

Membership & Local Groups - Data Analysis & Insights

Local Groups' Weekend

18-20 November 2022

*Main Data Source: LDWA membership & local group admin system
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Outline

▶ LDWA

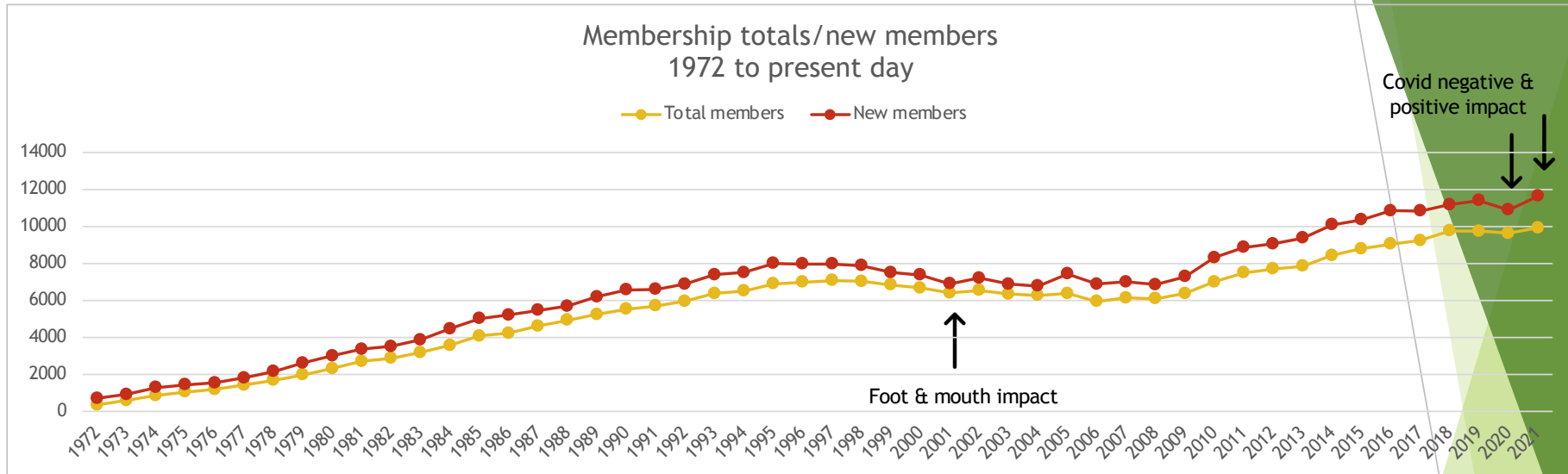
- Membership Levels
- Age Profile
- Gender Profile
- Social Walk Activity
- Challenge Event Activity

▶ Local Groups

- Membership Levels
- Gender Profile
- Social Walks
- Social Walks Registers
- Social Walks Database
- Challenge Events
- Summary of Local Group Insights



LDWA Membership: a brief history



This is a positive graph which tells a story. The 2 main impacting events on new membership numbers and events were: foot and mouth, and then Covid.

Covid had an initial negative impact on the total and new member numbers due to the national outdoor and group restrictions imposed which would have put people off joining a walking group. The number of new members have been increasing since 2008 right up to the end of 2019 (1655), then Covid took hold, however they resumed with enthusiasm in 2021 with 1706 new members joining. For many people during this time it inspired a passion for exercise and even more so when outdoor activities were allowed followed by the reinstating of group activities, which boosted new member numbers!



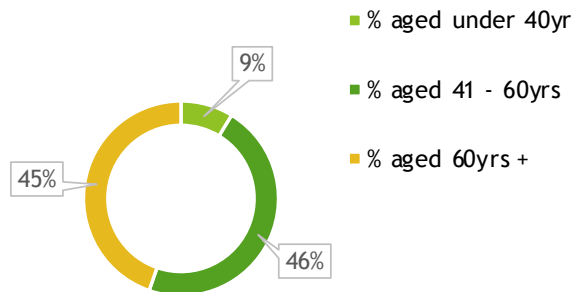
Membership: age & gender breakdown

As of the end of August 2022, there were 10,538 LDWA members.

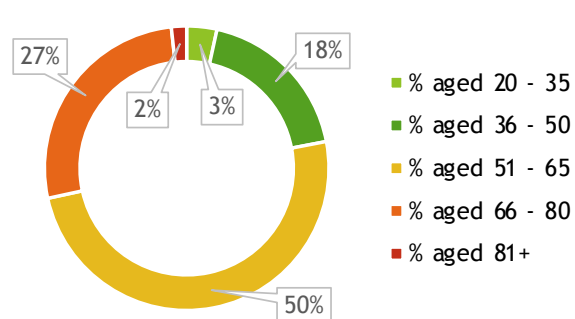
- 9% are aged under 40
- 46% are aged 41- 60
- 45% are aged over 60

Looking at the more detailed breakdown, we can see that the younger demographic (aged 20 to 35) is the smallest age group at 3% of all members alongside 81+ at 2%. We are not able to see the male/female age breakdown, however overall there is a much higher percentage of male members (61%) to female (37%).

