The Lancashire and Cheshire Photographic Union

The State of the Union

A report by Christine Widdall CPAGB

Foreword by Rob E Vince LRPS APAGB
Hon General Secretary

Commissioned by the Executive Committee of the L&CPU

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The Author

Chris Widdall joined Oldham Photographic Society in 1986, has previously served as Secretary, Syllabus Secretary and President and is currently Competition Secretary. She joined the L&CPU Executive Committee in 1999 and has held the position of Minutes Secretary since February 2000. Her background is in the National Health Service, where she has gained qualifications in research methods in the Behavioural Sciences and she has conducted a number of research projects including Patient Satisfaction surveys.

Acknowledgements

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Rob Vince, General Secretary of the L&CPU, for his support throughout and especially for looking after the piloting, photocopying and mailing of the questionnaires.

Members of the Executive Committee of the L&CPU for giving me feedback on the proposed questions and proof reading the documents during the development stages.

My husband, John, whose expertise in spreadsheet analysis is greater than my own and who was able to introduce me to a number of "Excel" functions which greatly speeded the analysis.

John Dougherty, President Elect of the L&CPU at the time of writing, for photocopying and binding the report.

Thanks also to those club committees and individual club members who have put their time and effort into providing the evidence which will make this project a success.

Foreword by Rob E Vince LRPS APAGB

I'll start this foreword at the end by thanking Christine Widdall for all she has done in putting the Questionnaire together, analysing the replies and producing this report. Many hours of sitting at the computer using the time when I'm sure she would have preferred to be using it for other, perhaps more creative, tasks. Thank you Chris.

Why this Questionnaire? What's it for? Just two of the many questions I was asked when it went out to the clubs. The thought was put to the Executive in 1999 under the heading 'State of the Union', when I was collating the Annual Returns and realising that nearly all clubs were showing a reduction in membership. This trend continued last year and the idea behind the Questionnaire is to try and find out why, and is there anything the L&CPU can, or should, do to help reverse this downturn in membership.

Hopefully the report, which I have yet to read, will help and encourage us all to get the enthusiasm back into photography as a 'club' orientated hobby.

Rob. Vince LRPS APAGB
Hon. General Secretary

Abstract

Anecdotal evidence and the information supplied by member clubs of the Lancashire and Cheshire Photographic Union (L&CPU) indicate a year on year fall in club membership.

At the end of the year 2000, a questionnaire survey was conducted within the Union with two main purposes:

1. To give feedback to the L&CPU Executive Committee on the services which they provide for clubs in order to determine where any improvements might be made.

2. To provide the clubs with a pool of ideas about such matters as, for example, the attraction and retention of members.

Two questionnaires were developed - Questionnaire 1 was sent to every club committee and Questionnaire 2 was given to a randomly selected sample of 10% of club members. The response rate was high, 75% of clubs and 70% of individuals returned their completed questionnaires.

Both qualitative and quantitative analysis was performed.

The survey has been successful in providing a large pool of information and ideas for the Executive Committee and club committees to study. However, the project itself cannot bring about change unless action plans are developed and implemented by those bodies.

Definitions

Club

The word “club” has been used throughout this document as a generic term used to describe all or any photographic clubs, photographic societies, camera clubs and other specialist photographic or imaging groups who were members of the Lancashire and Cheshire Photographic Union at the time this survey was conducted.

Population

The population studied consists of all members of clubs who were members of the Lancashire and Cheshire Photographic Union in the year 2000.

Sample

All those members of clubs who were selected to take part in the survey.

Participants

The individuals who returned their questionnaires.

Subjects

Same as participants.

Quantitative analysis

That analysis which is made by mathematical and statistical calculation. This type of analysis is often regarded as more easily replicated, rigorous and objective. It allows statements of statistical significance to made about the results.

Qualitative analysis

That analysis which is made by summarising and discussing the descriptive replies of the participants. It often gives richer, more complete and more realistic information, but findings may be less reliable and more subjective.

Introduction

Anecdotal evidence and the information supplied by member clubs of the Lancashire and Cheshire Photographic Union (L&CPU) indicate a year on year fall in club membership. The Executive committee of the L&CPU decided that a survey of opinion involving all member clubs would help them to decide how they can best help the clubs. It would also provide the clubs themselves with a pool of ideas about such matters as attraction and retention of members. The author's involvement in the project began during the late summer of 2000, when she had a meeting with the L&CPU General Secretary, Rob Vince LRPS APAGB to discuss how such a survey might be conducted.

Aims/Objectives

The declared aim of the project was to conduct a questionnaire survey with the following objectives:

1. To give feedback to the L&CPU Executive Committee on the services which they provide for clubs and to determine where any improvements might be required
2. To give feedback to the clubs: in particular to share ideas for attracting and retaining members and to determine if there are any common factors amongst those clubs who are gaining/retaining members better than others.

Method

Initial planning and development of a data collecting tool

It is the clubs themselves who are the members of the L&CPU and it was clear that seeking the opinion of their committee members would be an essential first step. The author also felt strongly that the opinion of ordinary club members should be sought in addition to the club committees.

It was therefore decided that the best way forward would be to develop two different questionnaires, one to distribute to the clubs for the club secretary to fill in with the help of committee members. A second document would go to a selected sample of all club members, with committee members and ordinary members to have an equal chance of selection. The questionnaire development process took place with the help of the General Secretary and some of the Executive Committee members, who were able to give feedback and advice on amendments. The two questionnaires and accompanying instruction sheet were piloted at a Cheshire club before distribution began in earnest. The two questionnaires are shown in Appendix 1.

The next task was to decide to whom exactly the questionnaires would be sent. It was possible to send a copy of Questionnaire 1 to all member clubs in the Union. However, Questionnaire 2 was a longer document and there were potentially over 3000 club members in the whole population who might be asked to participate. It would be an impossible logistic task to ask them all to take part in the survey, as the work required to analyse such a large number of responses would be unrealistically high in the time-scale available and without clerical help, so a selection would have to be made to decide which individuals would be asked to participate, known in research terms as "sampling".

Notes on sampling and sample size

The field of sampling is full of difficulties - the chosen sample must be large enough to give a result which is truly representative of the whole population and free from bias. However, size of sample is not the only criterion. The sample of participants must also be chosen by random selection processes. It was decided that the largest sample that could reasonably be analysed by

one person, in the time-scale available, would be about ten percent of the whole membership of clubs. If properly taken, a sample of this size could also provide reliability and validity in the results, so long as there was a good return rate, which is always a potential problem in questionnaire research.

The accuracy of the results would still entirely depend on clubs carrying out the sampling process as instructed (as well as accuracy and truthfulness in the replies given). It was clear, therefore, that the author would have to find a relatively easy sampling process which clubs could carry out on her behalf. Two sampling methods were chosen, based on "raffle" and "short-straw" processes. Either would give an equally random effect and both were simple to understand and implement (see the Appendix). The sample of members asked to participate should then contain experienced and new members, men and women, old and young, ordinary and committee members etc. in proportion to their existence in the main population of club members.

Distribution and return of questionnaires

The questionnaires were sent out in early November with the help of the General Secretary and returns began to come in within a week or two. The "deadline" for return was 18th December, but several clubs and individuals returned their copies as late as the beginning of January and all were included in the analysis.

In total 103 copies of Questionnaire 1 were sent out and 77 (75%) were returned.
325 copies of Questionnaire 2 were sent out and 228 (70%) were returned.

The author carried out the quantitative analysis and produced graphs using a Microsoft Excel spreadsheet. All handwritten comments were read and will be summarised and discussed later in the document.

A copy of both questionnaires is shown in the Appendix.

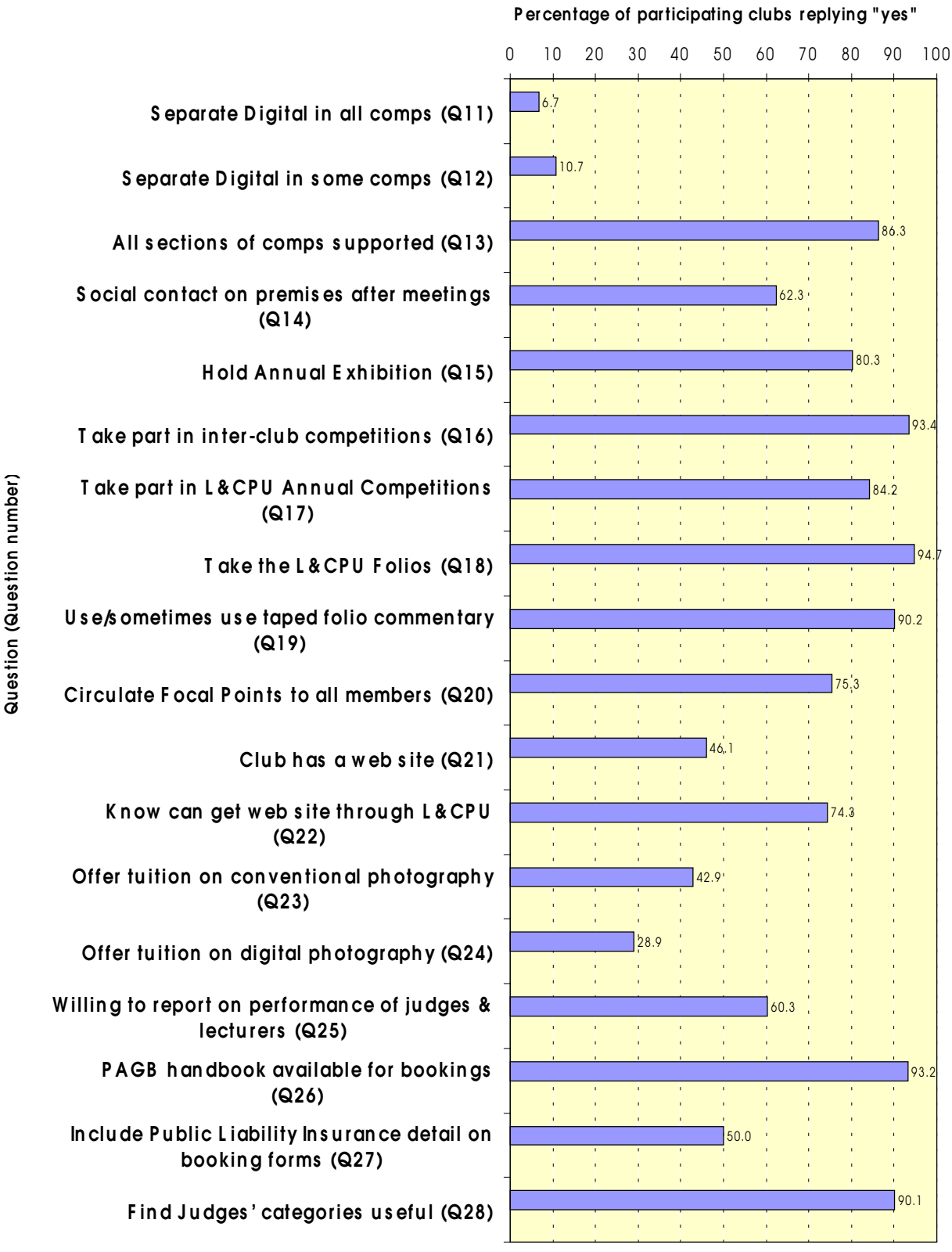
L&CPU State of the Union Questionnaire 1

Results

In total 77 clubs returned their questionnaire forms, a return of 75%.

