

AWGB Membership Survey 2020/21

Compiled by Kyle McGill



Winners

Main Prize £250 Axminster Voucher –

- Ruth Murchie

Extra Prizes kindly donated by Axminster Tools

- Axminster Micro tools set (worth £94.98) – Rodger Gubbin
- One to One online tutorial with Colwin Way – Stuart Matthews

Extra Prizes – Ray Key Collaborations book

- George Hood
- Duncan Barbour
- Neil Frost
- Mervyn Richmond

We'll be in touch shortly to discuss how we can get your prize to you.

AWGB meeting to discuss findings on the membership and club survey

The Executive committee took these findings with great importance and they have been, and will continue to be discussed at length. We have looked at every comment and considered your thoughts. Thank you to all of those who have submitted a survey entry. We have condensed the most common themes into the report in this article, however, a more detailed report will be on our website for you to review should you wish to. From our discussions we have agreed some actions that are going to be taken, based directly off of the back of the survey findings.

Member's survey;

- Develop a knowledge base of material for different members.
 - This will start with a cataloguing of the available editions of revolutions on the website, making the resource much more useful.

- We are also looking at building a Q&A section for our members using some of the material we already have – Such as that on our forum.
- Over time, we hope to build suggested pathways for beginner, intermediate and advanced turners.
- We are in the process of working with three professional turners to produce videos on tools and techniques – expect videos on using the Beading and Parting tool, Spindle Gouge and Spindle Roughing Gouge.
- We are considering the options to implement more features to the website.
- We will look at how we can support our individual members who are not necessarily affiliated with a club. This may be through a mentoring scheme or other methods to ensure that these valuable members are involved more.
- We will encourage more visits to clubs by AWGB representative (when things ease to a suitable level)
- Our findings show that not all members are aware of the benefits that are available to them – we will be more proactive in making these known.

From the club survey;

- Similar to our findings with our members, some clubs are not aware of the benefits they are entitled to. We will be ensuring that our clubs are aware of the benefits they are entitled to via our reps. Please make sure your points of contact are up to date, if you wish to speak with your Rep
- Some of our material is difficult to find on our website. Therefore, we will be making a 'club portal' with a number of different features to do with everything club related. We have already 20 parts that we will be looking to collate.

Perhaps the one area that we improve on is our approachability of the executive which came out less favourably, we will be putting a profile of ourselves online for you to get to know us a bit better, but the best thing you can do is pick up the phone to us or drop us an email. Your best port of call is your regional representative, especially in the first instance. There is a vast amount of experience on the committee and we are all keen to help members – that why we volunteered. With the usual caveat of not taking away from professional advice, if you've a question, don't hesitate to ask.

There has been plenty more taken from the survey, too much to fit in this note, and we will be looking to recruit more volunteers for roles to help us achieve our goals. We may look to recruit intern and students to get experience working with us, and hopefully gain a deeper appreciation for this fantastic art. If you know anyone who may be able to help us, or have some time free each week to help us meet our objectives, please do get in touch with us – Secretary@awgb.co.uk

AWGB Membership Survey 2021 – Extended



Preface

The AWGB membership survey comes amid a global pandemic with much uncertainty, fear and isolation. I am pleased to say that the majority of the comments from those members who have participated are positive towards the AWGB on the work they are doing. The comments provide useful insights with valuable feedback on how the members are feeling.

This survey is the first of its kind for the AWGB, we have had 188 responses. This equated to approximate 6% of membership. Of the 188 responses, 31 (approximately 1 in 6) were paper surveys that have been entered into the online form.

There are key themes to be taken from the findings of the survey. This will help us plan for the future.

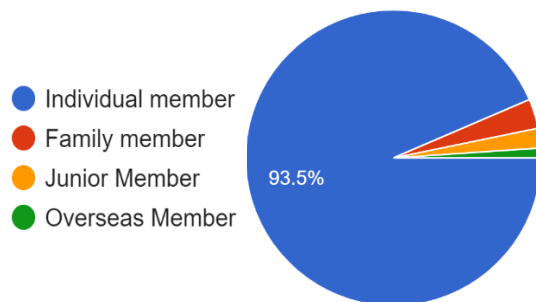
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Demographic responses

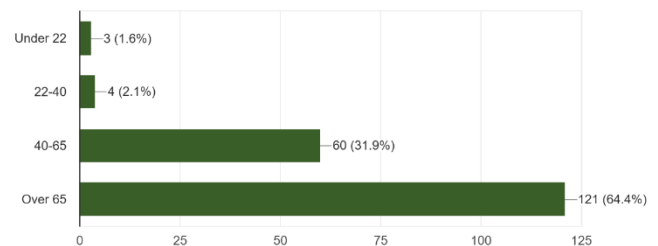
What type of member are you?