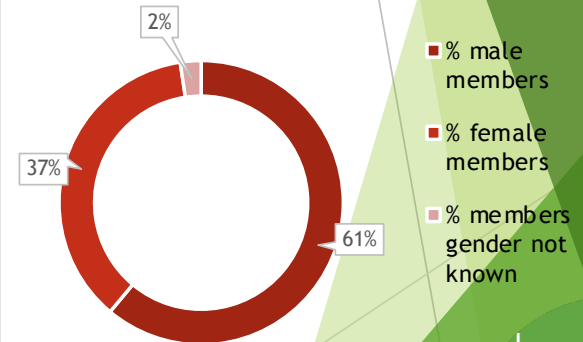
Age grouping



Further age breakdown

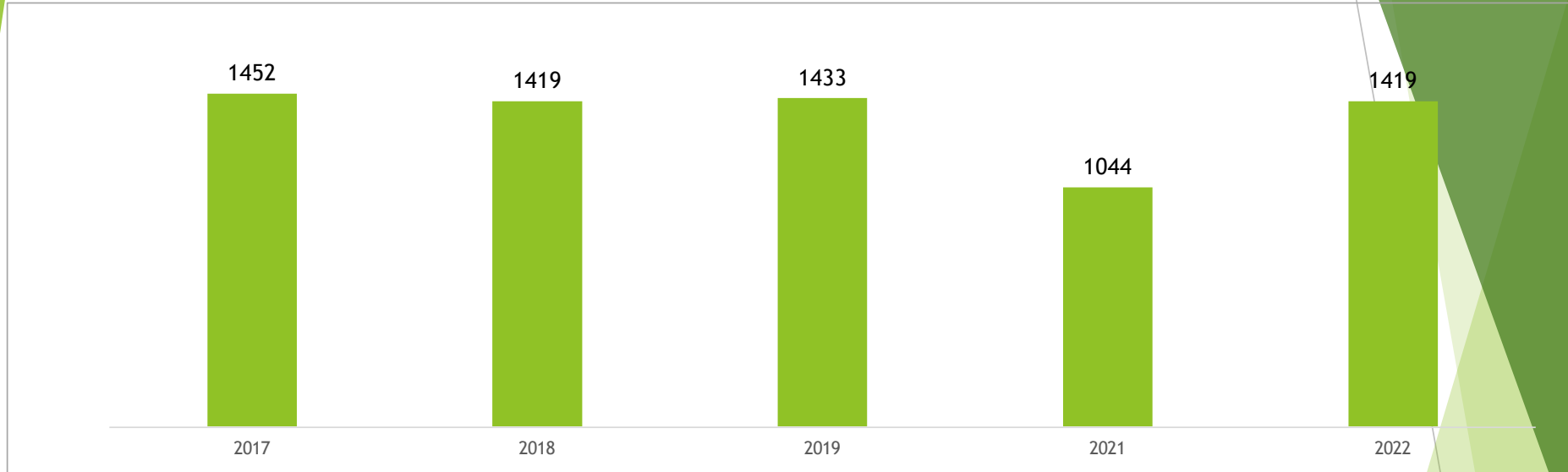


Gender breakdown



Social Walks from 2017 to 2022*

Data source: LDWA social walks database

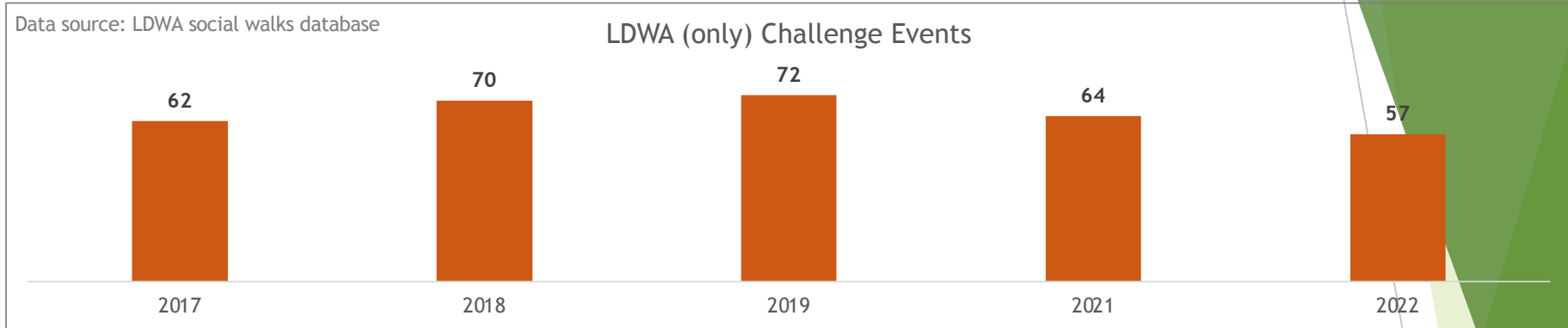


This data is from the LDWA admin system and shows us the count of the number of social walks that have taken place each year, *however please note that 2022 includes all *planned walks* up to the 31st December, some which may not take place therefore this number will be revised early 2023. 2020 has been discounted due to Covid and the very low number of social walks which took place.

