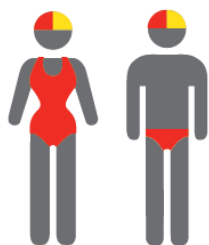


SOUTHPORT

MEMBERSHIP STATISTICS REPORT EOS 2023/24



306
ACTIVE
MEMBERSHIP



1308
TOTAL
MEMBERSHIP



399
JUNIOR
MEMBERSHIP

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



4% Decrease



10% Increase



2% Decrease

Vs. 2022/23 EOS (MAY 2023)



7% Decrease



11% Increase



14% 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

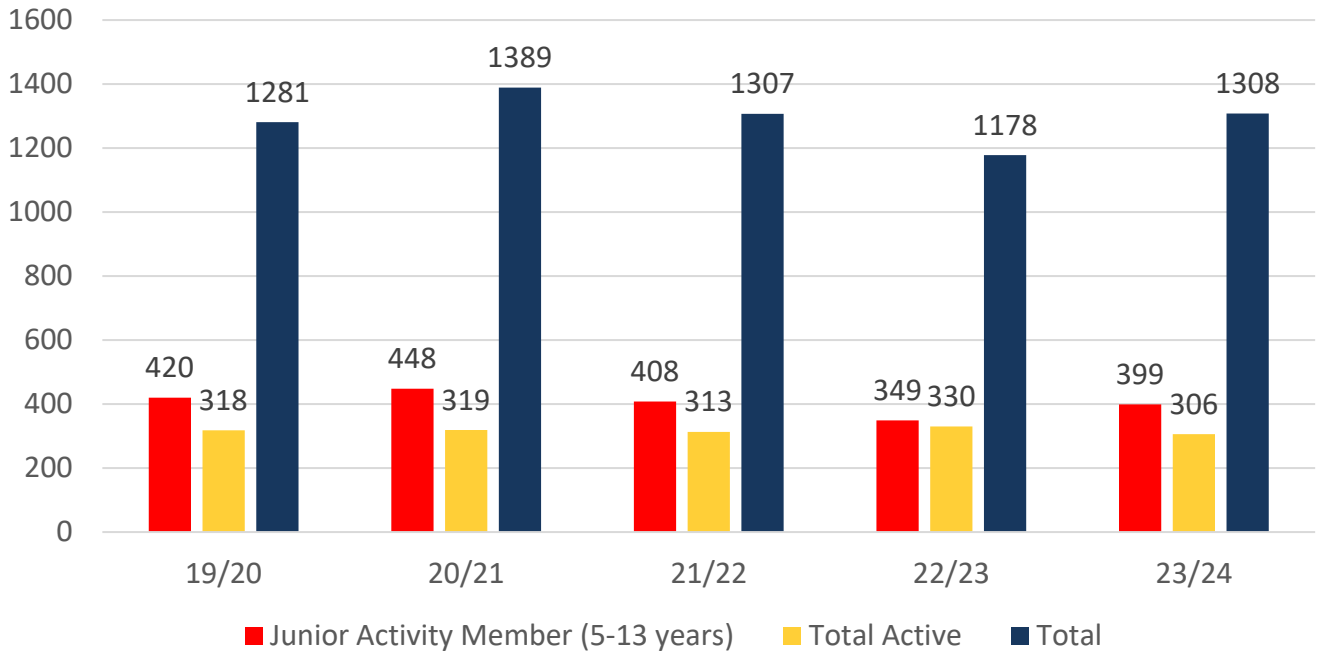
MEMBERSHIP 2019-2024

	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Probationary	7	6	10	0	21
Junior Activity Member (5-13 years)	420	448	408	349	399
Cadet Member (13-15 years)	42	49	48	35	60
Active Junior (15-18 years)	35	40	44	65	47
Active Senior (18years and over)	197	196	192	202	180
Award Member	41	31	27	26	17
Reserve Active	3	3	2	2	2
Long Service	46	44	42	42	46
Past Active	5	5	4	4	14
Associate	436	509	478	404	475
Life Member	28	31	30	31	29
General	0	0	0	0	1
Honorary	14	17	14	10	11
Non Member Participants	3	4	5	1	0
Leave / Restricted	4	6	3	7	6
Total Active	318	319	313	330	306
Total	1281	1389	1307	1178	1308

