



Nidd Valley Road Runners

Survey Results – October 2021

“We want to know what you think.”

Rob Northfield - Chair



Headlines

83% (68) respondents said they strongly agree or tend to agree that Nidd Valley Road Runners is an inclusive club

Across a range of measures, members are happy with Nidd Valley Road Runners

Less than half (49%) of members *Tend to Agree* that they feel “in the loop”

70% of respondents said they had never thought of leaving the club but 30% had

Members who come to club are unlikely to leave and are likely to also promote the club

There are members who wish to improve

Family and work commitments together with people preferring to run earlier in the day prevents people from coming to club nights

Action Plan

Some things to think about:

Communications

Recognising faster runners

Organisation and structure of club nights

Improvement running plans

Route variety

Time of club nights

Background to the Survey

Survey was open between 5th September 2021 and 3rd October 2021

We have 197 members

We received 82 responses

This is a 41.6% response rate

Net Promoter Score

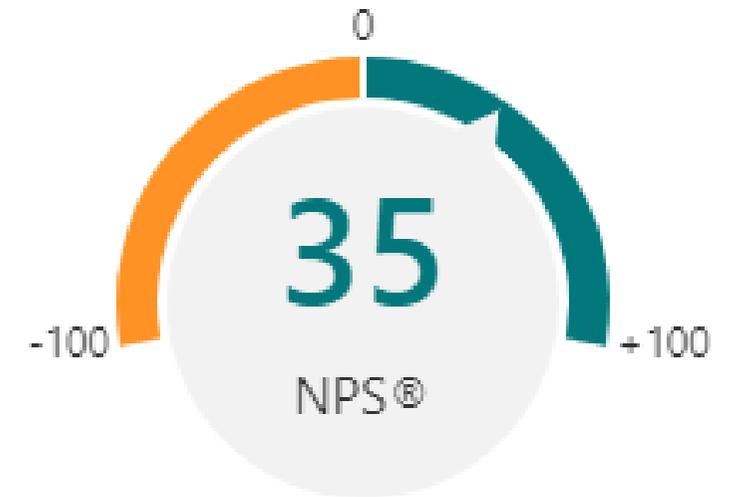
Net promoter score is a widely used market research metric that typically takes the form of a single survey question asking respondents to rate the likelihood that they would recommend a company, product, or a service to a friend or colleague.

A score of 30-70 is classified as GREAT

We can also classify responses in to Promoter, Detractor and those who are Passive.

Promotor had the highest NPS at 47 (47%), followed by Detractor at 20 (23%) and Passives at 15 (18%)

Promoter accounted for 57% of NPS and were those members who indicated a score of 9 or above for Recommend a friend to Nidd Valley Road Runners. Passive was categorised as anyone who indicated a score of 7 or 8, and Detractor was anything else.



If you had to describe your running ability on a scale of 1 to 10, where 1 is beginning the couch to 5k programme and 10 is a regular marathon and ultra runner, where would you put yourself?

Club members (11) who were at the beginning of their running journey were promoters of the club and were also likely to attend club nights.

Those club members (21) who are regular marathon and ultra marathon runners took part in lots of running events throughout the year.

As we might have expected the average response was 6.39, somewhere in the middle.

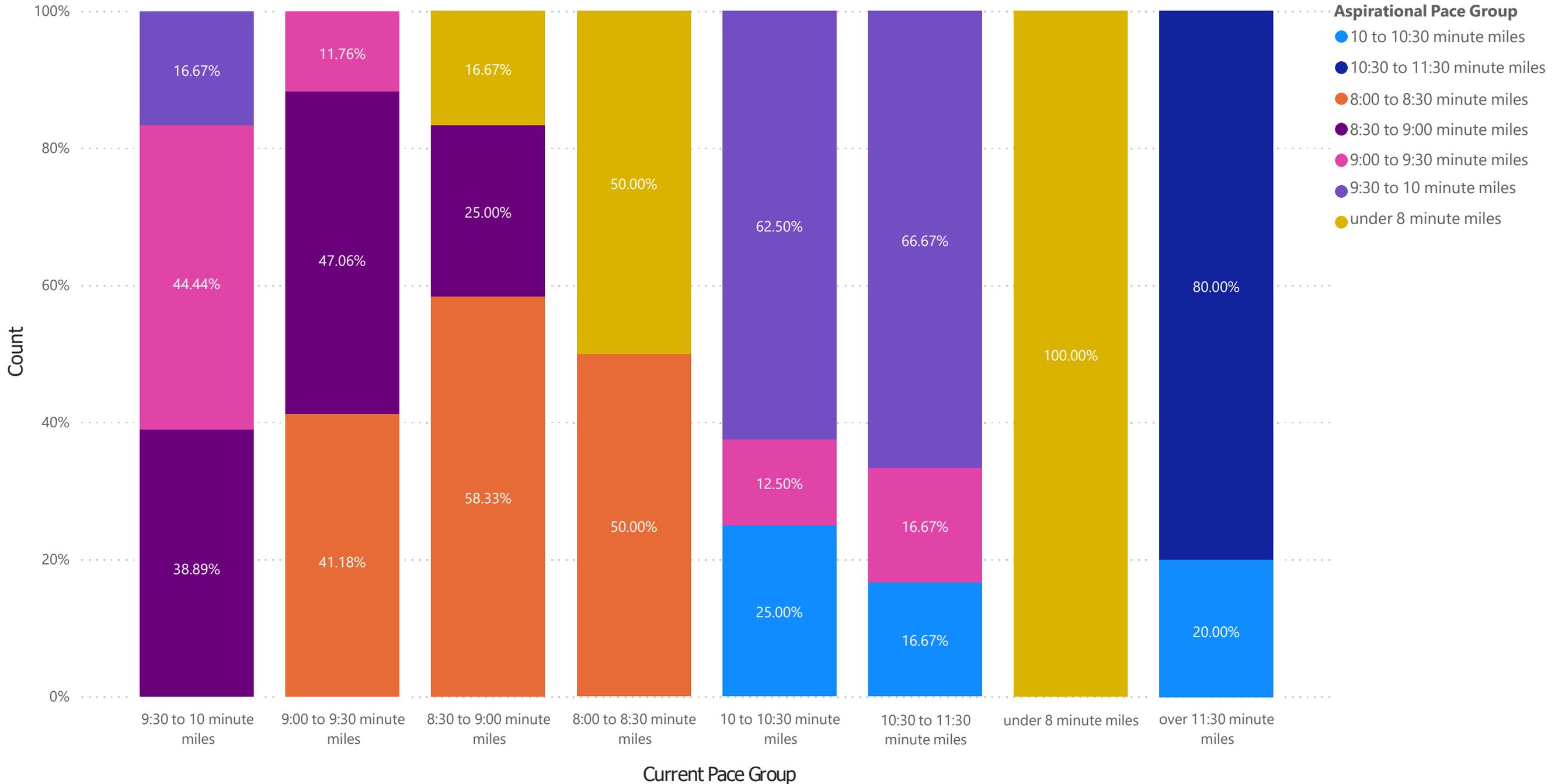
80% of respondents saw themselves in groups 4, 5, 6, 7 and 8

28% rated between 8 and 10 and the majority of this cohort also said they took part in over 20 running events throughout the year.

6% of responses rated 1 to 4 and the majority of these answered no to the question about whether they had ever thought about leaving the club. This same cohort also were a Promotor. The majority of this cohort also said they were very likely to attend club nights.

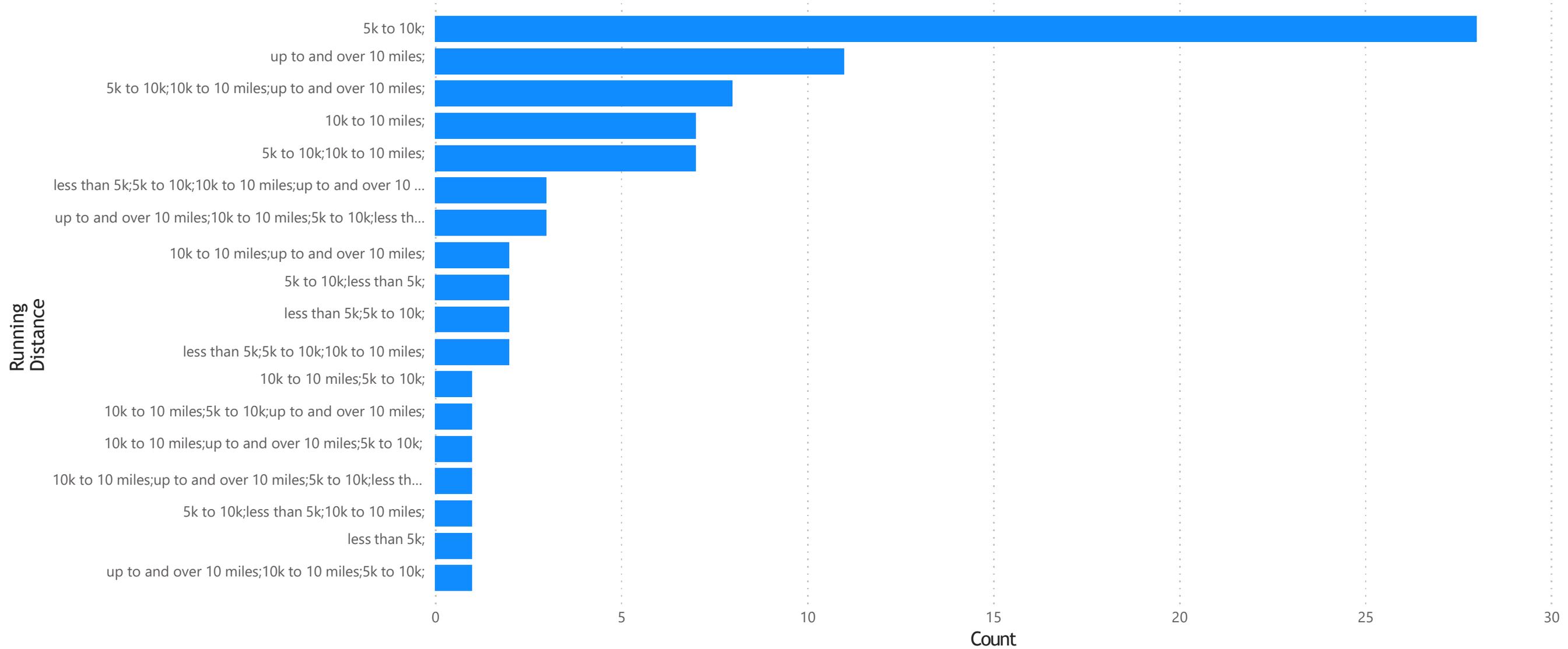


Count by Current Pace Group and Aspirational Pace Group



Respondents have indicated their current pace group along with the aspirational pace group. For example, where respondents have indicated their current pace group as 9:30 to 10 minute miles, 38% want to get to 8:30 to 9 minute miles, 44% want to get to 9:00 to 9:30 minute miles, and 17% are happy where they are. At the other end, where respondents have indicated their current pace group as over 11:30 minute miles, 20% want to get to 10:00 to 10:30 minute miles and 80% want to get to 10:30 to 11:30 minute miles.