Figure 1 shows the percentage of clubs answering "yes" to various questions about their activities. The question and question number is shown alongside.

Figure 1 Percentage saying "yes" to questions about clubs' activities



Clubs were generally happy with the way judges are classified in the Directory. There was a general feeling that clubs expect judges to be able to judge anything put in front of them. One club stated that, "although the judges may not be the best around, they deserve a medal. However, they need to admit their limitations. Many are willing to judge all categories but a volunteer with little knowledge of natural history will gain few supporters judging the category. We are remembered for our failure not our success"

Figure 2: Use of L&CPU lecturers and judges by clubs

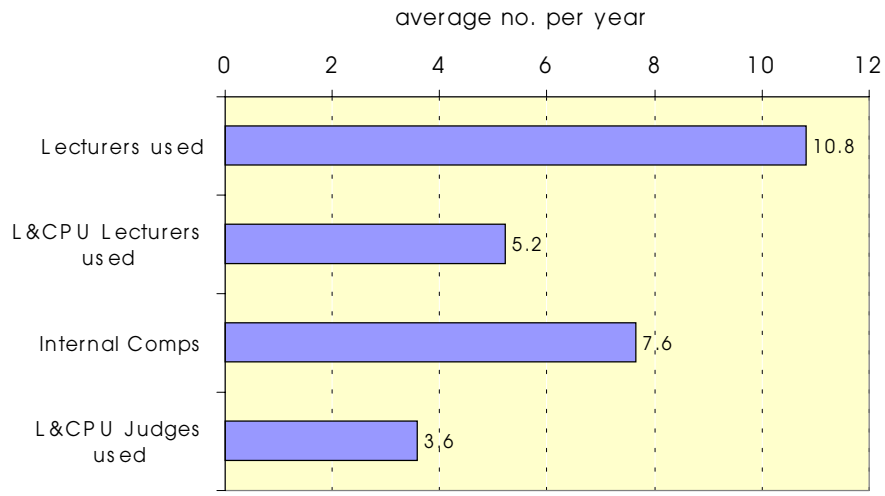
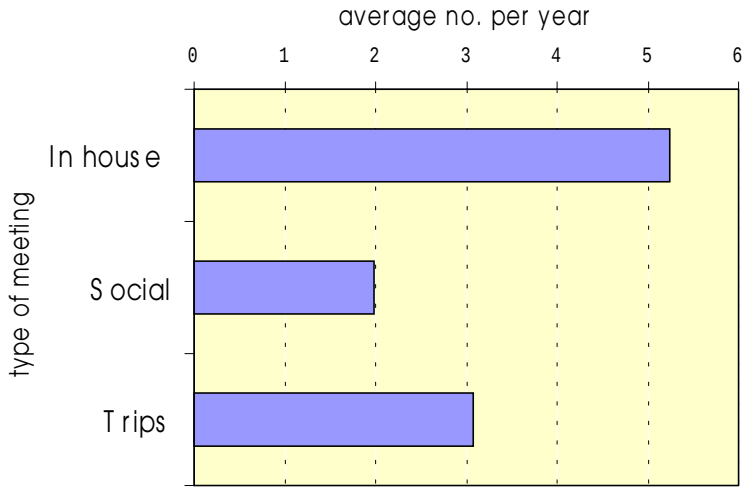


Figure 2 shows that, on average, clubs engage the services of L&CPU judges for approximately half of their internal competitions, and about half of the lectures arranged are given by L&CPU lecturers.

48% of clubs do not divide their members into classes for competition purposes. 9% of clubs divide members into three classes for example, "Beginner", "Intermediate" and "Advanced". 39% have two classes and 4% did not answer the question. On average only three competitions a year are on fixed subjects (perhaps requiring the services of a specialist judge).

The average number of meetings of a social nature, classified as "in house", social activities and trips is shown in figure 3.

Figure 3: Average number of in-house activities, social meetings and trips



Tabulated results

On this page and the following seven pages, the results of the open questions have been tabulated (see Tables 1-8). Comments of a similar nature have been drawn together in order to show which were the most commonly stated.

Table 1

Question 30: Why do you think membership of clubs is falling?	**No. of similar comments**
Many competing demands on members' time/competing interests	33
Young people not attracted to club photography/clubs in general	15
Ease of achieving good results with automatic cameras and commercial processing means people are not interested in processing their own work/don't need to join a club	12
Long/unsociable working hours/shift work	8
Ageing membership/death	6
Poor image of photo club membership	6
People prefer to stay in and watch TV/other home entertainment	6
Unwillingness of members to move with the times/failure to be forward looking /members being set in their ways	6
Young people not taking up photography as a hobby	5
Lack of recruitment in general, lack of young members	4
Prospective members expecting the club to be a teaching centre which it is not geared up for	3
Declining membership of clubs in general	3
Rise of interest in video cameras	2
Increasing costs of subs/producing work	2
Uncertainty because of transition period to digital photography	2
Young people put off by average age of club members/high standards of work	2
Unwillingness to share skills	2
People change job/move away - young members lost when they go to University	2
People can show their pictures over the web without having to join a club	1
Changing times	1
Lack of publicity	1
Cliques	1
There are still some very snobbish unfriendly clubs out there	1
Too much bickering	1
Unsuitability of premises	1
Limited interest in specialist clubs (e.g. AV)	1
Too much competition from video cameras	1
Poor programme	1
Perceived as being exclusive	1
Note: The above comments are the author's summary and not a transcript, as many contributions were too lengthy to report in full.	

Table 2

Question 31: Please state ideas you have for attracting members	**No. of similar comments**
Publicity. Advertise in shops/the local press/free newspapers/in photographic suppliers/Tourist Information offices/libraries/at the Annual Exhibition. Distribute leaflets e.g. "Ever thought of joining a club?" Flyers put into photo magazines in newsagents. Advertise on the web/on local radio/in photographic magazines. Leave copies of the syllabus in public places.	38
Exhibit work in public places/shopping malls, libraries etc	10
Develop an interesting web site for the club	8
Word of mouth/introducing friends/personal invitations to prospective new members to visit	8
Offering help/tuition on photography and digital techniques	5
Provide a welcoming atmosphere to prospective new members	4
Run open competitions for the public with free membership and prizes	3
Closer liaison with schools/colleges	3
Offering half price membership deal for members joining during Exhibition week/deals for new members generally/free membership to juniors	3
Demonstrations of digital or traditional work to the public/own members	3
Having attractive premises	2
Maintain an interesting syllabus	2
Take up the new opportunities presented through digital photography	2
Having lady members in turn attracts other ladies to join	1
No idea	1
By becoming a "winning club"	1
We have honestly tried everything!	1
Introduce more practical work	1
Bring the club structure up to date	1
Newsletter	1
Broaden the scope of the syllabus	1
Note: The above comments are the author's summary and not a transcript, as many contributions were too lengthy to report in full.	

Table 3

Question 32: Please state any ideas you have for retaining existing members	**No. of similar comments**
Ensure variety in programme/ maintain an interesting/entertaining programme	36
Involve all the members in club affairs/meetings	12
Promote and maintain a friendly relaxed atmosphere	9
Listen to what the members want/issue a questionnaire	6
Encourage/introduce digital photography	5
Providing for all the members' needs	5
Field trips and social events	5
Improve social side of membership/trips out	4
Encourage the members in all aspects of their photography (e.g. "Judges that dishearten are a disaster for club membership")	4
Members willing to share knowledge/expertise	3
Strong rope/nail 'em to the floor/lock 'em in the club room	3
Have social meetings during the summer recess to keep members involved e.g. field trips, meals out, discussion groups in local pub, photo "treasure hunt"	3
Making the meetings enjoyable/fun	2
Moving with the times/ be open to new ideas	2
Make contact with members who have recently drifted away, inviting them to renew membership	2
Detail more experienced members to look after new members	2
Keep subs low	2
Emphasis on top quality entertainment lectures/quality programme	2
Meeting all year round	1
Fill in time with open discussion on folio nights and promote more members' nights in general	1
Avoid photographic "snobbery"	1
Offer membership discounts as an annual loyalty bonus	1
No division of work into classes	1
No idea	1
Introduce a creative section	1
Look upon our hobby as fun - don't become too serious	1
Encourage participation of all the members	1
Constructive not destructive criticism from visiting judges	1
Regular newsletter within the club	1
Note: The above comments are the author's summary and not a transcript, as many contributions were too lengthy to report in full.	

Table 4

Question 33: What do you consider to be the strengths of your club?	**No. of similar comments**
Friendship/ provide a friendly welcoming atmosphere	38
Willingness to share ideas/skills/knowledge	14
Varied and interesting programme	13
We produce high quality of work	11
Active committee members/nucleus of members	8
Good facilities/meeting room	7
High level of participation of the members	7
Diversity of members/skills	7
Good venue	6
Enthusiasm/involvement of members	6
Small in number but committed membership	6
Support for/encouragement of members' work	4
Team spirit/teamwork	4
Loyal/supportive membership	3
No cliques	3
Good social group/able to socialise in the bar after meetings	3
Darkroom facilities/equipment available to members	2
Success in external competition	2
Informal approach	2
Tradition	2
Willingness to embrace new technology	2
We have many young members	2
Increasing skills in digital photographic techniques	1
Light-hearted approach	1
Low membership fees	1
No internal competition	1
Plenty of humour	1
Starting meetings on time!	1
The Annual Exhibition	1
Lack of pretensions	1
We have a mono group and a digital group meeting at our clubroom	1
Flexibility to new technology	1
The large membership	1
Cheap membership	1
Strong leadership from our Chairman	1
Keen new members (3-4) per year, who are willing to participate in and support our activities, are our main asset	1
Well established committee	1
Note: The above comments are the author's summary and not a transcript, as many contributions were too lengthy to report in full.	

Table 5

Question 34: What do you consider to be the weaknesses of your club?	**No. of similar comments**
Ageing membership	20
Lack of support for/participation in club activities/competitions by the members/difficulty in recruiting committee members	13
Too few younger members	7
Apathy	7
Inadequate facilities/poor location of club	6
Members lack confidence in their own potential to enter outside competitions	6
Club becoming too small in numbers to be viable/ lack of members	5
Inability to attract members	5
Poor facilities/ lack of darkroom/studio facilities/computer	5
Too few female members	5
Inability to retain members/falling numbers	4
Too few willing members	3
Being too closely associated with a company (employee based membership)	2
Difficult to obtain good speakers within the limits of our budget	2
Maybe too little formality, members late, starting time late etc	2
Inability to meet all demands for practical instruction	2
Our distance from the centre of the region	1
Divisions within the membership about digital technology	1
Location of/problems with the club room	1
Rigid constitution	1
Too much formality	1
Too technically orientated	1
Not enough top class workers to help others achieve their goals	1
Too few members	1
Declining interest in black and white printing	1
Older members being set in their ways and frankly defy change	1
Modesty	1
Ageism	1
We have none - if we see one we eliminate it	1
Financial position since we merged with... (another club)	1
Having to move club rooms frequently is unsettling	1
Inability to keep younger members' interest	1
Note: The above comments are the author's summary and not a transcript, as many contributions were too lengthy to report in full.	