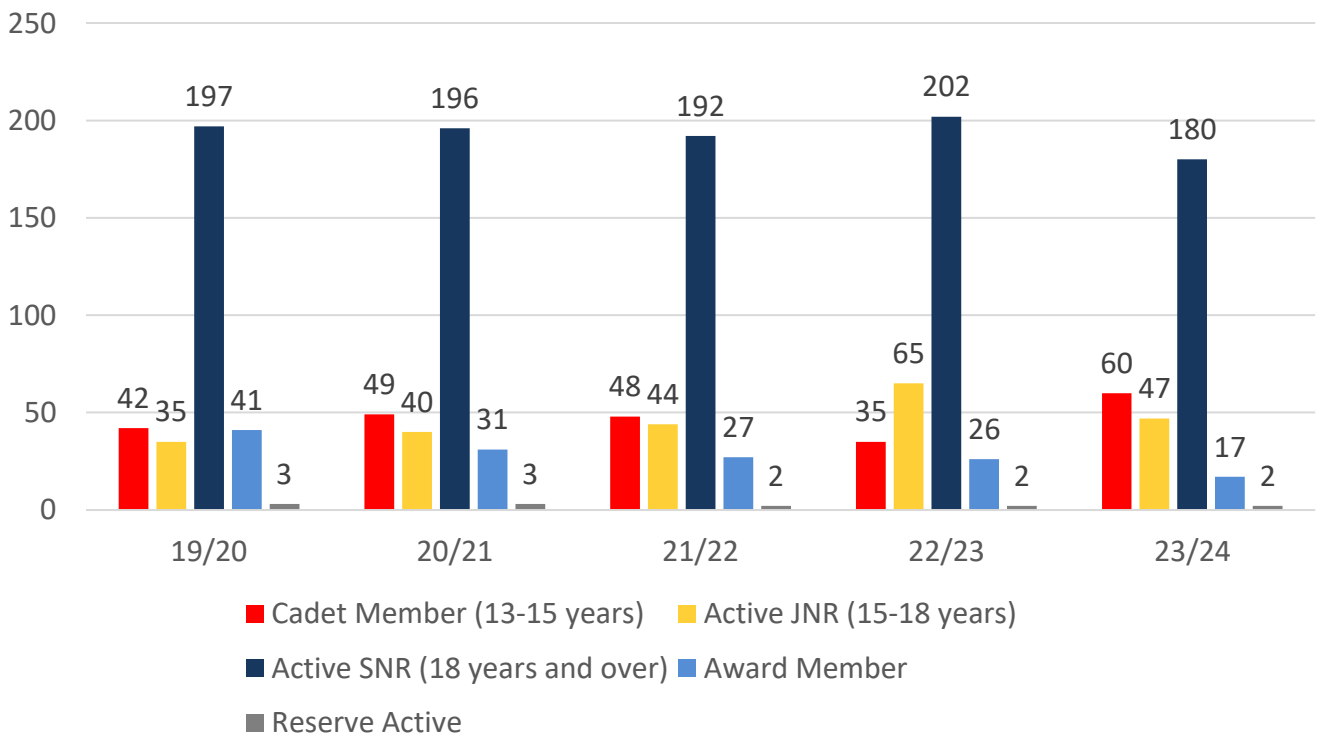
	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Under 6	27	23	25	25	20
Under 7	52	64	51	48	69
Under 8	66	61	51	50	60
Under 9	57	63	59	45	60
Under 10	60	58	53	38	50
Under 11	50	53	48	40	33
Under 12	40	56	42	35	43
Under 13	34	39	51	37	34
Under 14	33	30	31	37	34
Junior Activities Total	419	447	411	355	403