Running Distance

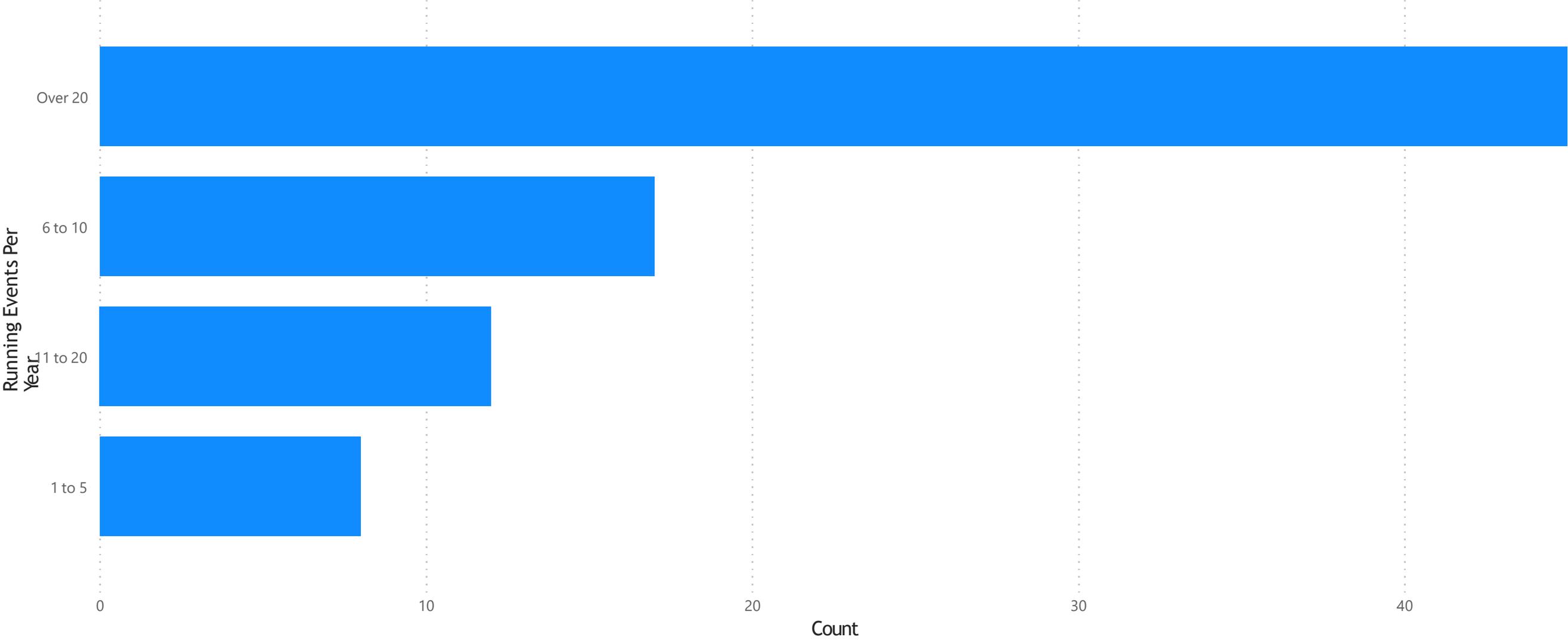


What running distance are you most comfortable with? (select all that apply)

42% of respondents selected they were comfortable with 5k to 10k
10k to 10 miles 26%
21% were comfortable at up to and over 10 miles
10% were comfortable at 5k or less



Count by Running Events Per Year



How many running events do you like to take part in each year? e.g. organised races, social runs, parkruns etc

At 45, Over 20 had the highest Count and was 462.50% higher than 1 to 5, which had the lowest Count at 8.

Over 20 had the highest Count at 45, followed by 6 to 10, 11 to 20, and 1 to 5.

Over 20 accounted for 54.88% of Count.

Across all 4 Running Events Per Year, Count ranged from 8 to 45.

The majority of people took part in 20 or over running events a year.
Participation is high in the club

What prevents you from taking part in more running events?

To be aware of the reasons some members do not take part in more running events

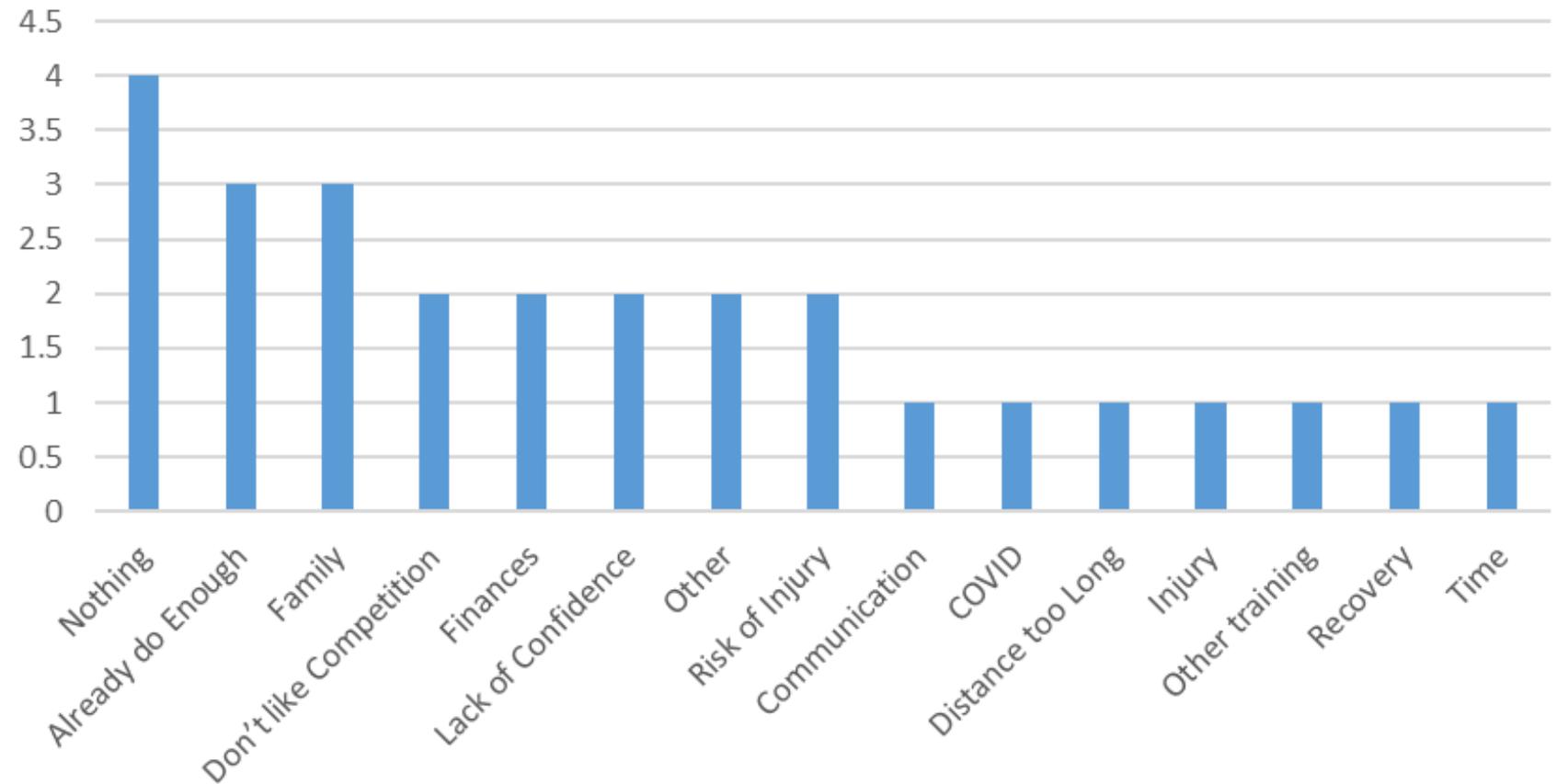
48% of respondents (34 people) said they were too busy