186 responses



Which age bracket do you fall into?

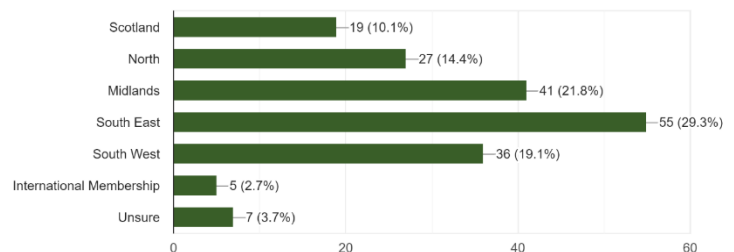
188 responses



Unsurprisingly, the vast majority of our members are aged over 65. Engagement levels can be drawn comparing the age range against our membership database. The most responses from survey participants from our defined regions is the South East; in general, members are less likely to provide feedback the further north one goes. This could be due to the relative numbers of members across the country, further compounded by the location of the AWGB events and workshops.

Which region are you based in?

188 responses



From the comments provided by some of our Scottish members they do feel that they are missing on our benefits from the AWGB. There are number of comments to that effect:

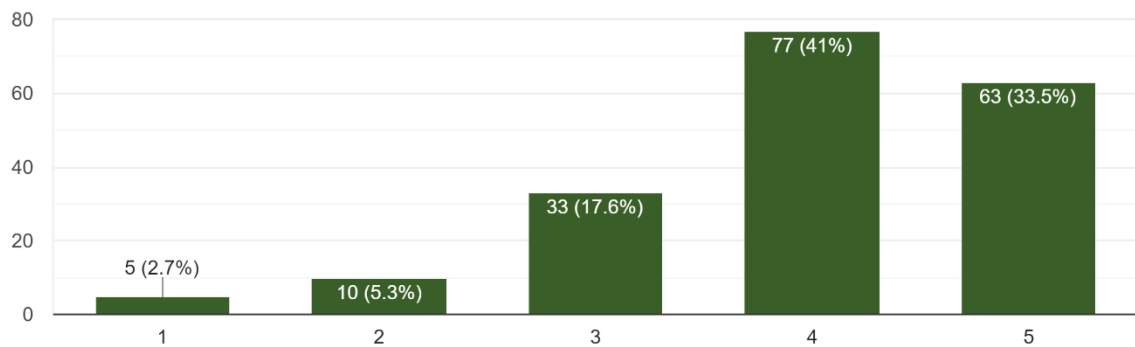
“My answers reflect the fact that I live in the North East of Scotland which seems to have a bit neglected by the AWGB... There seems to be a lot of emphasis/photos on the activities of the clubs in the Southern part of the UK”

Question C asked ‘What is the main reason you joined the AWGB?’. Overwhelmingly the responses to that question tell of members who joined via their clubs, demonstrating the importance clubs have in our membership figures. Some other have joined (and re-joined) due to the talk turning sessions, as well as other factors such as sharing woodturning information, supporting the association and training.

Benefits of the AWGB

A. Do you feel that your AWGB membership fee gives value for money?

188 responses



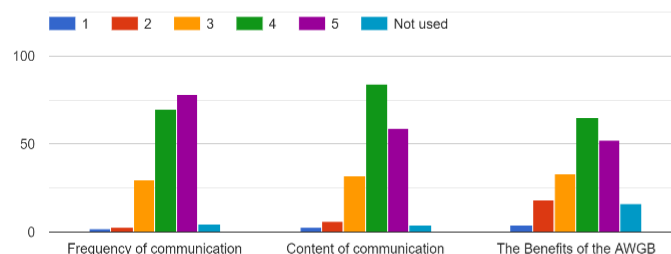
The general consensus is that members feel that the AWGB provides value for money, however, not all members are fully satisfied with what we are providing.

