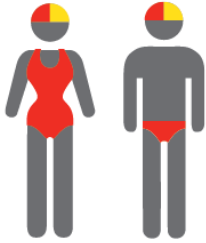


MEMBERSHIP STATISTICS REPORT EOS 2023/24



37

ACTIVE
MEMBERSHIP



126

TOTAL
MEMBERSHIP



44

JUNIOR
MEMBERSHIP

Vs. 2023/24 Mid-Season (JAN 2024)



2% Increase



1% Increase



Equal

Vs. 2022/23 EOS (MAY 2023)



27% Decrease



8% Decrease



4% Decrease

Note:
Numbers in this report are generated directly from Surfguard;
Active members are taken from the following demographics 13-15 Cadets, 15-18 Youth, Active 18+, Award and Active Reserve members.

TOTAL MEMBERSHIP

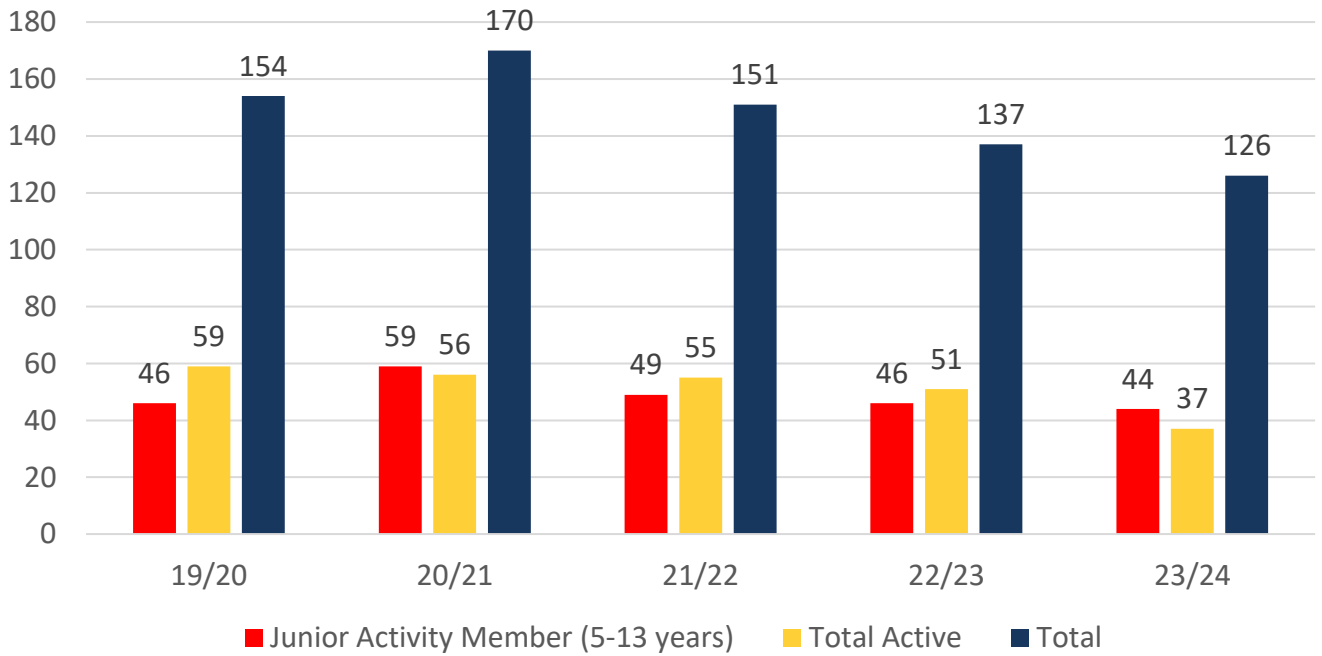
MEMBERSHIP 2019-2024

| | 19/20 | 20/21 | 21/22 | 22/23 | 23/24 |
|-------------------------------------|-------|-------|-------|-------|-------|
| | Total | Total | Total | Total | Total |
| Probationary | 26 | 31 | 28 | 13 | 16 |
| Junior Activity Member (5-13 years) | 46 | 59 | 49 | 46 | 44 |
| Cadet Member (13-15 years) | 6 | 10 | 6 | 7 | 6 |
| Active Junior (15-18 years) | 4 | 7 | 11 | 11 | 4 |
| Active Senior (18years and over) | 49 | 39 | 38 | 33 | 25 |
