

# DVO Membership Report

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*March 2013*

We currently have 221 signed up members and the comparison with previous years is given below. Note that as Family Membership is no longer appropriate the 2013 figure excludes that box and the total number has changed dramatically from the January 2013 report. I have done a rough analysis of the membership figures and it looks as if we have lost 39 family members where one or more of the family are still DVO members. I suspect that British Orienteering's reduction in the membership fee may have backfired as far as headcount is concerned though income may not vary much.

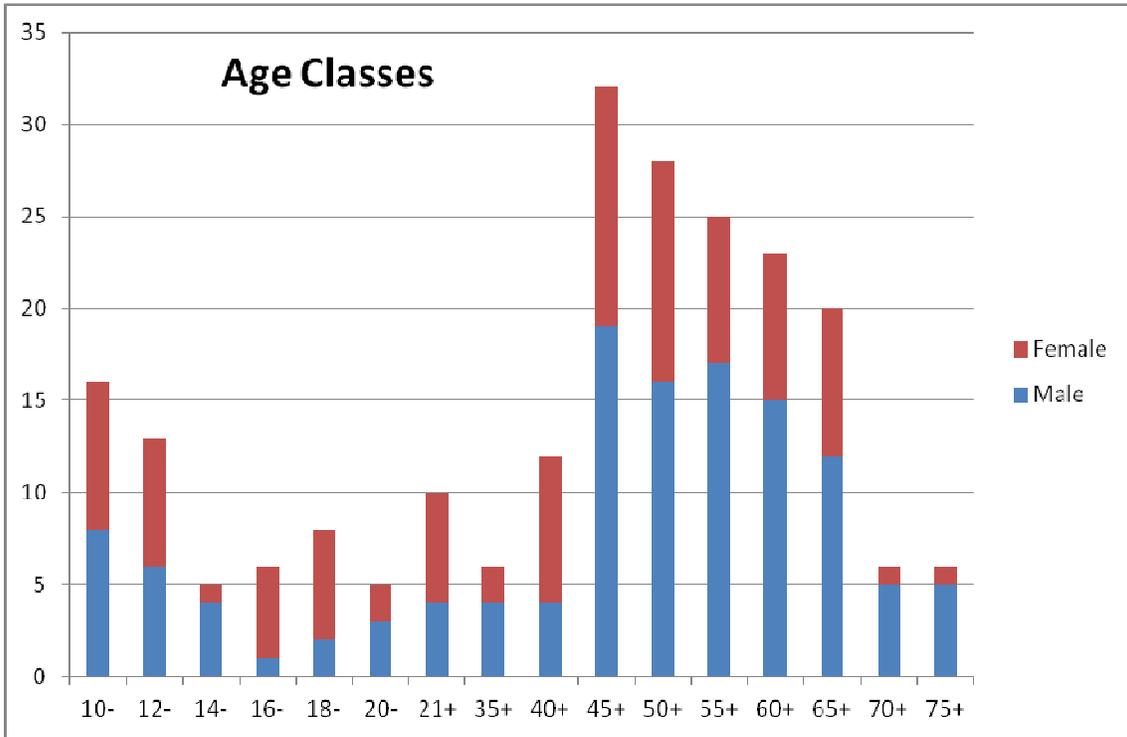
## *Comparison of membership over the last five years*

	2009	2010	2011	2012	2013
Seniors	61	61	69	83	168
Juniors	13	11	11	5	53
Family	254	187	224	206	
Others	5	0	3	5	6
Total Individuals	333	259	307	299	221

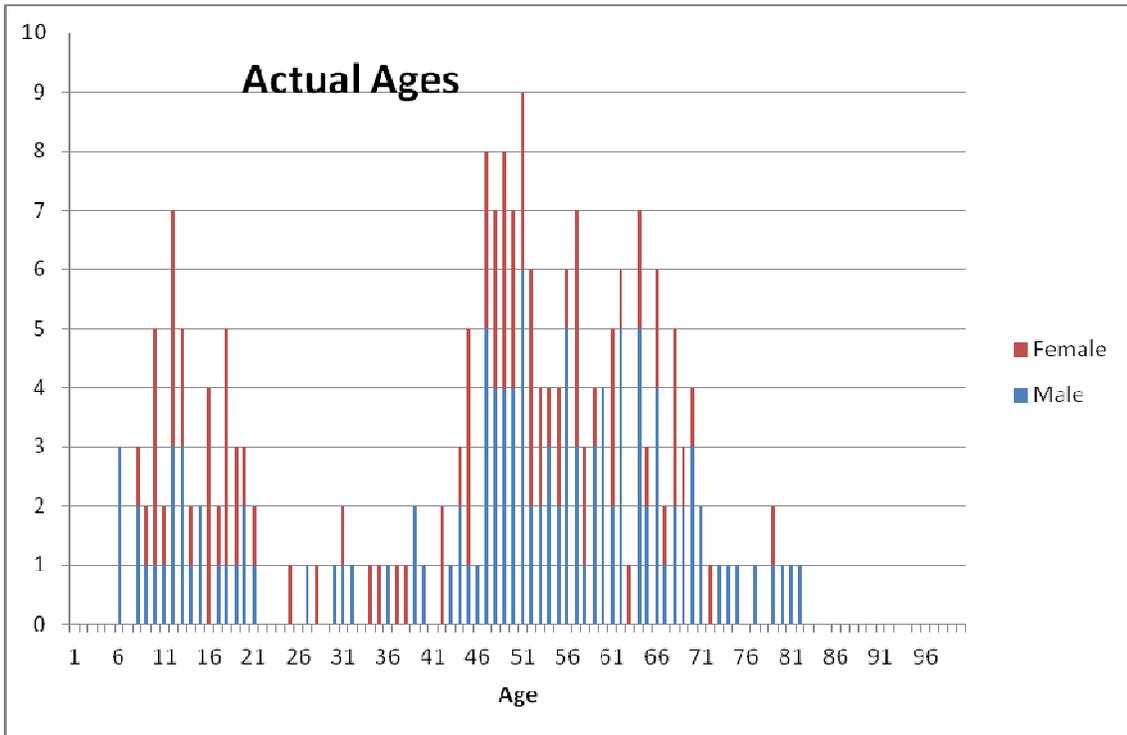
Others in this table refers to Life(5) and Dual Memberships(1). Life Members are orienteers who belong to other clubs now and may not be in this country or those who have retired from the sport. Dual Membership is where DVO is a secondary club.