"For £18 per year, I think the services I receive personally are excellent. However, I am aware not all members feel this way!"

There seems to be a disconnect between members who feel that the AWGB is great value (5/5), rather than a 'good' (4/5) value for money. One member has a different view;

"I had to join the AWGB to be a member of the woodturning club. I feel that it needs to be made quite clear that there must be a very high proportion of members who are members of the AWGB by default and not by desire. Therefore answers in this survey may not quite be what you want them to be and why the uptake of questionnaire completion may not be great. I am not sure that I would be an individual member if given the choice!"

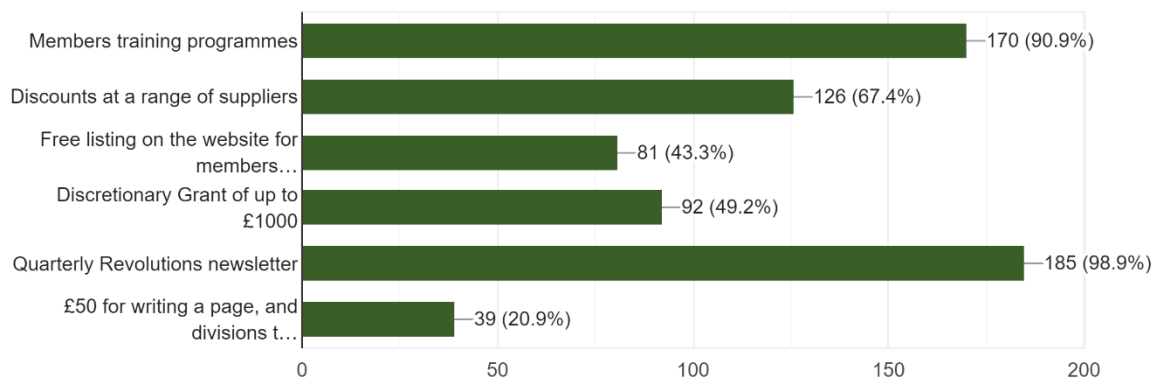
D1. How satisfied are you with the following aspects of the AWGB?



In general, surveyed members (74.5%) are content with the amount they pay for the AWGB, and the value they get from the membership benefits, rating a 4/5 or higher. Similarly, this is reflected in how satisfied members feel about the benefits of the AWGB.

B. Which of the following benefits are you aware of, that are available to you as an AWGB member?
(please tick all that apply)

187 responses

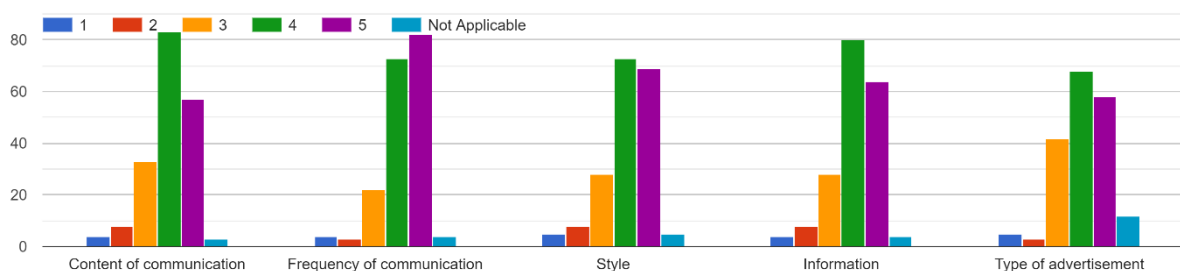


Most of our members are aware that they receive the Revolutions newsletter as well as member training programmes. Some of the other benefits are lesser known; only a fifth of those surveyed know about the remuneration when writing in Revolutions. This could boost the amount material provided for our editor’s consideration in Revolutions.

Consideration – Highlight benefit that members are entitled to sporadically through the year.

Revolutions

E1. How satisfied are you with the following aspects of the Revolutions newsletter?



Members are pleased with the Revolutions newsletter, it is clear that Sheila (editor) does a great job with what she gets. The frequency is appropriate as a quarterly survey, and members are content with the information provided.