| Award Member | 0 | 0 | 0 | 0 | 2 |
| Reserve Active | 0 | 0 | 0 | 0 | 0 |
| Long Service | 0 | 0 | 0 | 0 | 0 |
| Past Active | 0 | 0 | 0 | 0 | 0 |
| Associate | 18 | 15 | 14 | 14 | 13 |
| Life Member | 5 | 8 | 4 | 8 | 6 |
| General | 0 | 1 | 1 | 5 | 5 |
| Honorary | 0 | 0 | 0 | 0 | 0 |
| Non Member Participants | 0 | 0 | 0 | 0 | 0 |
| Leave / Restricted | 0 | 0 | 0 | 0 | 5 |
| Total Active | 59 | 56 | 55 | 51 | 37 |
| Total | 154 | 170 | 151 | 137 | 126 |

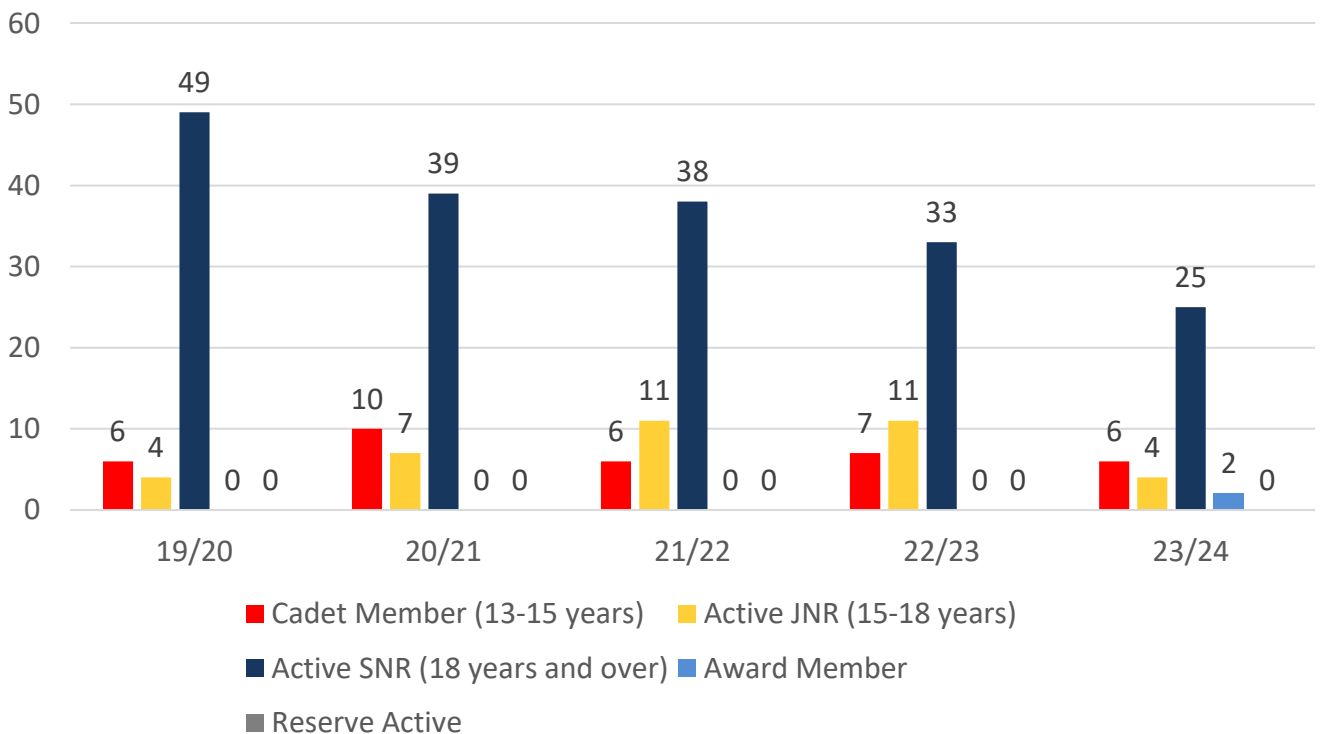
| | 19/20 | 20/21 | 21/22 | 22/23 | 23/24 |
|-------------------------|-------|-------|-------|-------|-------|
| | Total | Total | Total | Total | Total |
| Under 6 | 8 | 5 | 3 | 4 | |
| Under 7 | 3 | 11 | 6 | 1 | 5 |
| Under 8 | 7 | 6 | 9 | 6 | 2 |
| Under 9 | 4 | 11 | 7 | 8 | 5 |
| Under 10 | 6 | 5 | 12 | 4 | 9 |
| Under 11 | 3 | 9 | 4 | 9 | 3 |
| Under 12 | 4 | 3 | 7 | 6 | 9 |
| Under 13 | 5 | 5 | 2 | 6 | 7 |
| Under 14 | 6 | 4 | 6 | 3 | 6 |
| Junior Activities Total | 46 | 59 | 56 | 47 | 47 |

