

- 1 Good growth in the Adult group has offset the drop in Junior membership. We have already
- 2 Juniors remain challenging, but DS is working hard to improve and attract more
- 3 We have done short term memberships of 4 months for Students, which they found attracti
- 4 Special offer of 14 months membership for 12 months fee introduced for the first time last /
- 5 34 brand new members during April and May this year.
- 6 Likely to be further special offers on membership in the future, linked to promotions/advert
- 7 Pathway for true beginners to join and progress at their pace needs to be enhanced, being lc
- 8 Members Survey to be conducted online during November

equalled the membership total for 2020.