

Summary of District Strategic Research Project.

Firstly, a huge thanks to those who participated in the research, and an even bigger thank you to those who agreed to take part in any future ad-hoc surveys.

Objectives and Methodology

- Main objective was to help inform the exec team for future District 1040 direction.
- Two stages of research:
 - Qualitative mini depth interviews across two AG groups, chosen to represent a range of locations (urban and rural), and different types of club. Fieldwork February 2021.
 - Quantitative online study using SurveyMonkey with all Rotarians given the opportunity to participate. In total 1,113 interviews were achieved (44% of members) which when compared with comparable studies is a very good response rate. The profile of respondents was comparable with that of District. Fieldwork March 2021.
 - The only cost was the purchase of a SurveyMonkey licence. Both stages of the research were conducted by volunteer Rotarians.

Key Findings:

1. Members

- Almost three quarters of those who participated have been Rotarians for more than 11 years.
- The majority of Rotarians claim to be involved in some or all of their club projects, with female members more likely to be involved in all projects.
- Being able to give something back and being involved in local community projects score the highest for reasons for being a Rotarian.

2. The Club

- About a quarter are ambivalent or dissatisfied with their club, the main reason being that their club is not evolving or changing with the times.

- The main reasons for a high club satisfaction rating are fellowship and an active club with a variety of projects.
- Those who are dissatisfied, in addition to not being happy with the slow pace of change, are also frustrated with lethargy / some members not pulling their weight and leaving all the work to a few. A small but significant minority are not happy with the way their club is run, for example Council dictating and not consulting.
- A quarter have left or considered leaving their club in the past 2 years.
- The vast majority of clubs have been meeting by zoom during lockdown. Most would like a hybrid of zoom / face to face when things “return to normal”. There is some mismatch between what **members** would like and what **the club** will do. This has the potential to alienate and possibly lose more members, so clubs should try and ensure as much as they can that whatever the new normal looks like post-lockdown, it encompasses the range of member opinions.
- Although almost half think the pace of change in their club is about right, the majority of the remainder feel it is too slow, and they are unhappy with this.
- A quarter belong to clubs they perceive to be active and dynamic, though not surprisingly, the majority are struggling with finding new members.

3. District

- A quarter didn't know enough about District to be able to comment.
- The top 3 positives mentioned were (1) advice, expertise and support given, (2) networking with clubs, sharing ideas between clubs, encouraging clubs to work together and (3) a generic “good people doing a good job” sometimes referencing a DG or AG.
- The main perceived negatives about District were: (1) Formal/stuff/old fashioned/boring; (2) Remote/district too big/difficult travelling to meetings; (3) Needs to do more for clubs/membership/be more supportive/more changes needed.
- A quarter have never attended a District meeting / event, nor intend to do so in the future.
- District is very clearly seen as a support function and not as dictator role, and one of its prime purposes is to encourage clubs to work with each other.
- There is too much bureaucracy and too many mailings. The new newsletter gets a good endorsement.
- With regard to the new ideas put forward, most received a reasonable to good endorsement. There was especially strong endorsement for: Ideas database,

Collaborative working, District trouble-shooters, District PR campaign and a digital ideas letterbox.