5 YEAR TREND ANALYSIS

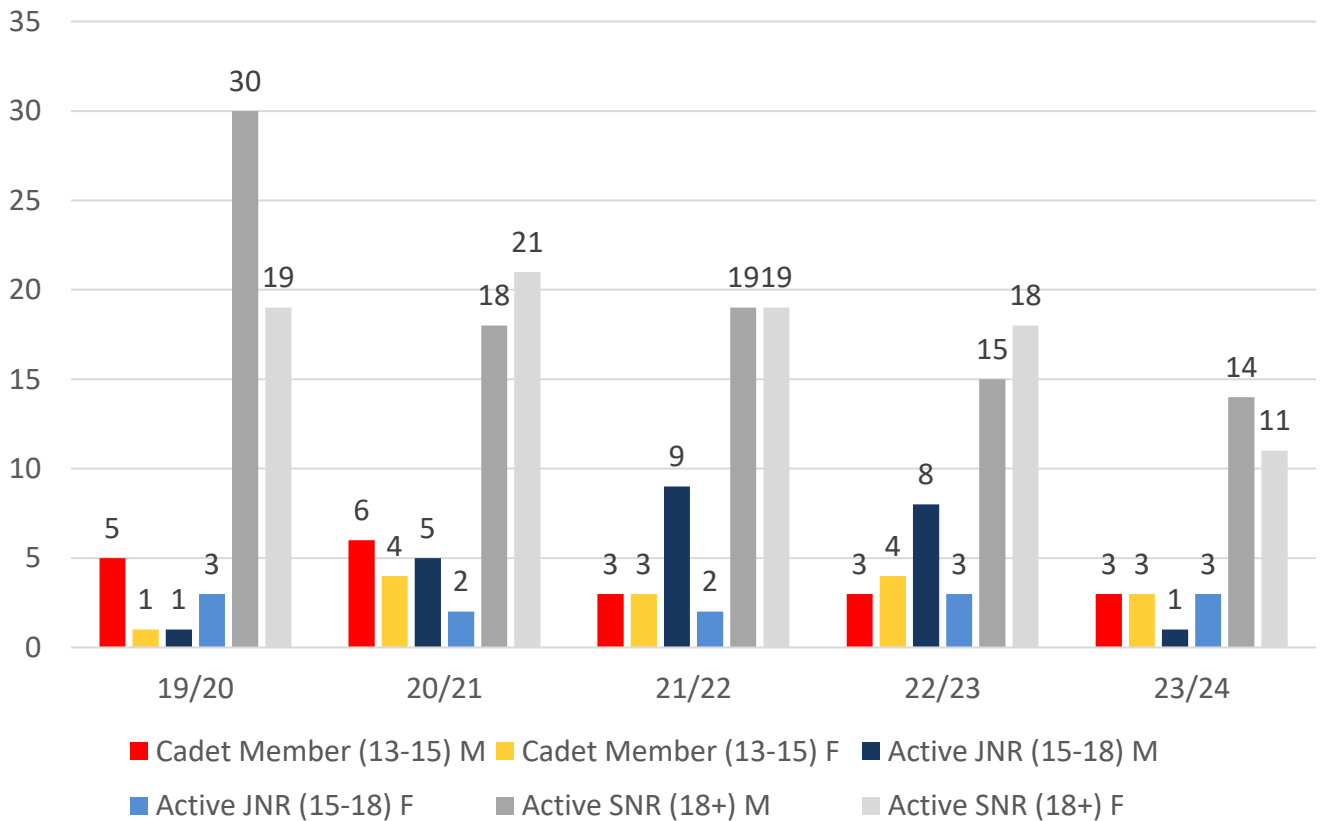
