Annual General Meeting – 6 December 2017

Chair's Report and Analysis of Community Survey Results

WIMBLECOMM

Wimbledon Community Association

Helping you find space in Merton

Our work and achievements this year

- Appointed Susanne in May 2016 – now with us for 18 months
- Helped further develop Wimblecomm – now 31 venue operators and 65 venues across Wimbledon and wider Merton – search engine improved
- Site now updated - includes events section and blog (guests welcome)
- Started to develop social media presence / site activity gradually increasing
- Managed within a budget of £23,000 (raised from dividends) – no other income (eg advertising / membership fees yet). CCLA funds have also grown over last 18 months
- Developed new Membership policy – all venue operators plus users – on applications / carried out the community survey / engaged in other events
- Successfully completed all Charity / Cos Hse / HMRC / Pensions returns etc

The challenges…

- Still lots of venues yet to sign up – reluctance to engage?
- Awareness of our presence amongst wider community still very weak
- Far too much work still done by the Chair and Secretary / trustees
- Difficulty in engaging more voluntary input (including as trustee) though some responses received from survey
- Various technical issues – need challenge to our web designer – specialist paid support plus student input being considered
- Issue whether we genuinely meet a need – still up for debate
- More community engagement required to critically review our role

Community Surveys carried out

- Set up on Survey Monkey – links set up on Wimblecomm +
- Initial surveys sent out on or around 16 October & closed during this week
- Venue Operators – 31 Operators via email link – 14 replied
- Individual members of the community – 106 clicked on – 62 responded and 32 contact details provided
- Organisations within the community – 11 clicked on and responded (6 contact details provided)

Venue Operators – question responses

Q1: How easy did you find the process of listing and editing your venue on Wimblecomm?

ANSWER CHOICES	RESPONSES	
Not easy (please provide reasons below)	7.69%	1
Somewhat easy (please provide reasons below)	23.08%	3
Easy	61.54%	8
Very easy	7.69%	1
Extremely easy	0.00%	0
TOTAL		13

Q2: Please indicate below if you would like our Community Development Executive to arrange a site visit to help you optimise your listing(s) on Wimblecomm.

ANSWER CHOICES	RESPONSES	
Yes, please contact me	14.29%	2
No	85.71%	12
TOTAL		14

Q3: Please indicate below if you would like our Community Development Executive to arrange a clinic/demonstration of Wimblecomm to staff/volunteers, members and users of your venue.

ANSWER CHOICES	RESPONSES	
Yes, please contact me	7.14%	1
No	92.86%	13
TOTAL		14

Q4: In general, how would you describe the level of usage of your venue?

ANSWER CHOICES	RESPONSES	
We are fully booked most of the time	23.08%	3
We have about 25% capacity for more bookings	46.15%	6
We have about 50% capacity for more bookings	23.08%	3
We have about 75% capacity for more bookings	7.69%	1
We have more than 75% capacity for more bookings	0.00%	0
TOTAL		13

Q5: In an average month, how often do you visit Wimblecomm?

ANSWER CHOICES	RESPONSES	
Not at all	42.86%	6
Once	42.86%	6
2 - 5 times	14.29%	2
More than 5 times	0.00%	0
TOTAL		14

Q6: In the past 12 months, how many times did you refer your venue users/members to Wimblecomm?

ANSWER CHOICES	RESPONSES	
Not at all	71.43%	10
1 - 3 times	0.00%	0
4 - 10 times	14.29%	2
More than 10 times	14.29%	2
TOTAL		14

Q7: Do you track new enquiries about your venue as a result of members of the public using Wimblecomm?

ANSWER CHOICES	RESPONSES	
Yes	57.14%	8
No	42.86%	6
TOTAL		14

Q8: How many such enquiries have you received in the past 12 months? Please include Wimblecomm Room Booking Enquiries (sent via the website) and enquiries made directly to your venue after the person has viewed your venue on Wimblecomm.

ANSWER CHOICES	RESPONSES	
None	14.29%	1
1 - 5	28.57%	2
6 - 10	57.14%	4
More than 10	0.00%	0
TOTAL		7

Q9: How many of these enquiries have turned into actual bookings?

ANSWER CHOICES	RESPONSES	
None	57.14%	4
1 - 5	42.86%	3
6 - 10	0.00%	0
More than 10	0.00%	0
TOTAL		7

Q10: How useful is the Noticeboard Section on Wimblecomm to you?

ANSWER CHOICES	RESPONSES	
Not useful (please give reasons why below)	16.67%	2
Somewhat useful (please give reasons why below)	50.00%	6
Useful	33.33%	4
Very useful	0.00%	0
Extremely useful	0.00%	0
TOTAL		12

Q11: Would you recommend Wimblecomm to other Venue Operators?

ANSWER CHOICES	RESPONSES	
Yes	100.00%	13
No (please provide reasons below)	0.00%	0
TOTAL		13

Q12: Are you familiar with the process of submitting copy for publishing on the Noticeboard? Please indicate if you would like to be contacted by us to help you with the process.

ANSWER CHOICES	RESPONSES	
Yes	23.08%	3
No (please contact me)	7.69%	1
No	69.23%	9
TOTAL		13

Q13: Overall, how useful would you say Wimblecomm is to you?

ANSWER CHOICES	RESPONSES	
Not useful (please give reasons below)	7.69%	1
Somewhat useful (please give reasons below)	30.77%	4
Useful	53.85%	7
Very useful	7.69%	1
Extremely useful	0.00%	0
TOTAL		13

Q14: How useful would you say Wimblecomm is to your venue users/members?

ANSWER CHOICES	RESPONSES	
Not useful	7.69%	1
Somewhat useful	38.46%	5
Useful	46.15%	6
Very useful	7.69%	1
Extremely useful	0.00%	0
TOTAL		13

Q15: How useful would you say Wimblecomm is to the wider community?

ANSWER CHOICES	RESPONSES	
Not useful	0.00%	0
Somewhat useful	38.46%	5
Useful	46.15%	6
Very useful	15.38%	2
Extremely useful	0.00%	0
TOTAL		13

Q16: What would make Wimblecomm more useful?

ANSWER CHOICES	RESPONSES	
More venue listings	50.00%	4
More community noticeboard listings	50.00%	4
An optional venue booking feature	25.00%	2
An optional venue hire payment feature	12.50%	1
More content (e.g. blog, news, best practice sharing)	25.00%	2
Total Respondents: 8		

Q17: Please share with us what other tools you use to publicise your venue and associated events and activities. Tick whichever applies.

ANSWER CHOICES	RESPONSES	
Other online directories	16.67%	2
Venue website	83.33%	10
Flyers & posters	58.33%	7
Newsletters	50.00%	6
Other publications	16.67%	2
Other community websites	25.00%	3
Word of mouth	91.67%	11
Direct marketing to our members	25.00%	3
Social Media	66.67%	8
Total Respondents: 12		

Q18: Are you aware that by registering and listing a venue you have become a member of the WCA with the associated membership benefits?

ANSWER CHOICES	RESPONSES	
Yes	76.92%	10
No	23.08%	3
TOTAL		13

Q19: Are you aware of our new membership policy?

ANSWER CHOICES	RESPONSES	
Yes	38.46%	5
No	61.54%	8
TOTAL		13

Q20: Are you aware of your current membership benefits?

