

# NW Area Clubs Report Dominic Oughton

## #FindYourAdventure

18 Jan 2022

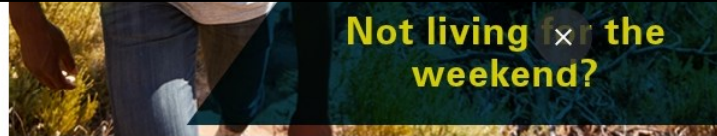


# What has happened so far - LAUNCH



## It's time to Find Your Adventure

Posted by Alex Messenger on 06/08/2021



Welcome to the list of clubs working with us on #FindYourAdventure.

These are the first clubs signed up to #FindYourAdventure and are the most keen to meet you. Each club name is linked to their website or social media channel so if you like the sound of them click through to find out more.

### Alpine Club

📍 National club with regional groups including London, Bristol, Hathersage, Keswick, Edinburgh, North Wales and Chamonix.

We're *the* active club for all experienced and aspiring alpinists. Guests and new members are encouraged to come to our meets (UK & abroad), lectures, socials or library to meet like-minded people.

### BMSCMC

📍 The Peak and the North, Wales and the South West

We are active, hill-walking and climbing (rock and ice). We are non-elitist. Our members are spread throughout the UK. We're very sociable... probably more so than other Clubs.

### Bowline Climbing Club

📍 Leicester, Leicestershire and East Midlands

Come and share the adventure! We are an active and friendly Leicester based club with an active programme of meets and varied activities and a hut in North Wales.

### Brecon Beacons Climbing & Mountaineering Club

## Sign up for our new Find Your Adventure email

We'll send you six emails that will take you through the steps of starting a lifetime of adventure with a climbing or walking club. You're free to opt out at any time.

Your name

Your Email

SUBMIT



## Discover more today

Can't wait? Head to our [main website](#) to dive into all our information and find your local club.

Find Your Adventure is a campaign to help promote BMC affiliated clubs. The British Mountaineering Council (BMC) is the representative organisation for climbers and walkers in England and Wales. For clubs in Scotland [here](#).

# What has happened so far - CLUBS



- 18 Phase 1 Clubs signed Up, including 5 active in the NW:
  - LCCC
  - Innominata
  - Red Rope
  - Rucksack Club
  - Gentian
- 5 x Webinars:
  - Launch
  - Best practice in recruitment & engagement
  - Social media & web
  - Equality & Diversity
  - Funding & Direct Debits
  - view on catchup at <https://www.thebmc.co.uk/clubs-are-open-recruitment-promotion>

# What has happened so far – SOCIAL MEDIA



2 months since launch:

The Facebook logo is a blue square with rounded corners, containing the word 'facebook' in white, lowercase, sans-serif font.

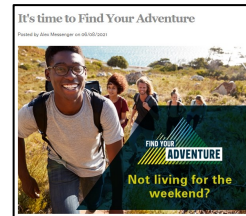
- 120,000 organic / 60,000 paid FB engagements
- 3,000 clicks through to the sign-up page (700 paid)
- 575 Likes / 65 comments



- 90,000 Instagram impressions
- 3,300 likes
- 300 clicks / 60 comments



- 10,500 web article reads
- X4 typical BMC article



- 2,000 views / 1,600 unique visits
- 300 conversions (sign-ups)

# What has happened so far - PROMOTION





**The Rucksack Club**  
Climbing? Walking?  
Mountaineering?  
Running? Biking?  
Meet like-minded people  
to share your adventures!





**get out there**  
www.rucksackclub.org

- A National Club with over 500 members
- Our roots are in Manchester, The Peak and Merseyside
- 150 meets a year - midweek and every weekend, at home and abroad

- Three mountain huts:
  - Snowdonia
  - South Lakes
  - Glencoe
- We welcome new members - whatever your experience
- Friendship and community are at the heart of our Club



The Rucksack Club is proud to be a launch member of The BMC's #FindYourAdventure campaign. Come along for an evening's climbing, a local walk, or a weekend away at one of our great huts. Email [join@rucksackclub.org](mailto:join@rucksackclub.org)

Keen to 'Get Out There!?' [www.RucksackClub.org](http://www.RucksackClub.org)