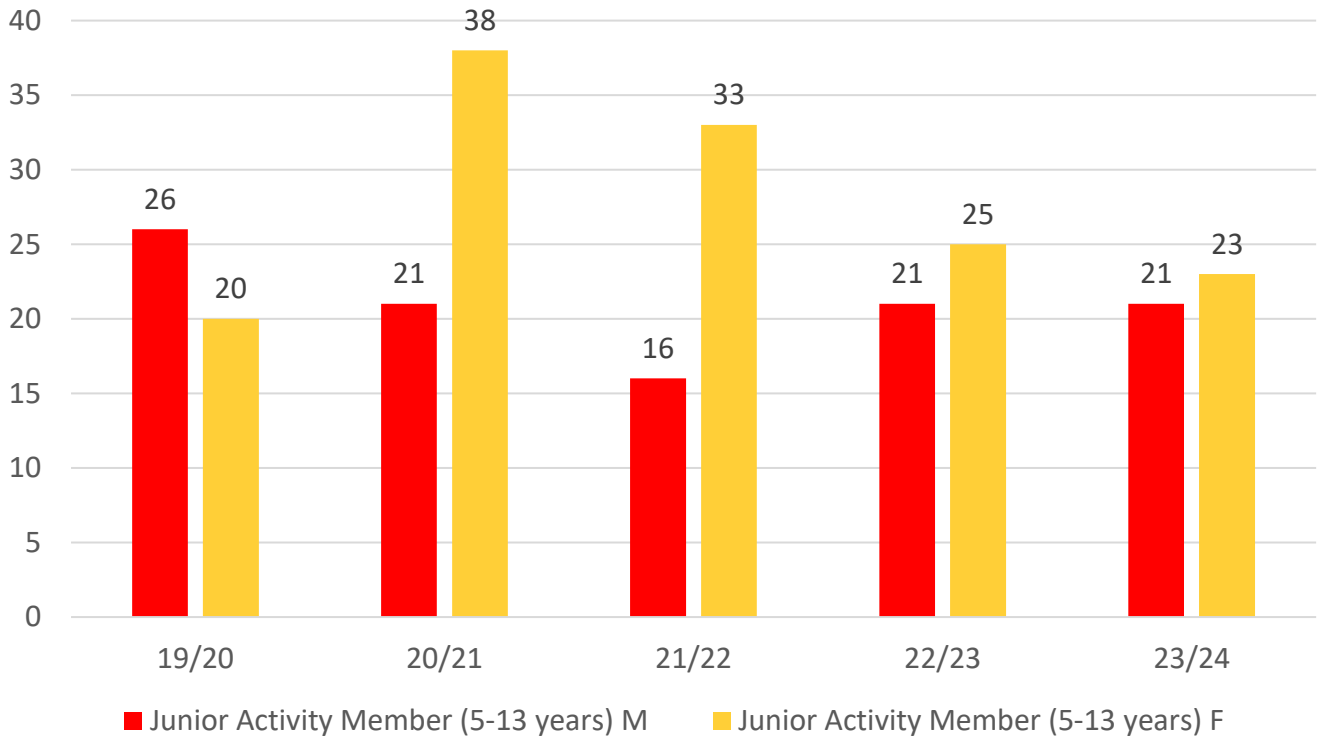
Total Membership