ANSWER CHOICES	RESPONSES	
Yes	30.77%	4
No	69.23%	9
TOTAL		13

Q22: Aside from Wimblecomm, in which other ways could the WCA focus its charitable resources locally? Tick whichever applies and/or provide comments.

ANSWER CHOICES	RESPONSES	
Organise networking events for our members.	37.50%	3
Organise training/best practice workshops for our members.	12.50%	1
Conduct Wimblecomm 'clinics' at local venues.	12.50%	1
Invest in physical premises locally.	50.00%	4
Collaborate more closely with a suitable local partner with physical premises.	62.50%	5
Total Respondents: 8		

Q23: Would you or someone connected with your organisation be interested in getting involved in any of the following activities to support the WCA? Please select all that apply.

ANSWER CHOICES	RESPONSES	
Write a guest blog on Wimblecomm.	33.33%	1
Host WCA meetings.	100.00%	3
Host WCA clinics for members of the public in your local area.	33.33%	1
Assist with WCA marketing campaigns for Wimblecomm.	33.33%	1
Total Respondents: 3		

Q24: Our next AGM is provisionally planned for Wednesday, 6 December 2017. We would appreciate it if you were able to send a delegate from your organisation. Please tick the appropriate box below and provide details of whom we should send invitations to.

ANSWER CHOICES	RESPONSES	
Yes, we are planning to have a delegate at the AGM (please provide details below)	53.85%	7
No, we are unable to send a delegate	23.08%	3
Not sure	23.08%	3
TOTAL		13

Q25: Would you or someone you know be interested in volunteering for WCA? Please tick all that apply.

ANSWER CHOICES	RESPONSES	
Interested in becoming a Trustee	50.00%	1
Interested in becoming a Co-optee	50.00%	1
Interested in other volunteering opportunities	100.00%	2
Total Respondents: 2		

Summary of key findings from the venue respondents

- Original editing / updating of website was reported to be relatively easy
- Most venues have at least 25% capacity filled, with some having more.
- The number of enquiries received via the site is relatively low / and follow up reporting / bookings appear mixed
- Most thought the noticeboard useful / somewhat useful
- Everyone responding would recommend Wimblecomm to other venues
- Most thought it was a useful site but only a few venues use and actively encourage use
- There was not much awareness of membership or benefits
- Limited and mixed views on use of WCA resources and Wimblecomm site

Individual members of community – question responses

Q2: How did you hear about Wimblecomm? Please tick all that apply.

ANSWER CHOICES	RESPONSES	
I have not heard about Wimblecomm	45.45%	25
Family and friends	21.82%	12
Business / work associates	5.45%	3
Google / other search engine	0.00%	0
Social media	23.64%	13
Marketing flyer	0.00%	0
Networking events / conferences / training events	3.64%	2
My local community venue	5.45%	3
Other venue used / visited	3.64%	2
Total Respondents: 55		

Q3: In the past 12 months, how often did you need to hire a community venue in Merton?

ANSWER CHOICES	RESPONSES	
Not at all	69.35%	43
Once	20.97%	13
2 - 5 times	8.06%	5
6 - 10 times	1.61%	1
11 - 15 times	0.00%	0
More than 15 times	0.00%	0
TOTAL		62

Q4: In the past 12 months, how often did you visit Wimblecomm?

ANSWER CHOICES	RESPONSES	
Not at all	75.81%	47
Once per year	11.29%	7
1 - 3 times per year	9.68%	6
4 - 5 times per year	1.61%	1
6 - 9 times per year	0.00%	0
10 or more times per year	1.61%	1
TOTAL		62

Q5: In the past 12 months, how often did you contact a venue as a result of using Wimblecomm?

ANSWER CHOICES	RESPONSES	
Not at all	95.16%	59
Once	1.61%	1
2 - 5 times	1.61%	1
More than 5 times	1.61%	1
TOTAL		62

Q6: In the past 12 months, how often did you actually book a community venue as a result of using Wimblecomm?

ANSWER CHOICES	RESPONSES	
Not at all	98.36%	60
Once	0.00%	0
2 - 5 times	1.64%	1
More than 5 times	0.00%	0
TOTAL		61

Q7: Do you use other venue directory websites or tools?

ANSWER CHOICES	RESPONSES	
Yes (please provide details below)	17.74%	11
No	82.26%	51
TOTAL		62

Q8: In the past 12 months, how often did you actually book a community venue as a result of using another venue directory website/tool?

ANSWER CHOICES	RESPONSES	
Not at all	80.65%	50
Once	11.29%	7
2 - 5 times	8.06%	5
More than 5 times	0.00%	0
TOTAL		62

Q9: How useful is the venue search function on Wimblecomm to you?

ANSWER CHOICES	RESPONSES	
Not useful (please comment below)	29.09%	16
Somewhat useful (please comment below)	23.64%	13
Useful	34.55%	19
Very useful	10.91%	6
Extremely useful	1.82%	1
TOTAL		55

Comments on why somewhat or not useful 1

Could be better. There are duplicated results. Layout of the search interface could be better. Images are too small. I'll use it in the future.
Didn't know it existed - might be useful in the future
Do not know, as I have not used it.
for birthday parties
Good to know it’s there if I need it
Had a play around and looked easy to use if I needed to find a venue. Excellent facility.
Have not heard of it
Haven’t used it so not sure
Haven't needed to use it but it may be useful
Haven't used it, so can't comment.
I did not know it existed
I have never heard of this website so I have no idea what you offer.
I have not heard of Wimbledomcomm
I have not tried yet, but may need to in the year ahead
I have only just found out about it. Thank you.
I havent had occasion to need venue space but am sure the search function is fine

Comments on why somewhat or not useful 2

I haven't used it or heard about it before.
I imagine it would be useful
i will use it to judge
If I ever need a venue I would find the search function useful
If I were looking for a venue it would be useful
Ignore the rating - not known about it till now
I'm going to take a look and if we have need for a venue I'll keep you in mind
I've checked it out and it looks very useful, however I'm not responsible for booking venues in the organisations I belong to.
n/a yet to try
never knew it was that easy
Never used but appears useful
Never visited.
Not used
Only because never used
Well...to be honest, I have no need to hire a community venue, but it does sound a good idea and I am a big fan of all community efforts.

Q10: How useful is the Community Noticeboard on Wimblecomm to you?

ANSWER CHOICES	RESPONSES	
Not useful (please comment below)	36.36%	20
Somewhat useful (please comment below)	20.00%	11
Useful	27.27%	15
Very useful	14.55%	8
Extremely useful	1.82%	1
TOTAL		55

Comments on why Noticeboard somewhat or not useful 1

Good to have information, but needs more posts.
Again, haven't used it.
And again I have no experience of your website.
As per previous answer
Didn't know it existed - might be useful in the future
Had not heard of it till today
have had no need
Haven’t used it so not sure
Haven't seen it yet but could be a good idea
I did not know it existed
I didn't know it existed
I do not actually live in Wimbledon. I was at the AGM to represent the St Andrew Society (Wimbledon and District Scots Association)
I had a look and some of the adverts were out of date, e.g. Summer holiday clubs.
I haven't used it yet

Comments on why Noticeboard somewhat or not useful 2

N/A
n/a yet to try
Needs to be more advertised as a place for people to post events or look for them
Never seen
Never used it!
Not heard of or seen it
not use dit yet but now I am aware of it, sounds useful
Not used
Now I know it’s there I’ll make a point of checking it
Only because I've rarely used the site.
See 9
Sorry havent used
Sorry, haven't been aware of it till now.
Sounds useful but not used
Useful to know what is going on

Q11: How useful is the Blog and other content on Wimblecomm to you?

