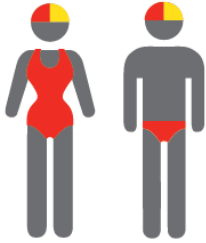


NORTHCLIFFE

MEMBERSHIP STATISTICS REPORT EOS 2023/24



349
ACTIVE
MEMBERSHIP



1248
TOTAL
MEMBERSHIP



480
JUNIOR
MEMBERSHIP

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



12% Increase



4% Increase



1% Increase

Vs. 2022/23 EOS (MAY 2023)



6% Decrease



11% Increase



22% Increase

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

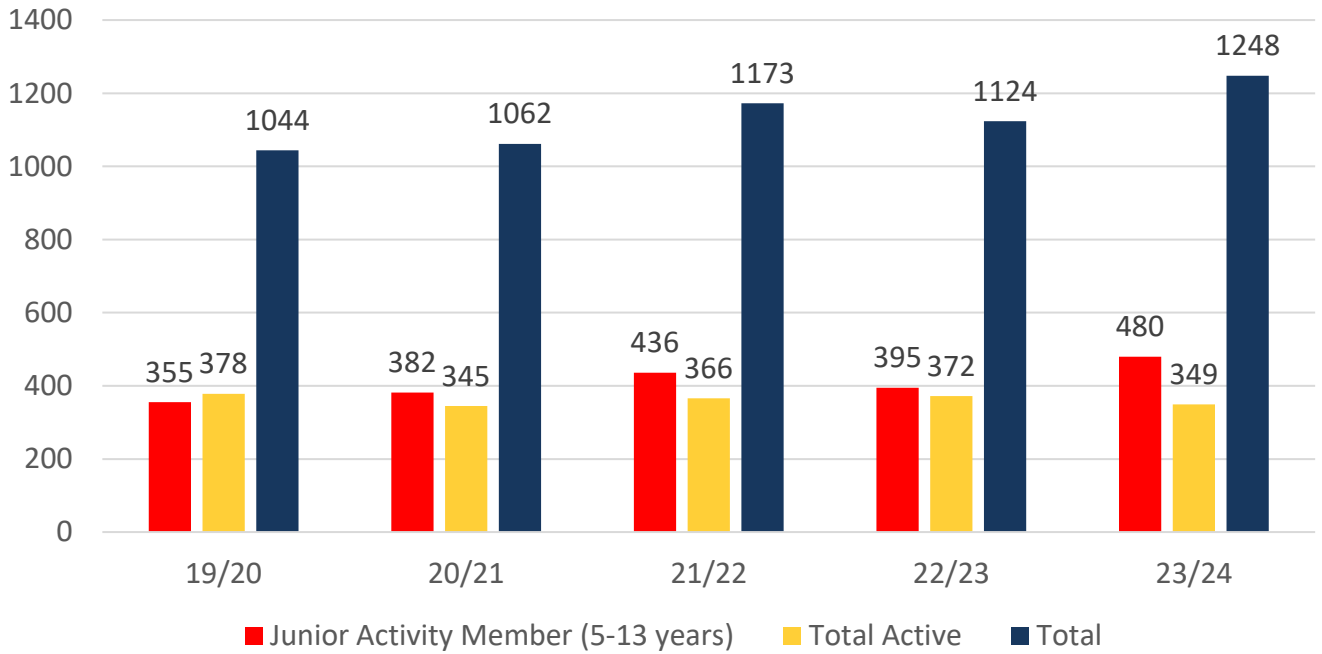
MEMBERSHIP 2019-2024

	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Probationary	6	12	22	24	28
Junior Activity Member (5-13 years)	355	382	436	395	480
Cadet Member (13-15 years)	54	52	44	37	36
Active Junior (15-18 years)	94	87	92	95	75
Active Senior (18years and over)	221	195	217	231	226
Award Member	5	6	7	5	8
Reserve Active	4	5	6	4	4
Long Service	80	79	72	71	67
Past Active	0	1	0	1	0
Associate	202	216	255	232	282
Life Member	22	23	19	21	24
General	0	2	0	1	1
Honorary	1	1	0	1	2
Non Member Participants	0	0	0	0	0
Leave / Restricted	0	1	3	6	15
Total Active	378	345	366	372	349
Total	1044	1062	1173	1124	1248