Table 6

Question 35: What do you consider to be the opportunities for your club?	**No. of similar comments**
Promote/embrace digital technology and develop new skills	25
To hold more public exhibitions of work/shows of our AV/workshops	5
To expand our activities	4
To show work to the general public through Exhibitions and community based activities	4
To share our activities with other local clubs	3
To encourage members to share skills	3
To advance the quality of the members' photography	3
We take our photography to the wider community and are always well received	3
Attract new members from digital practitioners	2
To enter competitions/battles externally	2
To share knowledge and skills with new members	2
Beating Wigan 10!/greater opportunity to compete through digital photography with well known clubs	2
Promote photography in the area	2
The further development of our web site	2
Stop arguing about how work is produced	1
To make an effort to recruit new members	1
To see high quality work of others (e.g. Folios)	1
Seek a good venue	1
To remain in the top 3 clubs in the L&CPU, to become better known throughout GB, for our top photographers to earn national and international recognition	1
To entertain members	1
The future does not look promising - we are on the verge of collapse	1
To make an effort to attract new members	1
Amalgamation of smaller clubs within the area	1
Hope to attract members from non-viable clubs	1
Encourage friendliness	1
Clubs should reduce in size to smaller enthusiastic groups and lose the uncommitted members	1
To have a room where we can hold practical demonstrations and lectures in photographic art	1
Commercial development and exploitation of some of our photographic expertise	1
We exchange prints with our twinned town in France each year	1
Note: The above comments are the author's summary and not a transcript, as many contributions were too lengthy to report in full.	

Table 7

Question 36: What do you consider to be the threats to your club?	**No. of similar comments**
Rising costs/financial difficulties	23
Ageing membership	19
Declining membership	17
Threat of loss of meeting room	8
Too many similar clubs within a small area	7
Apathy	7
Divisions over new technology	4
Shift work/unsociable or longer working hours/work commitments	4
Loss of interest in photography of the public at large/the young	4
Too many activities competing for members' time	4
Too few younger members/ too few new members	4
Lack of interest by young people	2
Death	2
Vandalism	2
Unwillingness of members to share workload	2
Decline in use of traditional film/materials and increase in home PC/digital photography	2
Poor facilities/premises	2
Because members also joining new digital clubs and they can only enter work (in L&C Annual Comps) for one club, questions of "loyalty" are being asked	2
Intimidation by judges especially to beginners	1
Members moving away	1
Few judges for AV on the L&CPU list	1
Venues for L&C competitions too far south	1
More and more people sit at home playing with their "devil's machinery" and don't need to join clubs or compete	1
The local pub	1
We are happy with the L&CPU - people who put hard work into it and we are grateful for that	1
Jealousy	1
General malaise/apathy with regard to clubs	1
Complacency	1
Trade processing	1
Unwillingness to change/too much tradition	1
Other technology related hobbies e.g. computer clubs	1
Note: The above comments are the author's summary and not a transcript, as many 1contributions were too lengthy to report in full.	

Table 8

Question 37: Is there anything else you would like to bring to the attention of the Executive Committee?	**No. of similar comments**
Folio quality very variable/problems with folio dates (too many in a short time)	4
Please change the mounting rules to allow tape on the reverse of mounts/sort out the competition rules	3
Folios could be more mixed and more representative of all clubs, with more lively comments and indication of the judges' marks in the commentary.	3
Variable quality of folio taped commentaries	2
Would welcome suggestions for strengthening our ties with the Union (sense of isolation because of distance away)	2
Please change to competition rules to allow clubs to use the work of those members who are also members of other clubs and entering for them	2
Make sure the rules you make are of benefit to the clubs	1
More publicity needed about L&CPU events	1
Personal visits to clubs by the Executive members would be appreciated	1
Please circulate the results of this questionnaire to all clubs	1
Judges must promote photography by offering *constructive* criticism	1
Please indicate approximate running times of Folio tapes	1
Indicate which judges/lecturers willing to accept bookings at short notice	1
Thanks for the opportunity to express our thoughts and views	1
Invite individual clubs in the L&CPU to circulate folios of their own work	1
Photography is being replaced by computer skills	1
Must retain L&CPU Annual Competitions/Exhibition	1
Entry details on computer disc should not be mandatory	1
More information needed on how the L&CPU spend our money	1
Judges with mileage limit make it difficult to maintain a high standard	1
Executive need to encourage clubs to merge	1
L&CPU Exhibition should be put on disc	1
Any chance of a reduction in subs for concessionary members?	1
Need more lecturers and judges in the Directory	1
Life style changes mean there will inevitably be some decline in numbers of members. We will continue to embrace new ideas and technology and to support the L&CPU Executive's efforts.	1
We have received £7000 in grants in the last two years, although we are just a small club	1
We have a digital group and an improvers group and offer support and encouragement	1
We continue to survive by changing the system not the subject	1
More emphasis on societies forming junior clubs through schools - L&CPU could perhaps organise local/regional competitions in digital work by the young	1
More publicity needed by the L&CPU to attract members to clubs	1
L&CPU subs rise of 40% in 2 years has got to stop	1
In all honesty, we just cannot afford lecturers' fees	1
We recently held a public exhibition in a city gallery which attracted 4000 viewers but we did not recruit a single new member	1
Judges should be able to report on clubs	1
The activities of the L&CPU are well covered in Focal Points. Members of the Executive should not bore members at club meetings with their comments and views on the L&CPU deliberations. The fact is that most club members are totally uninterested. Communications from the L&CPU should be via the club secretary or via the club's elected representative. If this is done thoroughly Exec Committee members (bearing in mind they have not been elected to the L&CPU by their clubs) will have no cause to misuse club nights by representing the L&CPU. *Note 1: this comment has been reported in full as the author did not feel there was any way it could reasonably be paraphrased as it raised a number of points not covered elsewhere.*	1
Note 2: The above comments are the author's summary and not a transcript, as many contributions were too lengthy to report in full.	

L&CPU State of the Union Questionnaire 2

Results

In total 226 individual club members returned their completed questionnaire forms, which is a return rate of 70%.

Gender, status and age distribution of the sample are shown in the charts below, figures 4,5 and 6. Those delegates who are also committee members of their own clubs are only shown as delegate for the purpose of figure 5. No Executive members are included.