ANSWER CHOICES	RESPONSES	
Not useful	49.12%	28
Somewhat useful	24.56%	14
Useful	22.81%	13
Very useful	3.51%	2
Extremely useful	0.00%	0
TOTAL		57

Q12: Overall, how useful would you say Wimblecomm is to you?

ANSWER CHOICES	RESPONSES	
Not useful	32.76%	19
Somewhat useful	29.31%	17
Useful	25.86%	15
Very useful	10.34%	6
Extremely useful	1.72%	1
TOTAL		58

Q13: Would you be happy to recommend Wimblecomm to others?

ANSWER CHOICES	RESPONSES	
Yes	68.42%	39
No (please provide reasons below)	31.58%	18
TOTAL		57

Reasons for not recommending (18)

A very difficult survey to complete if you've never heard about the site. It may well be more useful than I've indicated, but the response options don't allow for a more accurate response e.g. N/A, no opinion etc.
Because I know nothing about it - apart from this survey. Now I do know about it I can use it!
Don't know enough about it
Haven't used it so can't make a recommendation one way or the other.
I at present know nothing about it.
I do not know anything about i .
I guess..... but since I've not used it myself that seems a bit false.
I have no experience of using it.
I have no idea what it is. Maybe you could think about advertising your activities more widely to raise awareness of services you offer. After 10 years in Wimbledon I am totally oblivious to what it us you do. Hope this is helpful - it's not meant as critique!
I've not heard/seen any publicity from Wimblecomm
It would need to be more widely promoted so that Merton residents can use -
Just not used it enough...
n/a
N/A
No don't know enough about it!
Not at moment as have not used so have no experience to comment on
not until I have used it
Not yet. I have just found out about it. i haven't checked it out thoroughly enough to be able to recommend it.
Until I have tried it

Q14: What would make Wimblecomm more useful to you? Please tick all that apply.

ANSWER CHOICES	RESPONSES	
More venue listings	33.33%	19
More Community Noticeboard listings	31.58%	18
More information about venues	29.82%	17
Improved search engine	17.54%	10
Optional direct booking option	24.56%	14
Optional direct payment option	14.04%	8
More content relevant to my community	24.56%	14
Other (please specify).	31.58%	18
Total Respondents: 57		

What would make it more useful? - other (18)

Again, have not used the site so can't comment.
As an individual I havent needed to look for venues but think the concept is excellent
As I have only just found this site I feel unable to comment
As per previous answer
Don't know. Have only just found out about it but not checked it out yet.
Greater awareness that it exists
Have yet to use
Haven’t used it very much yet
Haven't used it - will need to try it
Hopefully as WCA gets more established in its current form, it will become not just a hub for seeking venues but also a way of strengthening Wimbledon's community organisations as an influential force in our community. So more news on local community issues would be useful (with links to the organisations involved e.g. planning issues, the Wimbledon Society -- I realise there aren't the resources for WCA to cover them in depth).
I do not do bookings for the St Andrew Society. It would be of use to me if I did.
I will do some research now I know it exits, I do very little locally.
if it had a higher profile that I would remember to use it
n/a
n/a yet to try
Only remembering that it's there!
Publicity about its existence!
What does it do?

Q15: Aside from Wimblecomm, in which other ways could the WCA focus its charitable resources locally? Tick all that apply.

ANSWER CHOICES	RESPONSES	
Provide networking and other events to members of the community	58.62%	34
Invest in new physical community premises	29.31%	17
Partner with a local organisation to provide community space	37.93%	22
Other (please specify).	15.52%	9
Total Respondents: 58		

Other uses – responses (9)

A new civic arts centre
Fund activities for local teenagers who have nothing to do, leading to petty crime.
Links with resident organisations, schools etc
Share activities that are going on across the community - things that people may want to join.
This was attempted a few years ago i believe. Wimbledon needs a major community centre but obv this wouls be to the detriment of smaller venues.
Don’t know x 3

Q16: Would you be interested in getting involved in volunteering activities to support Wimbledon Community Association? Please tick all that apply. If you are interested, please ensure that you provide your contact details at the end of the survey and we will get in touch.

ANSWER CHOICES	RESPONSES	
Interested in becoming a Trustee	14.29%	2
Interested in becoming a Co-optee	14.29%	2
Interested in other volunteering opportunities	85.71%	12
Total Respondents: 14		

Q17: Are you a former user of the old Wimbledon Community Centre? If yes, would you be interested in us contacting you? Please tick as applicable and provide contact details at the end of this survey.

ANSWER CHOICES	RESPONSES	
Yes	15.00%	9
Yes (please contact me)	0.00%	0
No	85.00%	51
TOTAL		60

Summary of key findings from the individual respondents

- Around 25% of respondents had heard of / used Wimblecomm but limited use for booking
- Around 30% needed to book facilities in last year or used directories to book – but very few had actually used Wimblecomm to date
- Nevertheless over 70% of respondents thought it would be useful for searching (in future)
- Similar numbers for Noticeboard (but less for Blog)
- Two thirds thought it would be useful overall and would recommend – and others would give it a try
- Mixture of ideas on how it could be made more useful
- Mixture on how resources could be channelled better (mainly networking events)
- Some former users / some offers of voluntary / trustee support

Community organisations – question responses

Q2: Are you a regular user of community space in Merton?

ANSWER CHOICES	RESPONSES	
Yes	45.45%	5
No	54.55%	6
TOTAL		11

Q3: How did you hear about Wimblecomm? Please tick all that apply.

ANSWER CHOICES	RESPONSES	
I have not heard about Wimblecomm	12.50%	1
Family and friends	12.50%	1
Business / work associates	25.00%	2
Google / other search engine	25.00%	2
Social media	12.50%	1
Marketing flyer	0.00%	0
Networking events / conferences / training events	12.50%	1
My local community venue	0.00%	0
Other venue used / visited	12.50%	1
Total Respondents: 8		

Q4: In the past 12 months, how often did you need to hire a community venue in Merton?

ANSWER CHOICES	RESPONSES	
Not at all	18.18%	2
Once	9.09%	1
2 - 5 times	45.45%	5
6 - 10 times	0.00%	0
11 - 15 times	0.00%	0
More than 15 times	27.27%	3
TOTAL		11

Q5: In the past 12 months, how often did you visit Wimblecomm?

ANSWER CHOICES	RESPONSES	
Not at all	27.27%	3
Once per year	9.09%	1
1 - 3 times per year	36.36%	4
4 - 5 times per year	9.09%	1
6 - 9 times per year	9.09%	1
10 or more times per year	9.09%	1
TOTAL		11

Q6: In the past 12 months, how often did you contact a venue as a result of using Wimblecomm?

ANSWER CHOICES	RESPONSES	
Not at all	63.64%	7
Once	9.09%	1
2 - 5 times	27.27%	3
More than 5 times	0.00%	0
TOTAL		11

Q7: In the past 12 months, how often did you actually book a community venue as a result of using Wimblecomm?

ANSWER CHOICES	RESPONSES	
Not at all	100.00%	11
Once	0.00%	0
2 - 5 times	0.00%	0
More than 5 times	0.00%	0
TOTAL		11

Q8: Do you use other venue directory websites or tools?