**FIND YOUR  
ADVENTURE**

- 

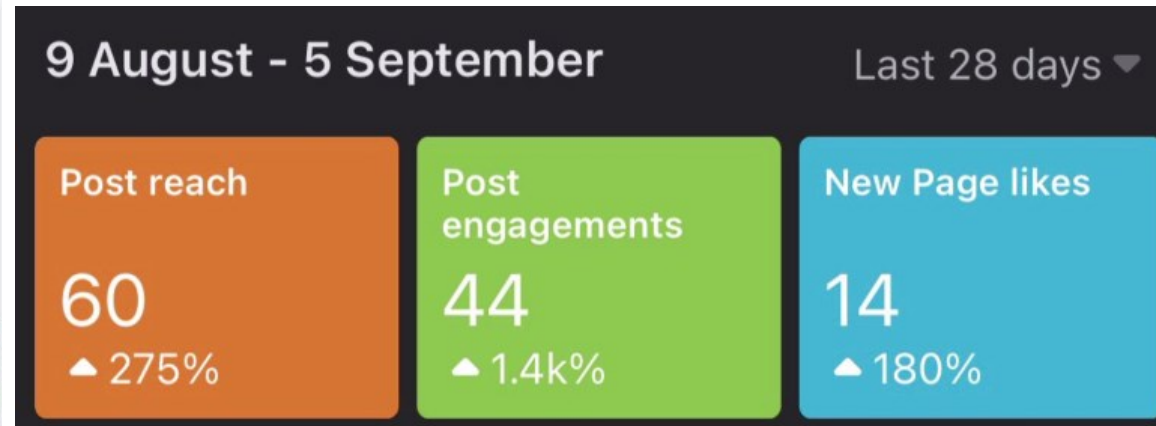


The logo features a large blue '100' with '1922-2022' written vertically in a smaller font to its right. Below the numbers is a blue silhouette of a mountain range. At the bottom left is a blue stylized logo consisting of three interlocking loops, followed by the text 'Gritstone Club' in a blue serif font.

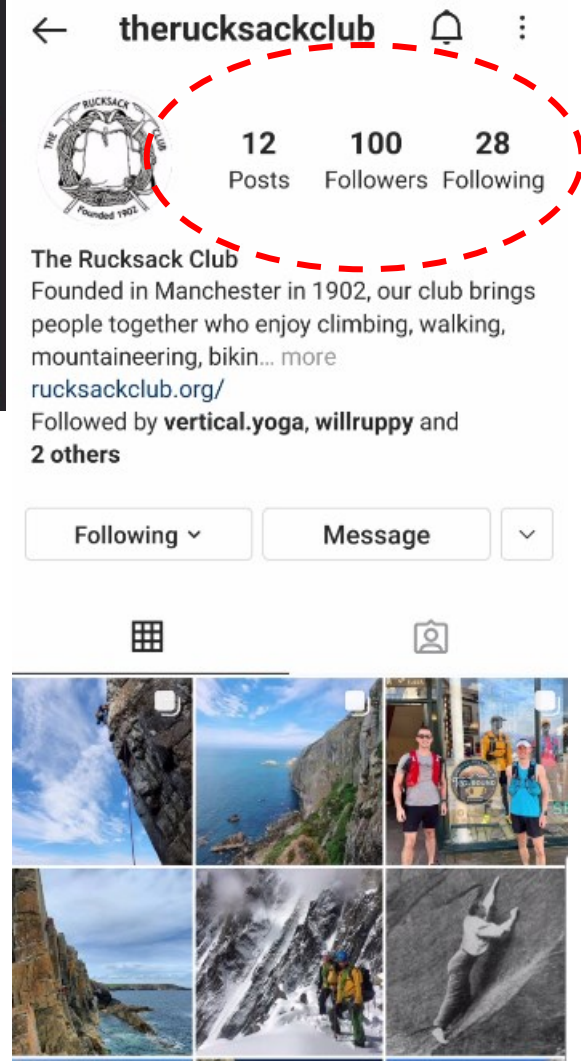
I am president of the Gritstone club in West Yorkshire . We are currently looking to improve our website and are looking to encourage new members, either walkers or climbers.

Your 'Find your adventure' drive is very encouraging and we would like to be able to link into it effectively from our end as well.

