

## Appendix IV - Clubs Feedback - Products & Services

Feedback has been received via...

- Direct verbal 1:1 conversation with focus clubs
- Direct email communication with focus clubs
- Clubs Forum over the AGM weekend
- Discussion with BMC Clubs' Committee

### TRAINING

Currently includes - Club officer training days; Clubs/Student/Huts seminars; Training leaders to support novice member (week-ends); Rock/hill skills courses for club members

Positive	Negative	Future
Most clubs are aware of training opportunities	Some not aware of all the courses	Continue with the programme
Those who had attended training (or had received feedback from members who had attended) felt they are of a high quality and should continue	Some of the national clubs felt that the training was not relevant to them. Although responses included very positive feedback from others who had attended Training Days	More promotion of the training courses
Good opportunity to network with other clubs		Promote MT activities

### ADVICE / GUIDANCE

Currently includes - Written club & hut guidelines on BMC website; Direct email & phone contact with BMC Staff; Contact with Clubs Comm and Huts Group reps

Positive	Negative	Future
Most clubs were aware of the support available and most had used all three	Several clubs not aware of the support via clubs/huts reps, and this was the least used of the three	
Guidelines very good	Can be slow (response)	
Responses useful	Website out of date and needs cleaning up	

Service essential	Dependent on reps	
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**MEDIA**

Currently includes - Summit Magazine (1 hard copy + all electronically); Student club FB page & club officers group; BMC Website Skills Articles; BMC:TV

Positive	Negative	Future
BMC:TV useful for skills	Varying awareness of all the options	Members should receive notifications about e-Summit
Clubs link to the skills articles as part of club trip posts	Many not aware of electronic Summit	Consideration about the value of Summit
	Many negative views on Summit (content and value)	Offer on-line membership cards
	Current system of tear-off membership cards means that many members bin them in error	Tagged database of articles on the website
		BMC:TV Skills at levels above basic

**DATABASE (MSO)**

Currently includes - Membership Services Online; Digital membership return; Ability to manage club membership lists & comms

Positive	Negative	Future
All were aware of it.	Many find it clunky to use	BMC could offer members a self-serve option to update records that would update club records
A few use it for more than just membership returns	Complex to use with a large number of members	
It's good for membership returns & makes life easier for membership secretary		

**INSURANCE**

Currently includes - Combined liability for club members & officers/leaders; Access to BMC Travel Insurance; Access to personal accident cover via membership upgrade

Positive	Negative	Future
All aware of the insurance	Not all club members aware (or fully aware) of the benefit	Provide more clarity on what is offered through the policy
The most important membership benefit	All members have to be registered even though a large number are inactive.	
It's value for money (even after the increase)	Travel insurance is expensive	
It's essential for club members and especially officers		

**CLUB & HUT FINDER APP**

Currently includes - New section on BMC website; Club & Hut location map; Club & Hut listings and contacts for potential members; Listings updated online via MSO

Positive	Negative	Future
Most aware of it	Some clubs missing off the listing	Locator map needs to be easier to use
Useful for finding huts	Very difficult to find on the BMC website	More contact options needed for clubs
		Location used on mapping should not be the MCC address
		It needs to be more visible on the BMC website

*[NB: JT-these are all already underway]*

**NEWSLETTERS / DIRECT MAILINGS**

Currently includes - Clubs news for club officers / E-news for club members from BMC office; Email updates to club officers from Clubs Comm reps; Huts updates from Huts Group

Positive	Negative	Future
Most have received some mailings	Many don't receive all the mailings	Improve awareness of the communications
	Intermittent from Clubs Comm / Depends on the rep	Campaign to ensure that all mailings get to the right people
	Information sometimes sparse	Produce (a new committee members pack with) information about what mailings to expect
	Get a 'fog' of BMC emails	
	Too much content in each email	