ANSWER CHOICES	RESPONSES	
Yes (please provide details below)	40.00%	4
No	60.00%	6
TOTAL		10

Q9: In the past 12 months, how often did you actually book a community venue as a result of using another venue directory website/tool?

ANSWER CHOICES	RESPONSES	
Not at all	72.73%	8
Once	9.09%	1
2 - 5 times	18.18%	2
More than 5 times	0.00%	0
TOTAL		11

Q10: How useful is the venue search function on Wimblecomm to you?

ANSWER CHOICES	RESPONSES	
Not useful (please comment below)	20.00%	2
Somewhat useful (please comment below)	30.00%	3
Useful	40.00%	4
Very useful	0.00%	0
Extremely useful	10.00%	1
TOTAL		10

Comments on why search function not / partly useful

I am not usually booking venues
I need to add my class details and also it needs to be advertised locally which as I know is very hard in the digital age!
I recommend it all the time when we are not able to accommodate potential hires due to lack of space or availability.
It will be useful should our normal venue be unavailable
Not aware of it
Not yet used
One of the venues I was looking for wasn't included - Wimbledon Park Hall.
This website is new to me, but I think that it would be useful to us, and to share with our members as we do get asked for venue details in Merton
We have a good knowledge of space available but as a Chamber the website is very useful for us to send to local business, individuals and chairties

Q11: How useful is the Community Noticeboard on Wimblecomm to you?

ANSWER CHOICES	RESPONSES	
Not useful (please comment below)	22.22%	2
Somewhat useful (please comment below)	33.33%	3
Useful	33.33%	3
Very useful	0.00%	0
Extremely useful	11.11%	1
TOTAL		9

Comments on why Noticeboard not / partly useful

Haven't used it.
I did come across a venue I had not realised was available for hire. I contacted them via the details and did not get a response. I later talking to a member got the correct details of the venue and have hired it.
Not yet used
Only because I haven't had to use it yet. Need to explore the website
Sorry, I haven't been using it. .
Will explore now

Q12: How useful is the Blog and other content on Wimblecomm to you?

ANSWER CHOICES	RESPONSES	
Not useful	36.36%	4
Somewhat useful	27.27%	3
Useful	36.36%	4
Very useful	0.00%	0
Extremely useful	0.00%	0
TOTAL		11

Q13: Overall, how useful would you say Wimblecomm is to you?

ANSWER CHOICES	RESPONSES	
Not useful	9.09%	1
Somewhat useful	45.45%	5
Useful	36.36%	4
Very useful	0.00%	0
Extremely useful	9.09%	1
TOTAL		11

Q14: Would you be happy to recommend Wimblecomm to others?

ANSWER CHOICES	RESPONSES	
Yes	90.00%	9
No (please provide reasons below)	10.00%	1
TOTAL		10

Q15: What would make Wimblecomm more useful to you? Please tick all that apply.

ANSWER CHOICES	RESPONSES	
More venue listings	60.00%	6
More Community Noticeboard listings	20.00%	2
More information about venues	30.00%	3
Improved search engine	10.00%	1
Optional direct booking option	10.00%	1
Optional direct payment option	0.00%	0
More content relevant to my community	0.00%	0
Other (please specify).	50.00%	5
Total Respondents: 10		

Comments on other uses

Information about the venue and good contact details. Not your fault but they have do address this if they want more bookings.
More presence on social media and physical presence at Chamber networking events
perhaps a wider variety of listings ie more boardroom style rooms
Please return phone calls
yet to say

Q16: Aside from Wimblecomm, in which other ways could the WCA focus its charitable resources locally? Tick all that apply.

ANSWER CHOICES	RESPONSES	
Provide networking and other events to members of the community	50.00%	5
Invest in new physical community premises	40.00%	4
Partner with a local organisation to provide community space	80.00%	8
Other (please specify).	10.00%	1
Total Respondents: 10		

Q17: Would you or someone you know be interested in getting involved in volunteering activities to support Wimbledon Community Association? Please tick all that apply. If you are interested, please ensure that you provide your contact details at the end of the survey and we will get in touch.

ANSWER CHOICES	RESPONSES	
Interested in becoming a Trustee	100.00%	1
Interested in becoming a Co-optee	0.00%	0
Interested in other volunteering opportunities	0.00%	0
Total Respondents: 1		

Q18: Is your organisation/group a former member/user of the old Wimbledon Community Centre? If yes, would you like to be contacted by us? Please indicate as applicable and provide your contact details at the end of the survey.

ANSWER CHOICES	RESPONSES	
Yes	36.36%	4
Yes (please contact me)	18.18%	2
No	45.45%	5
TOTAL		11

Q19: Would your organisation/group be interested in becoming a member of the Wimbledon Community Association with associated membership benefits? If yes, please ensure that you leave your contact details at the end of the survey and we will get in touch.

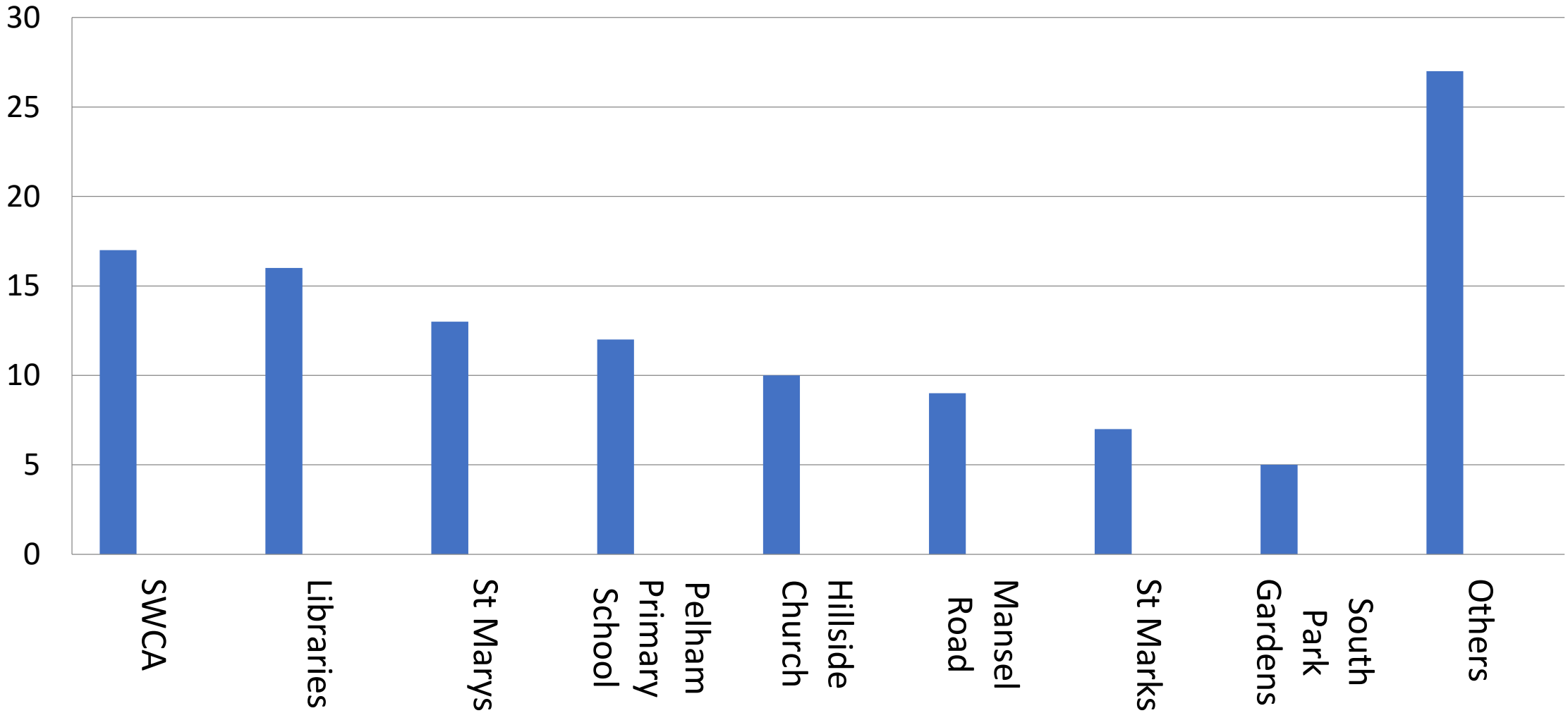
ANSWER CHOICES	RESPONSES	
Yes	12.50%	1
No	87.50%	7
TOTAL		8