Risk of injury from overtraining, too many races is counter productive

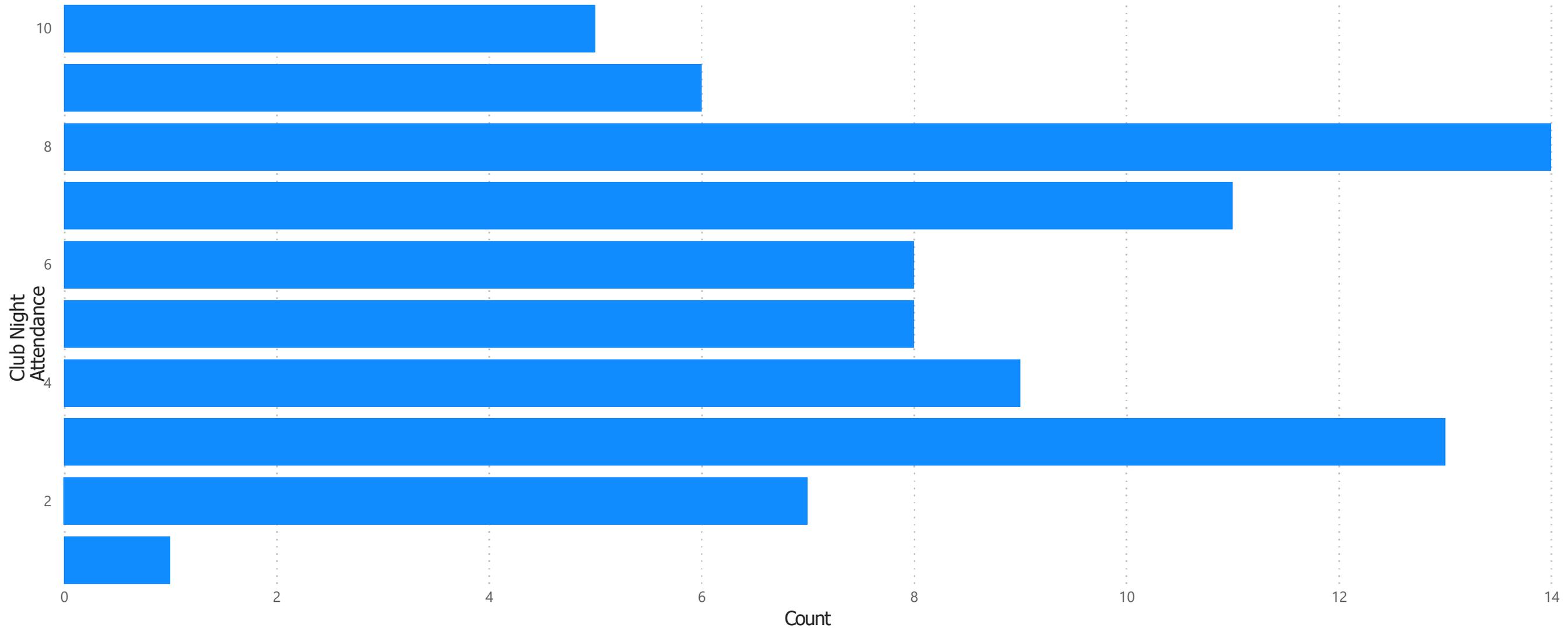
I dont want to over race . I need time to recover from races as I get older and i dont want to injure myself

They are too far there needs to be more events for 5km runners or maybe some 7km or 8km so it's just in the middle for the little extra challenge for 5km runners.

What prevents you from taking part in more running events?



Count by Club Night Attendance



How likely are you to attend club nights? (1 is never, 10 is always)

At 14, 8 had the highest Count and was 1,300.00% higher than 1, which had the lowest Count at 1.

8 had the highest Count at 14, followed by 3 and 7. 1 had the lowest Count at 1.

8 accounted for 17.07% of Count.

Across all 10 Club Night Attendance, Count ranged from 1 to 14.

33% rated 8 – 10 for this question. A third of members were highly likely to attend club nights

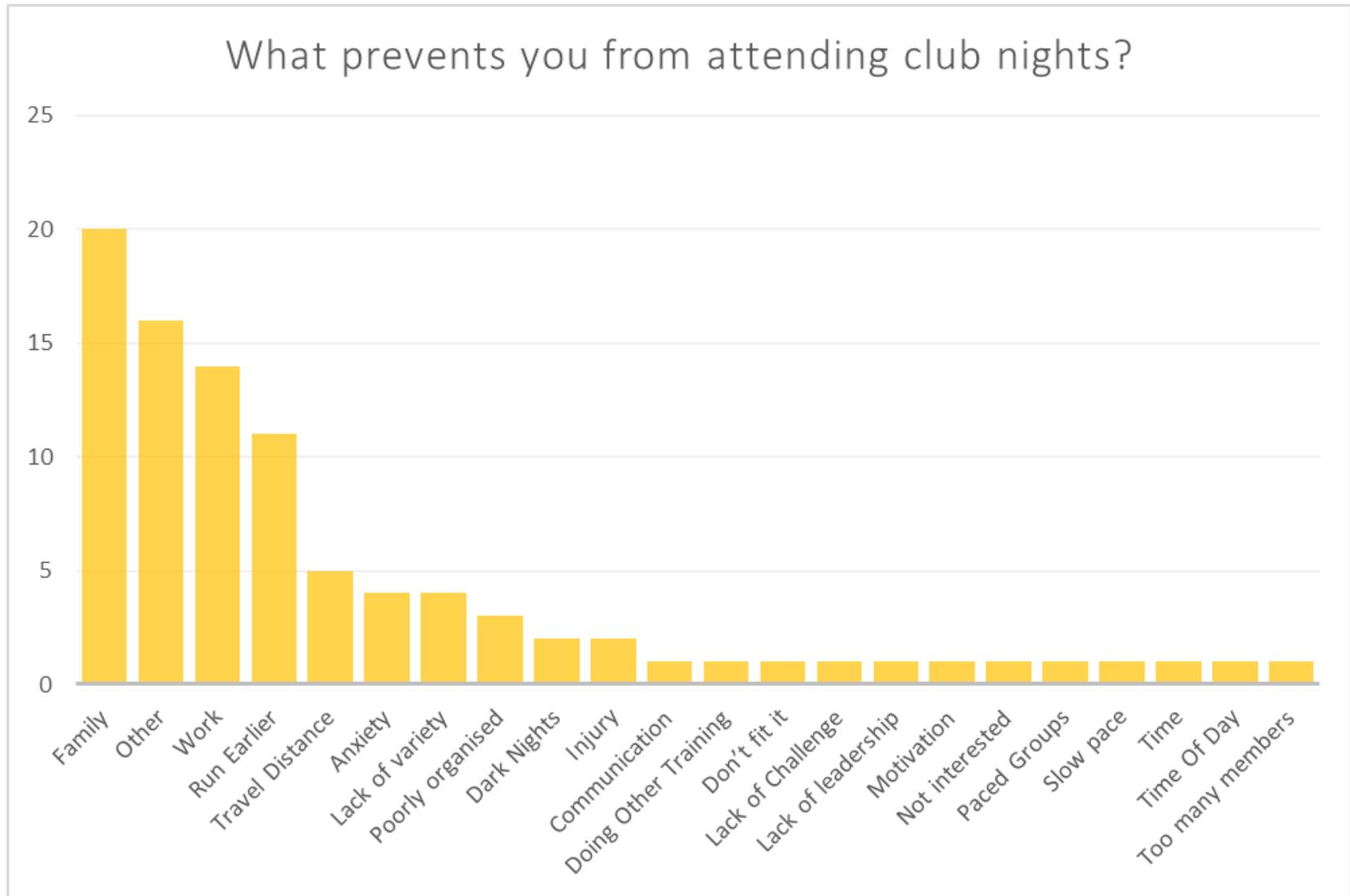
92% of this cohort, who are highly likely to attend club nights are also highly unlikely to leave the club answering no to that question

84% of this cohort are also promoters of the club

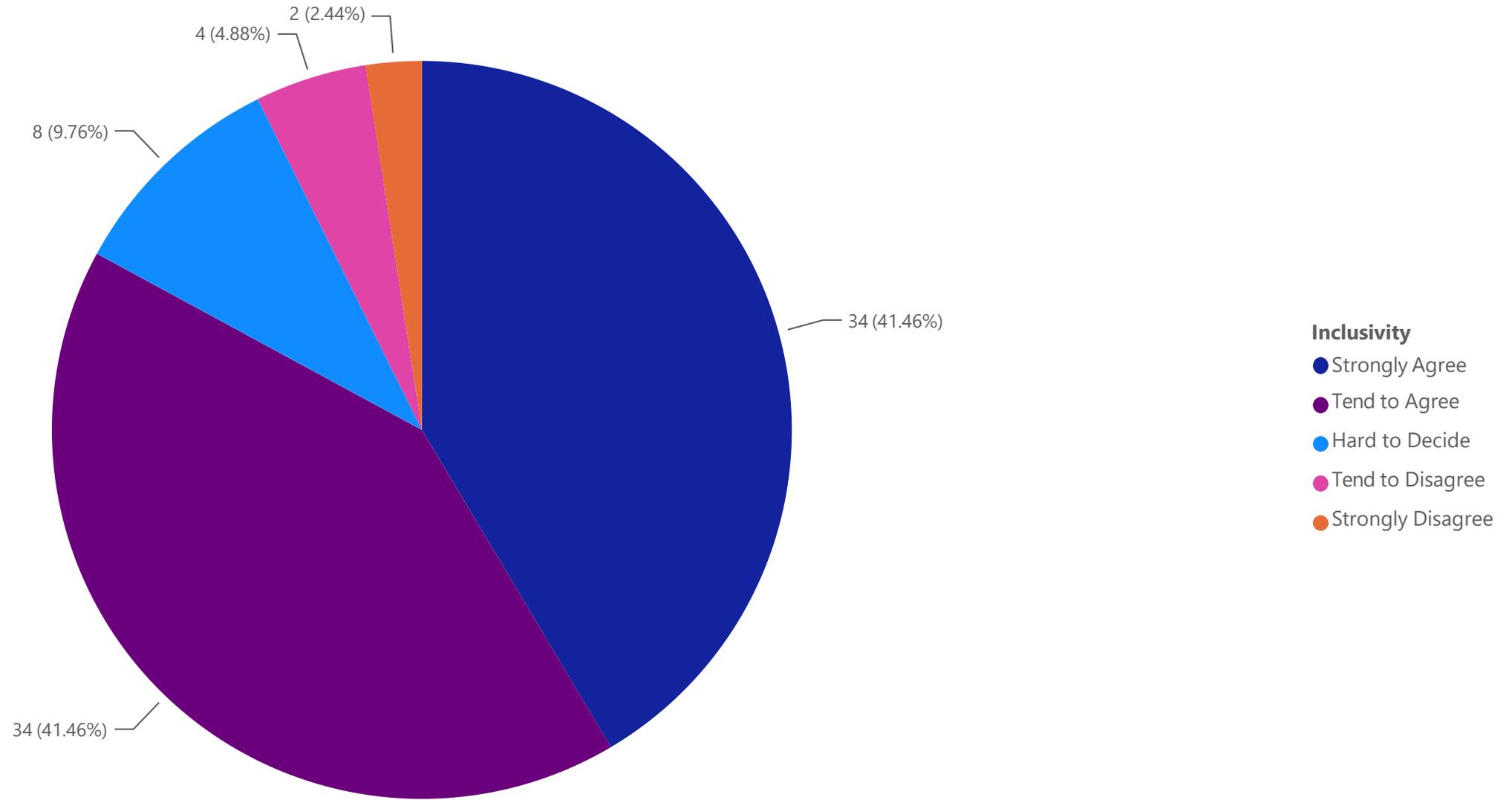
People who come to club are unlikely to leave and are likely to promote the club

What Prevents you from Attending Club Nights?