Figure 4: Gender of participants

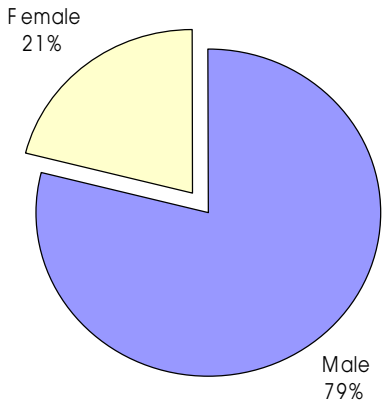


Figure 5: Status of participants

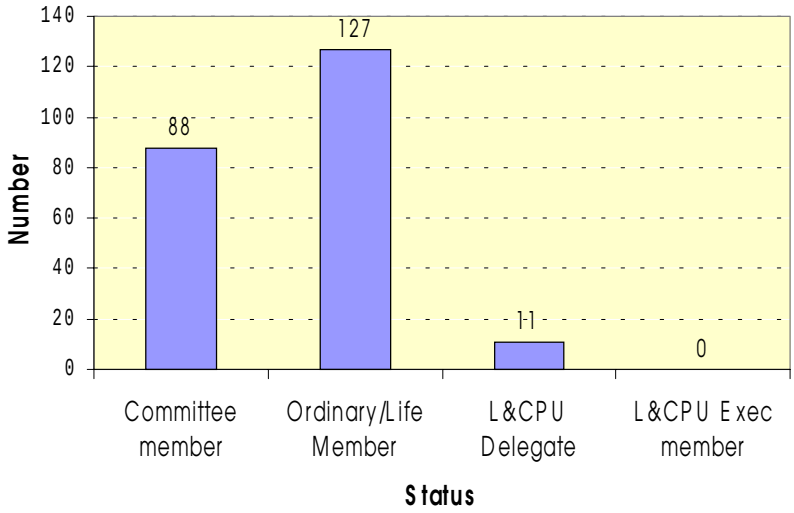


Figure 6: Age distribution of participants

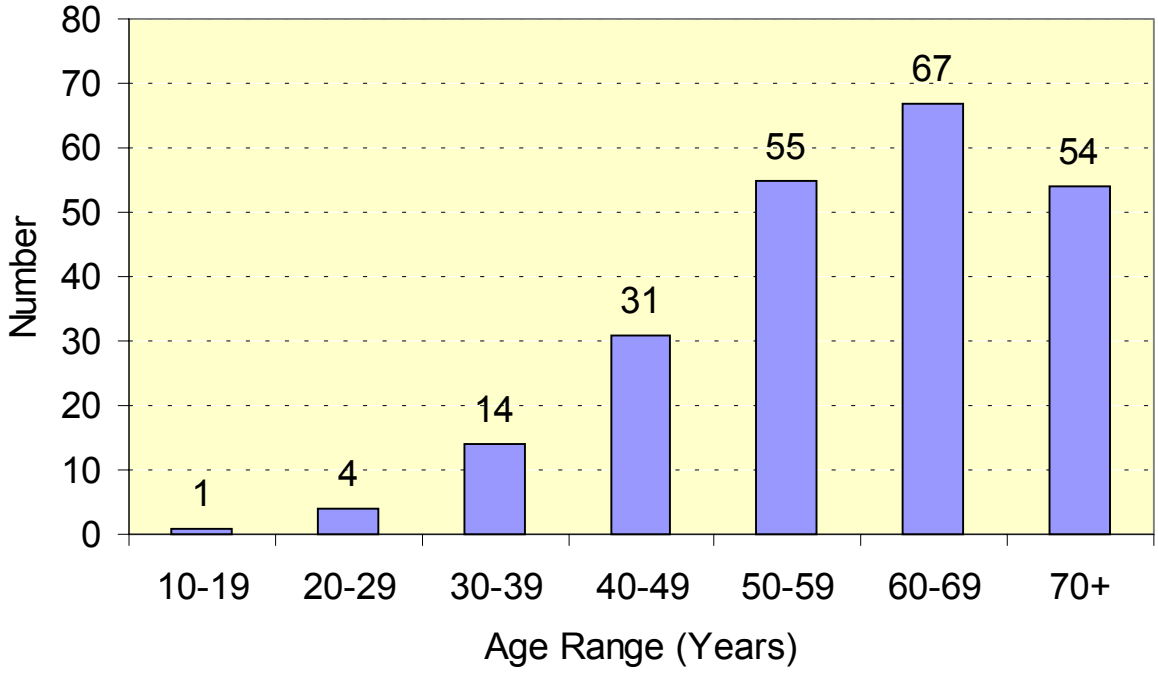
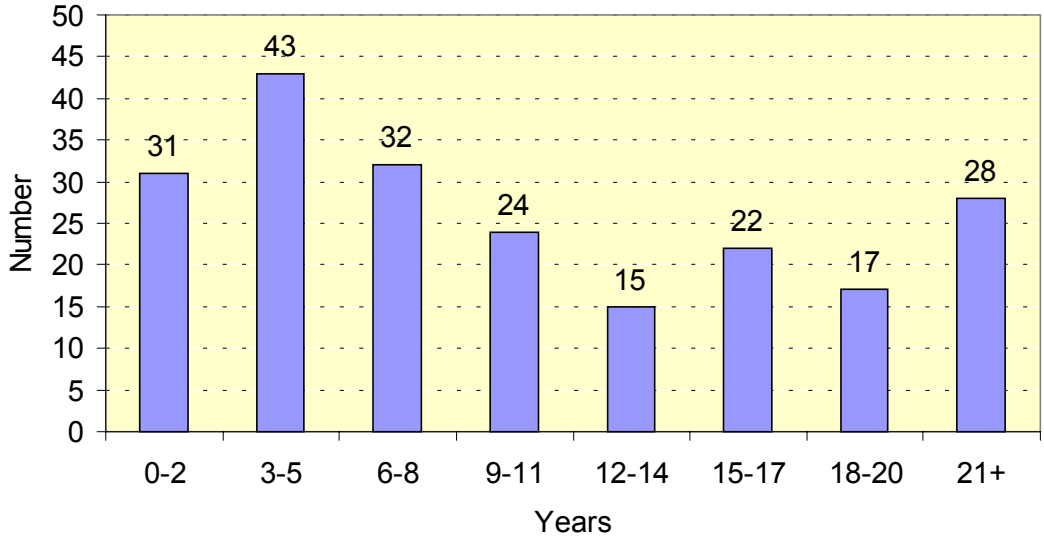


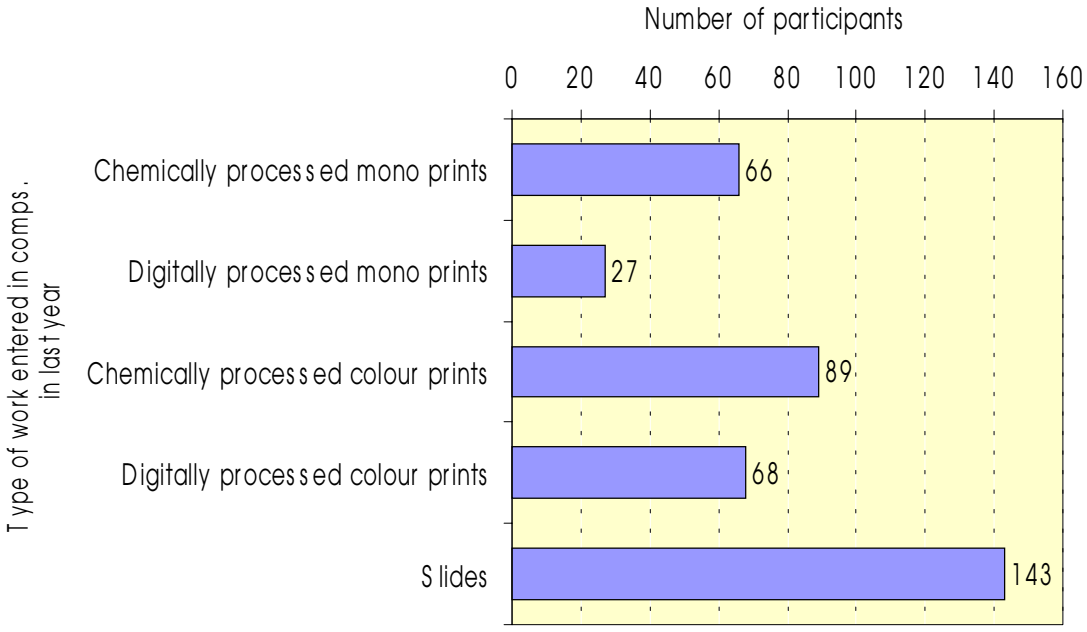
Figure 7 shows how long the participants have been members at their clubs.

Figure 7: Years of membership



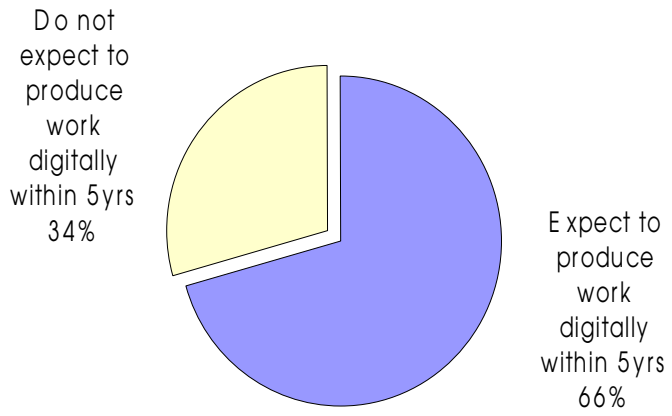
Participation in internal competitions was high within the sample, 83% of whom had entered work during the last year. The type of work currently entered by those 83% is shown in figure 8. As many subjects entered more than one type of work, the totals do not reflect the number of entrants, only the relative popularity of each type of work.

Figure 8: Type of work entered in internal competitions during 2000.



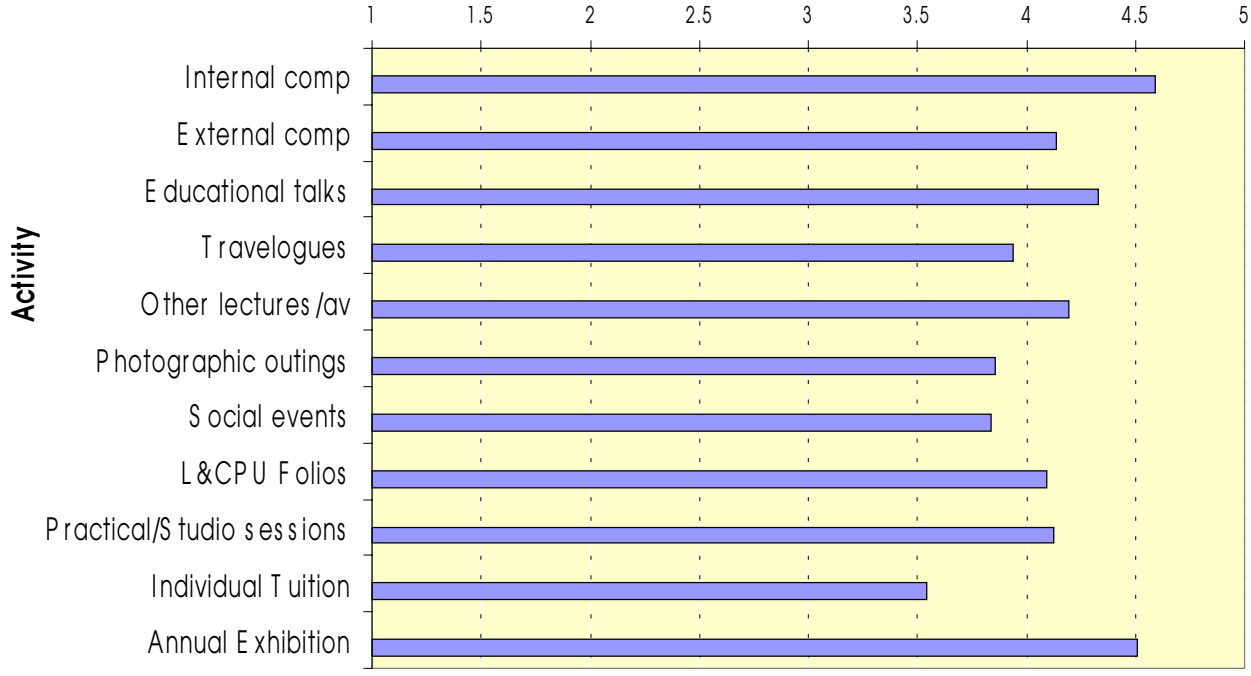
Of those subjects who had entered internal competitions of any kind in the last year, 63% expect that they will be producing their work digitally within the next five years. When this calculation was repeated using only those subjects who are currently entering print work, 66% expect to enter digitally produced work in the next five years. This is shown in figure 9.

Figure 9: Print workers who expect to be producing work digitally within five years



Internal competition and the club's Annual Exhibition remain very popular with most club members. In figure 10, the relative popularity of various club activities is shown.

Figure10: Relative importance of individual club activities to members



79% of subjects said that their club provides all the activities which are important to them. However, there are 21% of participants whose clubs do not provide for all their needs. The activities they would like to have provided for them were:

- practical evenings
- individual tuition
- photographic outings

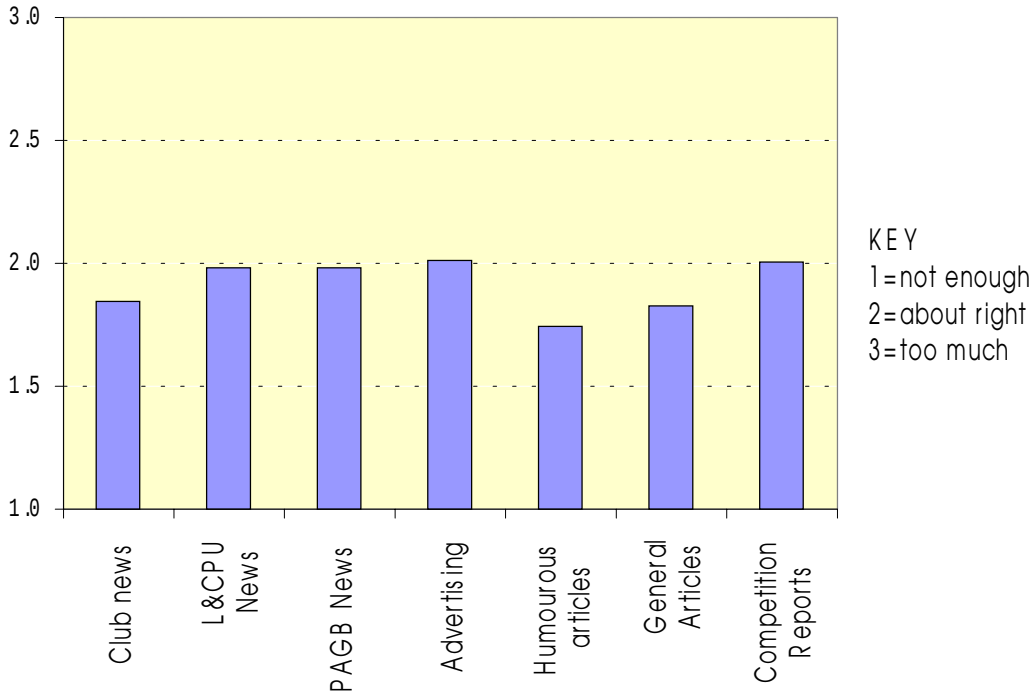
•darkroom facilities
•social events
•technical lectures
•discussion seminars led by a visiting photographer
•noncompetitive appraisal of members' work.
•an Annual Exhibition

Some of these activities, e.g. photographic outings, social events and individual tuition were those which were *least popular* amongst the majority.