Summary of responses from organsiations

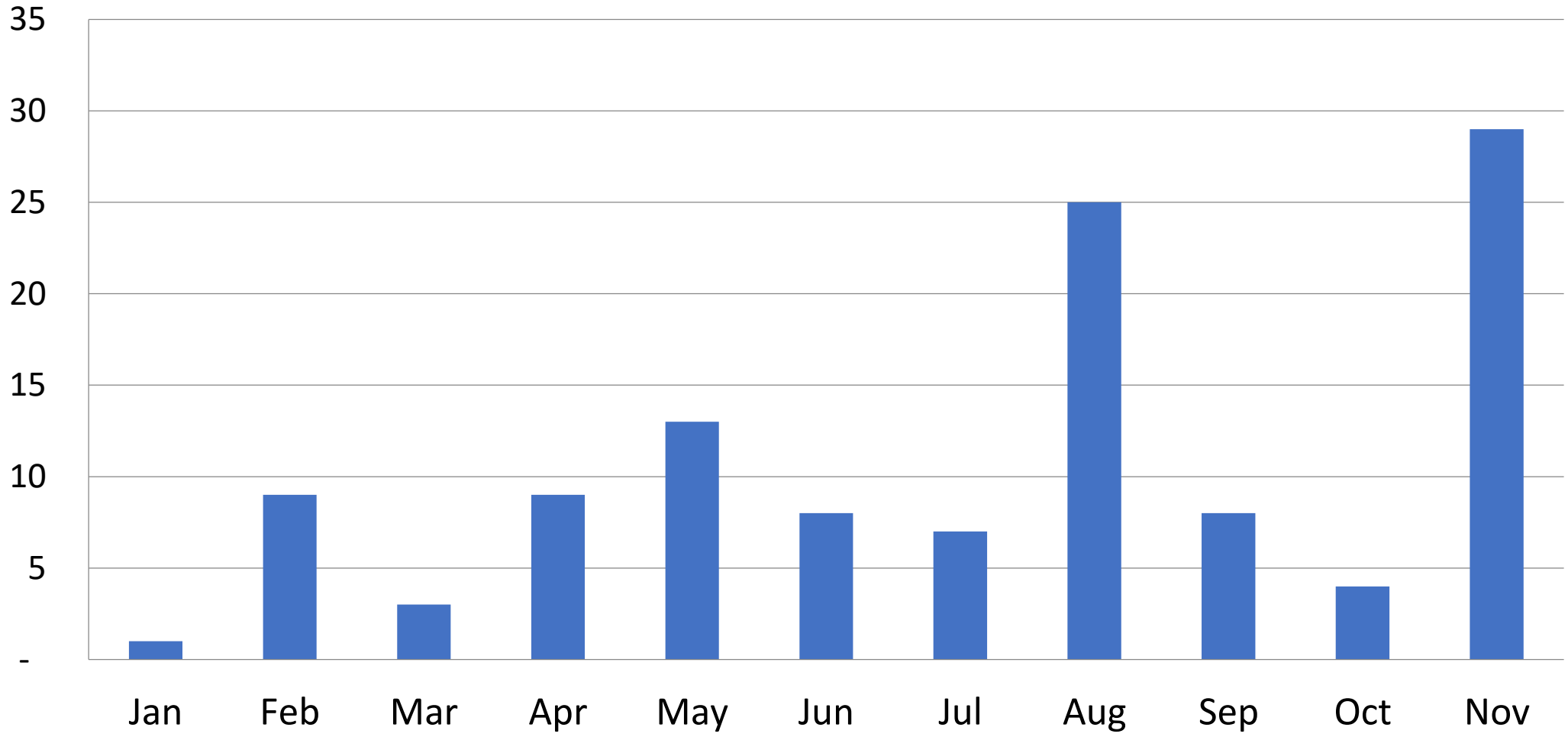
- More awareness from (limited) response with regard to Wimblecomm,
- More visits to site and some used to contact (but not book). Some other sites used.
- Majority of respondents think that search / noticeboard and blog is nevertheless useful
- Overall majority think it useful and would recommend (including newcomers to site)
- Key improvement would be more listings but other areas also noted
- Use of resources - more focus partnering and new space + some networking
- Majority of respondents (6 of 11) were former users – one to become member / one to be trustee?

