

BRANCH LIAISON SECRETARY

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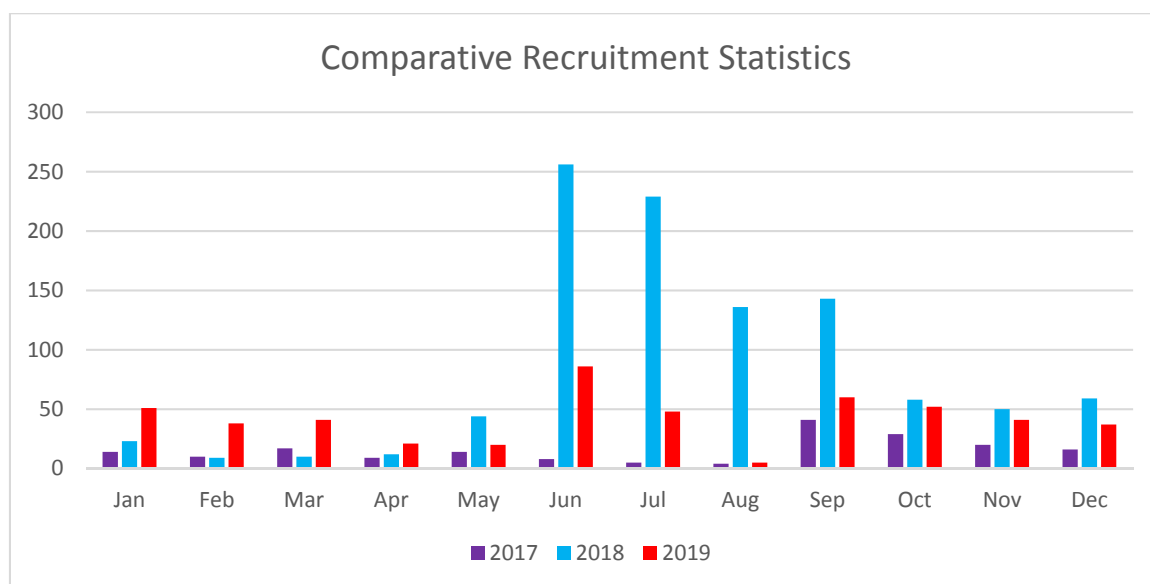
Dear All

It is the time of year to provide you with statistics from the previous year to give you an idea of how the Society is doing with regards to recruitment of new members and branch presence at exhibitions. I hope you find it interesting.

Recruitment – comparative stats for 2017/2018/2019

As you are no doubt aware, the Development Committee (DC) has been tasked with increasing recruitment into the Society amongst other things. The statistics show that there was a slight increase from previous years in 2017 but a substantial increase in 2018 with the well targeted publicity and advertising as part of the Society's 90th Anniversary celebrations. A good number (37%) of those recruited through this campaign chose to renew their membership which is a great result and shows that the initiative was successful. The DC has continued with another targeted advertising campaign throughout 2019 and you can see the results in the charts below.

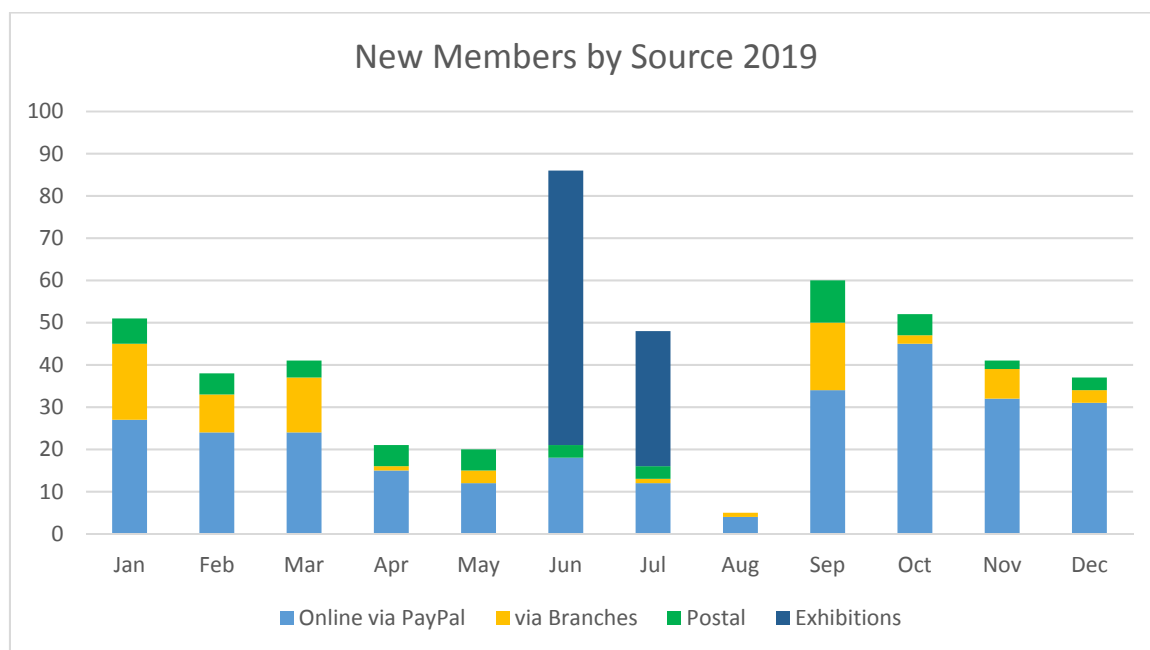
The first simple bar chart below shows the comparative recruitment statistics for the three years 2017 (before any major advertising campaign), 2018 (the year of the special 90th Anniversary campaign) and 2019 (with its continuing programme of targeted advertising) and should be self-explanatory.