During 2021, Covid was still a concern however local groups were able to start social walks again with certain protocols in place and with limited numbers, hence the lower number of walks which took place last year. There has been a positive increase in 2022, 95% of the total walks held in 2019.



Challenge Events



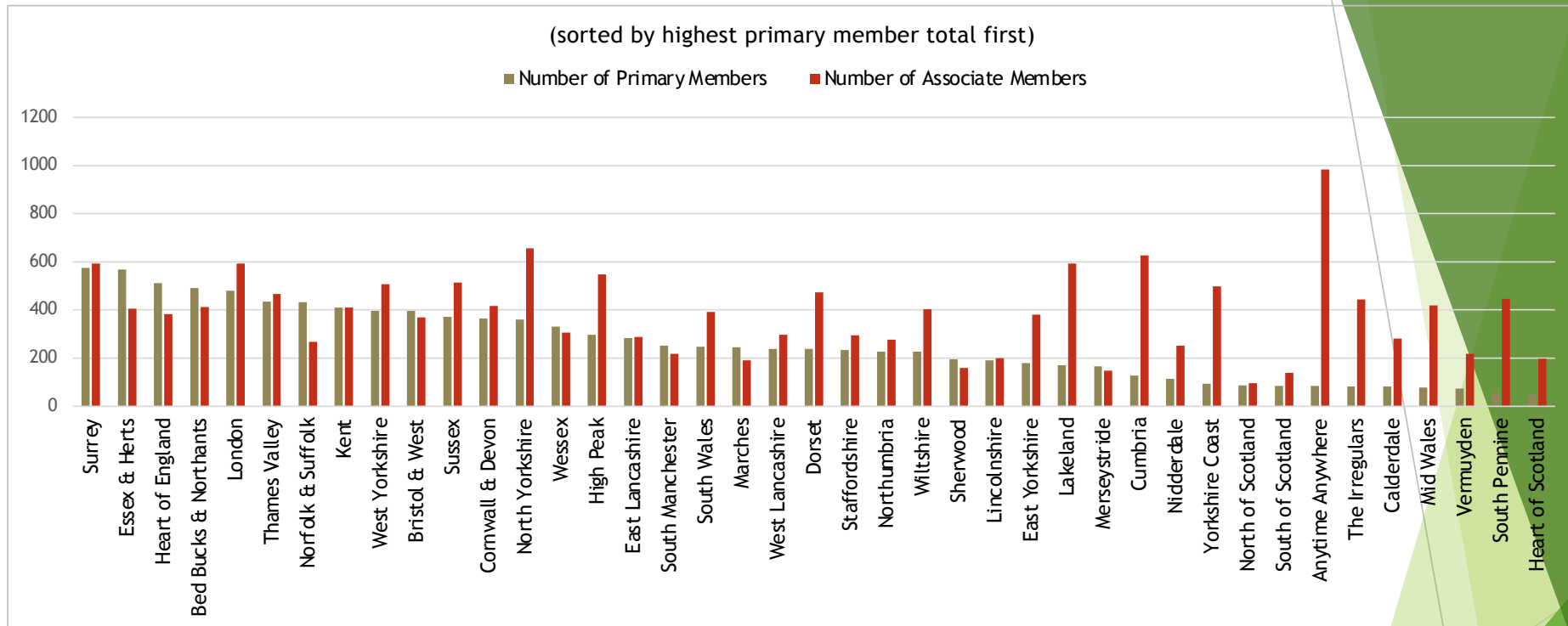
One of our objectives, set out in the Business Plan, is to increase the number of LDWA challenge events &, as part of this, we monitor the number of events we organise & run. Questions, ideas & issues that arise can be raised with the NEC with the aim of sharing best practice with local groups.

The above shows the total number of LDWA challenge events which took place over the last 5 years (2020 has been discounted due to Covid and 2022 include all planned, but not yet taken place, challenge events). Challenge events range in distance from 22 miles to the annual 100.