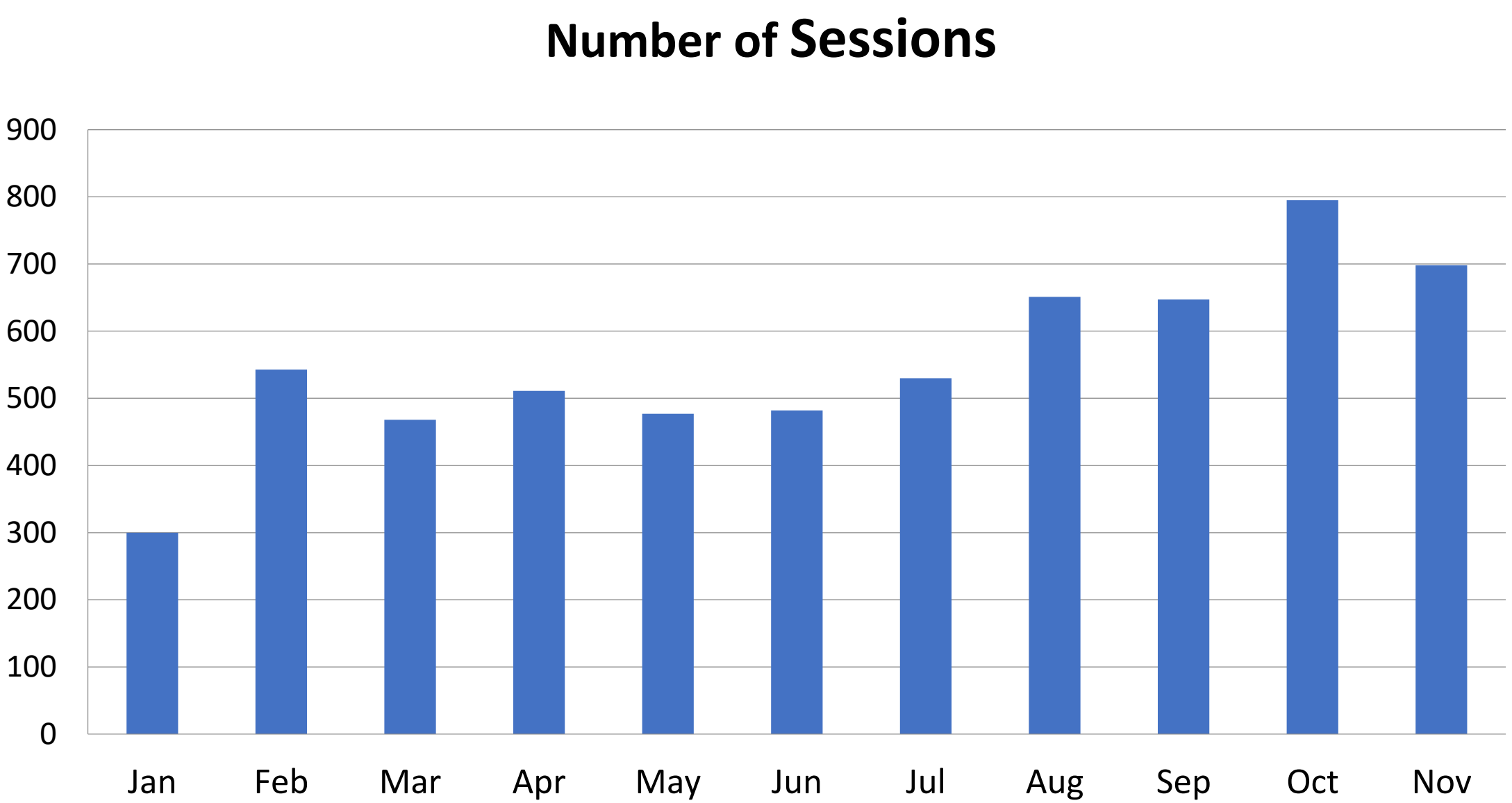
Some other statistics - Google Analytics (November results)