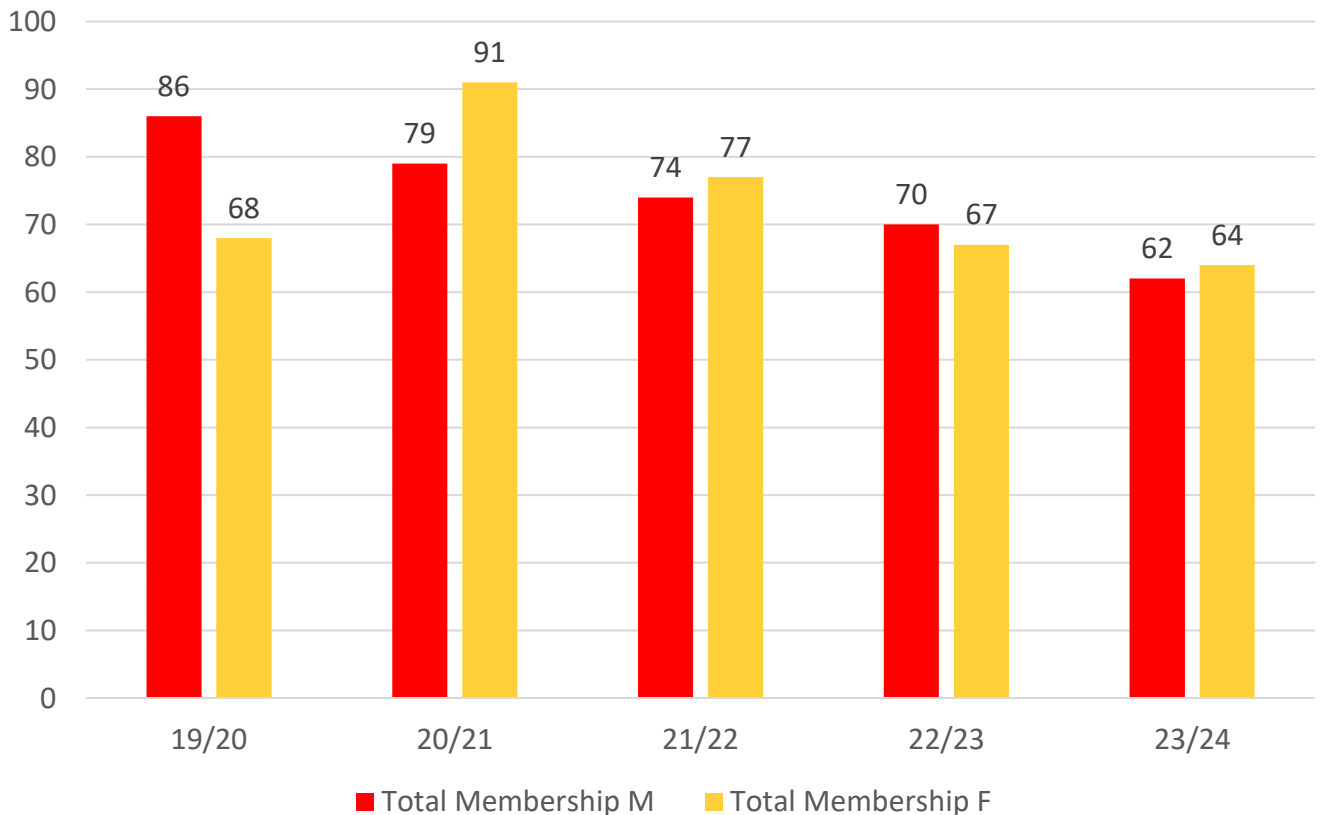
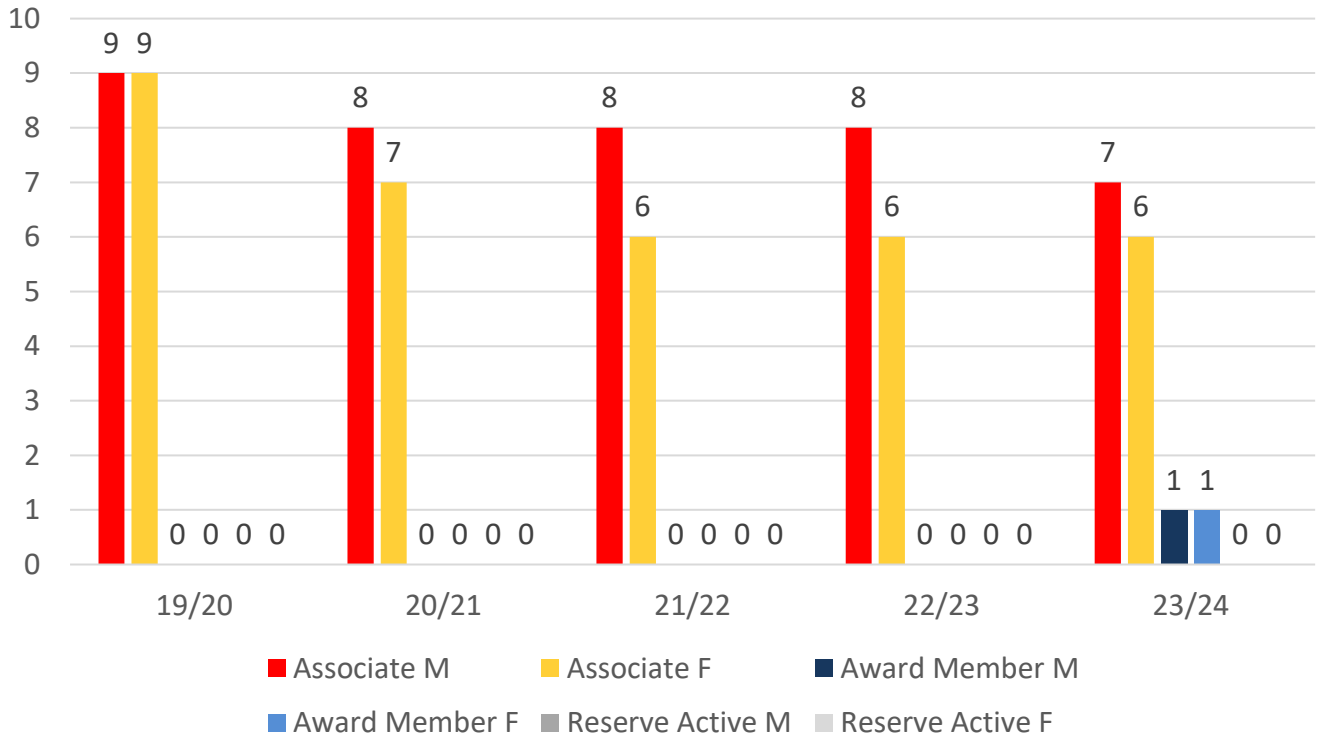
Active Membership