Family and work commitments together with people preferring to run earlier in the day prevents people from coming to club nights.



Count by Inclusivity

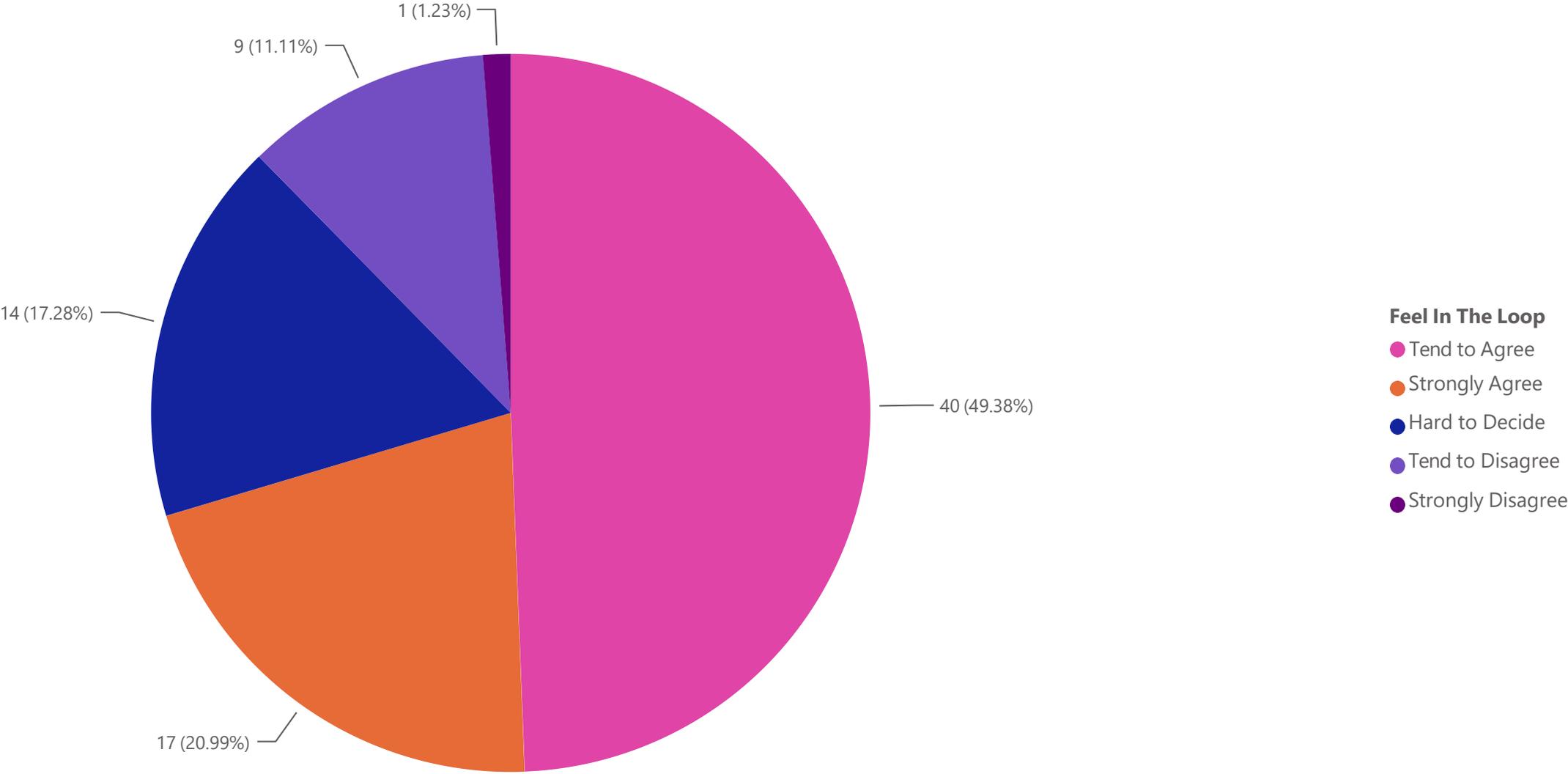


Nidd Valley Road Runners is an inclusive club

Tend to Agree and Strongly Agree tied for highest Count at 34, followed by Hard to Decide. Strongly Disagree had the lowest Count at 2

83% (68) respondents said they strongly agree or tend to agree that Nidd Valley Road Runners is an inclusive club

Count by Feel In The Loop



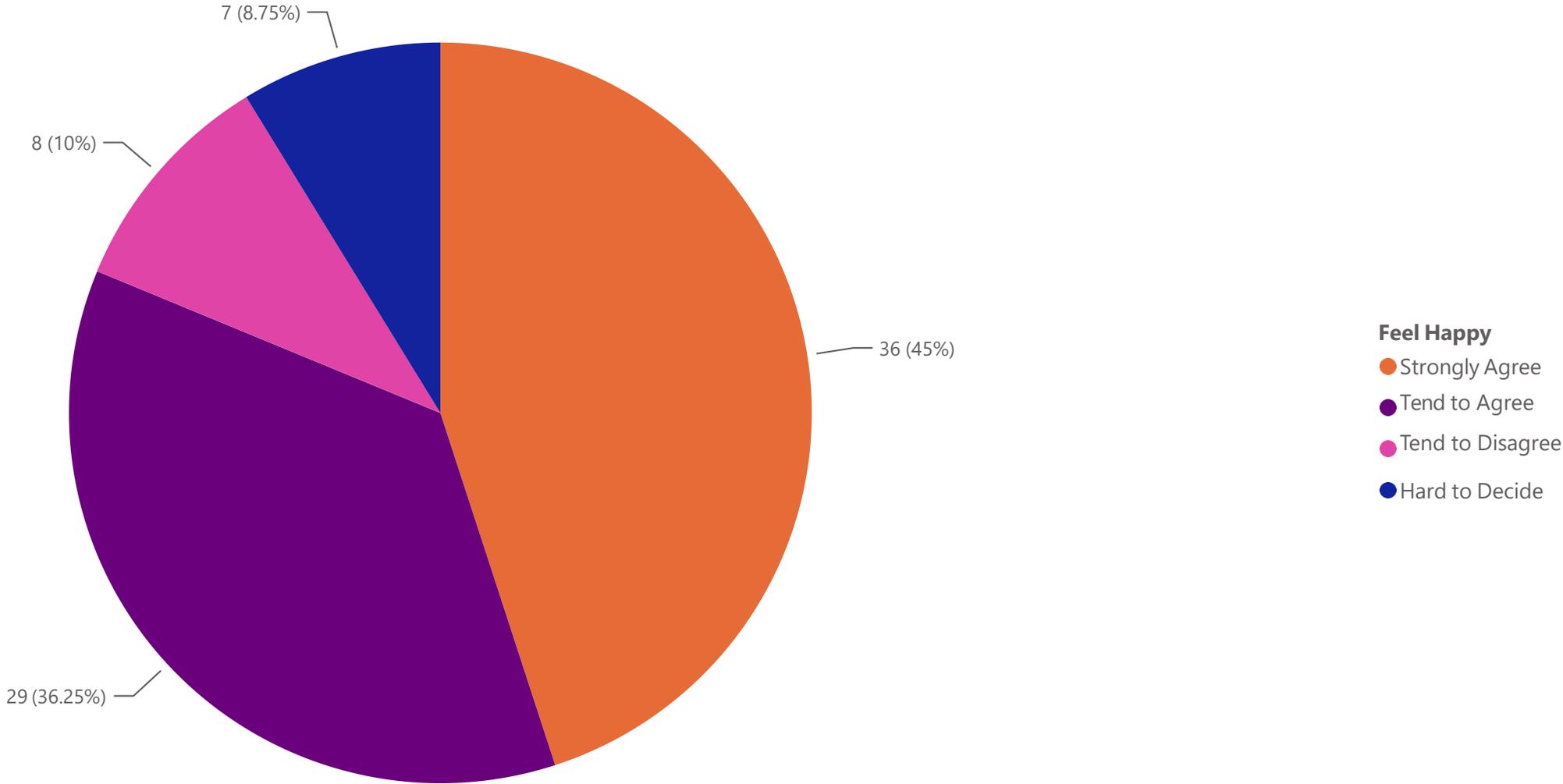
I feel in the loop, part of the team

Tend to Agree accounted for 49.38% of Count.

70% (57) of respondents said they tend to agree or strongly agree that they feel they are in the loop



