



MEMBERSHIP SURVEY 2022



WE
ASKED...
YOU
SAID



Transition Chesterfield Survey Nov 2022

Summary of key outcomes:

Thank you very much to everyone who took the time to complete our online survey.

The key outcomes were:

- Membership - people are unclear about what this means. There is some support for an annual renewal.
- Just under half of survey respondents were people involved in one or more of our projects.
- People got involved in order to take practical local action alongside like-minded others and in order to address problems associated with climate change.
- There was positive appreciation of: Potato Day, Repair Café, Transition's monthly online Newsletter, projects targeting sustainability, information sharing via skill-shares, zoom workshops and hands-on activities.
- We need to promote Transition Chesterfield better and more widely.
- General support for re-introducing skill-share workshops.

Our report concludes with a summary of the actions we hope to take in the light of this report

The Committee will be discussing these findings in early 2023.

Anyone interested is welcome to join us for this discussion.

Please contact:

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Introduction

Thank you very much to everyone who took the time to complete our online survey. All of this feedback will be used to focus our efforts as we decide how to grow and develop Transition Chesterfield and our network of projects.

We received 34 survey responses. The enthusiasm, commitment and insight of the responses was very encouraging. This report is intended to give an overview of the feedback that we received. We have included a sample of the comments submitted that illustrate the main themes that were raised.

Responses were submitted by existing members (14 people), supporters who receive the monthly newsletter but are not currently members (17 people) and 3 people who said they would like to know more about becoming a member.

We also held two drop-in sessions for anyone wanting to discuss the future of Transition Chesterfield with the committee directly and we had one useful discussion with one of our keen supporters.

Some people are still unclear about whether or not they are a member of Transition Chesterfield and some people thought that receiving the monthly newsletter is the same as being a member of Transition Chesterfield*

*The committee recognises this confusion and will be doing more to explain what it means to be a member of Transition Chesterfield. We value our members, our project volunteers and our supporters – all are an important part of who we are and what we do.

Our report concludes with a summary of the actions we hope to take in the light of this report.



We asked ... What does it mean to you to be a Member of Transition Chesterfield?

You said...

Makes me feel part of a community of people who share a lot of similar values and makes me feel less guilty about living on the planet

Involvement in a group that's demonstrating practical solutions to the need to live more sustainably. Working with a group of people that are on a similar journey and developing a community with shared objectives

Part of something trying to make a difference.

Having similar aims and concerns to others is reassuring and uplifting.

It is a place to meet people in my local area who are concerned over various issues and try to support each other with local projects. Being a member allows me to share resources and ideas. information about issues in an easier format. It is a place to get help, local knowledge and skills as well as planning events and campaigns

Being part of a local community of people who are willing to take practical action that tries to make a difference on reducing dependency on fossil fuels and preparing for climate change impacts.

Most comments were about the positive benefits of belonging to a group with shared concerns

But one member who is no longer actively involved also wanted to give us some honest feedback upon which we must reflect...

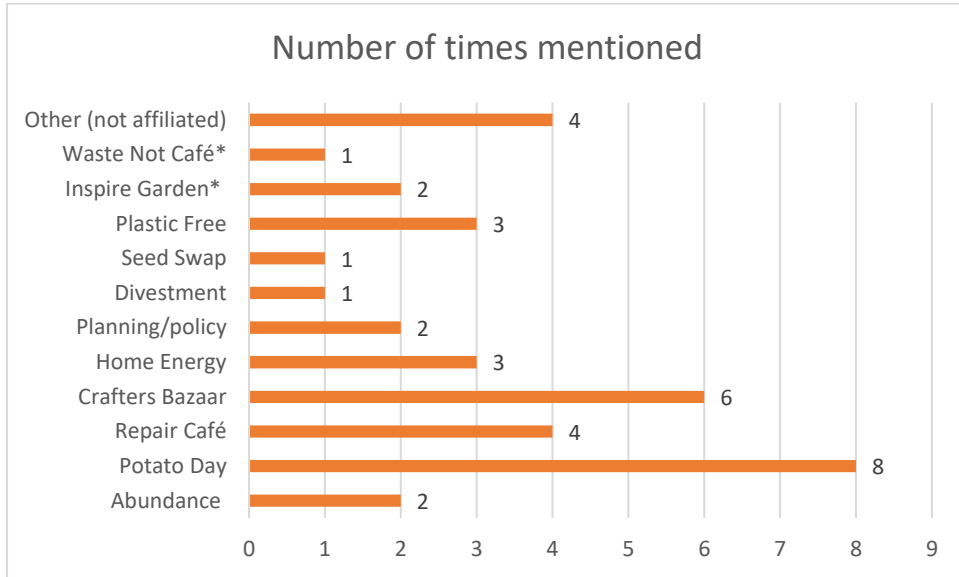
Not a lot any more as the organisation appears to have totally lost direction and has no structure.