Referrals by venue Jan to Nov 17

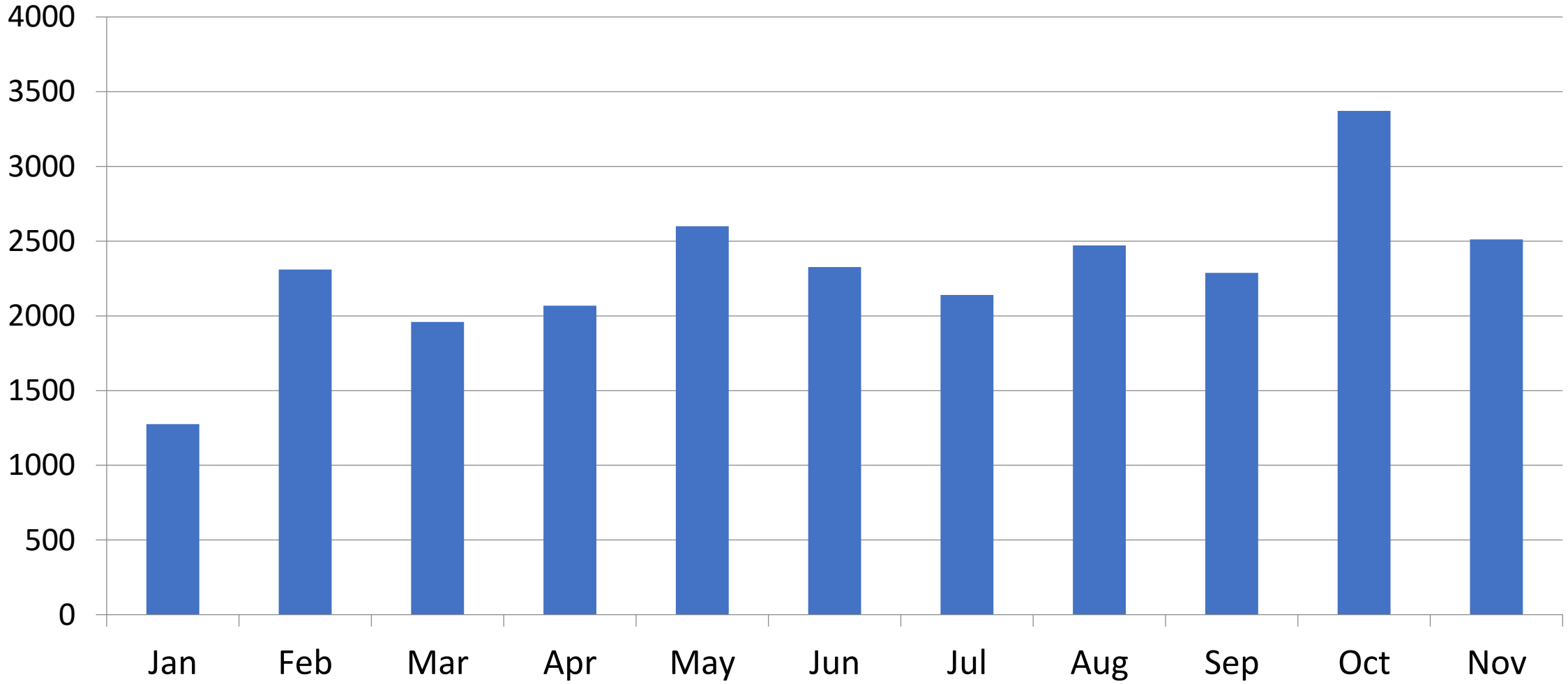


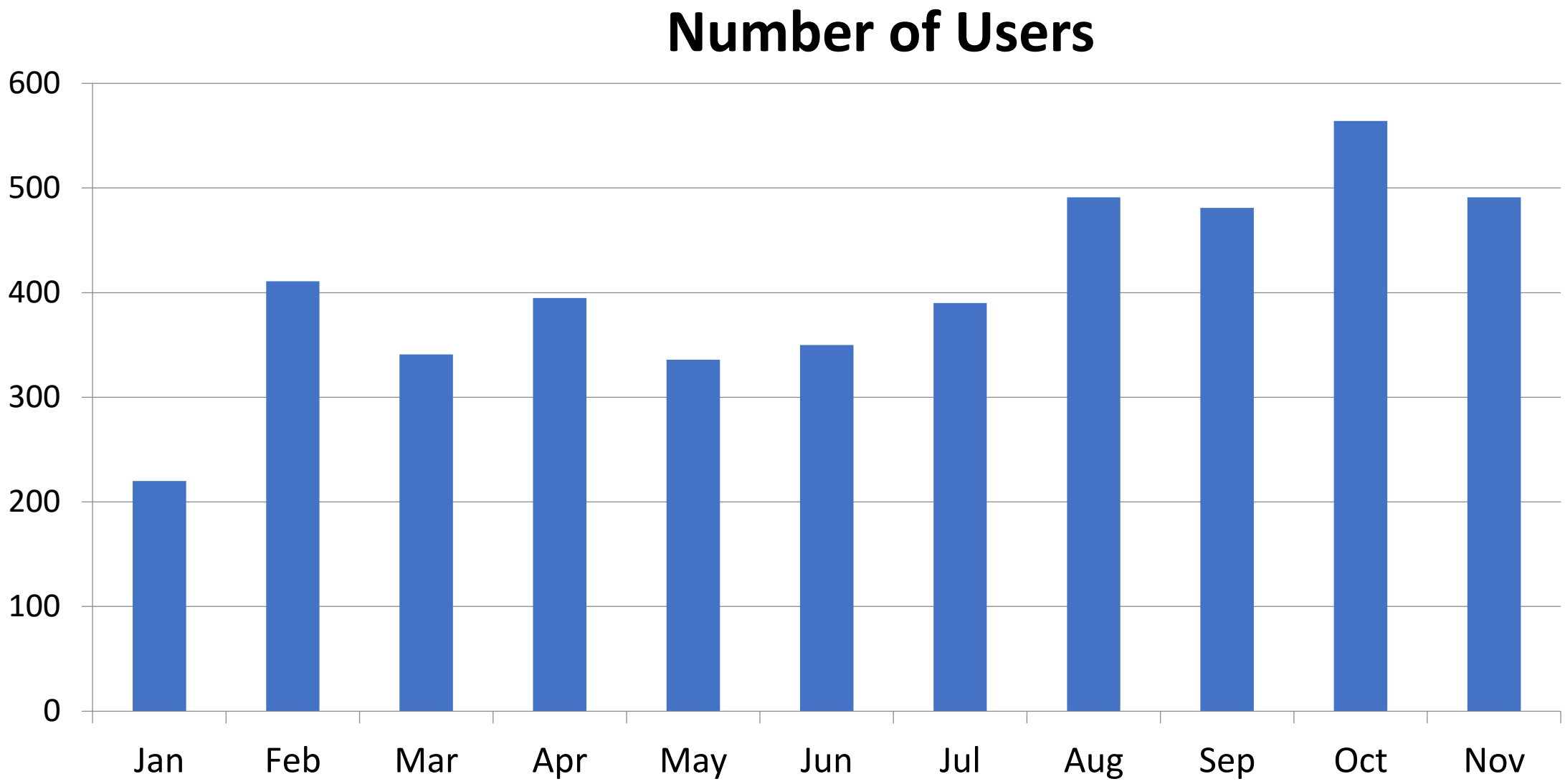
Number of queries to venues

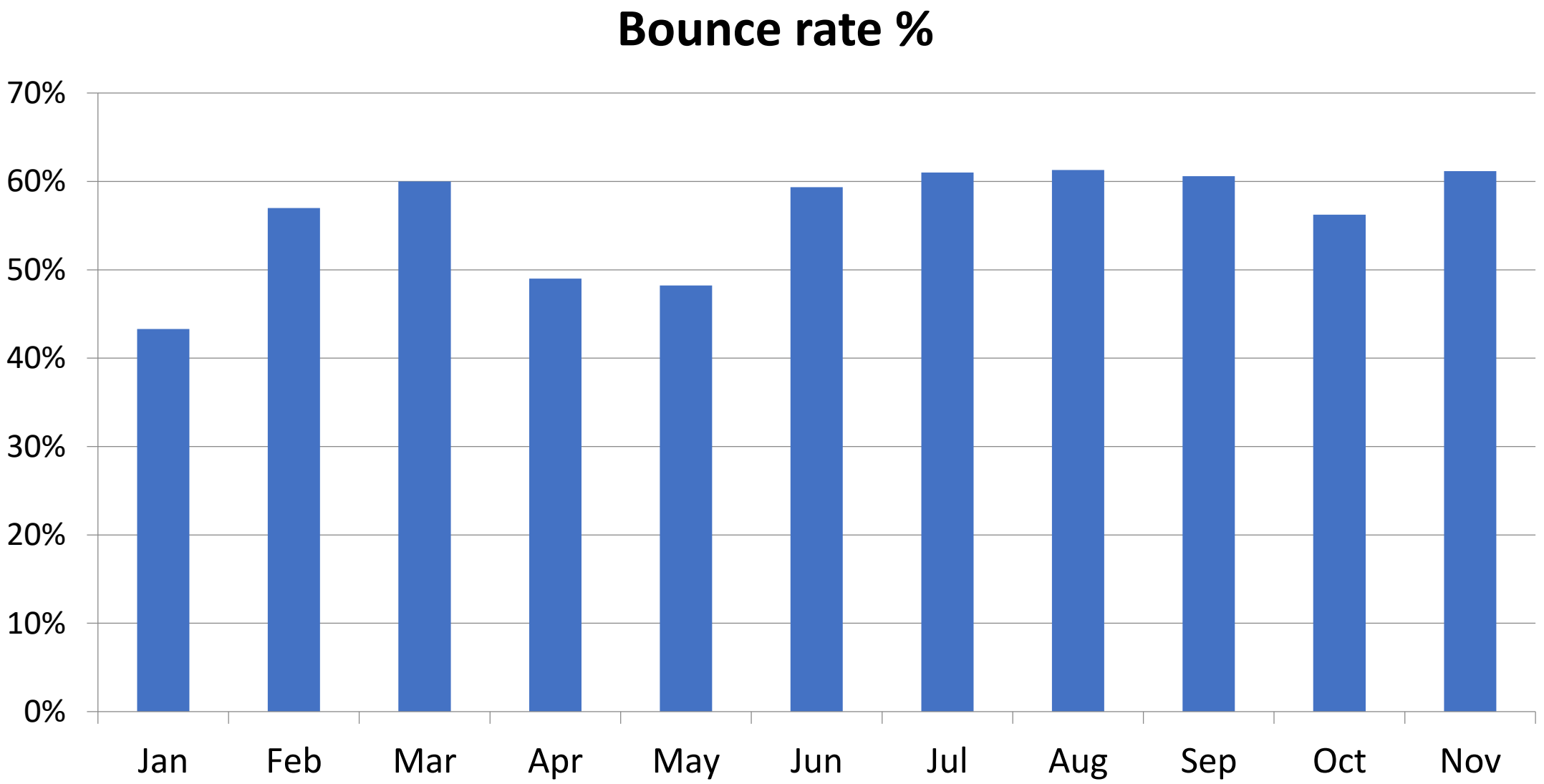


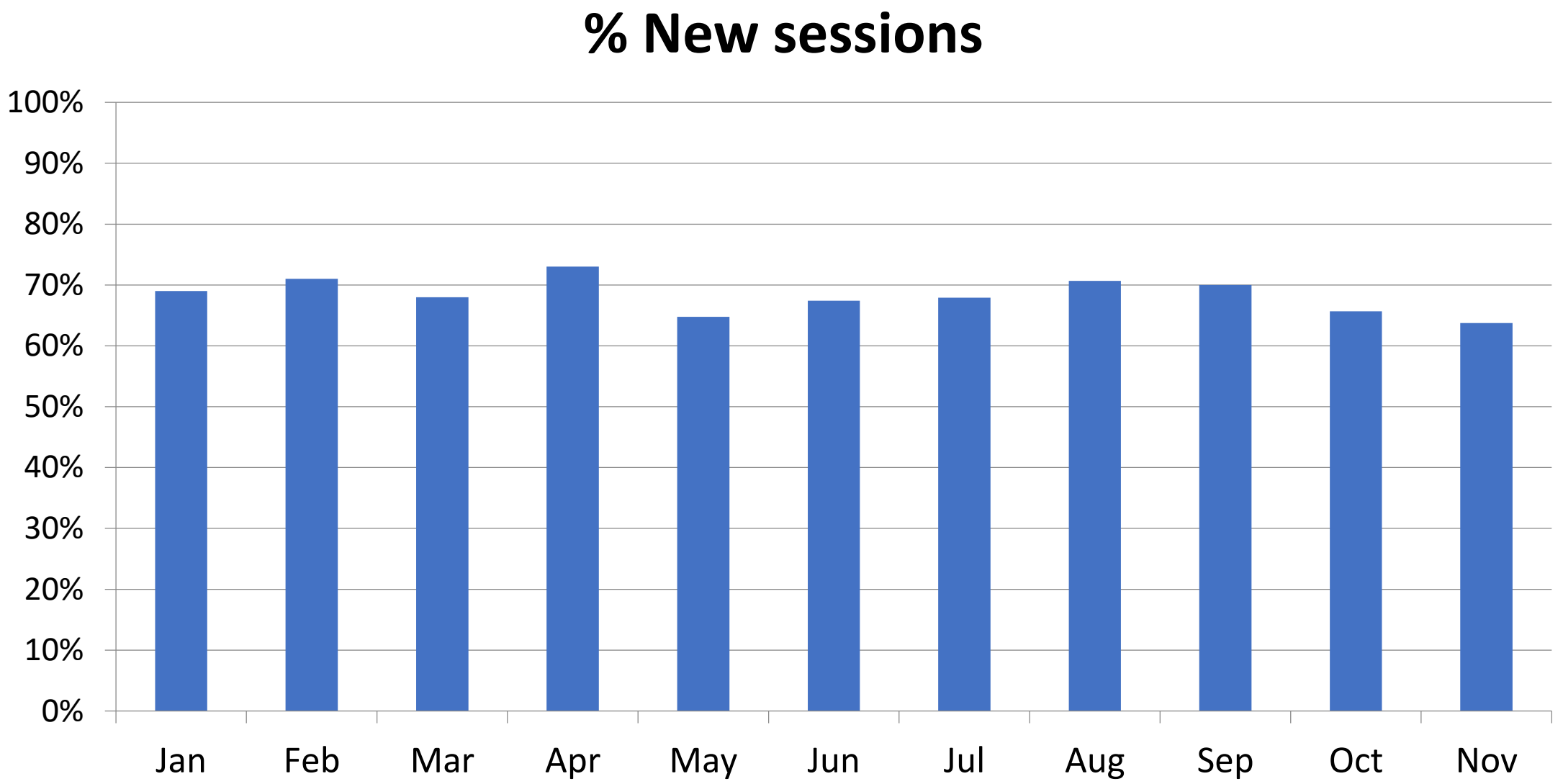

Number of Sessions
900
800
700
600
500
400
300
200
100
0
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov

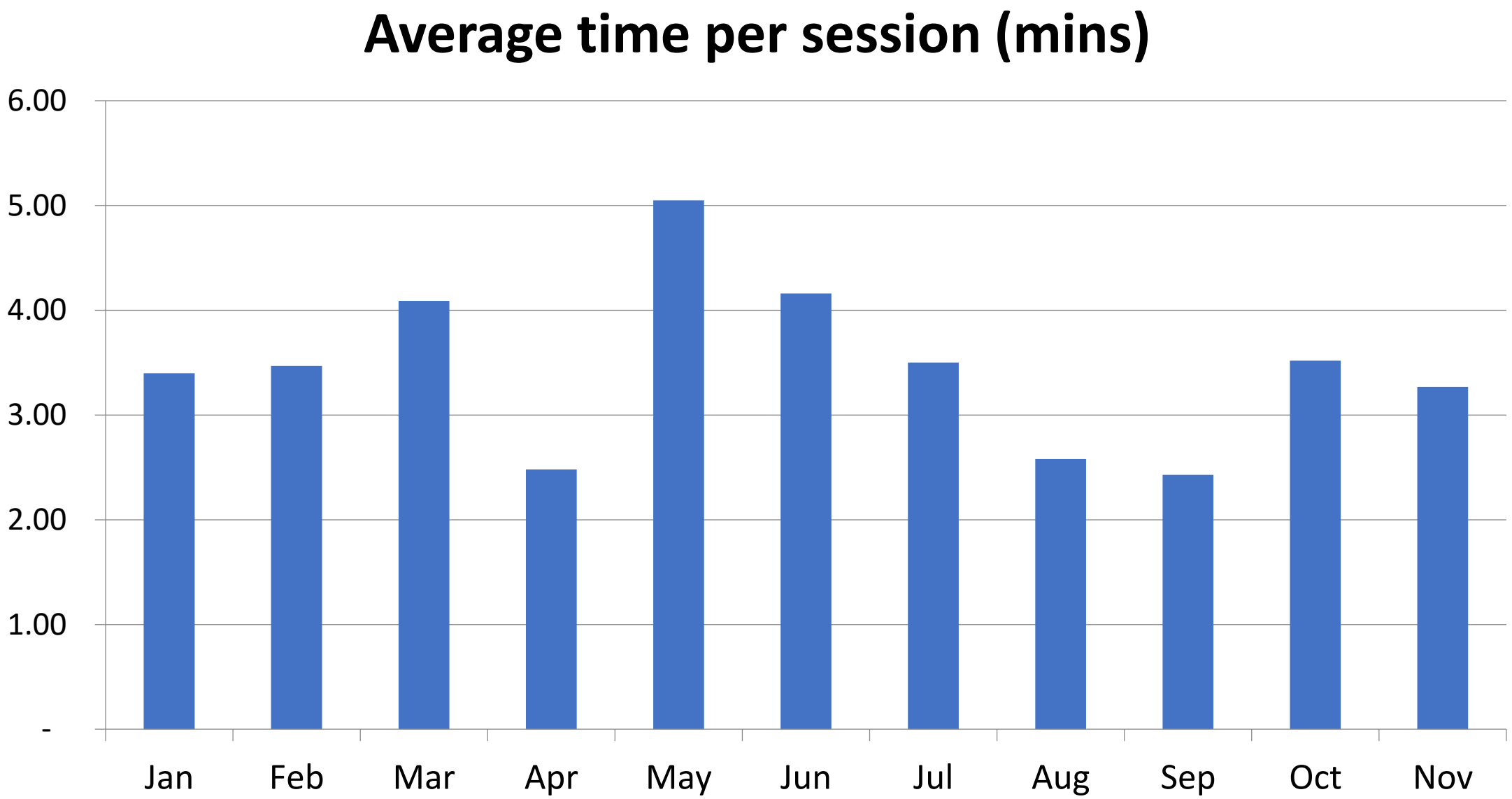
Number of page views




Number of Users
600
500
400
300
200
100
0
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov


Bounce rate %
70%
60%
50%
40%
30%
20%
10%
0%
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov


% New sessions
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov


Average time per session (mins)
6.00
5.00
4.00
3.00
2.00
1.00
-
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov

Conclusions

- A lot of work has been put into getting the WCA infrastructure right
- Survey has helped get more publicity but has also highlighted that there is a lack of awareness of the WCA or Wimblecomm
- Significantly more marketing to be done to extend that awareness
- Still up for debate whether this is the best use of our time / resources?
- Capital funds now around £830k - broadly where it was in 2013
- Need more voluntary / creative support within the organisation and to help promote Wimblecomm including new trustees and / or…
- … invest more of our capital / financial resources - but what return / impact?
- Or look at working with another organisation - generate economies of scale?