Count by Feel Happy

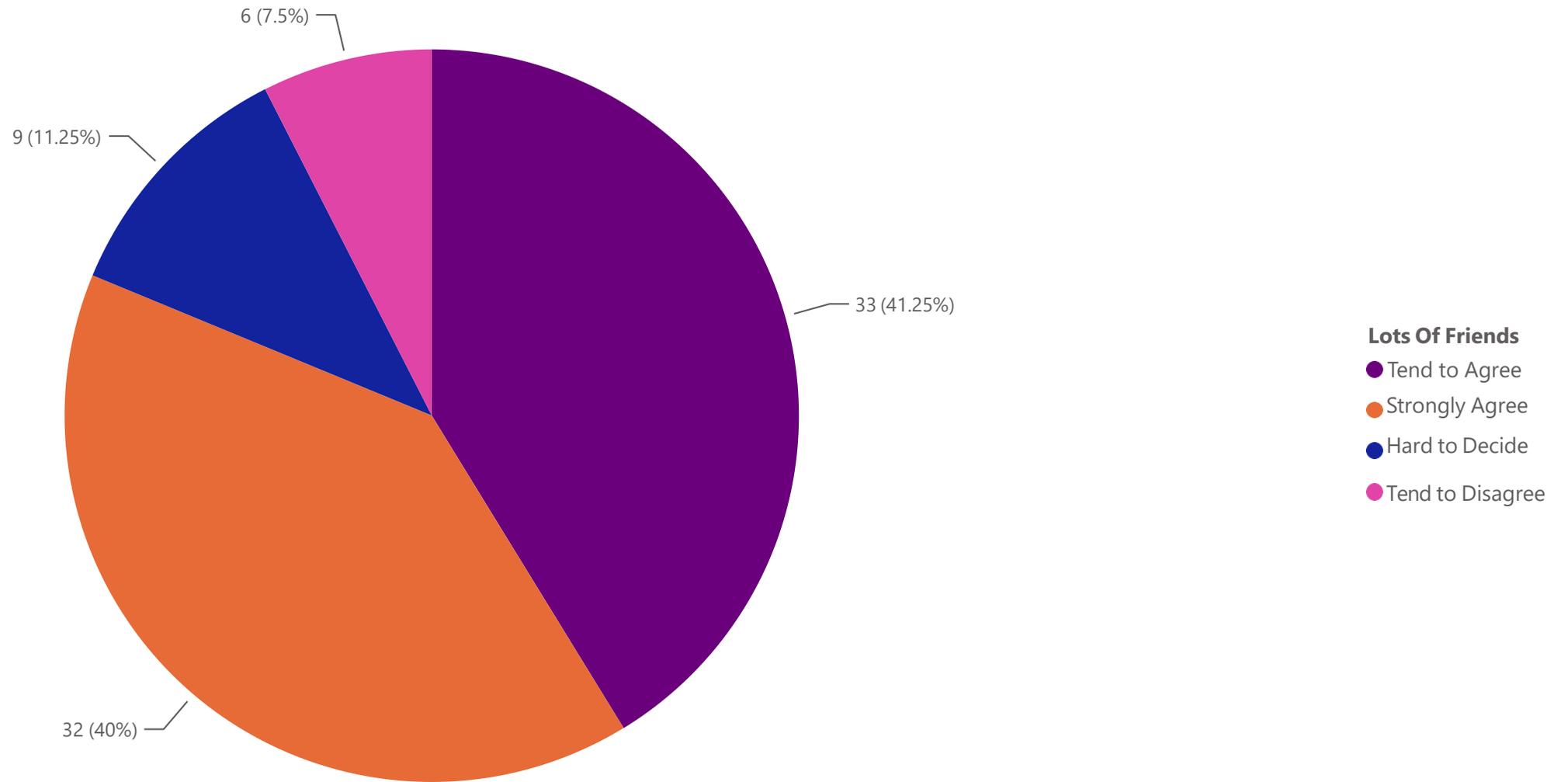


I feel happy in this club

Strongly Agree had the highest Count at 36, followed by Tend to Agree, Tend to Disagree, and Hard to Decide.

Strongly Agree accounted for 45.00% of Count.

Count by Lots Of Friends

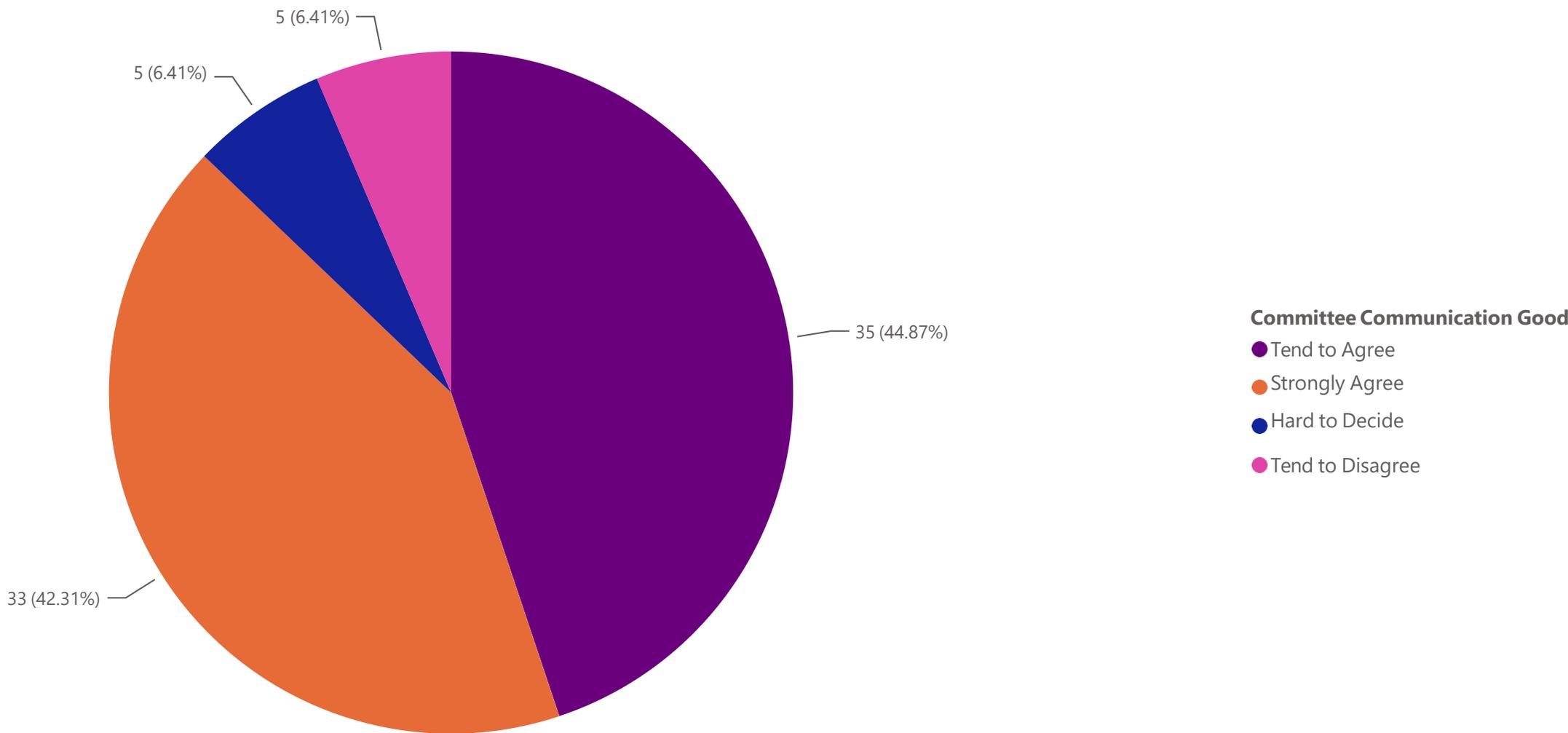


I have lots of friends in the club

Tend to Agree had the highest Count at 33, followed by Strongly Agree, Hard to Decide, and Tend to Disagree.

Tend to Agree accounted for 41.25% of Count.

Count by Committee Communication Good

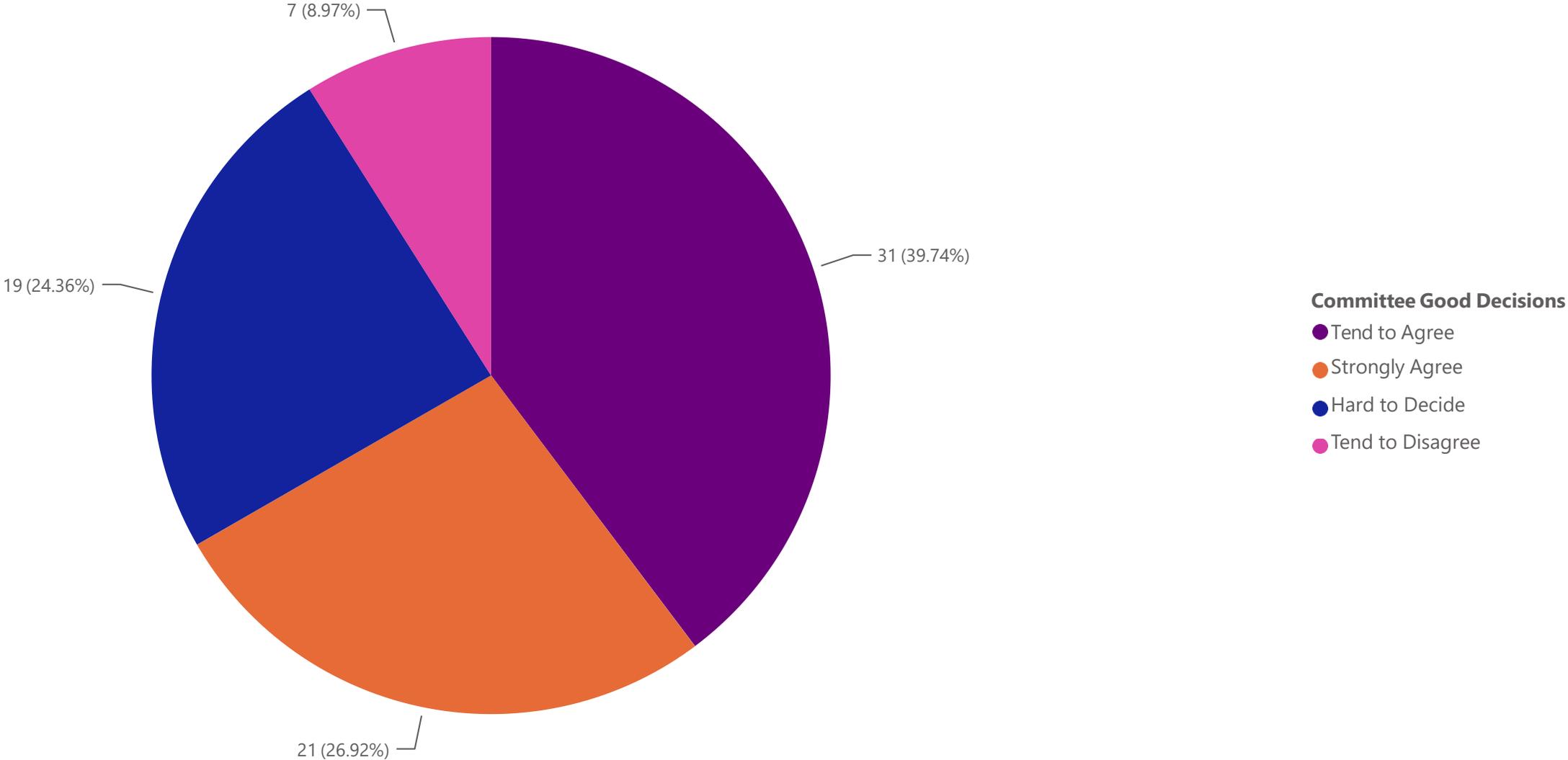


Communication from the committee is good

Tend to Agree had the highest Count at 35, followed by Strongly Agree at 33.

Tend to Agree accounted for 44.87% of Count.