We asked... what projects/activities do you belong to?

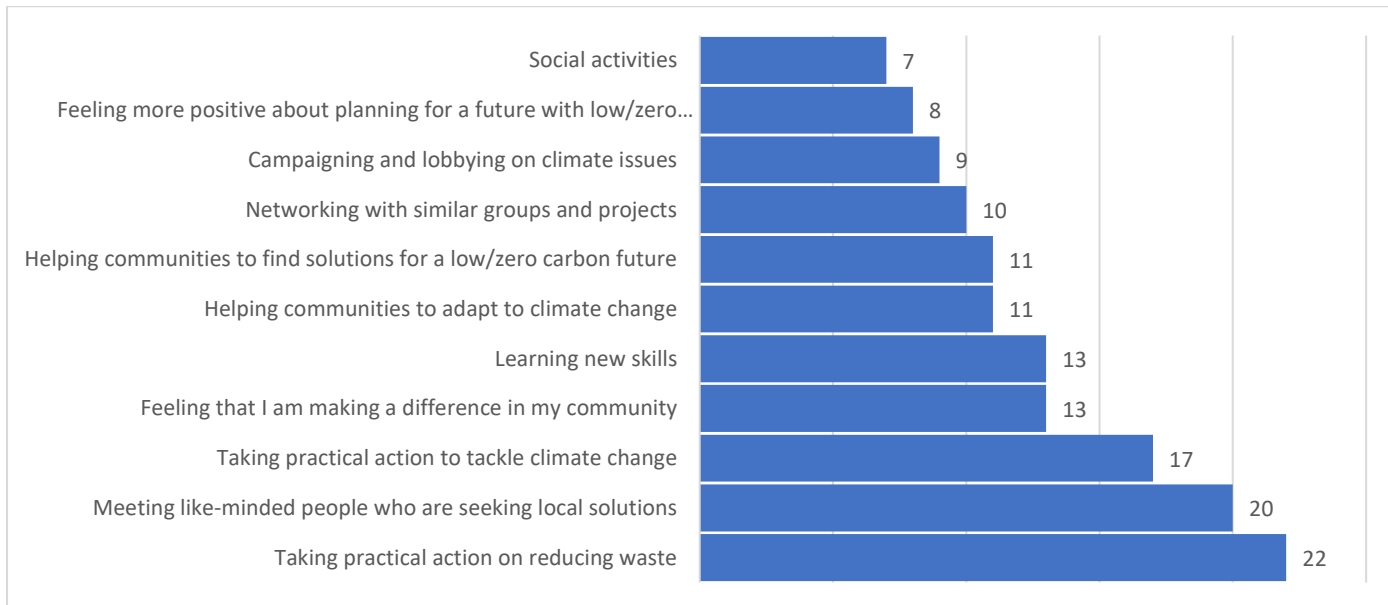
You said...

15 out of the 34 respondents were involved in one or more of the listed projects



We asked... What do you hope to get from being involved with Transition?

You said...





We asked... What does Transition Chesterfield do well?

You said...

Lots of projects that help with transition from fossil fuels and raise awareness of environmental issues

Gets people to work together

Information - sharing activities and supporting projects.

