

Membership Report – Tom Dickson (TD)

Membership

Our membership has dropped quite a bit this year. Our membership currently stands at round about 160 from 239. This figure includes 3 honorary members and 32 new members. There are still some members who intend to renew their subscription.

This year the number of members who have not renewed is about 70. It is difficult to put this down to a particular reason, but I suspect that the current cost of living crisis and the cost of domestic gas and electricity is a significant factor causing members to count their pennies. Also, with the opening of Reston earlier this year and the start of construction of East Linton some members may think that they have done their bit and have chosen not to renew.

RAGES has 9 corporate members, 6 of which are community councils;

Ayton Community Council
Tweed Valley Railway Campaign
Coldingham Community Council
Dunpender Community Council
Dunbar Community Council
Haddington and District Community council
Reston And Auchencrow Community Council
T Tunnock Ltd
Sustaining Dunbar

This year we have started to attend the monthly Haddington Farmers Market, so far this has been a great success with the visitors to the market showing great engagement in our stall and has also resulted in several new members.

The use of bank transfer as a method of subscription payment continues to be a more popular method of payment, over 47% of members now pay by this method compared to 46% last year.

Membership breakdown by station is as follows;

	2022	2021
Reston	40%	↘ 52%
Dunbar	18%	↖ 14%
East Linton	9%	≈ 11%
Haddington	14%	↖ 4%
Drem	3%	↘ 4%
North Berwick	3%	= 3%
Berwick Upon Tweed	4%	≈ 3%
Other stations	9%	= 9%

Communication

Most of our members now have an email address and this significantly reduces the costs in communicating updates and newsletters to our members.

Software

Last year we moved our membership database and email system to a cloud based system. This system continues to be problematic and the email system unreliable in operation. Fortunately, we have continued to maintain our original PC based membership database. A decision will be made in the next month or so as to whether we continue with the cloud software or revert to the PC based software. For bulk emailing RAGES now uses MOOSEND and this application has been hugely successful and has significantly reduced the administration burden when sending out bulk emails.

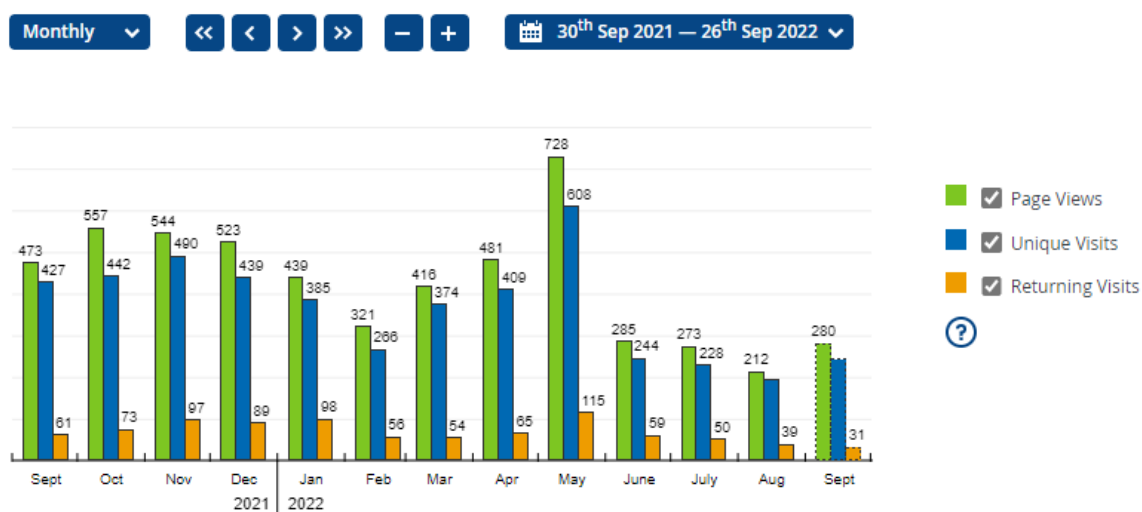
Web Site

Our web site continues to be updated regularly by Russell Darling.

Over the twelve-month period from the end of September 2021 we have had around 5000 page views, which averages out at 96 per week. This is more than the previous twelve-month period, but there was a huge interest in May when Reston Station opened, and an e-rag was sent with a link to a web page of the day's happenings.

The web site has been regularly updated with the progress of the new stations at Reston and East Linton. Selected images showing the progress can be seen on the web site with the latest at the top of the web page and captions below each photograph.

The bar graph below shows the monthly figures for the last year:



Facebook

Our Facebook page continues to attract a lot of interest from users of social media and is updated regularly with progress at East Linton and Haddington farmers Market, this has allowed us to reach out to a wider group of people and to provide a broader content of transport related issues.

Twitter (@RailActionGrpES)

This year we have also regularly updated our Twitter account. This has also allowed us to reach a different set of social media users.