5 YEAR TREND ANALYSIS

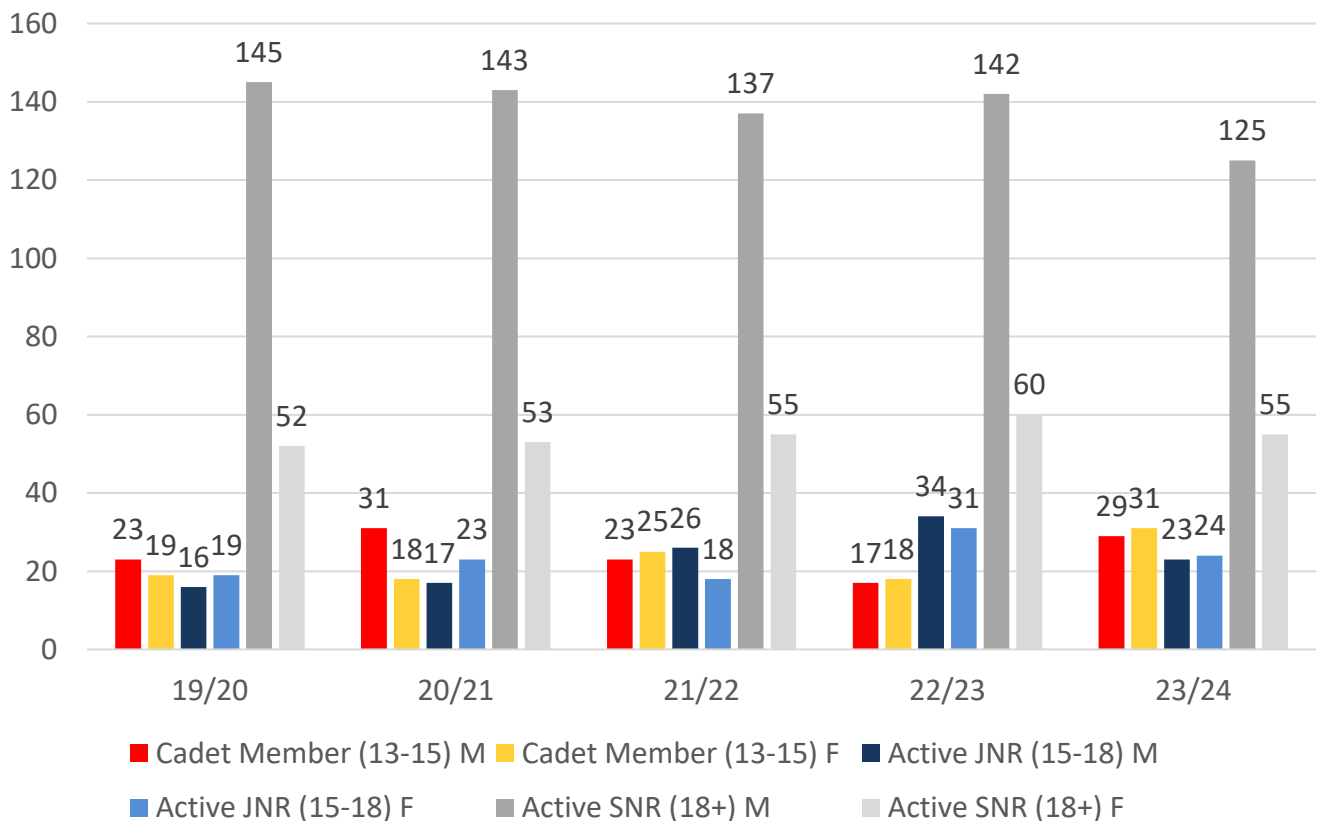