There are many factors to be considered when looking at encouraging local groups to hold challenge events including volunteers, organisation, location (not all group areas may be suitable to hold a challenge event and factors such as accessibility for participants i.e. local train station/accommodation etc), size of the local group and experience. Marketing/promotion is another point to consider as well as audience. The LDWA Challenge Events are attracting more and more ultra runners - this obviously adds an organisational element of catering for runners who will reach checkpoints quicker for example. However the popularity of ultra running, especially trail running/off road, could be a positive for the LDWA - increasing event participation and LDWA exposure leading to increased membership.



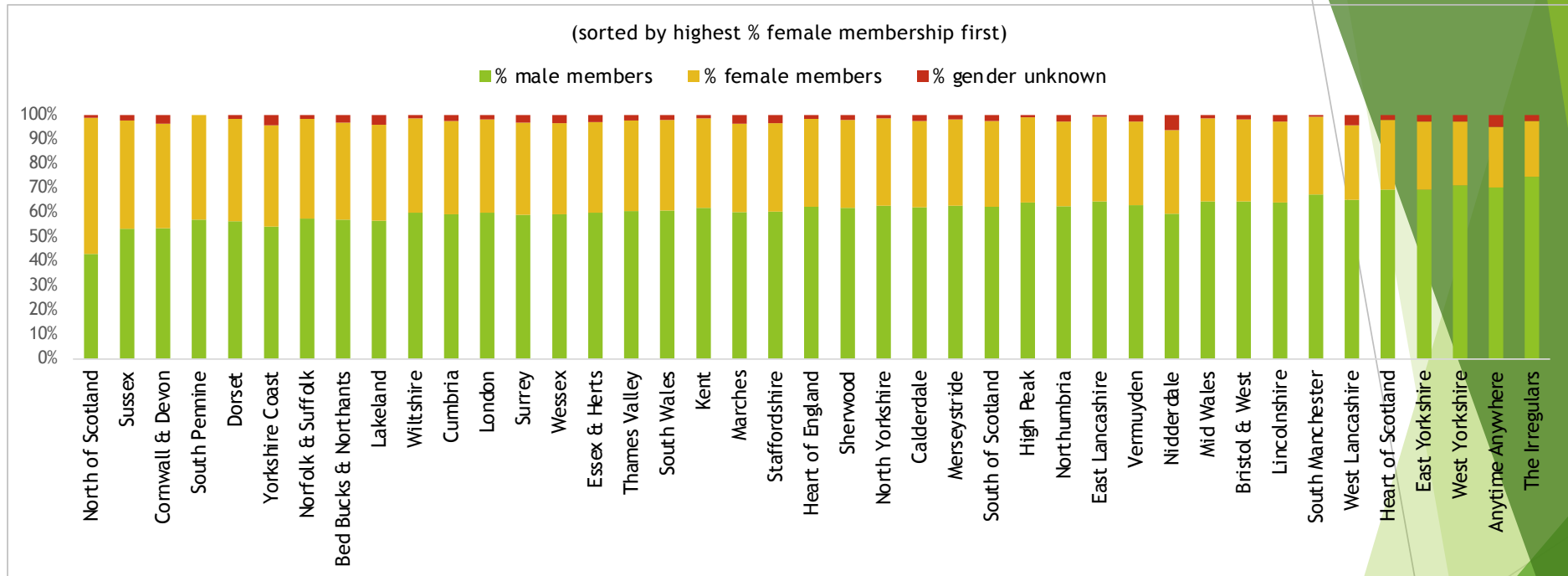
Local Groups: primary & associate members



This is an interesting graphic: local group primary and associate member numbers (sorted by the largest group). The obvious outlier for high numbers of associate members is Anytime Anywhere but this is to be expected given that they are a non-geographically based group. The other group with no geographical area - The Irregulars - has a high proportion of associate members. The other groups with low primary members but high associate member numbers are Lakeland, Cumbria, Yorkshire Coast, Calderdale, Mid Wales, Vermuyden, South Pennine and Heart of Scotland. A contributing factor to the high associate numbers of some groups may be that these are popular UK holiday spots. A number of groups with geographical boundaries in close proximity have low numbers of primary members; South Pennine & Calderdale, East Yorkshire & Yorkshire Coast, Lakeland & Cumbria.

