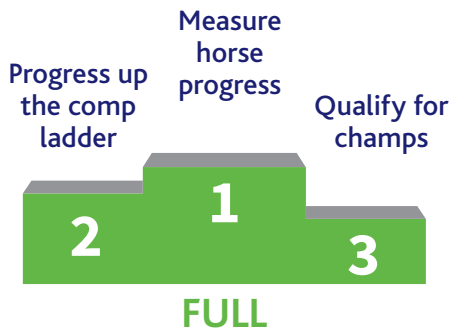
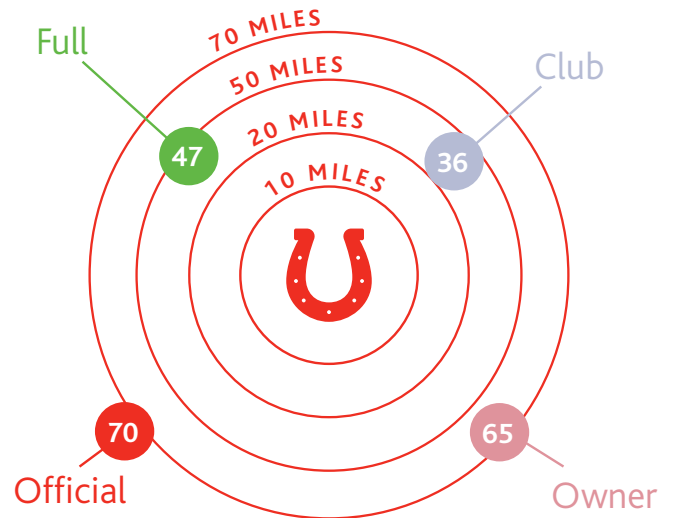


Owner 15

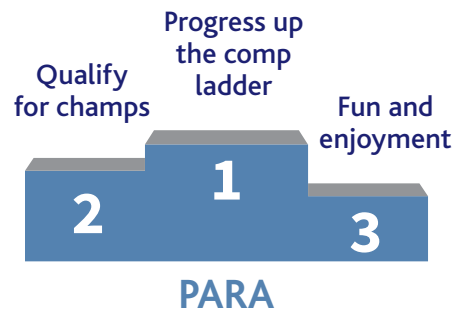
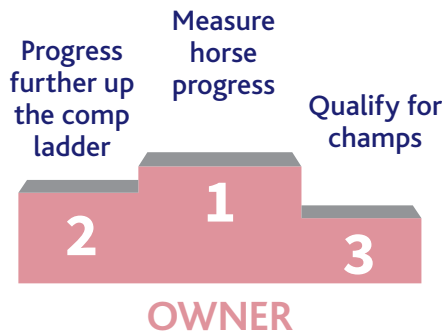


Para 12

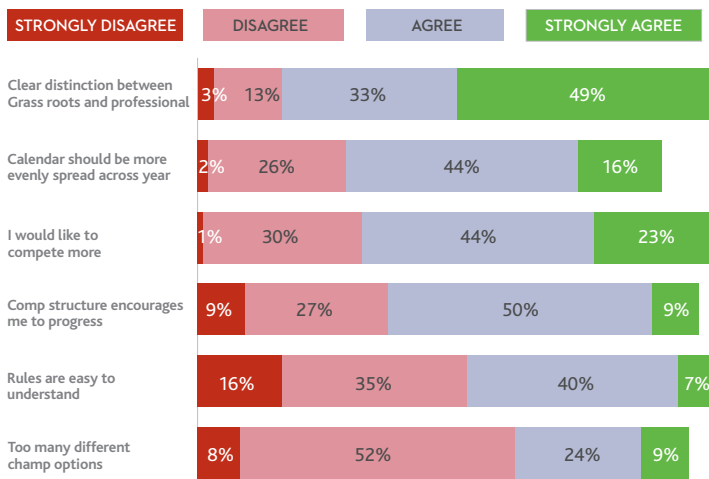
HOW FAR DO YOU TRAVEL FOR BD COMPETITIONS



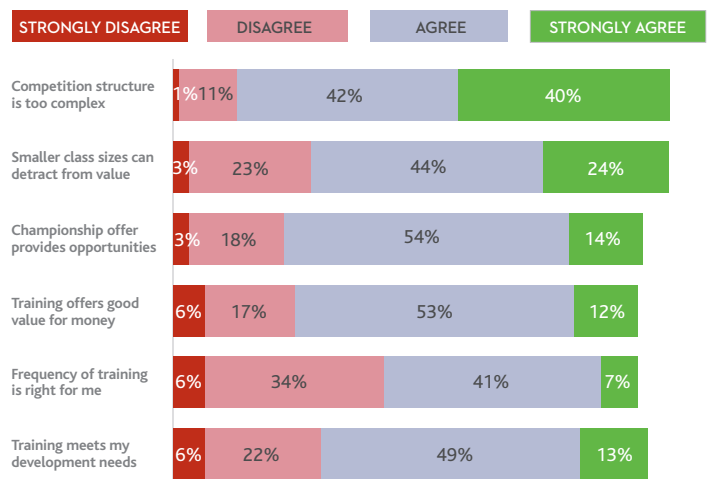
THREE MOST IMPORTANT FACTORS TO YOU WHEN COMPETING?