“Revolution is a reasonable publication. Professionally produced and informative.”

Some suggestions from members on how we could improve;

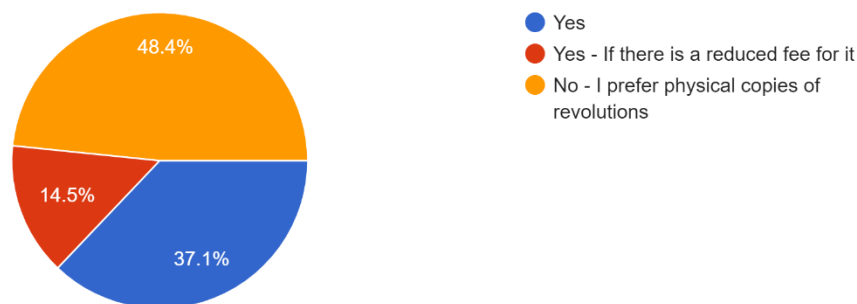
“Might be interesting if the articles could be linked to online (YouTube) demonstrations to provide more detail. Particularly of tools and techniques rather than specific projects. NB have been particularly impressed with Martin Sabin-Smith's (M S-B) presentations during lockdown.”

“There should be a QA [Question and answer] section. More projects. Certain adverts headline name and product but don't give where available from.” (11093)

Consideration – AWGB to create a Q&A section

E3. We are considering a 'digital only membership', where Revolutions would be delivered online, instead of in paper print. Would you like to see an option for this?

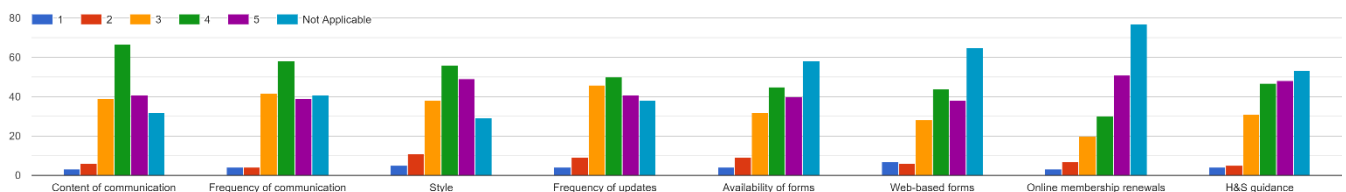
186 responses



Generally, 51.6% of members surveyed would like to see a digital only membership, with a strong element who want to retain a paper copy.

Consideration – AWGB considers an online only membership with no printed version of Revolutions for that subject

F. How satisfied are you with the following aspects of the AWGB Website?



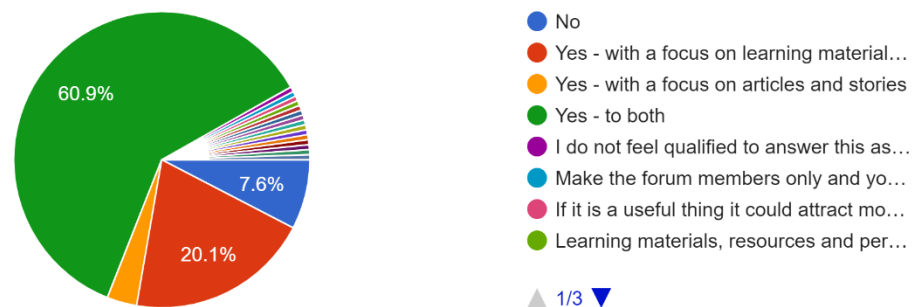
AWGB Website

Compared to Revolutions, the members are less happy with the website. In general, more members have middling scores (3/5) rather than a positive score (5/5) for a number of elements of the website. A positive is that those who use the online membership renewals are very pleased with

them. Some of the material on the website is viewed as good such as the health and safety guidance.

G. Would you like to see a member's area of the website? This would have material that is just for members which would be updated regularly with new and different content.

