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





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:



- 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)

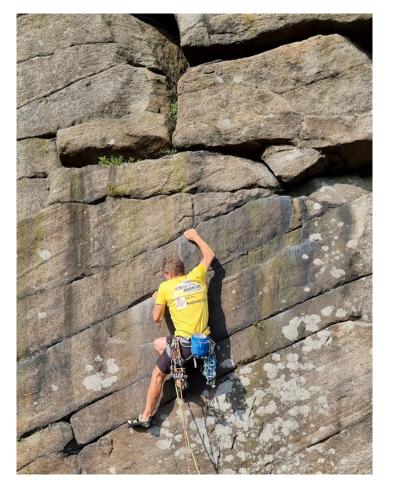
What has happened so far - PROMOTION











What has happened so far - GUIDANCE



 Contact 	Club has a dedicated website	Site is checked & maintaine d annually	ed & are maintained aine annually		Site describes activities undertaken by club	Site has pictur of all types of activity undertaken by club	video welco	ome age/cl	eos show	Pictures/videos show gender mix	Pictures/vide os show ethnicity mix	activity					
• Connect	Site lists social meets	ups/pictur	Photos and meet descriptions are updated at least annually		Site describes membershi benefits.	Club is BMC affiliated	Site descri benefi BMC affiliat	its of	on BMC clubs page are up to date: https://www.		Membership requirement s clearly stated on website						
• Retain	Newsletters, updates, meets information etc. are coordinated across all platforms used by	Club advertises with physical posters and leaflets	Posters ar leaflets an placed at: climbing w outdoor st Leisure ce Scouts/Gu Local Autr 'activity' te	sec' u stand respo drecap info' a perso affection op end ntre ides ority	ses ardised nse that s _A club's and offers and offers a	weekly activity or social based gatherings Club has links with local organisations Climbing Wall Duke of Edinburgh coordinator Leisure centre Community	i.e.,	all	gathérings are	Hepeotential new Othermotics st welcomed to gathering by	Other club members : advised in advance o attendance potential n members : asked to n themselver known and welcome.	are 'turn ever f boul e of clim ew walk and navi nake	holds up and try its - i.e., dering, 5ng, 5ng, ing, gation	Turn up and try events are promoted well in advance across all club media and in other outlets <i>i.e.</i> , community centres, leisure centres <i>etc.</i>	Application process is as simple/open as possible (or is it a barrier to your club?)		
	club.	/ up actions:	Library Surgery Other	free/re rate	t year Ful nbership is mer /reduced not x m	not required for x months or y meets	'buddy' s where of more experien member allocated	experienced members are allocated to guide/encoura ge new	training by peers, or BMC/other courses.		to When ne members up' they a welcome formally i newslette communi	s 'sign are d n club er/other ications.	Member so carries out an informa "how's it going' revi after first year of membersh	ec' Club seeks feedback from recen members of finding the club/appro- hing club/fi	n access to equipmen ac rst	as club	Club carries out periodic surveys of the whole membership
]				
							Notes/Fo	ollow u	up actions:								



The 'self-evaluation' checklist really got us thinking about how and whether we want to attract New members (It turns out we do!!!) Membership secretary



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

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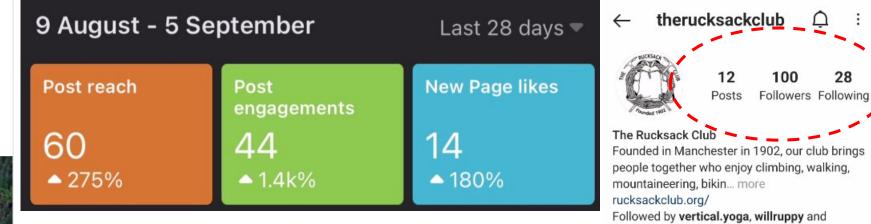
Lancashire Climbing and Caving Club is part of the BMC #FindYourAdventure campaign.

https://www.thebmc.co.uk/its-time-to-find-your-adventure...

We're an active, friendly climbing and caving club. We meet midweek, evenings and daytime, most weekends, and have regular trips abroad. We have huts in the Lakes and Wales.

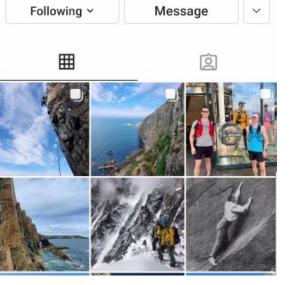
www.thelccc.co.uk







- 2 hyperlink referrals to our club website from the BMC's specific 0 'FYA Club List'page, 100% 'landing to enquiry'success.
- 22 'other' referrals from the root BMC.co.ukpage in the last 30 days, 0
- 16% of traffic to our website. It was 9% for the last 90 days, & 3% for 0 the last year.
- So BMC referrals have increased comparatively (vs other referral 0 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.



2 others

FIND YOUR

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)

Jonathan White

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







As a club...

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

... 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 <u>https://www.climbersagainstcancer.org/shop/rucksack-club-cac-calencer/</u> or local walls: Awesome Walls, Parthian Climbing Centre, BlocHaus, Climbing Works



All proceeds from the sale of this calendar will go to Climbers Against Cancer (Registered Charity Number: 1158181) to fund cancer research throughout the world. https://www.climbersagainstcancer.org/

Special thanks to John Payne and Mel Cranmer for their design input, and to all the contributors (and apologies to any I've missed): Aron Notses, Adam Bowman, Alan Winn, Andy Barlass, Andy Levellyn, Andy Stewart, Andy Tomlinson, Andy Towne, Betty Hamer, Bill Dodkin, Chris Bowden, Chris Whiteman, Darrell Cilley, Dave Palmer, Dave Sykes, Dick Pasley, George Finch, Hamish Haynes, Heather Steele, Helen Oughton, Helen Pritchard, Ian Charters, Ian Winterburn, Jack Helliwell, Jake Oughton, James Hall, Jaan Lievellyn, Jill Sunner Jim Burton, Jim Treeman, Joe Fisher, John Beatty, John Warburton, Jon Morgan, Kevin Wheeler, Leah Taylor, Lewis Coriett, Lucy Clough, Maicy Airey, Margaret Hart, Mark Clough, Marsha Balaeva, Martin Cooper, Moira Sawyer, Moliy Worth Monika Rohlickova, Natasha Oughton, Neil Sawyer, Paul Evans, Paul o'Reilly, Paul Taylor, Sarchel Johnson, Rae Pritchard, Rem Fowler, Richard Brewster, Roddy D'Arcy, Ros Murray Sarah Crilley, Stan Halstead, Steve Gregory, Ted Rogers, Tess Palmer, Tim Taylor, Will Harris. The calendar has been produced by members of the Rucksack Club, A Mountaineering, Climbing and Hill-Walking Club. All photos feature Club members taking part in its many activities, most of them the relevant month of the revious year.

Bet Out There! www.RucksackClub.org / email join@RucksackClub.org to find out more.





Calendar 2022