



**BRITISH MOUNTAINEERING COUNCIL**

# **Recruiting, Retaining and Supporting Club Members**

Will Harris

Regional Development Officer

(England East)

# Recruitment

- ” What are you trying to achieve?
- ” Increasing numbers
- ” Sustainable meets programme
- ” Changing age/gender profile
- ” Activities
- ” Committee





# Associate Member Schemes

- “ Great way to introduce potential members
- “ Improved conversion rate?
- “ Specific meets

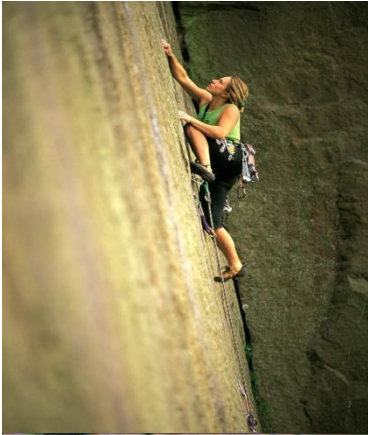


# Linking up with Student Clubs

- ” Steady stream of young new members
- ” Joint meets work well
- ” Associate members?
- ” RDO's can broker relationship



# Novice member meets



**PROGRESSION TO ROCK**



**WHERE?**

- Sun 9th March – Troy Quarry
- Sat 5th April – Cae Ysgubor – Tremadog
- Sat 17th May – Shepherds Crag (Borrowdale)
- Sun 7th June – Idwal Slabs (Ogwen)

**WANT TO ATTEND?**

Please contact Joe or Kate at  
[membership@lancsmc.org](mailto:membership@lancsmc.org)

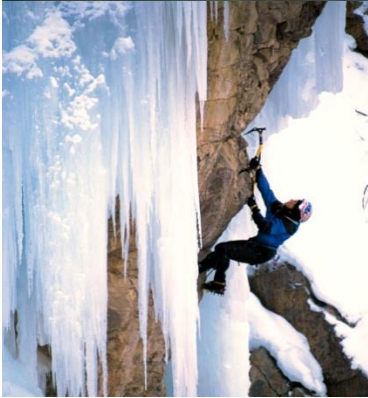
These will be advice/mentoring sessions, not professionally instructing.  
People attending will be covered by The BMC public liability insurance

  
  
[lancsmc.org](http://lancsmc.org)



# Novice member meets

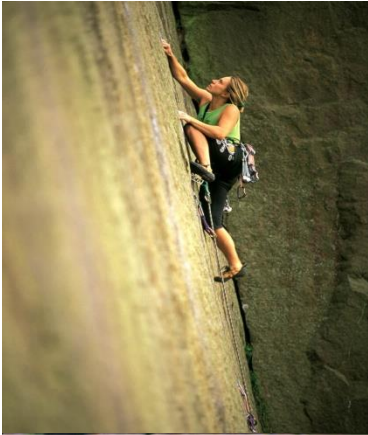
- ” Indoor to outdoor/ Progression to rock
- ” Tap into climbing wall based audience
- ” Younger potential members
- ” Share skills
- ” No need for qualified instructors
- ” Covered by BMC insurance: Andy Goulbourne from Perkins Slade



# New member meets

- “ A chance to showcase the club
- “ Other new members can get to know each other
- “ Advertises that the club is active
- “ RDO's can advertise via BMC social media



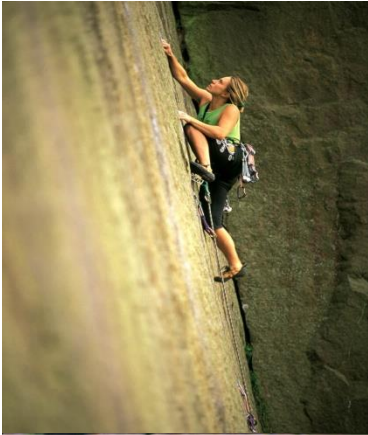


# Spreading the word

- “ Word of mouth
- “ Posters/ Flyers
- “ Social media
- “ Website
- “ BMC website, FB, Twitter...







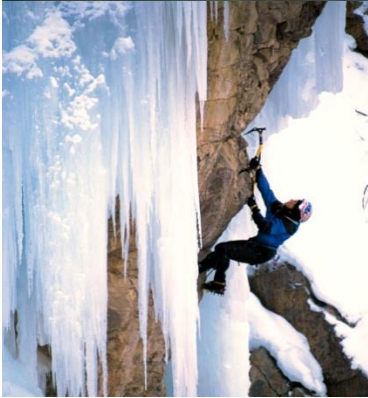
# Retaining members: Communication

- “ BMC Survey- Email preferred
- “ Email lists a good way to keep engaged- e.g. Alpinet
- “ E-newsletters/ newsletters
- “ Use social media to advertise ad hoc events
- “ Forums work if sufficient traffic



# Retaining Members: Meets Programme

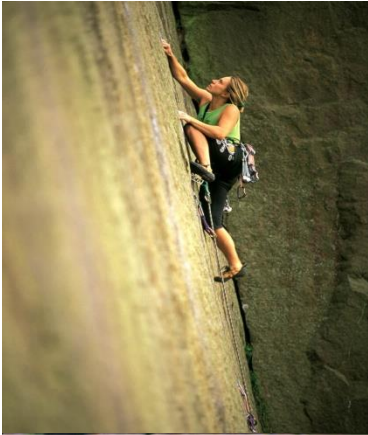
- “ Most important attribute identified in club survey
- “ Keep varied & Inclusive
- “ Make info easily available
- “ Website/ social media important- let potential members see what's happening



# Supporting Club Members

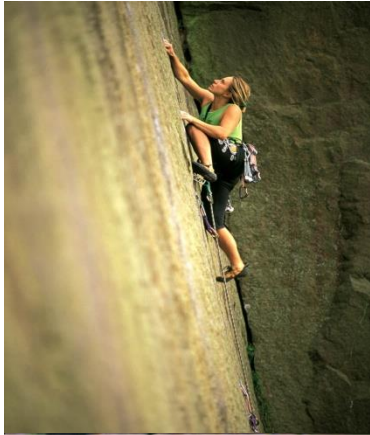
- ” Training opportunities
- ” Delivered by club- no need for quals
- ” Delivered by instructor
- ” BMC training novice club members weekend
- ” BMC club grants
- ” BMC club member courses





# BMC Regional Development Officers

- ” Offer advice and support to clubs
- ” England West: Jane Thompson  
[jane@thebmc.co.uk](mailto:jane@thebmc.co.uk)
- ” England East: Will Harris  
[will@thebmc.co.uk](mailto:will@thebmc.co.uk)
- ” London & SE: Liz Holley  
[elizabeth@thebmc.co.uk](mailto:elizabeth@thebmc.co.uk)
- ” [www.thebmc.co.uk](http://www.thebmc.co.uk)



Questions?  
Good Practice to Share?  
Issues experienced?