184 responses

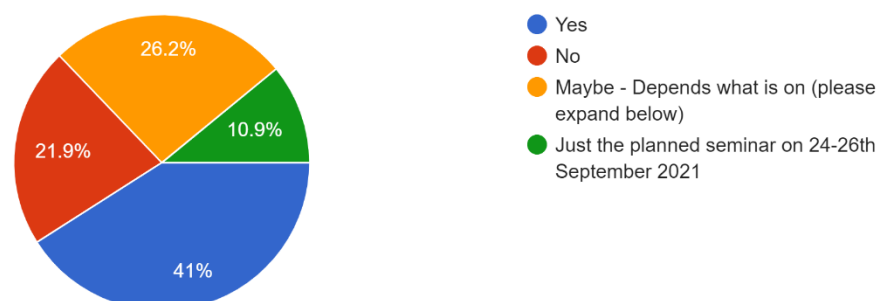


There is a clear desire for members to have a 'members area' with over 80% saying yes in one form or other with the vast majority wishing to see a focus on both learning material as well as turner's articles and stories. At the very least, there is a desire for information to be placed onto the website and updated regularly.

Seminar

H2. Would you like the AWGB to put on a 'Virtual Seminar' in addition to the planned seminar next year?

183 responses

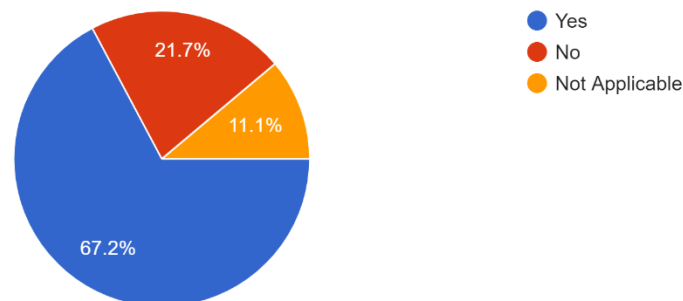


A virtual seminar is less clear cut with 31% of members saying that they do not wish to have a virtual seminar and 26% saying that they would only consider attending depending on the material. 41% are interested in a virtual seminar and based on our survey results that would be 75 members that

would like to see a virtual seminar. Please note, members were not surveyed about a cost for a virtual seminar.

H4. Would you like to see regional mini-seminars?

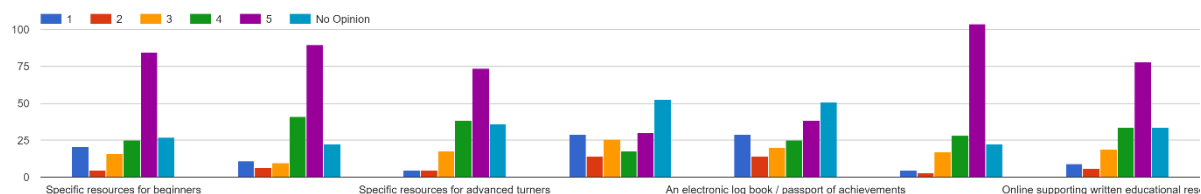
180 responses



Regional 'mini' seminars could also boost the popularity of the AWGB and improve membership numbers. Some of these have happened in the past such as Turn Essex and some are ongoing such as in Hertfordshire.

Training and Education

C. We are looking to enhance your membership by building learning resources for our members. Please rate the following on how valuable they would be to you;



It is clear that there is a demand for resources, for members to build their skills. The greatest demand for resources is for the intermediate turner. This would be due to a comment theme in the comments that express this;

Consideration - Good material is lost to the archive of Revolutions and not reviewed, refreshed and represented. Catalogue items in Revs for review to be represented at later date.

"Majority of members fall into intermediate level but they are reluctant to get formal training to improve - not sure how we do it but this is a significant pool of potential trainers for clubs if we can enhance their skills"

“An online training schedule with modules covering different aspects of turning. Tool use, spindle turning, bowl turning, colouring, segmented etc., so I can guide beginners on what to do to improve, and choose areas where I want to improve myself.”