# What has happened so far - IMPACT



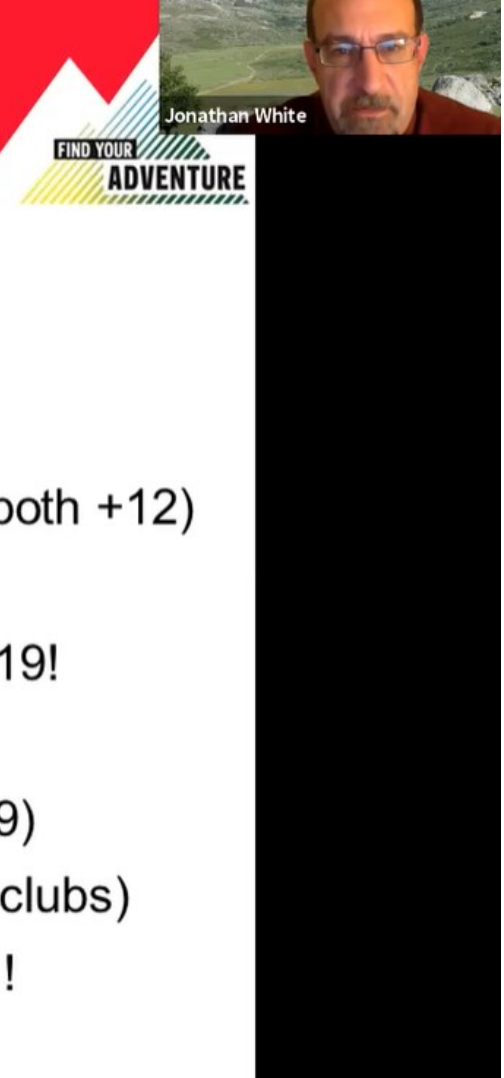
- 2 hyperlink referrals to our club website from the BMC's specific 'FYA Club List' page, 100% 'landing to enquiry' success.
- 22 'other' referrals from the root BMC.co.uk page in the last 30 days, 16% of traffic to our website. It was 9% for the last 90 days, & 3% for the last year.
- So BMC referrals have increased comparatively (vs other referral sources) and also in absolute terms...as prior to the last 90 days, we had zero BMC referrals in the 9 months previous. **To go from no BMC referrals, to almost one per day is excellent.**



# What has happened so far - IMPACT



## Initial Club Membership Stats



In Q3 (July to Sept inclusive):

- Standard Club membership increased to 19837 (+819 members, +4.3%)
- Within that, the 18 #FYA Clubs increased to 3362 (+100 members, +6.5%)
- FYA: Warminster (+17), Tunbridge Wells (+13) & Red Rope and Alpine Club (both +12)
- Others: RAF (+65), RN&RM (+47), London RCO (+45), FRCC (+35)
- 61 clubs are already bigger than in 2020, and 38 are already bigger than in 2019!

As of today 3.5 months since launch: 215 Clubs (2021) c/f 213 (2020); 224 (2019)

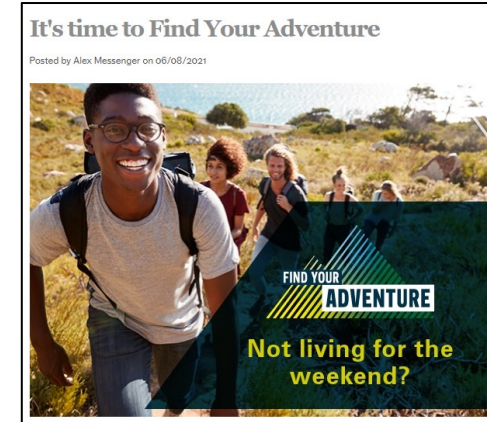
- Standard Club membership grew by 1327 to 20,345 (20,608 notified from 216 clubs)
- Business case for the £11k investment required 978 to break even – achieved!!
- Ref.: [18,647 @ May 2021]; [20,485 @ Dec 2020]; [22,438 @ Dec 2019]

# Still time for you to get involved!



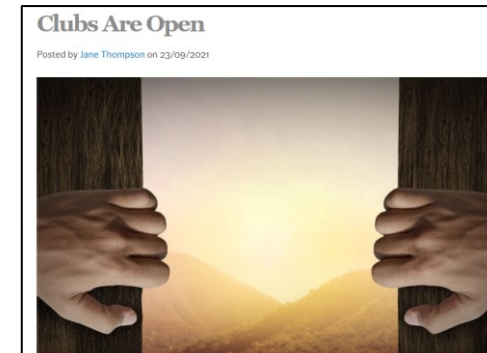
## As an individual...

- Check out:
- <https://intouch.thebmc.co.uk/find-your-adventure/>



## As a club...

- Check out:
- <https://www.thebmc.co.uk/clubs-are-open-recruitment-promotion>



... and Find Your Adventure, or help someone else find theirs!

# Next NW Area Clubs Chat



**7pm Monday 31 January**

- **Roundtable intros**
- **Share a quick experience of your Club activities since 'Freedom Day'**
- **Update on the #FindYourAdventure campaign - how to get involved**
- **What lessons can we share / learn to make our clubs more welcoming / active / fun / effective / efficient...**
  - **With special guests from The Climbing Clan**

# ...and now for the commercial break...



Charity calendar in support of Climbers Against Cancer – Every penny goes to this great cause!

Get yours at <https://www.climbersagainstcancer.org/shop/rucksack-club-cac-calendar/>

or local walls: Awesome Walls, Parthian Climbing Centre, BlocHaus, Climbing Works