5 YEAR GENDER COMPARISON



5 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



11

BRAND NEW MEMBERS



84%

MEMBERSHIP RETENTION



21

MEMBERS LOST FROM THE ORGANISATION

| AYR 2023/24 | | | | | | | | | | | | | | |
|----------------------------|--------------------|-------------------------------|------------|-----------------------------------|-----------------------------|-----------|-----------------------|------------|-------------------|-----------|-------------------------------|----|--------------------|-------------|
| | 2022/23 Membership | Retained from previous season | | Transfers between Club Categories | Transferred out of the club | | Left the organisation | | Brand new members | | Transfers In from other clubs | | 2023/24 Membership | |
| | | No. | % | | No. | % | No. | % | No. | % | No. | % | No. | % |
| Probationary | 13 | 13 | 100% | 3 | 0 | 0% | 0 | 0% | 6 | 46% | 0 | 0% | 16 | 23% |
| Junior Activities | 46 | 43 | 93% | 1 | 0 | 0% | 3 | 7% | 2 | 4% | 0 | 0% | 44 | -4% |
| Cadet Member (13-15 years) | 7 | 5 | 71% | | 0 | 0% | 2 | 29% | 0 | 0% | 0 | 0% | 6 | -14% |
| Active (15-18 yrs) | 11 | 5 | 45% | 1 | 0 | 0% | 6 | 55% | 0 | 0% | 0 | 0% | 4 | -64% |
| Active (18yrs and over) | 33 | 28 | 85% | 3 | 1 | 3% | 4 | 12% | 0 | 0% | 0 | 0% | 25 | -24% |
| Award Member | 0 | 0 | | | 0 | | 0 | | 1 | | 0 | | 2 | |
| Reserve Active | 0 | 0 | | | 0 | | 0 | | 0 | | 0 | | 0 | |
| Long Service | 0 | 0 | | | 0 | | 0 | | 0 | | 0 | | 0 | |
| Past Active | 0 | 0 | | | 0 | | 0 | | 0 | | 0 | | 0 | |
| Associate | 14 | 11 | 79% | | 0 | 0% | 3 | 21% | 2 | 14% | 0 | 0% | 13 | -7% |
| Life Member | 8 | 5 | 63% | | 0 | 0% | 3 | 38% | 0 | 0% | 0 | 0% | 6 | -25% |
| General | 5 | 5 | 100% | | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% | 5 | 0% |
| Honorary | 0 | 0 | | | 0 | | 0 | | 0 | | 0 | | 0 | |
| Non Member Participant | 0 | 0 | | | 0 | | 0 | | 0 | | 0 | | 0 | |
| Leave / Restricted | 0 | 0 | | | 0 | | 0 | | 0 | | 0 | | 5 | |
| Total Active | 51 | 38 | 75% | | 1 | 2% | 12 | 24% | 1 | 2% | 0 | | 37 | -27% |
| Total | 137 | 115 | 84% | | 1 | 1% | 21 | 15% | 11 | 8% | 0 | | 126 | -8% |