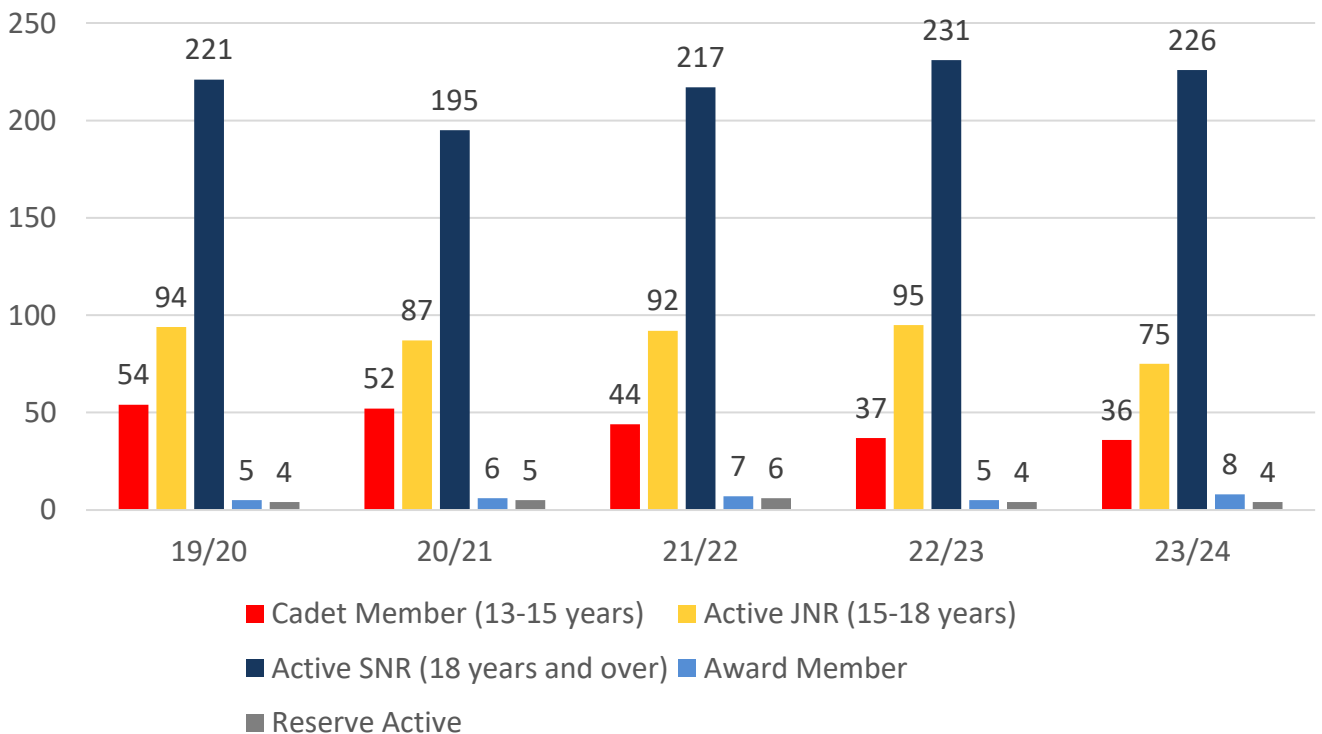
	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Under 6	47	51	59	55	72
Under 7	59	54	66	58	72
Under 8	60	59	71	55	82
Under 9	45	52	60	65	75
Under 10	39	39	53	45	59
Under 11	35	37	43	47	45
Under 12	31	38	38	24	32
Under 13	19	24	28	37	16
Under 14	19	26	20	26	23
Junior Activities Total	354	380	438	412	482