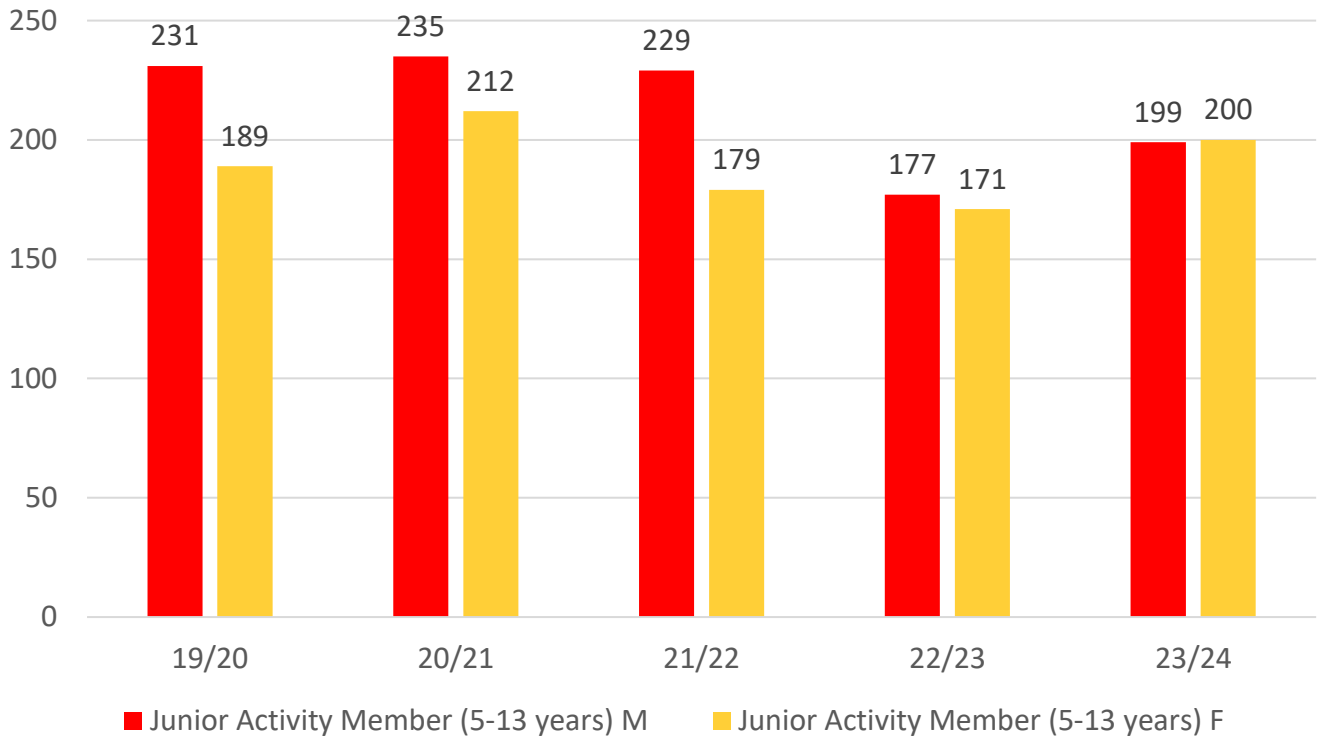
Total Membership