** Total Active = Cadet Member (13-15 years), Active (15-18), Active (18yrs and over), Award Member, Reserve Active

MEMBERSHIP RETENTION

| AYR 2023/24 | | | | | | | | |
|----------------|---------|----------|------|----------|------|-----------|------|---------|
| Active Members | 2022/23 | Retained | | Left SLS | | Recruited | | 2023/24 |
| | No. | No. | % | No. | % | No. | % | No. |
| 13-15 Years | 7 | 5 | 71% | 2 | 29% | 0 | 0% | 4 |
| 16-18 Years | 10 | 5 | 50% | 5 | 50% | 0 | 0% | 6 |
| 19-25 Years | 1 | 0 | 0% | 1 | 100% | 1 | 100% | 1 |
| 26-35 Years | 9 | 7 | 78% | 1 | 11% | 0 | 0% | 5 |
| 36-50 Years | 14 | 11 | 79% | 3 | 21% | 0 | 0% | 14 |
| 51-70 Years | 10 | 10 | 100% | 0 | 0% | 0 | 0% | 7 |
| 70+ Years | 0 | 0 | | 0 | | 0 | | 0 |
| Total | 51 | 38 | 75% | 12 | 24% | 1 | 2% | 37 |



| AYR 2023/24 | | | | | | | | |
|----------------------|---------|----------|------|----------|-----|-----------|------|---------|
| Age Group | 2022/23 | Retained | | Left SLS | | Recruited | | 2023/24 |
| Under 6 | 4 | | | | | 1 | | 1 |
| Under 7 | 1 | 4 | 100% | 0 | 0% | 0 | 0% | 4 |
| Under 8 | 6 | 1 | 100% | 0 | 0% | 1 | 100% | 2 |
| Under 9 | 8 | 5 | 83% | 1 | 17% | 0 | 0% | 5 |
| Under 10 | 4 | 8 | 100% | 0 | 0% | 0 | 0% | 8 |
| Under 11 | 9 | 3 | 75% | 1 | 25% | 0 | 0% | 3 |
| Under 12 | 6 | 9 | 100% | 0 | 0% | 0 | 0% | 9 |
| Under 13 | 6 | 6 | 100% | 0 | 0% | 0 | 0% | 6 |
| Under 14 | 2 | 6 | 100% | 0 | 0% | 0 | 0% | 6 |
| Transitioned From JA | | 1 | 50% | | | | | |

MEMBERSHIP RETENTION

2021/22



76%

TOTAL MEMBERSHIP
RETENTION



88%

ACTIVE MEMBERSHIP
RETENTION



85%

JUNIOR MEMBERSHIP
RETENTION

2022/23



75%

TOTAL MEMBERSHIP
RETENTION



78%

ACTIVE MEMBERSHIP
RETENTION



76%

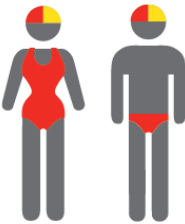
JUNIOR MEMBERSHIP
RETENTION

2023/24



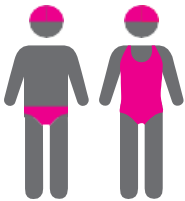
84%

TOTAL MEMBERSHIP
RETENTION



75%

ACTIVE MEMBERSHIP
RETENTION



93%

JUNIOR MEMBERSHIP
RETENTION