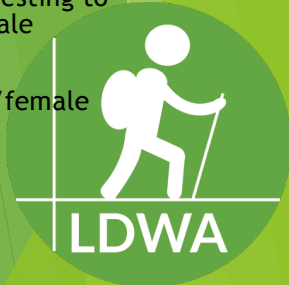


Local Groups: gender breakdown



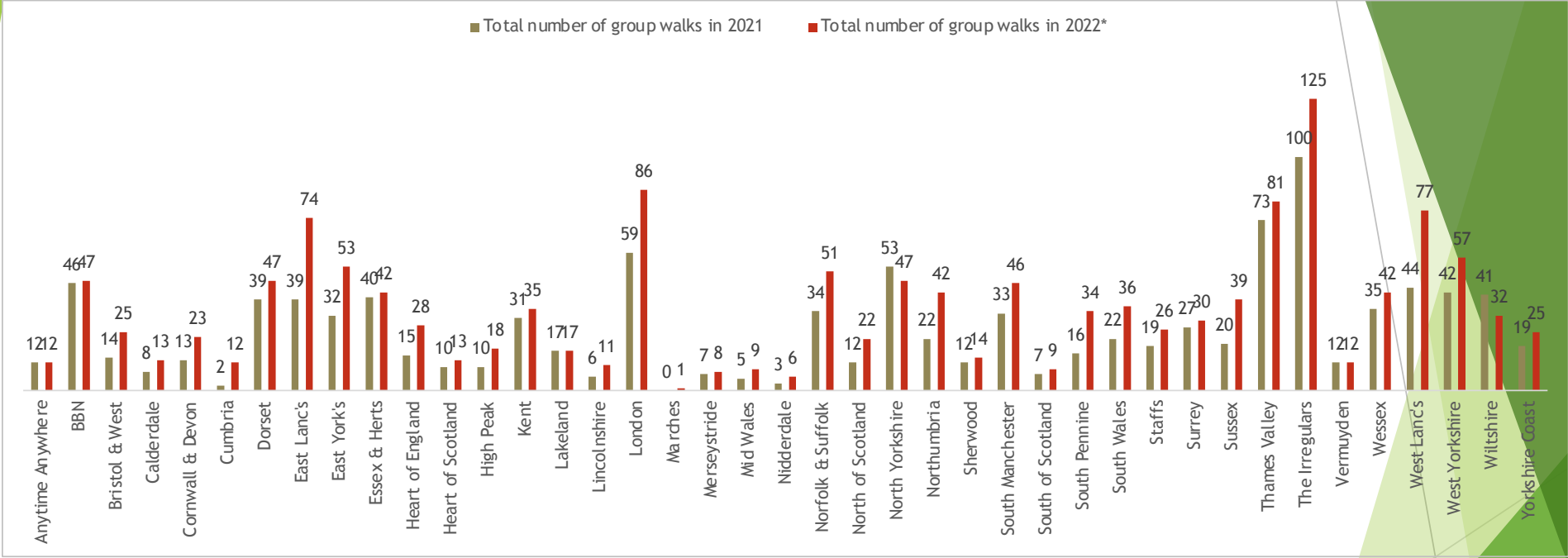
Looking at the local group gender breakdown, the above graph is for primary group members only and is sorted by highest female % first which shows North of Scotland with the largest number of female members at 56% and at the other end of the graph The Irregulars with the lowest at 23%. Most local groups sit within the average male/female split of 61%/36% with just a few outliers at either end of the scale. It would be interesting to find out from the local groups with the higher female membership if they have done anything in particular to attract/encourage more female members.

It would also be beneficial to try and obtain a gender for all members and also **highly recommended** to offer more options that just male/female such as non-binary, transgender, bisexual and intersex to ensure the LDWA are being inclusive.



Local Groups: social walks 2021 & 2022*

Data source: LDWA social walks database



The number of 2021 group social walks compared to 2022 - this includes the 'planned' social walks for 2022 up to 31st December. 35 out of the 41 groups have held/planned to hold more walks in 2022 than 2021. And the remaining 5 have held either the same number or only a few less than in 2021. The local group 50th Anniversary events have contributed to the increase in social walks. The Irregulars, London, Thames Valley, West Lancashire & East Lancashire held/ planned to hold the most social walks in 2022. Marches, Mid Wales, Merseyside, Nidderdale & South of Scotland held/ planned to hold the least number of social walks in 2022.