Lobbying the council and trying to hold them to account

Newsletter, brings together all activities in one easy place, as well as other events and tips. There's also lots going on, from Repair Cafe to Dr Bike, Waste Not and the community garden

Offer a range of projects that people can get involved in. Support new sustainability projects to get going.

Zoom meetings you put on are great - I hope you continue to use this format so people further afield can participate. I love your potato day and seed swap, promote it to other people and always use it.

Great newsletter/great communicator to like-minded individuals

Projects that target sustainability and reducing waste. Helps people become involved in projects, share common ideas and goals and provides social opportunities at the same time

Campaigns for local issues as well as promote plastic free, waste not cafe and recycling to name a few. Helps bring awareness re planning and cycling. Tries to engage with local community/ Increase awareness. Helps support other projects inspire garden, Abundance climate free, new projects such as craft bazaar

It can be inspirational and useful to find out what younger people think

We've seen your wonderful repair café, know that you support the cycling campaign and are the face of climate campaigns in Chesterfield. We're keen to know more.

Newsletter, brings together all activities in one easy place, as well as other events and tips. There's also lots going on, from Repair Cafe to Dr Bike, Waste Not and the community garden

A wide variety of projects to get involved in

We asked... What could Transition Chesterfield do better?

You said...

Find some way of influencing those whom Transition doesn't manage to touch, to get the message across

The image of the group is slightly dated, it doesn't necessarily encourage younger people to be curious about it. See Hope for the Future's or Youth for Nature's branding and messaging

Promote itself and its aims - link with other organisations young people?

Publicity, I know many people who don't know much if anything about Transition Chesterfield

Reaching those people that lack information on how to be more sustainable

Attract more younger people to be involved in projects. difficult for most as they will be in paid employment and therefore not as available to volunteer.

Awareness of Transition and its aims to more Chesterfield people of all ages and backgrounds.

Reaching new audiences, developing new projects

Work with new volunteers more to encourage involvement

Perhaps more campaigning work and having a bigger public face. Reaching people and encouraging them to get involved in climate action.

Maybe be more in depth info and advice on all the ways to make homes very energy efficient. Experts to use locally to help

Because there are so many different projects under the Transition banner I think it is difficult for people to really understand what Transition is about. I have had difficulty explaining the title - are we able to change that?

Put more pressure on Chesterfield Borough Council. It could reach out more and try to be more inclusive



We asked... Have you ever attended a Transition Chesterfield meeting?

You said...

Number of times agreed:

Yes, General Meeting in person	12
Yes, General Meeting by zoom	7
Yes, AGM (person or zoom)	10
No	22

We asked... any reasons for not attending TC meetings

You said...

Not sure if I'm a member*	I am hesitant to attend a meeting as the stereotype for these things is of a formal, slightly set-in-their-ways meeting attended by a certain audience (i.e. I worry about not fitting in as a younger person) - however, I might be wrong!
In truth I don't have enough interest in much of the agenda and prefer to do other things	
Not had the time due to caring commitments	
I didn't know about them*	
Time constraints. Laziness.	
	Attend too many meetings for work