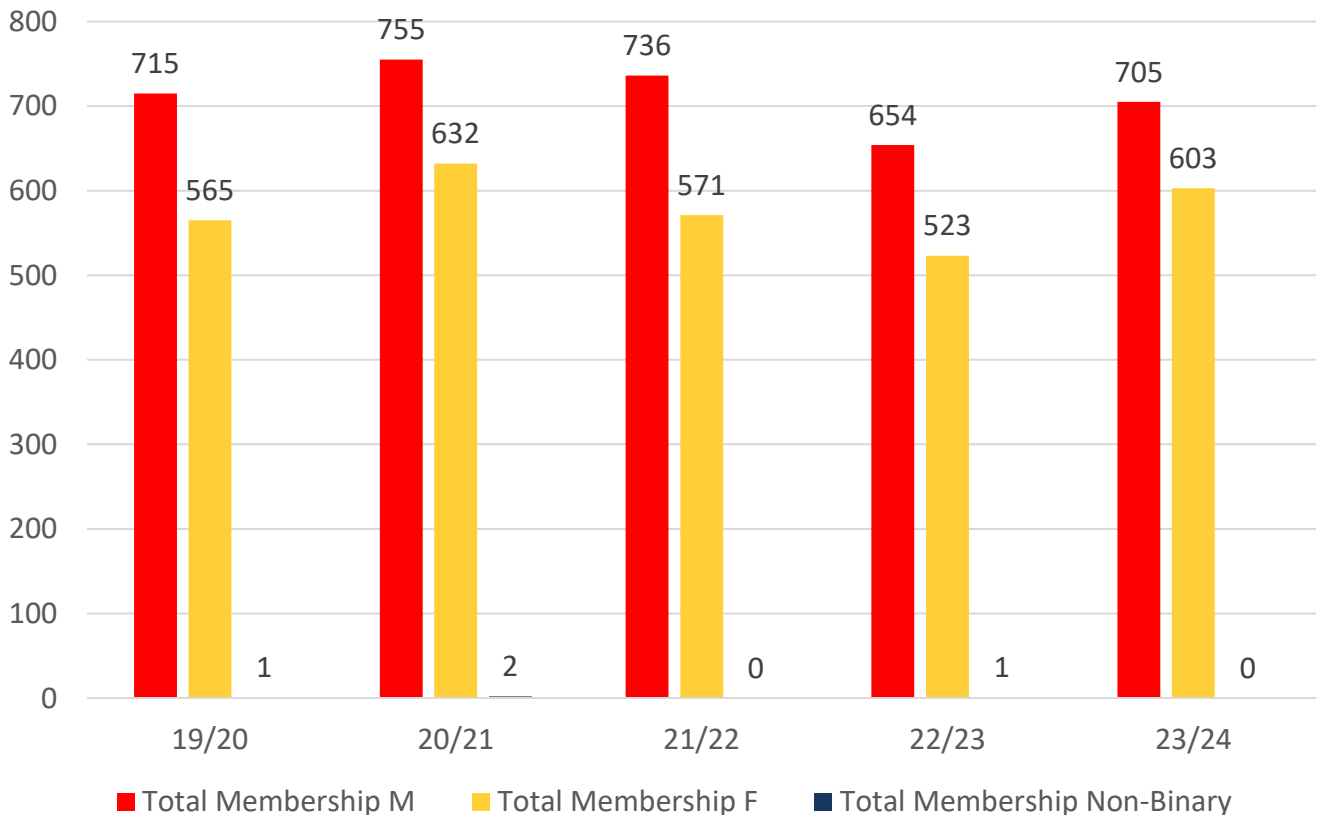
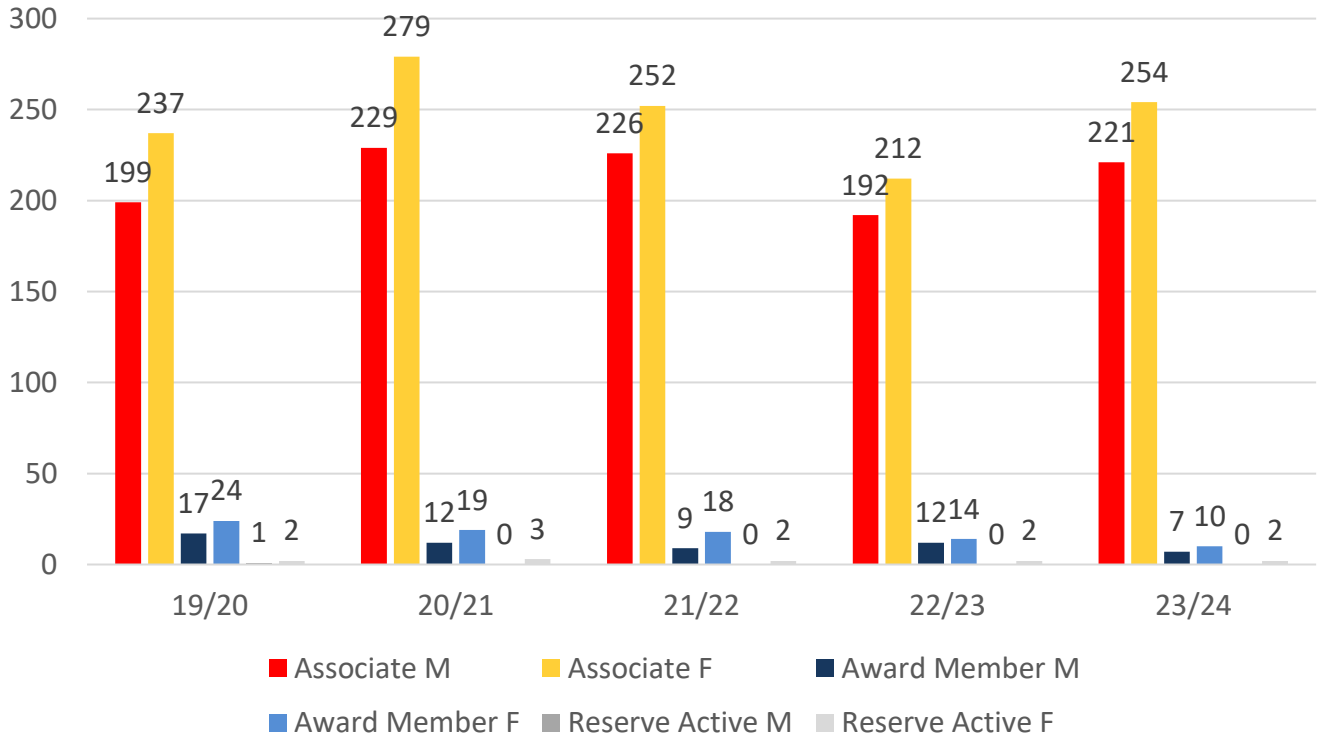
Active Membership