Data updated Oct '22



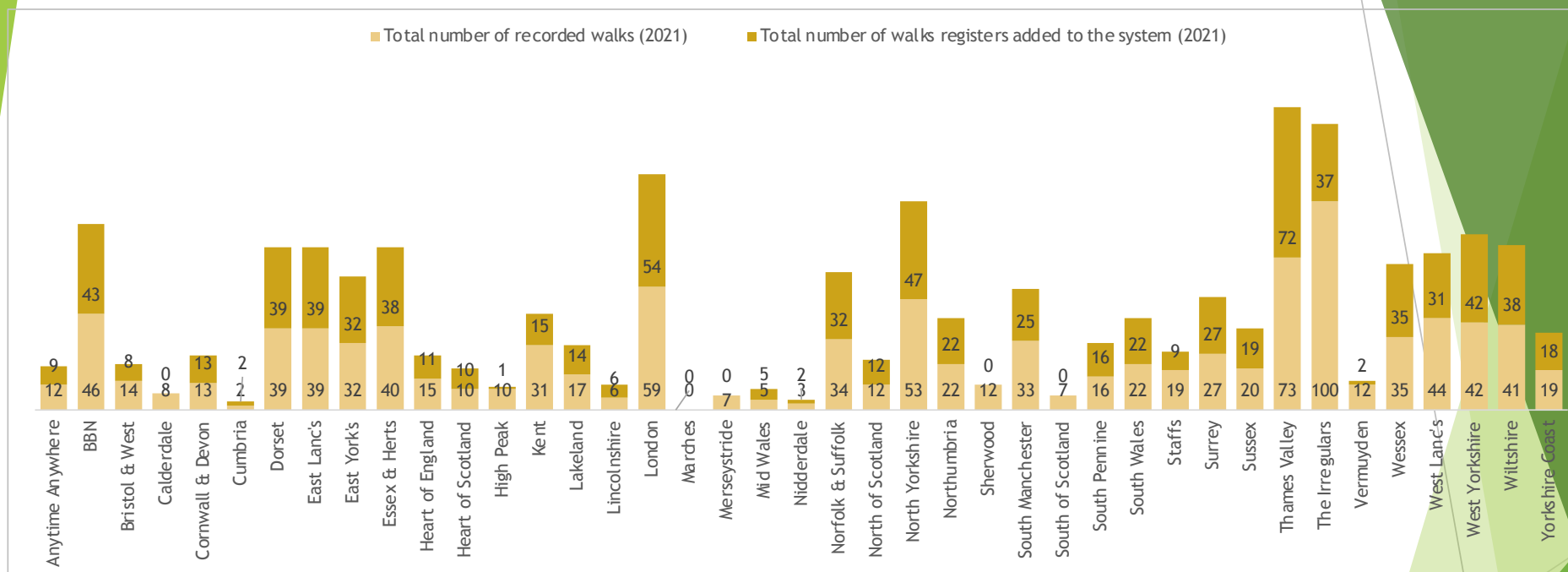
During 2021, society was just starting to find it's feet again after several Covid lockdowns, various travel restrictions, school closures and the new culture of working from home for many office workers. It is evident from the graph on the previous page (slide 6) that local groups were also just starting to find their feet again and getting out and about with their members on social walks.

Looking at the number of social walks that have taken place (and are planned to up to 31st December 2022), there are 1419 which is a 26% increase from 2021. For some groups there has been quite a large increases in the number of social walks between last year and this year, including:

Group	2022 total	2021 total
West Lancashire	77	44
East Lancashire	74	39
Sussex	39	20
Heart of England	28	15
Cornwall & Devon	23	13
High Peak	18	10
Northumbria	42	22
East Yorkshire	53	32
Norfolk & Suffolk	51	34
London	86	59



Local Groups: number of social walks recorded on the system which also had a walk register uploaded - 2021



In the event of a claim, our insurer requires that members on a walk can be contacted. The Social Walk Register Form must be completed at the start of all walks and it's recommended that the register is uploaded to the walks section of the local group's database

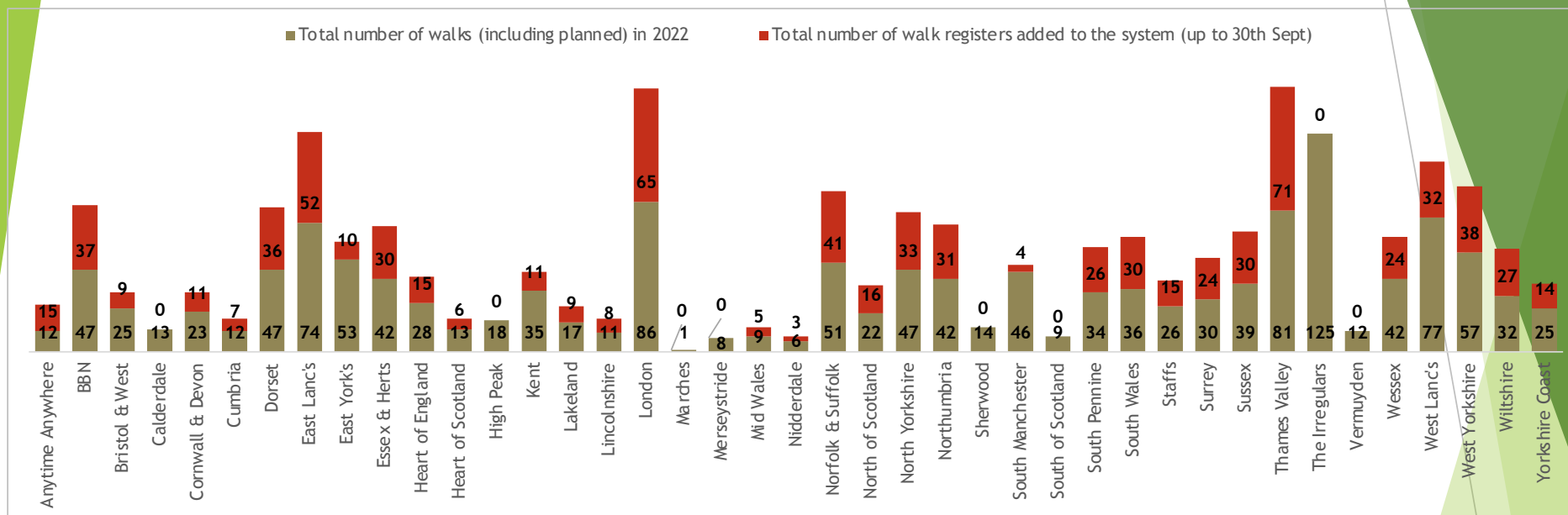
The majority of groups upload a walk register for every social walk they do, however there were a few groups who did not upload a register in 2021:

- Calderdale, Merseystride, Sherwood & South of Scotland

Where walk registers are not uploaded it **does not** mean they haven't been completed & that they are not accessible.



Local Groups: number of social walks recorded on the system (including planned) which also have a walk register uploaded in 2022



This data includes social walks that are planned and have not taken place yet (therefore there will not be a walks register). The groups that have not yet uploaded a walk register in 2022 are:

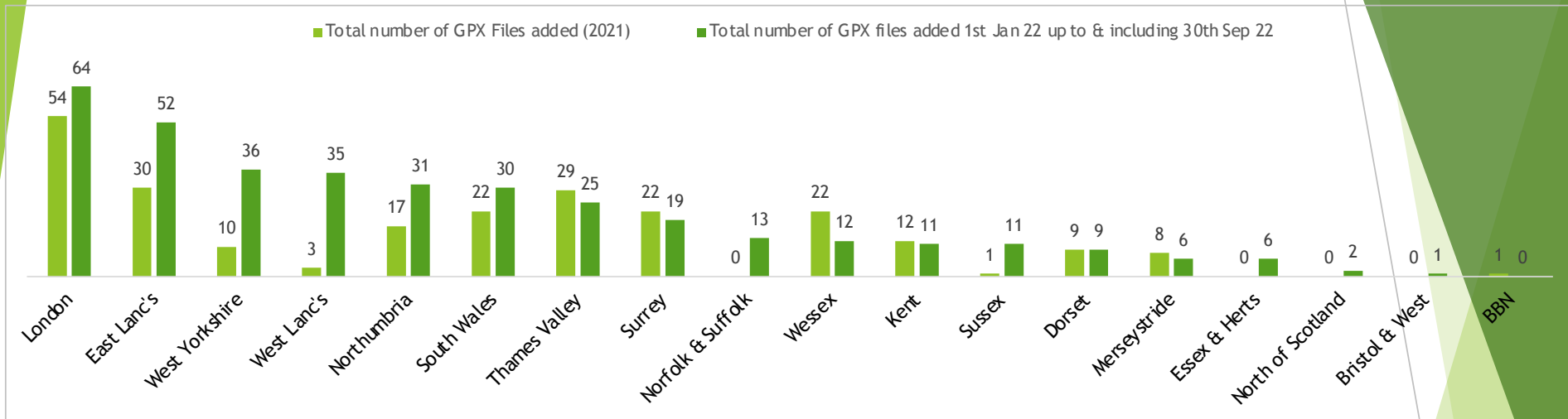
- Calderdale, High Peak, Marches, Merseystride, Sherwood, South of Scotland, The Irregulars, Vermuyden

A few groups have held a large number of social walks but have very few walk registers added to the system:

- Cornwall & Devon, East Yorkshire, Kent, South Manchester, Stafford



Local Groups: GPX files Uploaded 2021 vs 2022



Groups not shown have no GPX files on the system

The social walks database is a potentially valuable asset to the LDWA. The social walks GPX files can be shared on the LDWA website for other members to download and follow. It also helps to build the database to evidence the vast number of walks that local groups run. A GPX file would be recorded on a device such as GPS enabled watch or handheld unit including a mobile phone running an app such as Strava. It is appreciated that not all groups will have walkers who have this technology available to record the route. However routes can be plotted on OS Maps (for example) and that GPX file could be uploaded to the walk record.

It is positive to see some groups adding more GPX files this year than last year especially West Lancashire, Norfolk & Suffolk and Sussex.