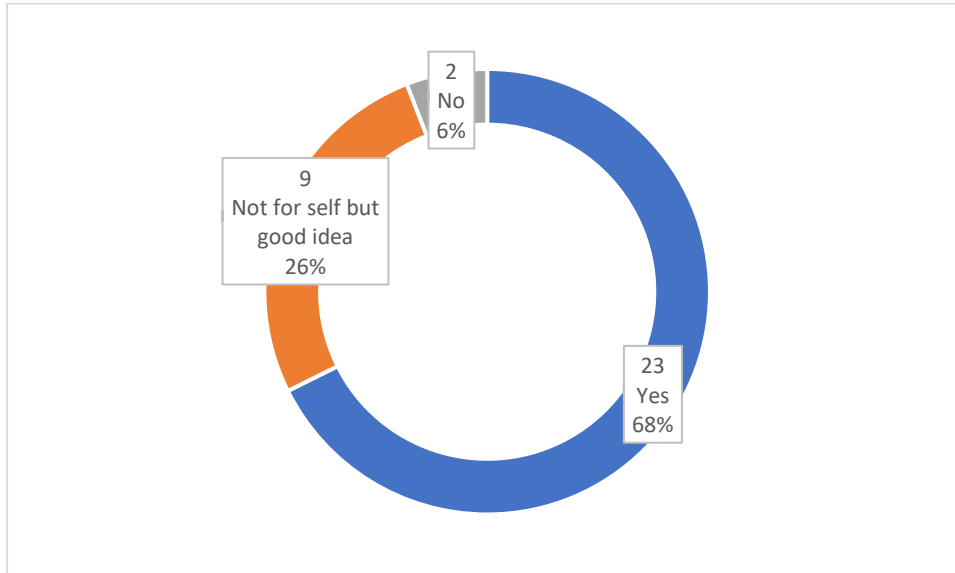
*Our General Meeting are currently held every 3 months on Monday evenings 7 – 9pm (dates and venues announced in monthly newsletter). Meetings are open to all, whether a Member or a supporter, and we always welcome more people and new ideas. Each of our projects gives a report back on their activities and plans and we discuss any Transition Chesterfield events and issues. Under the existing constitution, only Members will be able to vote if a decision requires a show of hands, vote at the AGM or be part of the committee.

If you want to put forward any ideas for new projects or offer any suggestions to the committee between the meetings, then please send an email to:
hello@transitionchesterfield.org.uk

If you want to find out more about how to become a Member of Transition Chesterfield (under the existing constitution), please send an email to:
membership@transitionchesterfield.org.uk

We asked... Would you be interested in future skill share workshops?

You said...



We asked... What skill shares should we offer?

You said...

I think the topic is less important than the gathering/sharing of people and building community

Reducing waste topics

Any that help people reduce energy/waste

Darning and clothes repair

Basic DIY (repairs)/ Simple repairs

Repairing skills, especially electronic, like the taster at Fixfest

Upcycling pallets

Energy topics

Insulating homes

Off-grid skills, like making a bread oven, campfire cooking

Energy saving

DIY insulation



Sharing knowledge on insulation, solar panels, electric cars and bikes are all very useful. More zoom meetings to discuss practical ways to save the earth - solar panels, batteries, etc. There's a lot of new technology happening - we have just looked into having a battery and been advised that something else that enables you to charge the car at optimal electricity times might be better - and it would be good to be able to put our heads together as a group.

Crafting and Making skills

Learn to knit, crochet, sew

Home crafts, upcycling by crafting

Fabric crafts/upcycling - making easy gifts/home items

Growing topics

small scale vegetable growing

Gardening for wildlife

Growing and preserving herbs

Planting for pollinators

Green manures

Maintaining fruit trees

Food topics

Breadmaking

Introduction to bee-keeping

Rearing chickens

How to stretch meals/ cooking on a limited budget/ cooking economically

Bottling and preserving/ jam making

Communication and lobbying skills

The skills needed to communicate with our elected representatives of the importance of climate change, and the need for all our local and national governments to push it up the agenda

How to engage with the population at large.

Understanding planning policy and how to comment/respond to applications

Publicity - who, where, how, what works eg writing a press release, social media

Media, film making

Other topics

Cycling confidence* (see Inclusive Pedals website for cycle training for adults)

Eco-friendly cleaning

We asked... What skills do you have to share?

You said...

Stretch meals, run a couple of allotments.	No specific skill, just generally fairly handy
Not sure	Previously did some vegetarian cookery workshops
I am already sharing skills at repair cafe. I may be interested in sharing skills in reducing produce waste.	Can help re general food storage/ promote potato growing in bags
No I'm not Qualified	Solar, repairing, growing
Sorry no	Crochet, can teach left or right handed

At the moment we appear to have a gap between some of the skills requested and skills offered. This may be because people are lacking the confidence to share their skills or maybe they don't realise what skills they do have to offer others. It may be that we need to find new ways to bring particular skills and expertise into our group so that these skills can be shared.

We asked... How can we encourage more people to get involved?

You said...

Keep profile high. Offer to give talks to other groups?

More campaigning

Have a structured plan of action with a calendar of events and targets dates for achievement
And stop being so woolly and nice.