Focal Points Magazine

78% said that they had access to Focal Points Magazine. 56% said they read it and 52% knew they could buy their own copy. The content of the magazine was judged to be about right in most respects, those features which some members felt were under-represented were club news, humorous articles and general articles, figure 11.

Figure 11: Content of Focal Points



Web Site

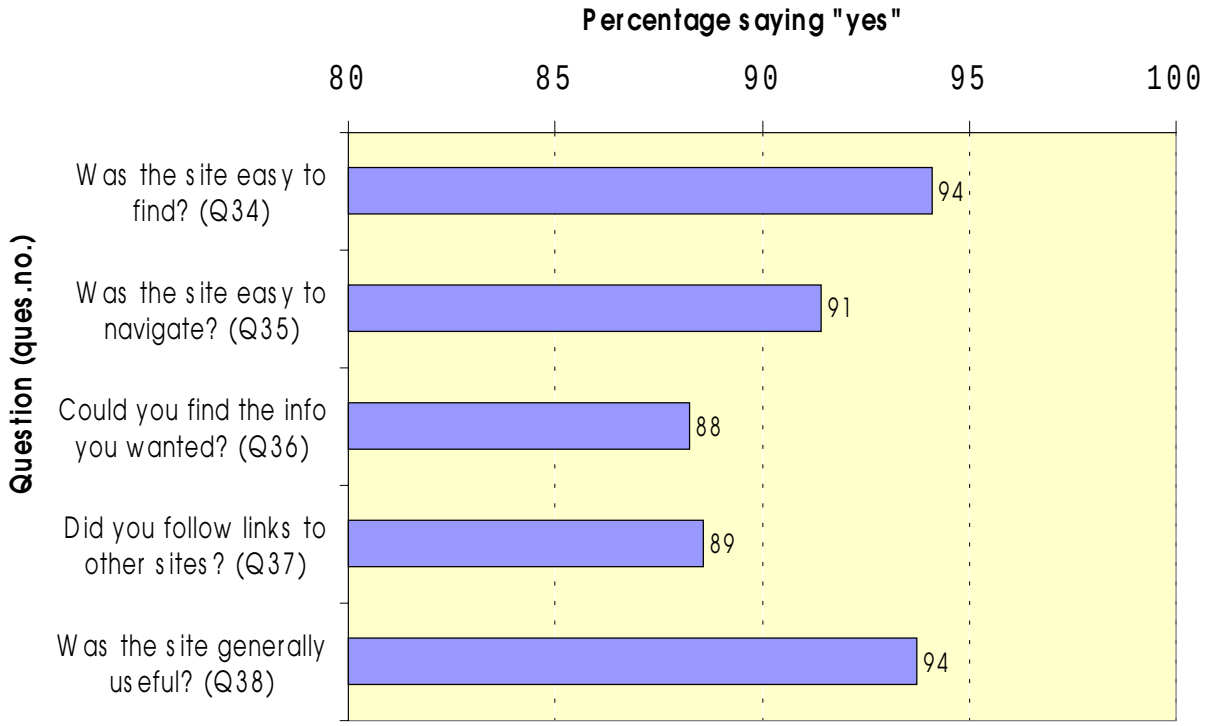
40% of participants already knew that the L&CPU has a web site, but only 16% have already visited it. Figure 12, shows the answers of those 16%.

Fourteen participants made additional comments about the web site. Several commented that the site should be better kept up to date and that individual pages should show the date on which information was most recently added. It was also suggested that the site needed rebuilding and made more simple and interesting.

Others suggested that it should contain more up to date information on competition rules, a list of lecturers and judges and more bulk purchase offers.

Some club members asked to be informed of the web site address **(www.lcpu.co.uk).** Two participants made comment that the existing address is confusing because it does not contain the "&" character (this is of course not permitted in web addresses).

Figure 12: Opinions about the web site

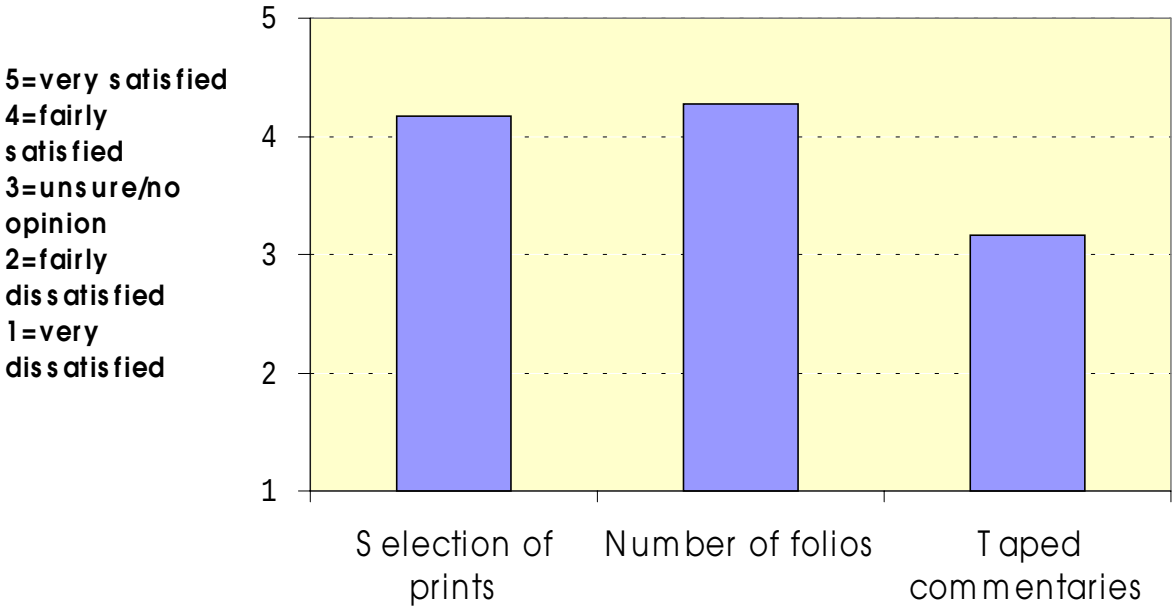


Folios

93% of participants have seen the L&CPU folios. Satisfaction with the content and number of folios was high (fig 13). However, figure 10 also shows a much lower overall satisfaction level with the taped commentaries.

Note: Satisfaction scores are calculated by taking the average of all the responses - a score of 3 shows that "on average" there are just as many people dissatisfied as satisfied. Only levels above 4 should be considered as being acceptable.

Figure 13: Levels of satisfaction with the L&CPU Folios



The Folio service is the one which attracted the most comments overall with addition remarks made by 77 participants (34%). This is perhaps not surprising, as the folios are seen by over 90% of club members. The remarks are summarised below in Table 9.

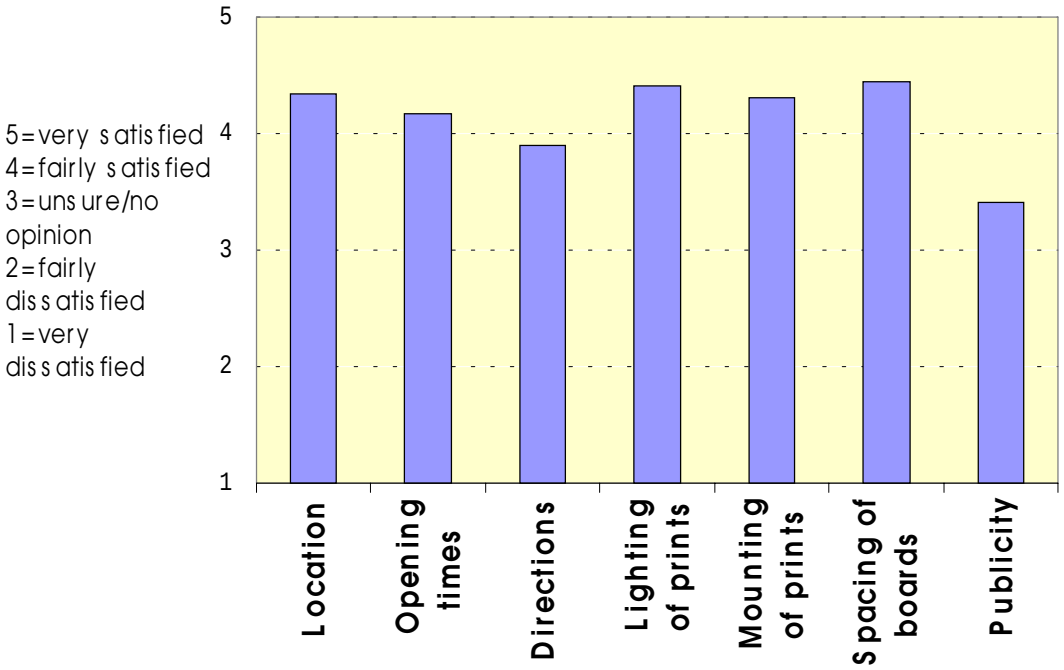
Table 9: Summary of comments made about the Folio Service

Commentaries	**No. of similar comments**
Comments are often inappropriate, or biased, or do not tally with judges' marks	10
Commentaries are of variable/poor technical quality	9
Commentaries are too long or boring or need livening up	6
We often turn off/don't use the tapes	3
Commentaries can be too technical for beginners	2
Commentary should be made by the judges	2
Would like an explanation of the judges' assessments	1
Comments should include giving the judges' marks	1
It becomes tedious hearing the authors' qualifications	1
Needs someone younger and more enthusiastic-sounding to record them	1
Approximate running time of tapes should be stated	1
The commentaries have improved	1
More guidance is needed to those preparing the commentaries	1
Selection of work	
Selectors seem to concentrate on certain workers/clubs - work should represent more members/more clubs	8
Natural History folios become boring as all the same kind of subjects/all folios should be mixed subjects	3
Digital work/graphic art images (digital or silver halide) should be in a folio of their own	3
Standards have dropped, work often poor	2
More prints should be sent around the clubs	1
The selection mystifies us	1
Some of the slide copies are of poor quality	1
Not enough variety	1
General Comments	
Enjoy them	1
Standards have improved	1
Note: The above comments are the author's summary and not a transcript, as many contributions were too lengthy to report in full.	