**THE VERDICT FOR THE FUTURE**

In summary

- Clubs feel that the insurance benefit is the most important element of BMC affiliation; the second placed benefit is joint with advice/guidance and training
- Clubs feel that the website is out of date and difficult to navigate (this topic was the most common complaint for most of the clubs and the most frequent request for improvement), but it does have useful content once the content has been found
- The most common 'not used' product/service was the communications from the Clubs Comm reps

In more detail, with the following points listed by work area / department

Clubs & Huts Officer

- The training offer is good so it should keep going. Consider links to MT
- The guidance is good but sometimes difficult to find on the website
- Consider 'idiot guides' and webinars for sharing information
- Provide more information around huts, legal, social media, MSO
- Set up forums for the different groupings so that good practice can be shared and queries posed and answered. Different groups could be national / local / large / small / student / huts management etc.
- Offer more face-to-face meeting opportunities and/or more networking opportunities
- Develop a support pack for new committee members
- More promotion needed on the value of CL cover
- Tailor support by the style of clubs
- Actively support links between university clubs and local / national clubs
- Re-start the club grants programme so that clubs can hire instructors

#### Marketing Dept. (incl. IT and membership)

- Very many negative comments about the BMC website – this was the major issue for most clubs regarding P&S
- Varied comments about the value of various media products. More work is needed to identify what clubs want in this area.
- Clubs feel undervalued in much of the marketing material that is published (including visibility within Summit and on the website). *“I know the BMC is not solely about clubs but I don’t understand this willful downgrading of a cog in the climbing world”*
- Provide skills films above basic/entry level
- Offer members the opportunity to update their own records and link it back to the club data.
- Review and strengthen the membership offer to clubs – ensure that the BMC can offer a better range of discounts that the clubs themselves can offer.

#### General

- All activities, opportunities, products and support needs wider and better communication
- Communications need to go to the right people. MSO needs to offer clubs the option for adding in more contact / roles
- However, alongside the request for more comms there were opposite views of ‘we get too many already’ and ‘we want single subject emails’
- The effectiveness of mailings from Clubs reps is intermittent and very dependent on who the rep is
- Establish a ‘changelog’ with communications so that volunteers can dip in and out of communications but still know what is happening
- Requests to consider a 2-tier membership system. This includes *‘inactive club members shouldn’t have to be members of the BMC’* to *‘there should be a social membership for inactive members’* and to *‘older members should get a discount, like the under 18’s, as a number of them are still active’*.
- Consider offering a family club membership package, similar to the individual member family package
- Establish a BMC standard on environment and access that clubs can sign up to.
- There were some concerns that the BMC may be trying to do too much. *“I’m impressed by your ambition, but sometimes it’s better to do less, but to do it really well...”*
- There were also some concerns about not encouraging too many clubs to join the BMC

As a final point we need to be aware that there are many people who actively take part in mountaineering activities but don’t see the value of the BMC, or consider that the BMC is for them.....<sup>1</sup>

*“My partner is, I suspect, representative of a lot of club members, going by your demographic chart (though in fact she isn’t a member of either a club or the BMC). She is a Munroist (many of them done in winter, so competent with crampon and ice-axe); she’s also a competent skier (both downhill and free-heel/back country) and navigator, a trad rock-climber in the lower grades, a scrambler, backpacker and wild camper, and has expedition experience e.g. in Greenland. She regularly leafs through Summit magazine and says “there’s nothing here for me”. She sees the BMC as catering for elite climbers and mountaineers, and those who aspire to this – not for her, and people like her – but as I said above, I think it’s actually people like her who make up the majority of your club members (and I reckon many of your other members too). I know that you are (for example) organising and promoting skills courses, and NOT just there for the elite, but I wonder if there’s anything you can do to widen your image, so that people who do not aspire to climb 8A still feel valued, rather than discouraged.”*



**Caveat:** We don't have data to identify if different types of clubs responded in certain ways – i.e. large clubs would prefer x but small clubs want y in preference to x.

<sup>1</sup> The Active Lives 2017-2018 data released on 11/4/19 showed 2.8m people engaged in climbing and adventurous hillwalking, and 300k engaged in climbing (indoor and outdoor) only 84k are BMC members.