5 YEAR TREND ANALYSIS

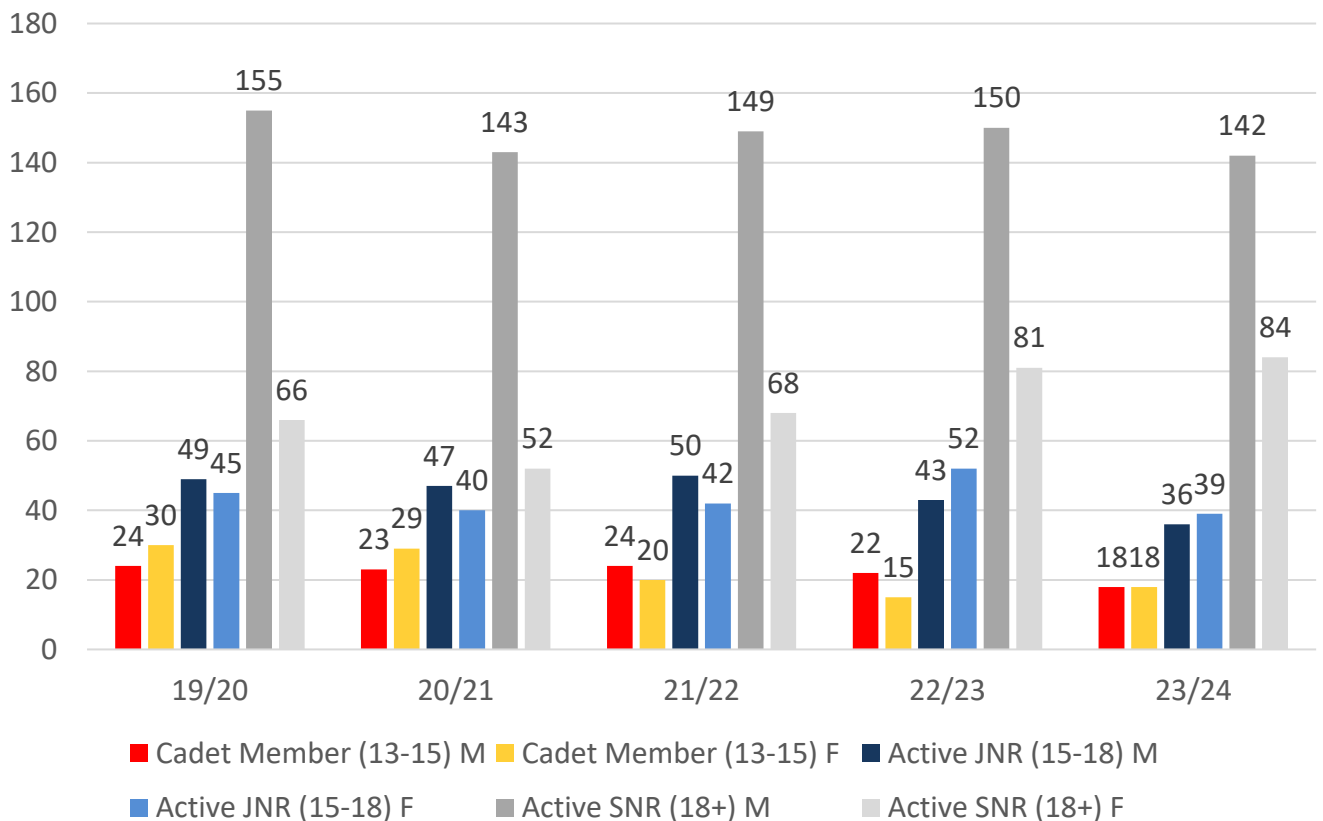
