

## Analysis of written comments in membership survey 2015

### How might we improve the group for you?

- 24 More/Improve branches/local activities
- 13 More advice for average gardener/Plant Identification/Growing tips
- 8 Maintain/improve quality of publications
- 6 Maintain/improve seed list
- 6 Plant/Seed/Pollen/Cutting swap facility on web site
- 5 More on specific plants/techniques
- 4 Ability to contact other members/List of members
- 4 Maintain/Improve communications
- 4 Encouraging new members
- 3 Improve/More Shows
- 3 Research - More/publication of
- 3 Overseas tours in the wild
- 3 More relevant to young people
- 2 More practical workshops
- 4 Tours - Maintain/lower cost/longer
- 2 National list of lecturers
- 1 One day conference each year

### What would you suggest we do to attract new members?

- 17 Advertise/Articles -in The Garden & other publications
- 16 Attendance at RHS & other shows
- 14 Advertising/PR - General
- 12 Education of public/less academic
- 11 Advertise/Leaflets at Gardens
- 11 Talks to local clubs, schools & Colleges/Displays in local shows
- 9 More events/shows/meetings/visits
- 7 Advertise/Leaflets in Garden Centres/Nurseries
- 7 Better Social media/improve & promote web site
- 4 More welcoming at shows & elsewhere/less academic
- 4 Co-ordination with other plant societies including overseas
- 3 TV appearances
- 3 Encourage members to invite people (Discount)
- 3 Special memberships - life/Children/students.

### How might we improve the web site for you?

- 10 Propagation / cultivation / growing requirements / members experience
- 8 Member interaction - Forums, discussion groups, plant swaps etc
- 7 More & accurate information (Plant identification, descriptions etc)
- 7 More/better pictures/videos
- 2 More news items
- 2 Promote web site
- 2 More garden information & pictures
- 1 Detailed tour and show reports
- 1 Better links to external websites
- 1 Member only area

## Analysis of written comments in membership survey 2015

### What was your main reason for joining the Group?

- 95 Interested in our genera
- 65 Information/Advice/News
- 30 Seed list
- 16 Meet other enthusiasts
- 14 Yearbook
- 7 Access private gardens
- 7 Head Gardener
- 5 Access to unavailable plants
- 4 Local branch
- 4 Tours/Shows

### Has the Group satisfied your main reason for joining?

#### If not, please tell us why

- 161 Yes
- 8 Partly
- 4 No

#### Reasons for No/Partly

- 4 More information/Identifying plants
- 3 Lack of branch meetings
- 3 Concern about no more wild collected seed.
- 2 sometimes too technical/above my level of interest
- 1 Was hoping to attend a micro propagation course.
- 1 Meetings too far away
- 1 published material has fallen in standard
- 1 Not enough going on

### What would you say are the main Strengths of the Group, what do you like?

- 79 Yearbook & Bulletin
- 45 Experts/Knowledge/Information
- 29 Meeting other enthusiasts/Shared Knowledge
- 22 Seed list
- 21 Garden visits/Events/Tours
- 15 Friendly & Helpfulness
- 13 Shows & Plant sales
- 11 Branches
- 8 Committee & other helpers
- 3 Reputation/Professional
- 2 Focus on 3 genera
- 2 web site
- 1 Value for money

## Analysis of written comments in membership survey 2015

### What would you say are the main Weaknesses of the Group, what don't you like?

- 14 Perceived as aloof/highbrow/cliقةy
- 13 Lack of branches/meetings
- 10 Aging membership
- 8 Low membership
- 7 RHS/politics/constitution
- 5 SE England centric
- 5 More attention to average/novice gardener
- 2 Some branches feel isolated
- 2 Assumes everyone has acres
- 2 Garden visits always during the week
- 4 Lack of plant descriptions/information.
- 1 Misogynist & aloof committee
- 1 No plant sales
- 1 Need more positive articles
- 1 Needs more volunteers
- 1 Link with other European Rhodo groups
- 1 More digital
- 1 Not willing to change

### How did you first hear about the Group?

- 50 Member/Colleague
- 40 RHS
- 14 Internet
- 11 Yearbook
- 10 Advert/reference in The Garden
- 9 Horticultural Society/Show
- 6 RHS Show
- 2 Book
- 1 Flier