



## RUTLAND BRANCH ....SOME MEMBERSHIP STATISTICS

### 1) Where do we live?

POSTCODE	NUMBER	PERCENTAGE*
LE15 6	69	35%
LE15 7	31	16%
LE15 8	32	16%
LE15 9	25	13%
ME98	2	1%
NG 31	1	
NN17	2	1%
PE91	3	1%
PE92	3	1%
PE93	5	2%
PE94	16	8%

\* Does not add to 100 due to 'roundings' and approximations caused by incomplete postcode information

In Summary :

LE Postcodes 157 = 81%

PE9 Postcodes 27 = 14%

### 2) How Old are we?

Age Range	Number	%
18-31	25	13%
32-65	120	60%
67 -100	53	27%

Average Age of Branch Member 58

### 3) Branch Membership Changes

Branch growth since last AGM	16 (+)
Numbers 'lapsed'* since last AGM	18 (-)
New (to CAMRA) members	20 (+)
Moved into branch	19 (+)
Deceased and cancelled** members	5 (-)

\* 'Lapsed' are those who have not renewed without offering an explanation. We DO try to get these back!

\*\* 'Cancelled' are those that have deliberately left CAMRA.

### Did we meet our Membership Target?

No. This was set high @ 200. We ended the year on 194. The main issue is in retaining membership. This requires re- doubling our effort to maximise 'active membership' and prevent this being relegated to an active 'clique'. We must continue to strive to make branch meetings more relevant to the total membership.

Dave Casewell Branch Membership Secretary August 2018