

# Atholl SCDC - July 2018 Survey Summary

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There was an excellent response to the Atholl on-line/postal survey with 75% of members replying. Some 79% of respondents felt they would be equally likely to attend when the Atholl moved to the Thomas Morton Hall in Leith; 21% that they would be less likely to attend, typically because of transport difficulties. A car pool was suggested.

Six questions dealt with programmes, walking and recapping, pre-dance walkthroughs and a buddy system. Over three-quarters of respondents (77%!) felt the 2017/2018 programmes were just right, the remainder being divided between those who thought that they were too complex (15%), and those who felt that they were too easy (7%) .

The question of whether we should increase the number of dances walked led to a more varied response – only 40% felt we should not increase the number of dances walked, but continue to restrict this to new dances only, while 60% felt we should walk both new and more challenging dances, and that there should be a walkthrough if requested by a majority of those present.

Recapping was less popular, with 61% absolutely opposed, and 31% recommending that the number of recapped dances should be limited. A small minority wanted all dances recapped.

Slightly over half of respondents were not interested in pre-dance walkthroughs, although 35% might be if the programme were particularly complicated. Only 28% were interested in a buddy system, as either supporter or supported; most felt they were experienced dancers and happy to support newer dancers.

The last three questions allowed respondents free rein and the opportunity to give multiple reasons.

The most popular response to the question ‘what do you most enjoy about the club?’ was unsurprisingly the live music, while many also highlighted the friendliness and informality, the good atmosphere, and the pleasure of meeting their friends.

The dances and dancing came third in number of responses (and us a dance club!) – the enjoyment of dancing, and the pleasure of rising to a challenge, including dancing without recaps, plus the variety of programmes and compilers over the season. The good standard of dancing was singled out by a small number, but a self-identified new member found an unexpected lack of ‘perfection’ reassuring!

To the perennial question ‘what ideas do you have to attract new members?’ the most popular response (and experience) was that word of mouth or personal invitation was most effective. More advertising at other clubs/classes was recommended (including the cunning suggestion that we should tempt people along when classes have finished for the term, but we haven’t), and that we should make more use of social media, including keeping the website up to date. Other suggestions included simpler programmes, or a free or ‘taster’ night.

The final question asked ‘what changes would you like to see?’ and the largest single response was ‘none.’ However, almost as many addressed programmes, with some wanting fewer new and more older dances and some the reverse. An interesting idea was for a ‘Suggestions’ sheet for dances that haven’t been done for a while to be included in a future programme, which would also give an opportunity to those who don’t want to devise a whole programme. Some wanted to see pre-booking dances discouraged, and others a shorter tea-break.

*Atholl SCDC - Nov 2018*