5 YEAR GENDER COMPARISON



5 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



445

BRAND NEW MEMBERS



71%

MEMBERSHIP RETENTION



309

MEMBERS LOST FROM THE ORGANISATION

SOUTHPORT 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	0	0			0		0		21		0		21	
Junior Activities	349	227	65%	29	11	3%	111	32%	194	56%	7	2%	399	14%
Cadet Member (13-15 years)	35	32	91%		0	0%	3	9%	5	14%	0	0%	60	71%
Active (15-18 yrs)	65	51	78%	10	2	3%	12	18%	3	5%	3	5%	47	-28%
Active (18yrs and over)	202	165	82%	1	5	2%	32	16%	14	7%	2	1%	180	-11%
Award Member	26	23	88%	6	0	0%	3	12%	0	0%	0	0%	17	-35%
Reserve Active	2	2	100%		0	0%	0	0%	0	0%	0	0%	2	0%
Long Service	42	40	95%		0	0%	2	5%	1	2%	2	5%	46	10%
Past Active	4	4	100%		0	0%	0	0%	2	50%	1	25%	14	250%
Associate	404	249	62%		9	2%	146	36%	199	49%	7	2%	475	18%
Life Member	31	30	97%	1	1	3%	0	0%	0	0%	0	0%	29	-6%
General	0	0			0		0		1		0		1	
Honorary	10	10	100%	1	0	0%	0	0%	2	20%	0	0%	11	10%
Non Member Participant	1	1	100%	1	0	0%	0	0%	0	0%	0	0%	0	-100%
Leave / Restricted	7	7	100%	4	0	0%	0	0%	3	43%	0	0%	6	-14%
Total Active	330	273	83%		7	2%	50	15%	22	7%	5		306	-7%
Total	1178	841	71%		28	2%	309	26%	445	38%	22		1308	11%

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

MEMBERSHIP RETENTION

SOUTHPORT 2023/24								
Active Members	2022/23	Retained		Left SLS		Recruited		2023/24
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	45	41	91%	4	9%	4	9%	42
16-18 Years	56	42	75%	11	20%	4	7%	65
19-25 Years	57	37	65%	19	33%	5	9%	43
26-35 Years	26	18	69%	7	27%	2	8%	21
36-50 Years	83	76	92%	5	6%	7	8%	73
51-70 Years	62	58	94%	4	6%	0	0%	62
70+ Years	1	1	100%	0	0%	0	0%	0
Total	330	273	83%	50	15%	22	7%	306

SOUTHPORT 2023/24								
Age Group	2022/23	Retained		Left SLS		Recruited		2023/24
Under 6	25					20		20
Under 7	48	16	64%	6	24%	49	196%	69
Under 8	50	23	48%	24	50%	37	77%	60
Under 9	45	29	58%	19	38%	30	60%	60
Under 10	38	29	64%	14	31%	21	47%	50
Under 11	40	21	55%	15	39%	12	32%	33
Under 12	35	26	65%	13	33%	16	40%	43
Under 13	37	28	80%	7	20%	5	14%	34
Under 14	31	28	76%	9	24%	4	11%	30
Transitioned From JA		27	87%					

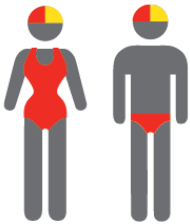
MEMBERSHIP RETENTION

2021/22



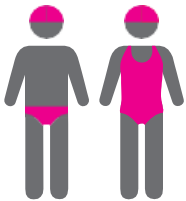
68%

TOTAL MEMBERSHIP
RETENTION



87%

ACTIVE MEMBERSHIP
RETENTION



61%

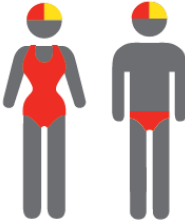
JUNIOR MEMBERSHIP
RETENTION

2022/23



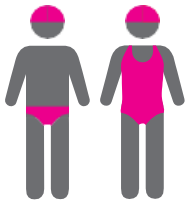
66%

TOTAL MEMBERSHIP
RETENTION



88%

ACTIVE MEMBERSHIP
RETENTION



59%

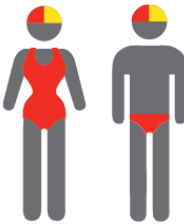
JUNIOR MEMBERSHIP
RETENTION

2023/24



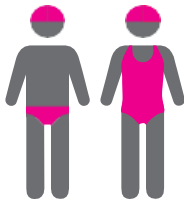
71%

TOTAL MEMBERSHIP
RETENTION



83%

ACTIVE MEMBERSHIP
RETENTION



65%

JUNIOR MEMBERSHIP
RETENTION