Annual Exhibition

Relatively few participants (13%) actually saw the L&CPU Annual Exhibition in St. Helens's in 2000. Those who did attend were generally satisfied with most aspects (figure 14). However, satisfaction with publicity was on the low side. Some participants added that they would have attended if they had been given the relevant information. One person suggested that the L&CPU might look for a venue that is open in the evenings and three would like the exhibition to move around the region.

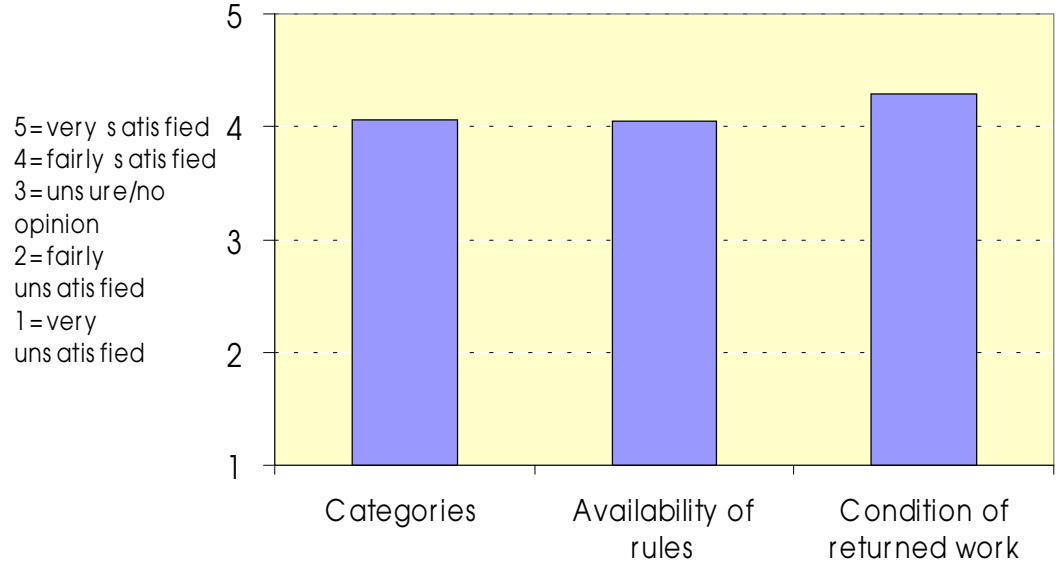
Figure 14: Satisfaction with Annual Exhibition



Annual Competitions

44% of the subjects had had their work entered into L&CPU Annual Competitions. Satisfaction levels are shown in figure 15. In general satisfaction levels were high in respect of the categories open to entrants, availability of the rules and the condition of returned work.

Figure 15: Satisfaction with Annual Competitions



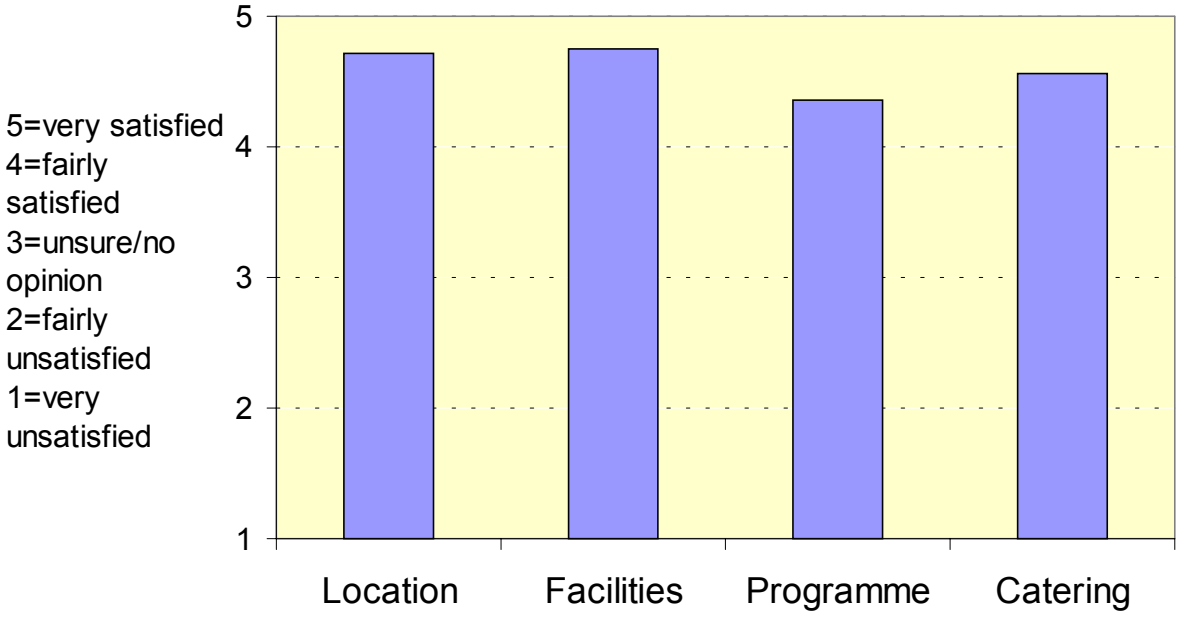
Only 7% of the subjects chose to make additional statements about the annual competitions. There was no strong single theme and their comments are summarised below as:

- •Dissatisfaction with the rules for mounting prints in annual competitions
- •Lack of information about the annual competition rules
- •The introduction of a "creative" section was a welcome addition but the interpretation of what was eligible in each section was misleading
- •Would prefer to return to the old categories
- •Would like the L&CPU to introduce a category for record work
- •Belief that all digital work should be separated from "traditional" work in competitions
- •Concern that damage occurred to their prints or mounts
- •Difficulty in getting work back after the competitions
- •Opposition to a mandatory requirement to submit entry forms on disc
- •The three judges should each mark out of 10

Big Day 2000

13% of participants had attended the Big Day 2000. Satisfaction with the event was high (figure 16) and all said they would be likely to attend a Big Day in the future. Additionally, 38 participants (17% of those who had not attended the year 2000 event), said they would also probably do so in the future.

Figure 16: Satisfaction with the Big Day 2000



Almost all of the comments made about the Big Day 2000 event were positive and complimentary. Inviting another Federation to bring work was popular though some members said they would have liked to know the speakers' names in advance. Other suggestions included

- •More informative and inspirational content required
- •Alternate years would be better than every year
- •There was too little publicity
- •Would like AV to be included
- •Would like more variety in the programme
- •Event was not "sold" at participant's own Society
- •Syllabus Secretary's Market Place was a good idea but needs more clubs to participate

•Would like “digital demos”
•The meal was poor
•The Big Day 2000 was better than the previous event
•It is better when everyone can see the full programme

The Open Section

The final section of Questionnaire 2 was an open question inviting participants to make any additional comments which they would like to bring to the attention of the L&CPU Executive Committee. These were varied and on many subjects. Quite a number of the comments were duplications of opinions which have already been reported elsewhere in this document and so the author has chosen not to repeat them here *with the exception* that there seemed to be a strong feeling that L&CPU events in general are not publicised. This subject is an important one and will be addressed in the concluding sections of this report.

Many participants recognised that members of the Executive Committee carry out a great deal of work during the course of a year and wished to assure them that this work is appreciated by the club members.

Several participants asked if Executive Committee members could visit the clubs on a regular basis in order to:

•Make a presentation about the L&CPU
•Explain the rationale behind decisions
•Encourage the club members
•Encourage the better management of clubs
•Talk about their work with the L&CPU
•Show their own pictures to the club

A few comments were inappropriate as they were about subjects that could only be dealt with by the participant’s own club committee. A summary of the remainder is given below:

•The problem of declining membership is too great for club committees and the L&CPU and therefore it needs a national programme
•An A4 poster could be sent out with Focal Points to draw attention to L&CPU events - this is more likely to be seen by more members
•Club members should be allowed to enter competitions for more than one club
•The mount size should be made a standard 20 x 16
•The L&CPU might arrange a regional photographic social event or outing followed by a meal
•There are too many rules and regulations
•Digital practitioners find it hard to gain acceptance
•L&CPU events appeal only to a dying breed

Discussion

The author has a variety of prior experience in conducting **quantitative** analysis - that is, collecting data which can then be analysed by means of mathematical and statistical methods, sometimes known in research circles as “number crunching”. Producing graphs and making calculations from such data is not an onerous task. However, **qualitative** analysis is another beast entirely. Comments have to be somehow brought together and categorised. The strength of feeling and relative importance of individual responses must be judged and at the same time the researcher must guard against biasing the report with his/her own prejudices. In other words, **it is not an exact science.** Both questionnaires contained elements of both types of analysis and the results are discussed below.

Return rates

In total 103 copies of Questionnaire 1 were sent out and 77 (75%) were returned
325 copies of Questionnaire 2 were sent out and 228 (70%) were returned.
These return rates are phenomenally high in a field where 30% is considered to be good.

Objective 1 - Feedback to the Executive Committee

The first objective of the survey was to feedback information to the Executive Committee of the L&CPU about the services provided to the clubs. This has been successfully achieved. Taking these activities in the order that they appear in Questionnaire 2, it is appropriate to first look at the reactions to Focal Points Magazine and the web site.

Seventy five percent of club committees said that Focal Points magazine was circulated to all their members. 56% of participants actually read it. This 56% said the magazine had about the right amount of news, advertising and competition reports. It was felt that there could be more items of club news and general articles, and especially humour. No doubt our Editor will be looking at ways in which he can even more satisfy his readership. The web site, as yet, is only visited by a small proportion (16%) of participants. As more members become connected to the Internet, that figure is likely to rise. One problem identified was that information is not always up to date. Of course, this depends on two things - firstly that the webmaster enters new information as it becomes available and secondly that the clubs do their part in sending information to him e.g. their club programmes. Increasingly clubs are taking on the responsibility for hosting their own web sites and that will make our webmaster’s job easier as he will only have to put in links to the club site. 25% of clubs said they were not aware that the L&CPU would set up a web site for them. Presumably they are now!

The Folio service attracted the most comment and also the lowest satisfaction level, which was with the taped commentaries. The satisfaction level with the number of folios was high. The selection of prints in the folios was also generally very satisfactory. Of the few individuals who commented on the selection of work, the main point raised was that the prints/slides are not representative of all of the clubs in the Union. The author can already feel the selectors tearing their hair out and saying that they include a selection of the best work from the region at the clubs’ request! No doubt much discussion will take place on that point. The reaction to the taped commentaries should be of concern, in particular criticism of the variable technical quality of the tapes and dissatisfaction with the comments themselves and their relationship to the judges marks.These points must be addressed by the Executive Committee and a decision must be made whether the present system should be modified, for example by giving more guidance to the clubs who record the commentaries, or whether a different system should be adopted.