Need a high profile annual event to showcase all the different aspects of Transition.

Difficult. I am unsure how much involvement is gained from people seeing stands/stalls at events. Younger people are needed and maybe talking to groups of younger people - sadly I have no contacts to help with this.

Offer them a buddy? Invite them to help at an event? Hold social/drop in events.

Advertise, advertise, advertise!!!!
Its not enough to just post on your group... if you don't know the group exists?

Updated image and branding. Taking inspiration from Greta Thunberg, George Hassall (Green Fingered George), Young Christian Climate Network etc for activities and vibe

Maintain high visibility

Use Twitter, Facebook, Instagram

Publicity at fairs, markets etc

Social media

Not sure. A seismic change in climate both natural and economic is approaching that might spur some to look at the excellent things you do. They'll need it.

Offer more activities and publicise them more, and also network with other groups

Offer a range of workshops. By being more visible. Not being seen as extremists like some groups

Difficult in current climate due to people's worries about money, perhaps a stall where people can get advice on how to save money and save the planet at the same ..

We asked... Ideas for a new project or campaign?

You said...

I am amazed at all the things Transition currently does!

We could also do a lot more on home energy (eg around new planning)

Need to target younger people through schools, guides and scouts and other young people's groups.

We need to be more visible and more understandable to outsiders who are confused by the title Transition.

How can we organise flooding these folks/politicians inboxes with a mass of climate letters, and do it regularly. And again. And again. And again

Clothes swap. Upcycling

Tool Library. Scrap store. Litter picking

Something Chesterfield-specific so it feels manageable and like making a difference is possible. Open wildlife gardens (Sheffield do this), micro-volunteering e.g. drop-in tree planting or litter picking. Crucial to do things at weekends as well as in the week

Develop a wider food security project

Tool share is close to my heart and might work well in Chesterfield.

Promotion help re transport to improve car share better

How about more publicity for the group wherever there is a designated Warm Bank? Perhaps a drop in coffee break craft there. There's enough misery, a practical hour at such places might help improve the mood or give someone real tools to help themselves, and the planet too, a real pay it forward moment

With things looking so bad for poor people this winter maybe TC could be involved practically in food pantries, pay-what-you-can cafes and shops, warm banks and other projects that help keep, people alive

We asked... How do you feel about having an annual online membership registration?

You said...

Yes, happy with that idea	21
Not for self but should be available to others	3
No, membership should be indefinite	3
No, not keen	7

No - I think this creates a lot of unnecessary admin. Think we should make membership as easy as possible - and think the current system works well

Yes - Circumstances change, so an annual update to the database would be beneficial.

Yes - Think it's important that know membership is active. Although people could change to be supportive, I guess, due to changes in personal circumstances

Yes - Keeps the members/supporters register current and therefore meets GDPR

Perhaps every 2 years would be better than every year.

No - Surely someone shouldnt have to constantly prove they're interested? Its disincentivising, in that it may put off supporters who share your aims, but for whatever reason arent able to do more than follow you, or spread the word. Surely an annual survey like this might be more productive, and let people resign if they're no longer onboard?

I think it is better to put a reminder in the newsletter telling people to ask to be removed from the emailing list if they no longer want to take part.

Yes - It is not clear what is meant by membership. An annual renewal might make it seem more real.

Yes - helps updated and who is still active also changing emails. mobile- most members of clubs ask for annual update way of finding out whether still involved or have dropped out. Can ask questions re events etc. It is hard work but then keeps record updated

Yes - At least this gives an up-to-date register. There are good reasons why someone may not resign but not be in a position to still be a member. Among them are death, moving away, incapacity of one kind or another.

We asked... If it became necessary to cover running costs, should we have an annual membership fee?

You said...