Challenge Events 2022

Challenge Event	Group
4th Hannington Hike	BBN
Sundon Saunter	BBN
Pick and Mix	BBN
Chalford Challenge	C&D
Bude Beast	C&D
Devonshire Dumpling	C&D
Dorset Duddle	Dorset
Herts Hobble	E&H
10th Essex Walker	E&H
Three Forests Way	E&H
20th Stansted Stagger	E&H
36th Two Crossers	East Lanc's
The Woldsmen	East York's
Scarborough Rock	East York's
Rudolph's Romp	East Yorkshire
Malvern Midsummer Marathon	Heart of England
Birmingham Canal Canter	Heart of England
Goyt Valley Challenge	High Peaks
The regular Irregular	Irregulars
12th Marsden Moors	Irregulars
A Foot in Two Dales	Irregulars
High Weald Walk	Kent
White Cliffs Challenge	Kent
Sevenoaks Circular Walk	Kent
40th That's Lyth	Lakeland

Challenge Event	Group
6th Capital Challenge	London
Founders LDWA London	London
39th South Shropshire Circular	Marchers
Plum Pudding Plod	Marches
Open to Offa's	Merseystride
Flower of Suffolk	N&S
Rodent Wriggle	N&S
Winter Poppy line	N&S
Blubberhouses	Nidderdale
Wensleydale Wedge	Nidderdale
Heldon Hill Midnight Sun & Beach	North of Scotland
Laich O Moray	North of Scotland
Kettlewell	North York's
Kilburn Kanter	North York's
30th Durham Dales	Northumbria
South Pennine 24	South Pennine
Three Circles of Monmouth	South Wales
Offa's Twisted Wye Kanter	South Wales
The Three Shires	Staffordshire
Six Dales Circuit	Staffordshire
51st Punchbowl Marathon	Surrey
44th Winter Tanners 2022	Surrey
Surrey Inns Kanter 2022	Surrey
South Downs Marathon	Sussex
Oxon Walks	Thames Valley
The Chawton Challenge	Wessex
Anglezarke	West Lanc's
One Foot in the Gargrave	West York's
Ulfkil Stride	West York's
Pewsey Downsaround	Wiltshire
SMUGGLERS TROD	Yorkshire Coast

There have been a total 57 LDWA (only) Challenge Events that have taken place (or will take place) 1st Jan to 31st December 2022. These do not include marshal walks but do include 'anytime' events.

The Trans-Pennine hosted by Vermuyden LDWA was the annual 100 mile event

There were 7 50+ mile Challenge Events as follows:

- Winter Poppy Line - N&S
- Woodsman - East Yorkshire
- A Foot in 2 Dales - The Irregulars
- White Cliffs Challenge - Kent
- 3 Forrester's Way - Essex & Herts
- 50-50-50 - Wiltshire
- Laich O Moray - North of Scotland



Summary of Local Group Insights

▶ Social Walks - 2022

- ▶ 35 local groups have/ will have held at least 1 social walk per month
- ▶ 25 of those have/ will have held at least 2 social walks per month - with the largest number of social walks being held by;
 - ▶ The Irregulars (125)
 - ▶ London(86)
 - ▶ West Lancashire (77)
 - ▶ East Lancashire (74)
- ▶ 6 local groups have/ will have held less than 1 social walk per month including;
 - ▶ Lincolnshire
 - ▶ Marches
 - ▶ Merseystride
 - ▶ Mid-Wales
 - ▶ Nidderdale
 - ▶ South of Scotland



Summary of Local Group Insights

▶ Social Walk Register

- ▶ The majority of local groups upload social walk registers - the following groups did not upload the registers in 2021 or to date in 2022*;
 - Calderdale
 - High Peak
 - Marches
 - Sherwood
 - South of Scotland
 - The Irregulars
 - Vermuyden

▶ Social Walks Database

- ▶ 17 local groups are developing a database of social walk GPX files

* Not to be assumed that Social Walk Registers are not completed and accessible by local group if required



Summary of Local Group Insights

Group	2 Social Walks Per Month - 2022	1 or more Challenge Events	3 Group Officers	Regularly Upload Social Walk Register	Regularly Upload GPX Files
BBN	✓	✓	Yes	✓	✓
East Lancashire	✓	✓	Yes	✓	✓
London	✓	✓	Yes	✓	✓
Northumbria	✓	✓	Yes	✓	✓
South Wales	✓	✓	Yes	✓	✓
Surrey	✓	✓	Yes	✓	✓
West Yorkshire	✓	✓	Yes	✓	✓

The above groups have a Constitution, held an AGM in 2021/2 & submitted the AGM minutes. All held events to celebrate the 50th Anniversary. With the exception of London, the above regularly engage with local group officer meetings & the local groups weekend. BBN, London, South Wales & West Yorkshire send out regular newsletters to members. All have a Facebook group. 5 out of the 7 groups are trialing Meet Up.



Summary of Local Group Insights

Core Activities - 2022

Group	Challenge Events	Social Walks
Essex & Herts	4	42
The Irregulars	3	125
East Yorkshire	3	53
Norfolk & Suffolk	3	51
BBN	3	47
Kent	3	35
Surrey	3	30
Cornwall & Devon	3	23
London	2	87
West Yorkshire	2	57
North Yorkshire	2	47
South Wales	2	36



Location of Groups

- Stronger Groups
- Groups Which May Appreciate Some Support