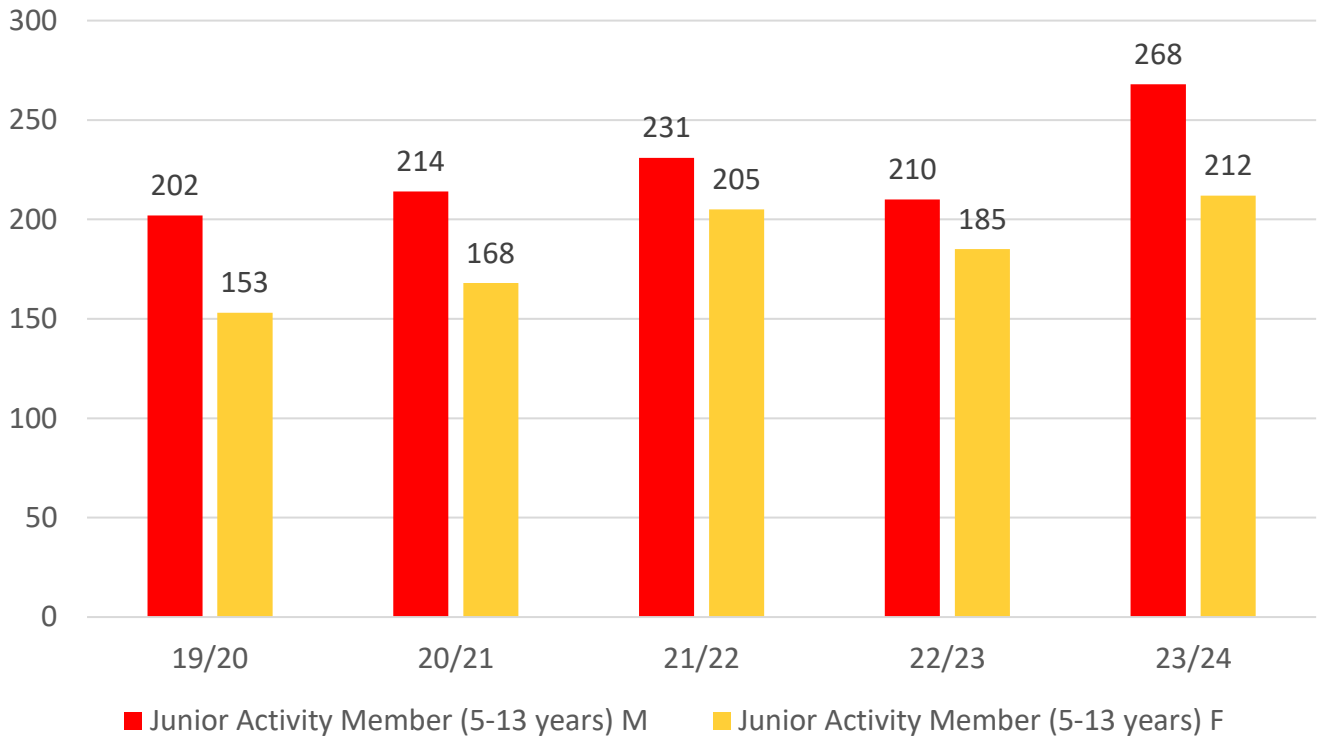
Total Membership