## **Age Analysis**

The breakdown into the age classes of our members is as follows



The full age analysis is below as the classes above span differing lengths.



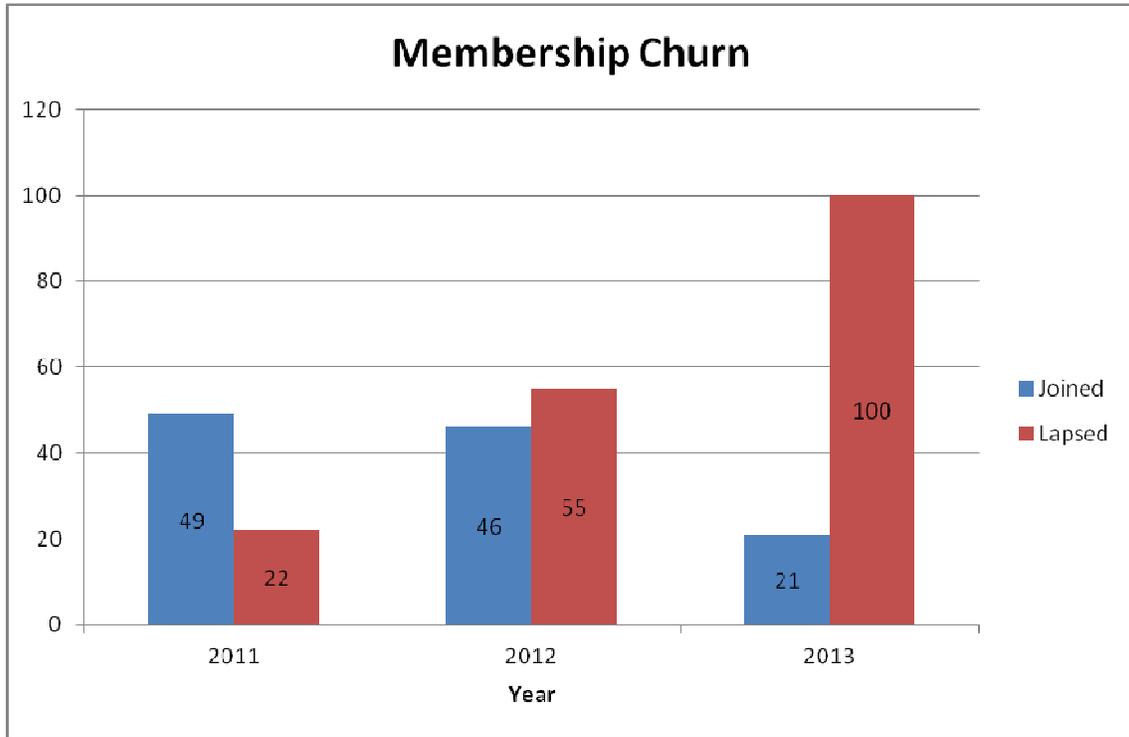
**Gender Classification**

The breakdown of our membership by gender, split into Juniors and Seniors is as follows



### Membership Churn

The stable membership numbers I have shown in previous reports is no longer a feature in this picture of Membership Churn ( the number of members who leave compared with the number who join in any one year). Below is the current graph of the club starting in 2011, using the difference between 2010 and 2011 shown in the opening table. I start counting those that join or leave from November each year as that is when renewals start. In the January report I indicated that the Lapsed count could be expected to grow during the year. I should have been more explicit as the reality is that BOF create a new lapsed file at the start of the year which I do not process until February. The email I sent out as a gentle reminder has resulted in a few people re-joining though not as many as I would have liked. I did request feedback about the reasons for not re-joining and all of those that responded were very positive about the sport and quite happy with what DVO were doing. The remainder who did not reply may have different views, of course.



#### Summary

The membership level of DVO has dropped dramatically from previous years but I believe this is a better representation of those that do partake in the sport. We are still attracting new members and I would expect 2013 to be similar to previous years eventually.

Derek Gale

DVO Membership Secretary