The Annual Exhibition was viewed by a minority of 13% of participants. The Exhibition itself was much appreciated by those who did view it. The main areas of dissatisfaction were directions to the venue (the author can vouch for the fact that even some Executive members could not find it) and publicity. The matter of publicity will be dealt with as a separate issue.

It had been difficult to decide what questions to ask about the Annual Competitions - there was no point in asking what people felt about their marks, for example!! On average members were fairly satisfied with the categories and the availability of the rules. Work was generally received back in good condition. There was no strong single theme in the comments made in the open section on the competition rules and, at the time of writing this report, some of the points raised by individual participants have already been dealt with by the Executive.

The Big Day event at Lancaster in October 2000 was attended by 13% of participants. Satisfaction levels were on average very high and this must encourage the L&CPU to continue to hold this event. Plans for a Big Day in 2001 are already under way.

Publicity

One of the main areas of criticism which came up again and again in various sections of the questionnaires was the subject of publicity. Participants said they "would have attended but didn't know about the event", "didn't know there had been changes to the competition rules", "hadn't been told the rationale behind decisions", "hadn't been told about the Big Day" etc. The problem of publicity and communication in general must be improved. Ensuring that club members receive information depends on all of us. At the moment information is sent to all club secretaries publicising L&CPU events - what happens to it then? In order for events organised by the L&CPU to be successful and to fulfil the needs of its member clubs, events must be properly promoted within the clubs. Somehow a strategy needs to be developed to improve communication between the Executive Committee and club members to ensure that publicity is delivered more effectively and that the rationale behind decisions is explained.

Objective 2 - Pooling of ideas by the clubs

The second objective of the survey was to provide and share a pool of ideas within the clubs in the Union. There has been a magnificent response in this respect, both from the club committees themselves, who have clearly spent a great deal of time and effort in writing down their ideas, and from the individual club members who have told us about themselves and what they want from their club membership.

Figures 1, 2 and 3 give an overall profile of club activities. Various points are worth noting: e.g. the small number of clubs which separate digital work in some or all competitions. The figure of 46.1% of participating clubs which have a web site (this reflects fairly accurately the true percentage of clubs which are on the web). Many clubs offer tuition on various aspects of photography and most say they circulate Focal Points to all their members. Most clubs hold an annual exhibition of work. These several points are only singled out as examples. It is important not to look at the results of each graph or even each questionnaire in isolation. The reader should examine the graphs and read the comments of club secretaries/committees on Questionnaire 1 and also club members on Questionnaire 2, then think about the whole picture that is emerging.

In order to assist this process, comments of a similar nature have been combined into lists and tables in order to show which were the most commonly stated. However, it must be recognised that a comment or suggestion made only once should not necessarily be regarded as unimportant - sometimes a brilliant idea comes from a single flash of inspiration from one individual.

How do clubs go about attracting new members? What are some clubs doing right? The main overall impression was that of effective advertising and showing members' work to the general public, combined with personal invitations and introductions. Also important is the impression given by the club to prospective members of being a friendly and welcoming place with a good programme of events to offer. After all, no-one wants to frighten off prospective members at the first visit. A number of clubs also offer membership discounts during the first year of membership.

However, it was clear that even amongst those clubs that are doing all they can to advertise themselves, attracting new members is not at all easy at a time when people have so many work and family commitments and other entertainments and activities are competing for their time. Some seemed to have almost given up - no wonder, when they observe that a club which attracted over 4000 people to a city gallery to see an exhibition of their work gained not a single member from it. Figure 6 gives a clear indication of what is generally known - the majority of photo club members are now in their 50's and 60's. However, figure 7 indicates that recruitment within clubs has been reasonable high in recent years, as 74 subjects (33%) had joined their club within the last five years. The fact that there are only a small number of participants below the age of forty would therefore ***tend to suggest*** that the recent 33% of recruited members are not from the younger age groups. This is supported by the individual comments of clubs in Questionnaire 1. It seems likely then that members are tending to join clubs in their middle age and retirement. The questions might therefore be asked "who are clubs likely to attract in the future?" and "are we doomed to become predominantly clubs for people to join in middle age and retirement?" "Is it futile to even try to attract school children and students?" "If children and young people are put off by the high average age of clubs, should junior clubs or sections be set up for them?" These are not questions which the author is able to answer, but which must be addressed as committees develop their own action plans aimed at improving recruitment.

In terms of membership retention a pattern began to emerge whilst reading through certain questionnaires. It became possible to think "I'd like to be a member of that club" or, unfortunately, "I'm sure I wouldn't be happy there". So what, you might ask were the common factors in clubs likely to hold on to their members? There were a few, but it wasn't about nailing members to the floor or strong rope! Firstly it was a sensation that this organisation welcomed new members and involved them in the activities of the club, even to the extent of arranging for an experienced member to look after the new arrival. There was a sense of enthusiasm and commitment of the membership. There was a free sharing of skills and a determination to move with the times and welcome all aspects of photography, including new technology. The clubs offered a friendly atmosphere and maintained social interaction either on the premises after meetings, in the local pub afterwards or sometimes by arranging summer meetings whilst the club was closed. They were less likely to complain of "cliques". Sometimes they were competitive internally and successful in external competition, but not necessarily so.

Rising costs were the most commonly cited threat to clubs but cannot be looked at in isolation, because they are inevitably linked with falling numbers and ageing membership. The cost of paying lecturers' and judges' expenses, buying equipment and even remaining members of the L&CPU have to be found out of membership subscriptions without those subscriptions becoming so high that membership becomes prohibitive, a delicate balancing act in many cases. Local factors will also determine whether or not a club can remain viable, especially the availability of a suitable meeting room within the limits of their budget. Surprisingly, merging with another club was an option which was not in general suggested, though the existence of similar clubs in the

same area was considered to be a threat. It is clear that the L&CPU must also keep their spending as low as possible whilst maintaining a high quality service.

In conclusion and in order to instill hope rather than doom and gloom in the reader, it is perhaps appropriate to look at clubs' successes rather than their failures. It is problematic to try to define a successful club. Success is different things to different people. Some readers may believe that success is about having a large membership and winning competitions. The feeling that the author had when reading through both clubs' and members' comments was quite otherwise. Some of the very small clubs appeared to be successful - those which had all the desired features of commitment and enthusiasm, involvement and strong and encouraging leadership. So it seems that small can be beautiful, cosy and comfortable, so long as the club remains able to afford to run its programme. Particularly worthy of note was the small club who said about weaknesses **"We have none, if we see one we eliminate it".**

Accuracy of Results and Statistical Evidence

There are a number of limitations of any research project. How accurate does the evidence provided reflect what is actually happening in the whole population of club members? Is the result reliable (i.e. would the same results emerge if the survey was repeated with the same sample of people within a short period of time?) and is it valid (can there be a reasonable degree of confidence that the survey device has measured what it is supposed to measure?).

226 individual club members returned their Questionnaire 2, a 70% return. The sample size enables calculations to be made about the probable accuracy of various results: figure 4 shows that 79% of the sample were male and 21% female. It can be calculated from these figures and the sample size that the standard error of the proportion (sigma-p) is 0.027 and it can therefore be said with 95% confidence that the proportion of men to women in all club members in the L&CPU lies between ±5 percentage points of those shown in figure 4. In other words the ***real*** percentage of men in the L&CPU is somewhere between 74% and 84%.

Similarly figure 9 shows that 66% of print workers in the sample said they expect to be producing their work digitally in the next five years. How accurate is that a reflection of the proportion in all print workers in the Union? Again, working out the standard error of the proportion for the sample size gives a value for sigma-p of 0.039 and so it can be calculated that the real proportion of L&CPU print workers who expect to "go digital" within 5 years is between ±7 percentage points with a 95% confidence level. That is, the real proportion of print workers who expect to "go digital" within five years lies somewhere between 59% and 73%. The author does not wish to bore readers with too much statistical calculation. Suffice it to say that the large sample size achieved is capable of giving quite accurate and statistically significant results and that similar statistical probabilities can be calculated for many of the responses in the Questionnaires.

Reliability and validity are determined partly by the design of the data collection tool itself, in this case the two questionnaires. Were the questions asked the right ones? Were they asked in the right way? Was every participant given the opportunity to say all they wanted? It is easy to see in retrospect that improvements could be made. One question in particular was ambiguous and no provision had been made for the activities of the small number of specialist (e.g. AV) clubs in the Union. These would need to be addressed if this survey is to be repeated in the future. More time to conduct pilot stages may have helped in these matters.

The selection process is another vital ingredient. If generalisations are going to be made from the results, the sample must contain a representative section of the population under study in order to avoid introducing bias in the results. In respect of the sampling exercise for this project, the author was entirely in the hands of the club secretaries/committee members who selected the sample on her behalf. Care was taken to explain to those club officials how important the sampling process was. However, one club did not receive well being told how to make their selection and it cannot be known with certainty whether any clubs chose to ignore the selection guidelines. The author hopes that they did not.

Recommendations

A great deal of work has gone into the production of this questionnaire and clubs and their members have spent time and effort in responding. In order that some good should come out of it and all of this effort should not be wasted, further action is now required. The survey itself and the publication of a report on its findings can only be regarded as a first stage and cannot result in any changes being made either to the services provided by the L&CPU or the fortunes of individual clubs. For change to occur, there must be further stages. The author therefore recommends the following:

1. That the Executive Committee should

- study this report over the coming months and examine the key points.
- formulate an action plan.
- implement any action plan produced.
- keep clubs informed of progress at all stages.

2. That Club Committees should

- study the pool of ideas supplied by their fellow clubs.
- define and implement action plans within their own clubs.
- report back to the Executive Committee any benefit arising from the implementation of such action plans, so that this information can be circulated.

Dissemination

This report will be circulated to all members of the Executive Committee of the L&CPU and one copy will be provided for each club which is a member of the Union.

An update will be included in Focal Points magazine and the report will be published in full on the L&CPU web site, subject to the approval of the Executive Committee.

Appendix

Instructions to clubs, Questionnaires 1 and 2

Lancashire and Cheshire Photographic Union

State of the Union Questionnaires - Introduction

Background: Information from the Annual Returns from Federated Clubs indicates a continued year on year reduction in number of members. In the light of this, the L&CPU have decided to ask Club Committees and a sample of Ordinary Members to fill in questionnaires.

The aims of these questionnaires are:

1 To give feedback to the L&CPU Executive Committee on the services which we supply to clubs and to determine whether any improvements are required.

2 To give feedback to the clubs; in particular to share ideas for attraction and retention of members and to determine if there are any common factors amongst those clubs who are gaining/retaining members better than others.

The questionnaire is in two parts:
Questionnaire 1 is being sent to all clubs and should be filled in by the Club Secretary with the help of Committee Members. You will receive one copy of this.
Questionnaire 2 is being sent to all clubs with the aim of sampling **one in ten** members, selected **at random** from members attending a regular club meeting.The advantage of a random selection is that it enables generalisations to be made for the whole population of club members across the Federation. *Advice on how to make this random selection is given below. Please do not use any other method for selecting participants*.