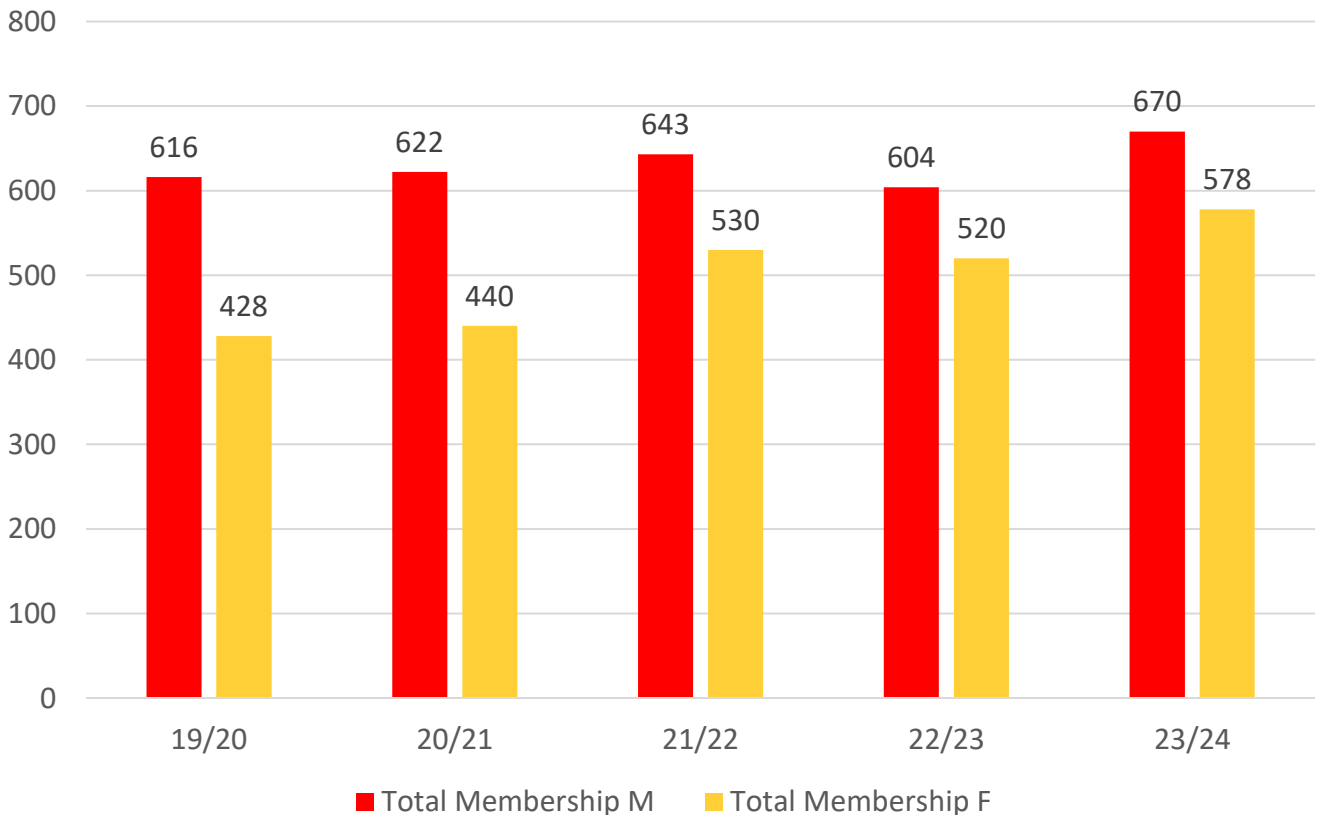
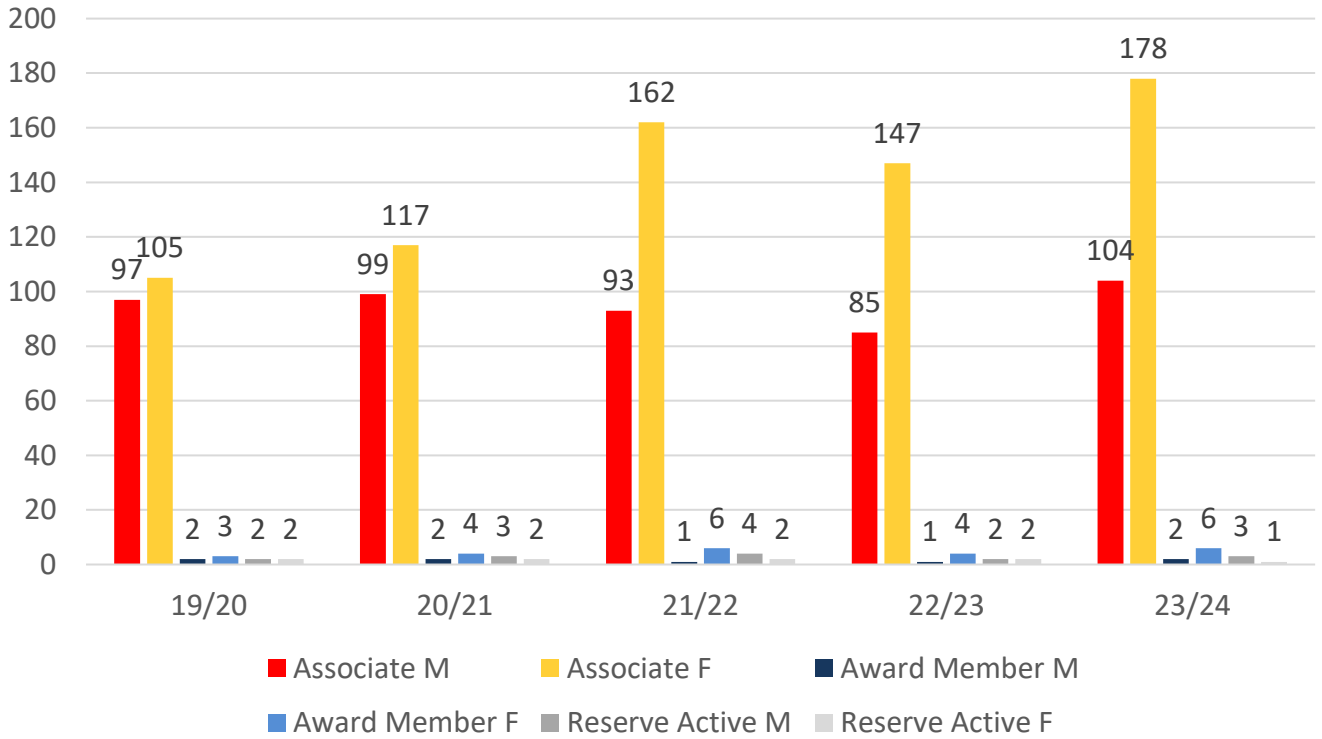
Active Membership