Yes	25
No, not enough benefits	1
No, just want to get free newsletter	2
No	4
Not for self but should be available to others	2

Yes - Why not, we all belong to all sorts of societies and clubs that we pay for ...Transition should not have to be worried about where petty cash could come from to pay for a project. On the other hand, the fact that folk volunteer itself is a tremendous commitment

I would not support charging people to get newsletter or become a member - think you would lose a lot of people and it creates enormous admin for not much income

No - as a pensioner and money is tight no membership or very little

Happy to contribute if attending a workshop or event

Yes - may acts as a barrier to those less well off to doing more for their community. Perhaps those that pay a membership fee get say a reduced cost to a group where they learn a new skill

Yes - Also consider raising the cost of skills workshops to a more realistic figure, whilst still keeping it affordable. That way if there are some who can afford nothing, the overall course fees generated would allow you some discretion in whether to donate that place.

£5 not very much but could be time-consuming to administer

£5 should be ok, but it should be optional based on circumstances

I feel membership fee could be optional. I already volunteer time, and in addition I am involved in events that cost money. I need to park for some events (I am not a cyclist) and often need to carry equipment etc. I also supply ingredients for cakes.

Yes - I really want to say that I'd want to know more about what this would entitle a member to. Agree in principle, but it could mean that numbers drop off considerably and then we lose our reach with borderline interested people. If we had two levels: member (who pays) and associate (who doesn't pay) there would need to be a clear distinction between them.

Yes - I value the work you do and would not want your activities curtailed through lack of finance

Yes - But, if you were more structured, got business involved, offered an endorsement of "green business" that could generate income and encourage sustainable growth.

No - At present there should not be an annual fee, however, for specific costs - if the membership are aware then they may crowdfund- style to raise the money, having an annual fee may put people off, the whole of transition is run voluntary

No - It might put people off joining.

Yes - It's possible that there should be an annual membership fee but it might dissuade people who are reliant on benefits so perhaps there needs to be some discretion as to how and who has to pay. £5 isn't a vast amount of money (for most of us perhaps) unless you need that cash for the electric/gas/food/transport/rent etc. I've been on benefits (when they were more generous) and it's hard to make ends meet and no doubt a great deal worse 25 years on.

We asked... any other comments or suggestions?

Keep doing what you are doing

I know that you work very hard for this incredibly important cause and I want to say thank you.

Think useful to look at what other transition groups are doing and pick the best ideas

We should try to influence politicians of all sort more - after all, these are the ones whom we need to move things on and up.

I'm so happy the group exists and does so much great work across diverse projects :) all feedback given constructively, I think the group is a big asset to Chesterfield

I still don't like the name as it doesn't explain what we do, maybe a strap line e.g Helping Chesterfield towards net zero

I actually don't know what else you offer....I'm finding out in a patchy way from limited online posts or generally chatting to others at the events already described. For anyone unaware of the group, or what it offers, who is less outgoing....they're missing out. This seems so sad, just through a lack of awareness.

I would suggest TC works more closely with foodbanks, churches, the local authority, time bank and others on a plan to keep people fed and warm this winter. TC's role might be to suggest the most sustainable options, eg vegan food, energy efficiency.

These are very difficult times, nationally and internationally. Working in economic and political fog is pretty difficult....



Summary of proposed actions ... What we hope to do next...

1. Greatly increase awareness of Transition Chesterfield

We shall:

- Better promote and explain Transition aims and principles to our members and supporters and to the wider public
- Get advice and support on the design of our publicity materials
- Get advice and support on better use of social media
- Discuss, debate and promote our campaigning activities
- More action to reach out to new people and more diverse communities

2. Build relationships

We shall:

- Develop stronger partnerships with lots of other community groups across the Chesterfield area
- More networking - stay involved and raise our profile at every opportunity
- Encourage and support new volunteers to become actively involved

3. Be a strong 'mother ship' for projects

We shall:

- Provide effective support for our established projects
- Develop some new projects when opportunities arise
- Discuss and review what "membership" means
- Re-establish a programme of skill share workshops
- Have a longer term plan for funding core running costs

If you would like to be more actively involved in helping Transition Chesterfield to grow and develop based on these objectives or if you would like to comment further on the survey report, please contact:

Kathy: membership@transitionchesterfield.org.uk

Margaret: hello@transitionchesterfield.org.uk

**Thank you to everyone involved for your interest
and participation in this survey**