Each club has been sent a quota of "Questionnaire 2" in proportion to its membership in the ratio of approximately one to ten. Please select a sample of participants at a well attended ordinary club meeting, using one of the methods below:

Sampling methods for Questionnaire 2 - choose either Method 1 or Method 2

Method 1 (The raffle method)
Give each member of the club attending the meeting a raffle ticket and place the counterfoil in a container. Thoroughly mix the contents and draw the number of tickets required.

Method 2 (The short straw method)
Cut or tear plain paper into as many pieces as you have members attending. Mark the appropriate number of pieces with a cross. Fold all papers and allow every member to draw one at random. Give questionnaires to those who draw marked papers.

Notes:
(1) Members should not be coerced into taking part if they do not wish to do so - participation must be entirely voluntary.
(2) It is likely that some club Committee Members, including Secretaries, will be selected to complete Questionnaire 2 - this is OK because the questions are different in both sections.

Would the Club Secretary please send a completed Questionnaire 1 and all returned copies of Questionnaire 2 by 18th December 2000 at the latest to:

Mrs C Widdall CPAGB
xxxx
xxxx
xxxx
xxxx

Please also include a copy of your most recent programme.

Results of the analysis of questionnaire responses will be reported at the AGM in February 2001 and a summary will be given in Focal Points Magazine and on the L&CPU web site.

N.B. You may contact me by telephone: xxxxx or e-mail: xxxxx
if you have any queries regarding the questionnaires or the selection process.

Thank you in anticipation of your co-operation
Chris Widdall

Lancashire and Cheshire Photographic Union
State of the Union: QUESTIONNAIRE 1

This questionnaire should be answered on behalf of the club/society by the Secretary with the help of the Committee. All information given will be treated in the strictest confidence. Results of the analysis will be given in general terms only - clubs will not be individually identified in the report.

Please answer all questions if you can.

1	Name of Club / Society	
2	How many lectures do you have in your programme this year?	.....
3	How many L&CPU Lecturers will you use?	.....
4	How many internal competitions do you have this year?	.....
5	How many L&CPU Judges will you use?	.....
6	How many competitions are on fixed subjects?	.....
7	Into how many classes are your competitions divided? (eg. beginner/advanced)	.....
8	How many "in house" nights do you have this year? (e.g.talk by one of your own members)	.....
9	How many social occasions of a non- photographic type (meals out etc.)?	.....
10	How many photographic club trips?	.....
11	Do you separate digitally processed entries in all of your competitions? (circle one answer)	Yes / No
12	Do you separate digitally processed entries in some competitions?	Yes / No
13	Are all sections of your competitons supported?	Yes / No
14	Is there an opportunity for social contact on your premises after meetings?	Yes / No
15	Do you hold an Annual Exhibition which members of the public can see?	Yes / No
16	Do you take part in inter-club competitions?	Yes / No
17	Do you take part in the L&CPU Annual Competitions?	Yes / No
18	Do you take the L&CPU Folios?	Yes / No
19	Do you use the taped commentary supplied with the Folios?	Yes / Sometimes / No
20	Do you circulate Focal Points Magazine to all of your members?	Yes / No
21	Does your club have a web site?	Yes / No
22	Did you know you can get a web-site set up for your club through the L&CPU?	Yes / No
23	Do you offer organised tuition to your members on conventional photography?	Yes / No
24	Do you offer organised tuition to your members on digital photography?	Yes / No
25	Would you be willing to report to the Judges and Lecturers Secretary on the performance of judges and lecturers?	Yes / No
26	Is the PAGB handbook (which contains Conditions Governing the Booking of Lecturers and Judges) available to the person making the bookings?	Yes / No
27	Do you include Public Liability Insurance details on your booking forms for lecturers and judges?	Yes / No
28	The categories that a judge is willing to cover are shown in the directory by the letters P,S,N,R,AV,T. Do you find this helpful?	Yes / No
29	If you have an alternative suggestion for how judges might be categorised, please write below	

30 Why do you think membership of photographic clubs is falling? (Write below)

Continued overleaf...

31 Please state any ideas you have for **attracting** new members.

32 Please state any ideas you have for **retaining** existing members.

33 What do you consider to be the **strengths** of your club?

34 What do you consider to be the **weaknesses** of your club?

35 What do you consider to be the **opportunities** for your club?

36 What do you consider to be the **threats** to your club?

37 If there is anything else you wish to bring to the attention of the L&CPU Executive Committee, please write below.

Please return this section by 18th December 2000 ***together with a copy of your most recent programme*** **to:**
Mrs C Widdall CPAGB, xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

Thank you for your co-operation

Lancashire and Cheshire Photographic Union
State of the Union: QUESTIONNAIRE 2

This questionnaire will be given to a randomly chosen sample of club members. All information given will be treated in the strictest confidence. Results of the analysis will be reported in general terms only.

Please answer all questions except where specified otherwise.

1 Name of your Club / Society .....

2 Your age (circle one): 10-19 20-29 30-39 40-49 50-59 60-69 70+

3 Gender (circle one): Male / Female

4 Years of membership at this club: 0-2 3-5 6-8 9-11 12-14 15-17 18-20 21+

5 Status: (tick all that apply) Committee member ☐ Ordinary member / Life member ☐
L&CPU Delegate ☐ L&CPU Executive member ☐

Questions 6-8 are about your own participation in club activities:

6 Have you entered work in internal club competitions this year? (circle your answer) Yes / No

7 Which of the following type of work did you enter? (tick all that apply)

a) Chemically processed monochrome prints ☐ b) Digitally processed monochrome prints ☐

c) Chemically processed colour prints ☐ d) Digitally processed colour prints ☐

e) Slides ☐

8 Do you expect to be entering digitally processed work in five years from now? Yes / No

Questions 9-20 are about your own club's activities:

How important to you are the following club activities?

		Very important	Fairly important	Unsure/ no opinion	Fairly unimportant	Not at all important
9	Internal competition	☐	☐	☐	☐	☐
10	External competition	☐	☐	☐	☐	☐
11	Educational talks	☐	☐	☐	☐	☐
12	Travelogues	☐	☐	☐	☐	☐
13	Other Lectures (including AV)	☐	☐	☐	☐	☐
14	Photographic outings	☐	☐	☐	☐	☐
15	Social events	☐	☐	☐	☐	☐
16	L&CPU Folios	☐	☐	☐	☐	☐
17	Practical evenings (including studio sessions)	☐	☐	☐	☐	☐
18	Individual tuition	☐	☐	☐	☐	☐
19	Annual Exhibition	☐	☐	☐	☐	☐

20 Does your club provide all the activities which are important to you? Yes / No
If "no" please state what activities you would wish your club to provide (write below)

Continued overleaf...

This section is about the services provided by the L&CPU

21 Do you have access to Focal Points magazine? (circle one answer) Yes / No
22 Did you know you can buy your own copy of Focal Points? Yes / No
23 Do you read Focal Points? Yes / No
If you answered "yes" to question 23, please answer 24-31. Otherwise go on to question 32

Is the inclusion of the following in Focal Points magazine...

		Too little	About right	Too much
24	Club news	☐	☐	☐
25	L&CPU news	☐	☐	☐
26	PAGB news	☐	☐	☐
27	Advertising	☐	☐	☐
28	Humorous articles	☐	☐	☐
29	General articles	☐	☐	☐
30	Competiton results/reports	☐	☐	☐

31 If there are any comments you have for Focal Points' Editor, please write them below.

32 Did you know the L&CPU has a web site? Yes / No
33 Have you ever visited the L&CPU web site? Yes / No
If you answered "yes" to question 33, please answer 34-39 Otherwise go on to question 40

34 Is the web site easy to find? Yes / No
35 Did you find it easy to navigate (move around) the site? Yes / No
36 Were you able to find the information you wanted? Yes / No
37 Did you follow any links to other sites? Yes / No
38 In general, is the L&CPU web site useful? Yes / No
39 If there is anything that you wish to tell the Webmaster about the web site, please write below:

40 Do you ever see the L&CPU Folios? Yes / No
If "yes" to 40 also answer 41-44, otherwise go straight to 45

How satisfied are you with....

		Very satisfied	Fairly satisfied	Unsure/ no opinion	Fairly dissatisfied	Very dissatisfied
41	The selection of work in the Folios	☐	☐	☐	☐	☐
42	The number of Folios	☐	☐	☐	☐	☐
43	The taped commentaries	☐	☐	☐	☐	☐

44 If you wish to make any comments about the Folios, please write them below.

45 Did you see the L&CPU Annual Exhibition this year? Yes / No
If "yes" to 45, answer 46-53, otherwise go straight to 54

Continued overleaf...

		Very satisfied	Fairly satisfied	Unsure/ no opinion	Fairly dissatisfied	Very dissatisfied
How satisfied were you with....						
46	Where it was held	☐	☐	☐	☐	☐
47	The opening times	☐	☐	☐	☐	☐
48	Directions given to the venue	☐	☐	☐	☐	☐
49	The lighting of the prints	☐	☐	☐	☐	☐
50	The mounting of the prints	☐	☐	☐	☐	☐
51	The spacing of the print boards	☐	☐	☐	☐	☐
52	Amount of publicity about the event	☐	☐	☐	☐	☐

53 If you have any views on where an Annual Exhibition may be held in the future, or know of a suitable Gallery, or if there are any other comments you have for the Exhibition Secretary. please write them below.

54 Did your club enter any of your work in the L&CPU Annual Competitions this year? Yes / No

If "yes" to 54, answer questions 55-58, otherwise go straight to question 59

		Very satisfied	Fairly satisfied	Unsure/ no opinion	Fairly dissatisfied	Very dissatisfied
How satisfied were you with....						
55	The categories available to you	☐	☐	☐	☐	☐
56	Availability of the competition rules	☐	☐	☐	☐	☐
57	The condition of your returned work	☐	☐	☐	☐	☐

58 If there are any other comments you would like to make about the competitions, please write them below.

59 Did you attend the "Big Day 2000" event at Lancaster this year? Yes / No

If "yes" to 59 answer questions 60-65. Otherwise go to 66

		Very satisfied	Fairly satisfied	Unsure/ no opinion	Fairly dissatisfied	Very dissatisfied
How satisfied were you with....						
60	The location	☐	☐	☐	☐	☐
61	The facilities	☐	☐	☐	☐	☐
62	The programme	☐	☐	☐	☐	☐
63	The catering arrangements	☐	☐	☐	☐	☐

64 Are you likely to attend a "Big Day" event in the future Yes / No

65 If you have any comments you would like to make about the "Big Day", please write them below.

66 If there is anything else you wish to tell the L&CPU Executive about, please write your comments below and continue overleaf if necessary.

Please return this completed questionnaire to your club secretary. If you prefer to return it anonymously, please return it by post by 18th December 2000 to: **Mrs C. Widdall CPAGB, xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx**

Thank you for your co-operation.