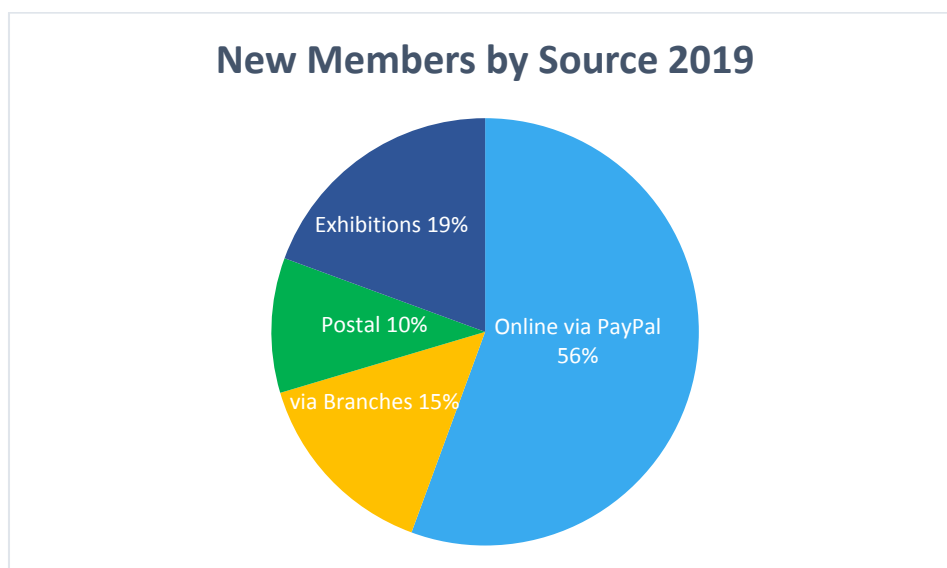
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The second bar chart shows new members by source. Although it does not provide a great amount of detail, there are two great results from the two nationally run exhibitions in June and July. Our thanks go to the small group of members who volunteered to run the RCTS stand on those two occasions - we could not have done it without them and the results speak for themselves. If any members are interested in helping at future exhibitions, please contact the exhibitions officer Steve Lacey for further information. As an incentive, helping out usually includes free entry to the exhibition!



Just to make it look pretty I have included a simple pie chart showing the total numbers of new members by source for the year. Please see below.



While it is hard to beat the numbers for 2018, it shows that with the right effort - in advertising, welcoming new members and visitors at branch meetings, talking to people at exhibitions, contributing to *The Railway Observer* which is available to ALL members, the results show that a combination of all these efforts works. Our thanks go to everyone who has contributed in whatever way.

The next page shows the full branch exhibitions returns for 2019 compared with those for 2018. These too make interesting reading. They have been copied onto a separate page for ease of reading.

There will be another newsletter very shortly including a variety of other subjects. It seemed more logical to keep the statistics together in one newsletter and distribute the rest of the information that needs to be circulated separately.

Kind regards

Irene

2018/2019 EXHIBITION RETURN

BASED ON BRANCH RETURNS

BRANCH	Number of Exhibitions Attended		Total cost of stand £	Days	Total Sales £		Society Publications Sold £	
	2019	2018			2019	2018	2019	2018
Bristol	2	1	112	2	1124	1027	Nil	87
Cambridge	6	6	15	6	188	188	Nil	Nil
Cheltenham	Nil	1			Nil	37	Nil	27
Chichester	1	1	40	1	55	0	Nil	Nil
Croydon & South London	4	4	228	5	576	651	122	52
East Midlands	20	12	536	26	3333	2884	262	584
Furness, L&L	Nil	Nil			Nil	Nil	Nil	Nil
Hitchin	5	5	331	6	1171	883	156	96
Humberside	Nil	Nil			Nil	Nil	Nil	Nil
Ipswich	5	7	153	5	1133	792	181	10
Lancs & North West	Nil	Nil			Nil	Nil	Nil	Nil
Merseyside, C & North Wales	Nil	Nil			Nil	Nil	Nil	Nil
Milton Keynes	1	2	30	1	328	335	67	81
Northampton	Nil	Nil			Nil	Nil	Nil	Nil
North East	15	14	651	27	4924	3971	664	728
Peterborough	Nil	Nil			Nil	Nil	Nil	Nil
Scottish	1	1	114	2	405	592	54	183
Sheffield	Nil	Nil			Nil	Nil	Nil	Nil
South East	4	4	163	7	662	506	95	61
South Essex	1	1	51	1	437	253	45	71
South Wales	2	2	0	4	346	297	Nil	Nil
Solent	3	3	4	4	935	1078	227	347
Surrey	4	3	177	7	1078	793	72	197
Thames Valley	Nil	Nil			Nil	Nil	Nil	Nil
Watford	Nil	Nil			Nil	Nil	Nil	Nil
West of England	1	1	75	2	439	982	Nil	Nil
West Midlands	Nil	Nil			Nil	Nil	Nil	Nil
Windsor & Maidenhead	1	1	50	1	166	189	13	197
West Riding	Nil	Nil			Nil	Nil	Nil	Nil
TOTALS	76	69	£2730	107	£17300	15717	£1958	2600
Average per day			£25.50 (cost)		£165 (take)			