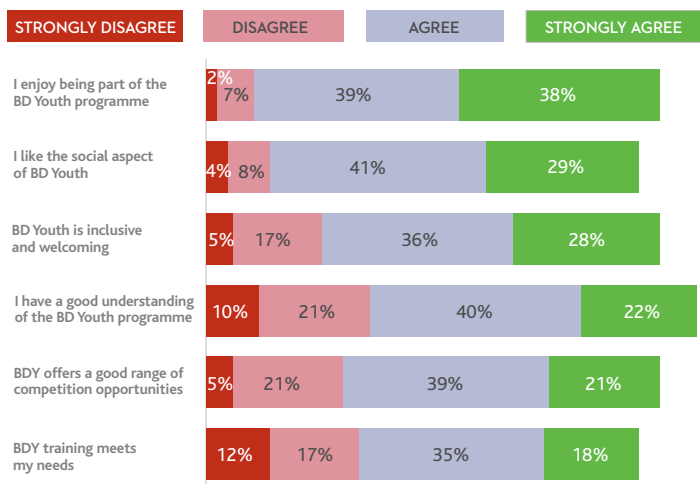
FULL MEMBERS' OPINIONS ON... TAKING PART AND CHAMPS



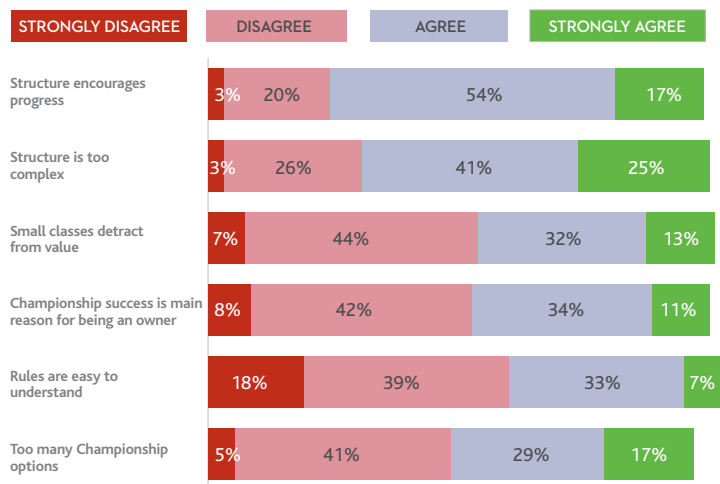
OFFICIALS OPINIONS ON... TAKING PART AND TRAINING



BD YOUTH MEMBERS OPINIONS ON... THE PROGRAMME



OWNERS' OPINIONS ON... TAKING PART



KEY FINDINGS AND WHAT'S NEXT...

60% want to see the calendar more evenly spread over the course of the year and a third think there are currently too many different championship options.

*We've been busily working on a **championship calendar and format review**, which has now incorporated the survey data, and details will be released to members in August.*

70% feel the competition structure is too complex and **51%** would like more straightforward rules.

*The new **championship calendar initiatives** will be **implemented for 2020** and throughout next year we'll review the competition structure with the newly elected Sport Operations Director, with any changes coming into effect in 2021.*

Access to competitions scored a satisfaction rating of **4.2 out of 5** but some of our other membership benefits scored under 3 in terms of importance and satisfaction.

A review of the membership packages and benefits will be conducted with our Membership Experience Manager, Marketing Manager and newly appointed Business Development Director to ensure we develop added value packages at the right cost.



Judges are generally **happy with their training and development** but there's a general feeling of 'could do better' in responses and comments.

A Judges' Working Group is currently formulating a new education based programme using a training and qualification framework for implementation in 2020.

You scored **development of judges and coaches, regional activity and volunteers 8 or more** for areas of priority in the next strategy.

We're currently finalising our next five year strategic plan. Once agreed, the Board will then create an investment strategy to support key areas as outlined in the survey.

72% of owners agreed that the competition structure helps their riders and horses to flourish, but a notable percentage felt BD could do more to value and recognise their contribution.

New working groups will be established to specifically look at the needs of owners, breeders and volunteers to review what initiatives we can introduce to our sport so we can recognise their valuable contribution.