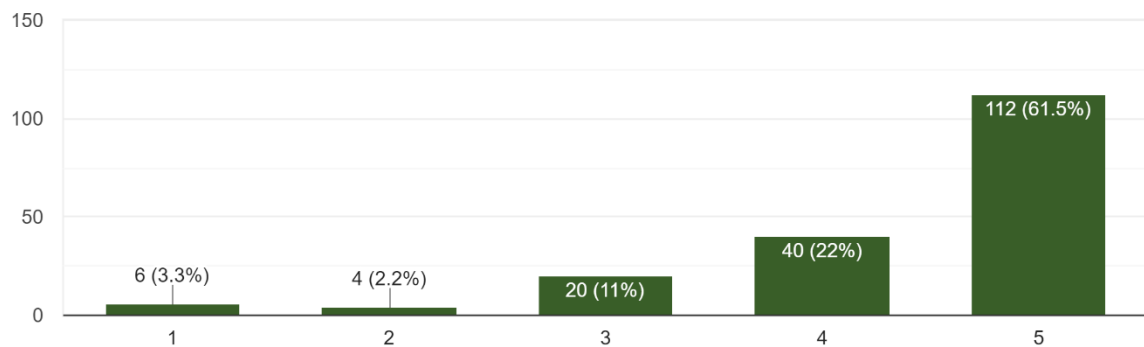
Whilst it is clear that members wish to improve, less members are keen on the idea of a Logbook/ Passport. It can be seen that members would prefer to choose what they learn. As with the comment above people are keen to have a good quality resource, that they themselves can use and point to beginners. One member puts it nicely, and none of the executive would disagree;

“Always refresh the basics, always refresh H&S”

This material drives people to the AWGB rather than other avenues. Furthermore, having supporting written material is an important factor in producing content. For any videos we create, having a through write up is important to members.

D1. We are considering building library of material using video, audio and written material. We may look to use specific tutors for specific elements s...u find this a valuable addition to your membership?

182 responses



Full question - D1. We are considering building library of material using video, audio and written material. We may look to use specific tutors for specific elements such as 'Spindle turning with Joe Bloggs' 'Colouring with Jane Smith' 'Segmented turning with John Smith' etc. Would you find this a valuable addition to your membership?

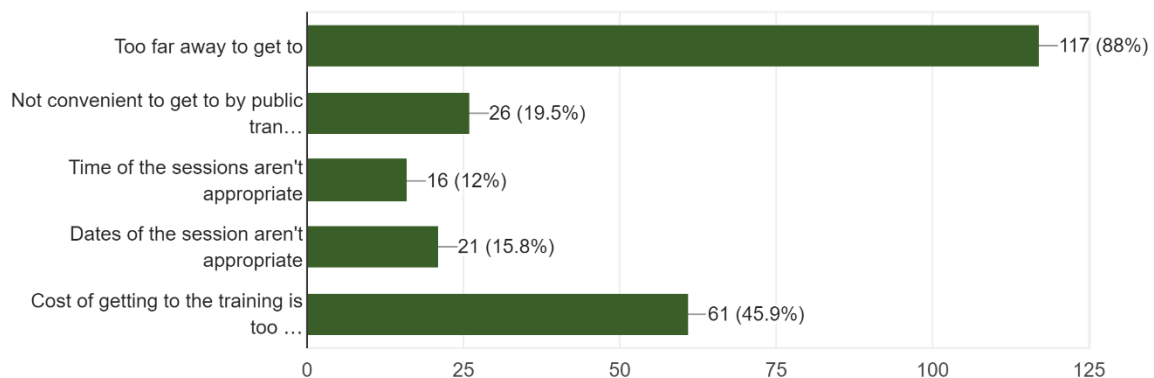
Overwhelmingly, members would like to have a video library that cover a variety of elements;

“As a beginner new to turning, I find 99% of all articles very intimidating in terms of level of expertise required and workshop kit. This is a shame - It's really not great for beginners / improvers”

The joint venture of the three initial videos that the AWGB has agreed to produce will be able to show if there is indeed demand for this library of material.

E2. In 'normal' times without the restrictions imposed by Covid-19, are there any barriers for you attending courses / workshops? (Tick all that apply)

133 responses



Out of 186 responses 133 responded to this question.

“The free training sessions I have attended have been first rate. Enjoy Revolutions for content but especially for advance notice of workshop training sessions.”

Our members enjoy workshops when they attend them, few members have been on workshops (see section 2) and the common theme is that courses and workshops are too far to get away to. Although our workshops are free for members, the cost of getting there can be too much for some to justify. These are the main factors affecting workshop attendance and the perception of our workshops.