Count by Committee Good Decisions

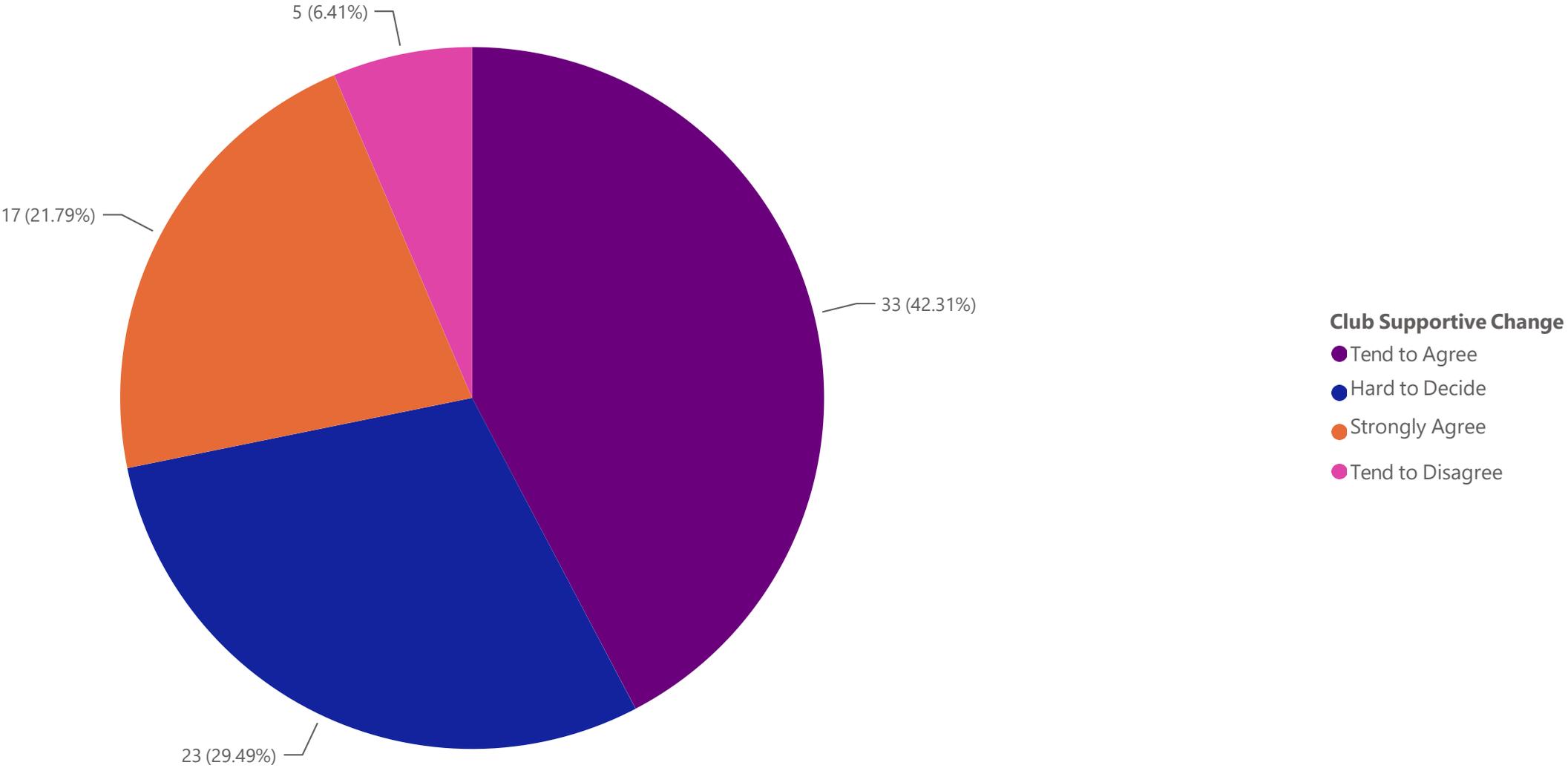


The committee make good decisions

Tend to Agree had the highest Count at 31, followed by Strongly Agree, Hard to Decide, and Tend to Disagree.

Tend to Agree accounted for 39.74% of Count.

Count by Club Supportive Change

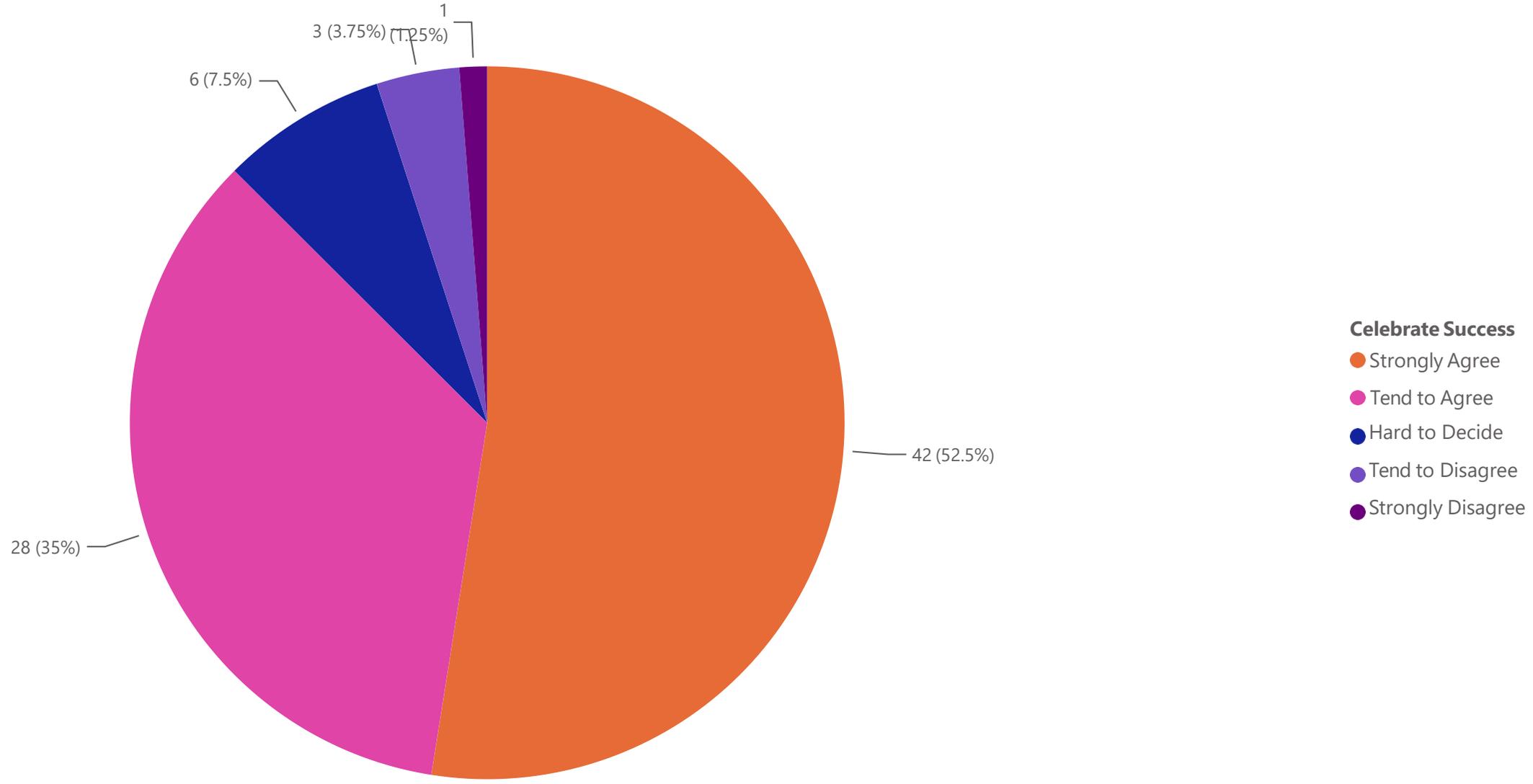


The club is supportive of change

Tend to Agree had the highest Count at 33, followed by Hard to Decide, Strongly Agree, and Tend to Disagree.

Tend to Agree accounted for 42.31% of Count.

Count by Celebrate Success

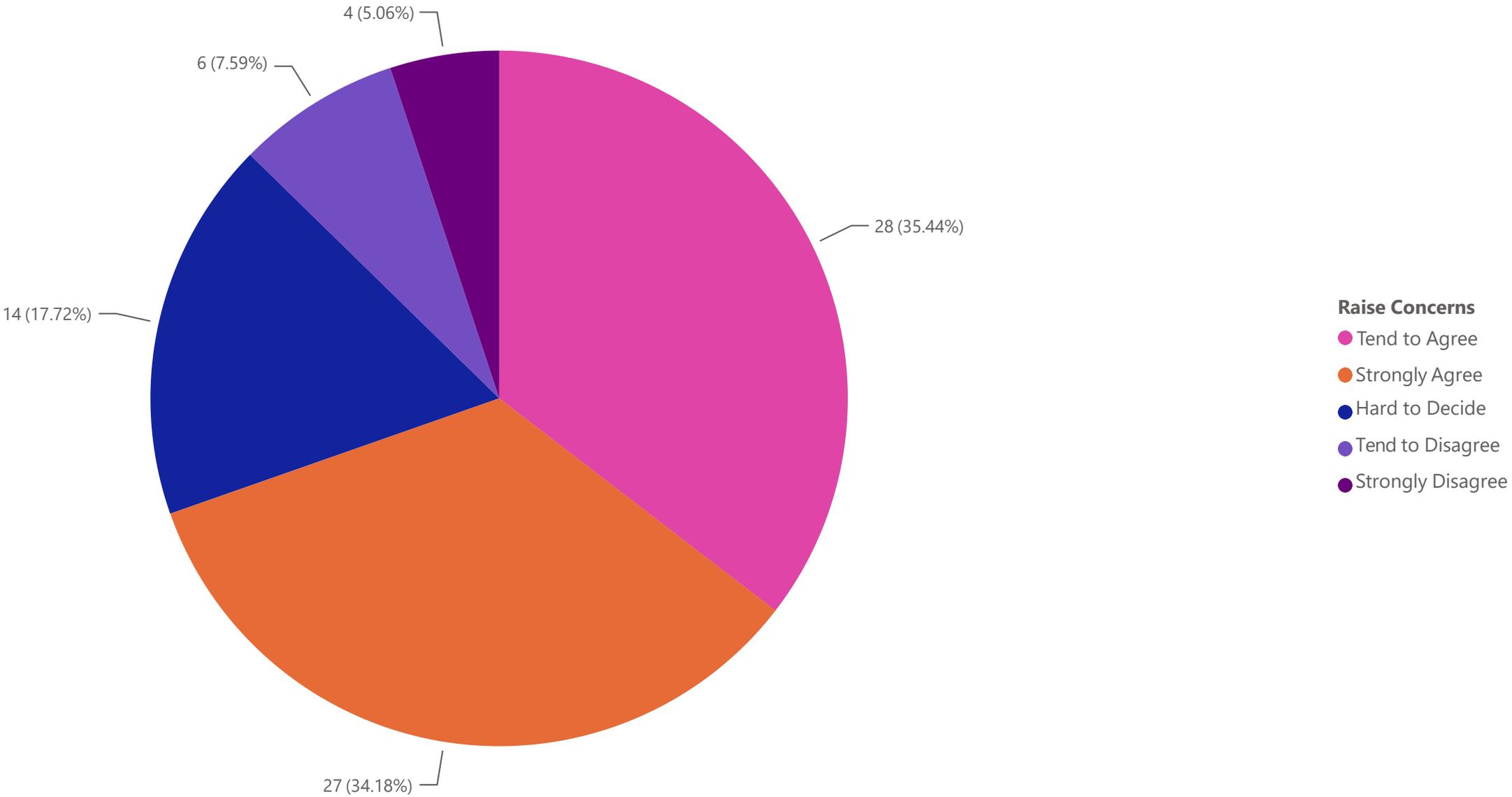


We celebrate success

Strongly Agree accounted for 52.50% of Count.