5 YEAR GENDER COMPARISON



5 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



468

BRAND NEW MEMBERS



66%

MEMBERSHIP RETENTION



344

MEMBERS LOST FROM THE ORGANISATION

NORTHCLIFFE 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	24	14	58%	12	0	0%	10	42%	26	108%	0	0%	28	17%
Junior Activities	395	245	62%	8	13	3%	137	35%	227	57%	16	4%	480	22%
Cadet Member (13-15 years)	37	25	68%		1	3%	11	30%	4	11%	0	0%	36	-3%
Active (15-18 yrs)	95	60	63%	5	10	11%	25	26%	17	18%	3	3%	75	-21%
Active (18yrs and over)	231	174	75%		9	4%	48	21%	38	16%	5	2%	226	-2%
Award Member	5	3	60%		0	0%	2	40%	1	20%	3	60%	8	60%
Reserve Active	4	3	75%	1	0	0%	1	25%	2	50%	0	0%	4	0%
Long Service	71	56	79%		3	4%	12	17%	3	4%	4	6%	67	-6%
Past Active	1	1	100%	1	0	0%	0	0%	0	0%	0	0%	0	-100%
Associate	232	131	56%		6	3%	95	41%	140	60%	11	5%	282	22%
Life Member	21	20	95%		0	0%	1	5%	3	14%	0	0%	24	14%
General	1	0	0%		0	0%	1	100%	1	100%	0	0%	1	0%
Honorary	1	1	100%		0	0%	0	0%	1	100%	0	0%	2	100%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	6	5	83%		0	0%	1	17%	5	83%	0	0%	15	150%
Total Active	372	265	71%		20	5%	87	23%	62	17%	11		349	-6%
Total	1124	738	66%		42	4%	344	31%	468	42%	42		1248	11%

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

MEMBERSHIP RETENTION

NORTHCLIFFE 2023/24

Active Members	2022/23	Retained		Left SLS		Recruited		2023/24
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	46	32	70%	13	28%	8	17%	29
16-18 Years	86	53	62%	23	27%	14	16%	68
19-25 Years	128	89	70%	35	27%	26	20%	133
26-35 Years	16	14	88%	1	6%	7	44%	22
36-50 Years	53	39	74%	11	21%	4	8%	53
51-70 Years	43	38	88%	4	9%	3	7%	44
70+ Years	0	0		0		0		0
Total	372	265	71%	87	23%	62	17%	349

NORTHCLIFFE 2023/24

Age Group	2022/23	Retained		Left SLS		Recruited		2023/24
Under 6	55					71		72
Under 7	58	34	62%	20	36%	43	78%	78
Under 8	55	40	69%	18	31%	38	66%	82
Under 9	65	36	65%	17	31%	35	64%	75
Under 10	45	39	60%	24	37%	17	26%	59
Under 11	47	31	69%	14	31%	11	24%	45
Under 12	24	27	57%	18	38%	5	11%	32
Under 13	37	12	50%	10	42%	4	17%	16
Under 14	9	19	51%	14	38%	2	5%	20
Transitioned From JA		7	78%					

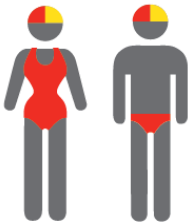
MEMBERSHIP RETENTION

2021/22



65%

TOTAL MEMBERSHIP
RETENTION



77%

ACTIVE MEMBERSHIP
RETENTION



62%

JUNIOR MEMBERSHIP
RETENTION

2022/23



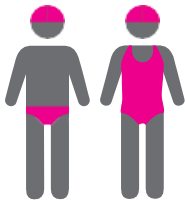
63%

TOTAL MEMBERSHIP
RETENTION



73%

ACTIVE MEMBERSHIP
RETENTION



60%

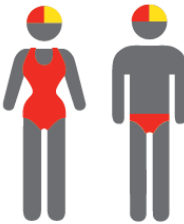
JUNIOR MEMBERSHIP
RETENTION

2023/24



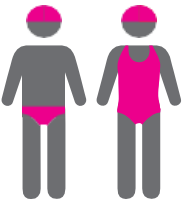
66%

TOTAL MEMBERSHIP
RETENTION



71%

ACTIVE MEMBERSHIP
RETENTION



62%

JUNIOR MEMBERSHIP
RETENTION