Count by Raise Concerns

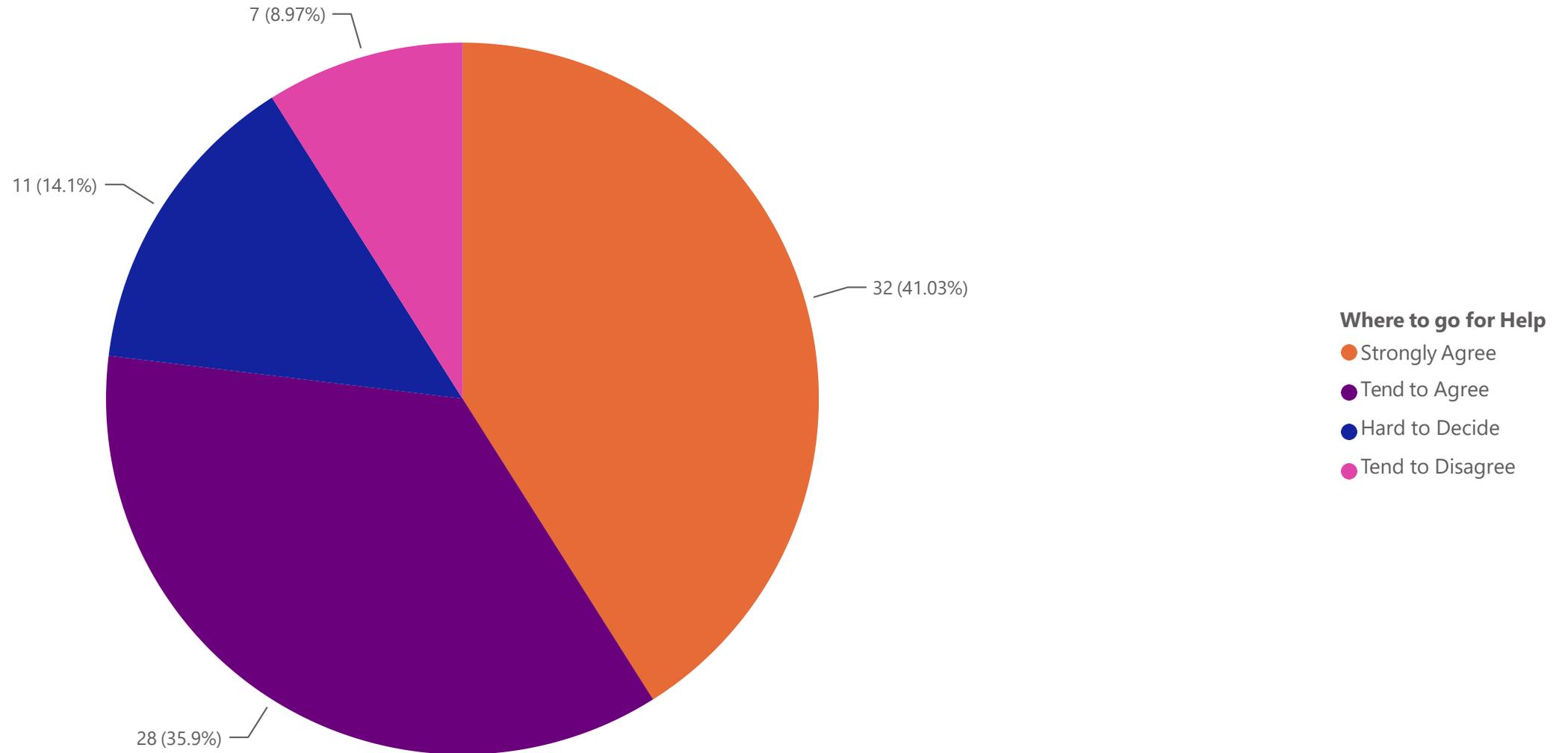


I can raise concerns I have with the club

Tend to Agree accounted for 35.44% of Count.



Count by Where to go for Help

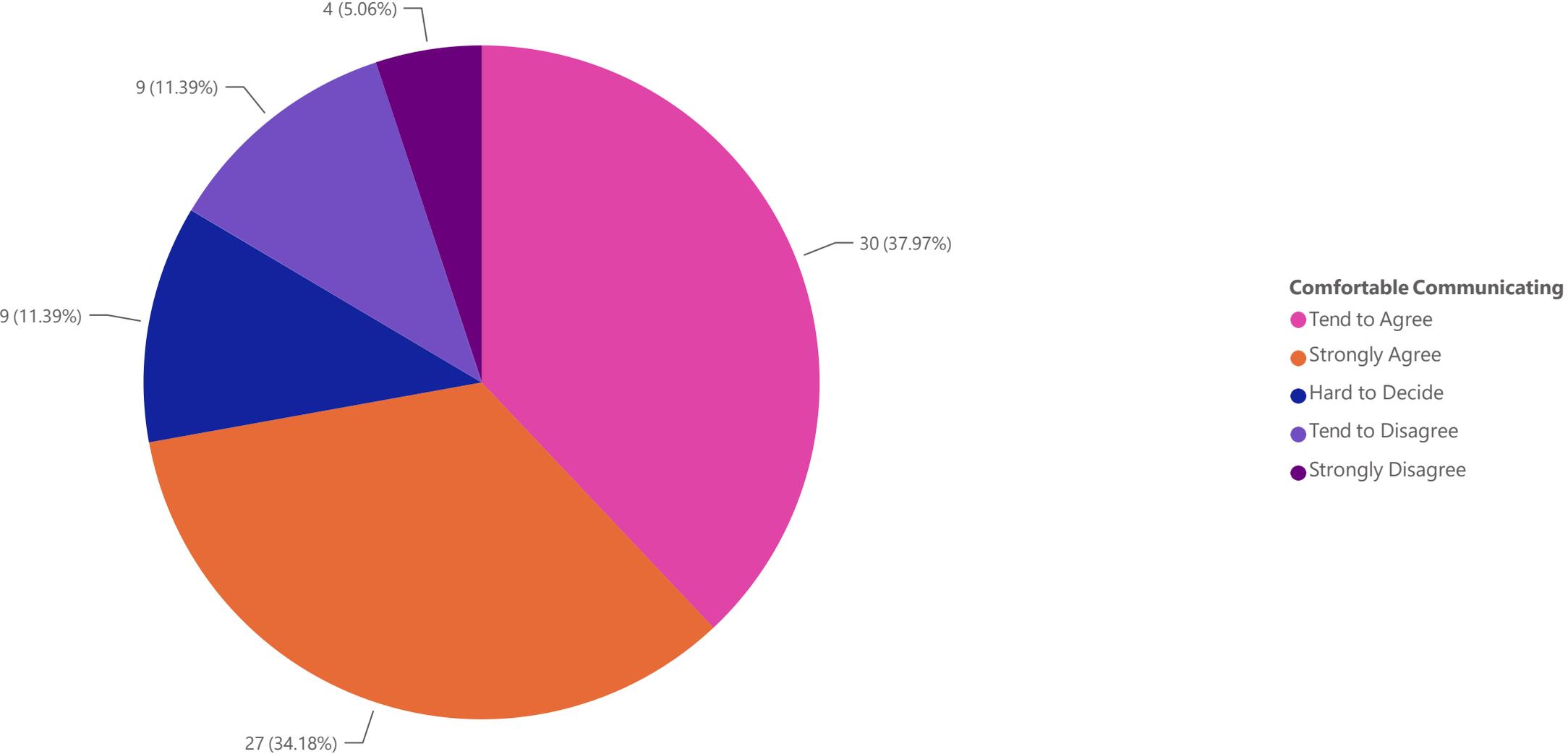


I know where to go for help

Strongly Agree had the highest Count at 32, followed by Tend to Agree, Hard to Decide, and Tend to Disagree.

Strongly Agree accounted for 41.03% of Count.

Count by Comfortable Communicating

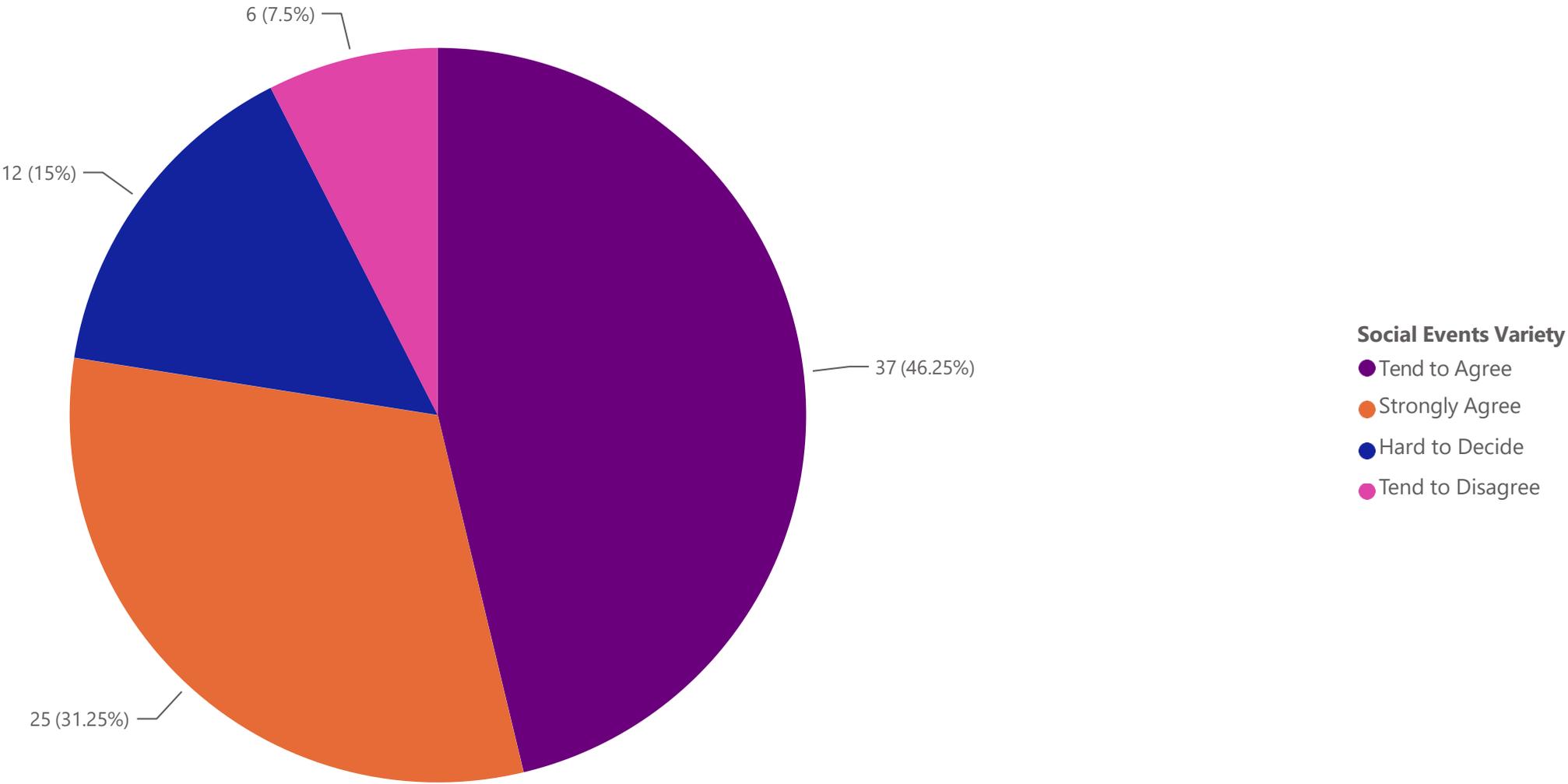


I feel comfortable communicating to the wider club via Facebook and email

Tend to Agree had the highest Count at 30, followed by Strongly Agree and Tend to Disagree. Strongly Disagree had the lowest Count at 4.

Tend to Agree accounted for 37.97% of Count.

Count by Social Events Variety

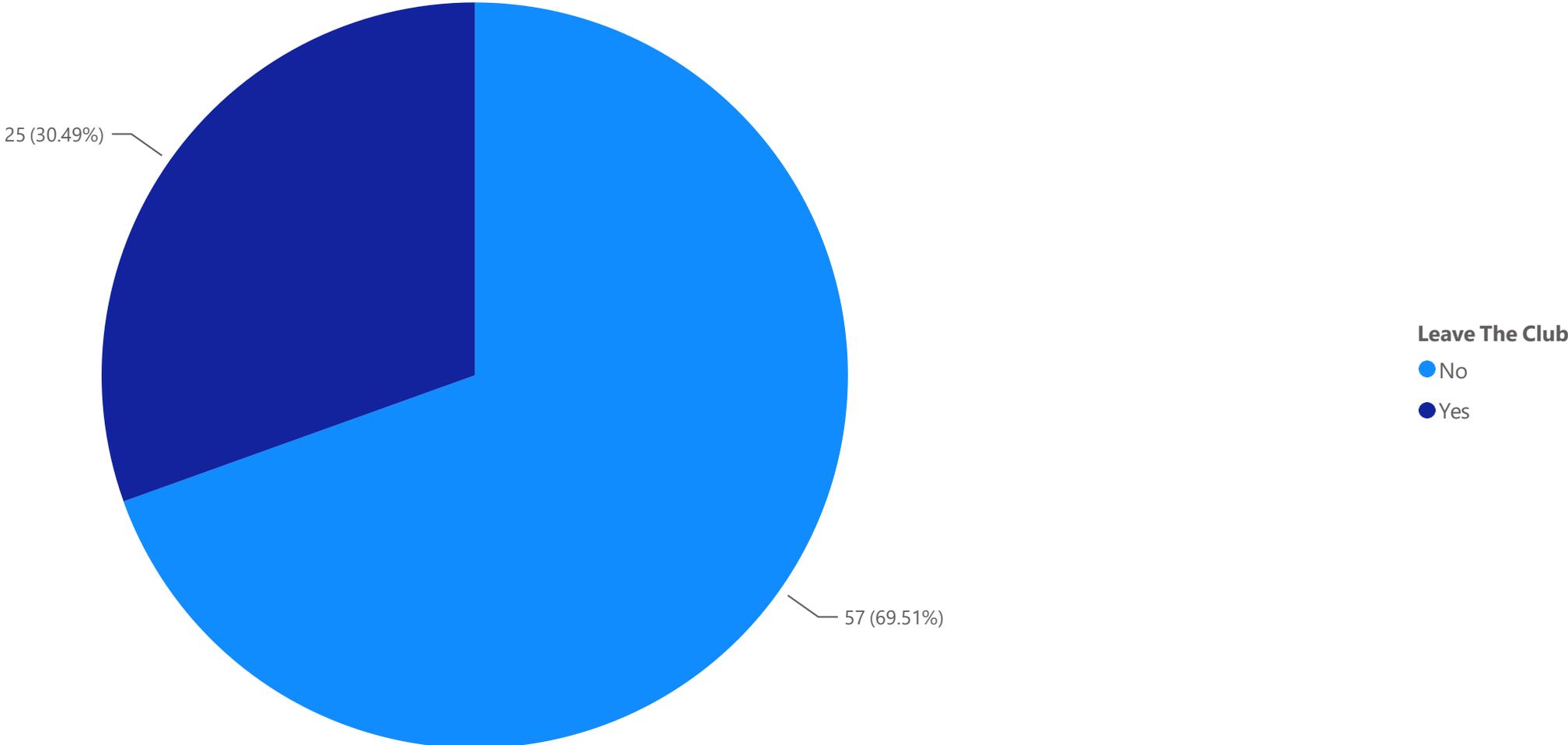


I feel Nidd Valley offers a variety of social events

Tend to Agree had the highest Count at 37, followed by Strongly Agree, Hard to Decide, and Tend to Disagree.

Tend to Agree accounted for 46.25% of Count.

Count by Leave The Club



Have you ever thought about leaving Nidd Valley Road Runners?

Count for [No](#) (57) was higher than [Yes](#) (25).

[No](#) accounted for [69.51%](#) of Count.



Have you ever thought about leaving Nidd Valley Road Runners?

Many respondents felt there was nothing wrong with the way the club operates but by the fact that we are surveying the membership it was felt that the survey meant there was something wrong.

Complaints handling

Cliquey nature of the club

Not catering for faster runners

Being too focussed on steadier runners

Club is too big

Need new routes

More off road runs

More Sunday runs

More social events

More focus on improving

More focus on running

By focussing on inclusivity this is creating the opposite

Run earlier in the day

Too many club policies are felt unnecessary

Club championship qualification needs strengthening

More local races

More specific training plans

What would you like us to do more of?



Earlier evening runs

Morning runs

Encourage mentoring of new runners

Encourage racing and improving running

Formal training

Make club nights less anxiety inducing

Share committee minutes

What would
you like us to
do more of?

Most people want the club to do more RUNNING!

Primary aim of running

More interval and hill training

Annual charity

Trail running

Community Events

Speed sessions and technique

Sunday runs

Track days

Morning runs

What should we keep the same?

Cheering runners over the line

Training

Strong commitment to promoting local races, leagues and championships in all formats whilst not being afraid to include new races and challenges further afield.

Open communication, positivity and inclusive ness

The busy and interesting/varied race calendar.

Keep friendly,
let's not get
overly serious.

Keeping the
happiest club
in Harrogate.

Regular club
nights

Intervals

pub runs in
summer

awards night

monthly star
awards

The friendly
and open feel.

What would you like us to do less of?

Censoring Facebook

Getting hung up on trivial stuff that's not important

...everyone agrees inclusivity is important, but I don't think it needs mentioning in every committee communication

Inciting negative feeling and trying to make a problem where I don't think there actually is one?

Navel gazing.

Inclusive nameless surveys much prefer people to be able to say what they want in an open forum but yes I know not all people aren't confident to do so.

It currently feels a bit like we are being micro managed. Being told who to talk to, to stay for a drink, to welcome newcomers. It's too much and the communications feel a bit like being at school.

What would you like us to do less of?

Socials involving pubs/drinking. As someone who has social anxiety it's impossible for me to join in.

Sometimes we do similar routes on Thursdays.

Stop trying to be everything to everyone

Superstar awards, they don't need to be monthly and should be for genuine great things.

Sometimes I feel we try to be too many things to too many people. Trying to please everyone often results in pleasing no one.

There is too much focus on the slower members of the club

As long as we all have the choice to opt in or not then nothing needs to be discouraged

Is there anything else you would like to tell us?

such a low aspiration club with the school sports day mentality

the integrity of the club champs needs to be maintained and competition encouraged,

I dearly love the club but do feel it's become fragmented and needs a bit more structure on club nights

Would prefer it if Tues and Thurs runs started a bit earlier eg 6.30 so we have more light and doesn't mean eating dinner so late

Just be a running club that's what we have joined and paid our fees for.

NVRR is awesome

The club has changed a lot in the last few years and I am sorry to say I don't think a lot of it has been for the better.

Would like to receive some advice and help regarding running techniques, stretching etc.