

Membership Secretary Report for 23rd. AGM.

East Linton Community Hall, East Linton 21/09/2023

Membership

At the time of presenting this report our subscribing membership stands at 229. There are still 33 members to renew, the cut-off date for renewal is the end of this month. Therefore, our membership could be around 196 at the end of the month. These figures include 3 honorary members.

However, the subscribing members of RAGES doesn't present a complete picture of our membership profile. Taking into account non-paying members and social media followers raises our membership profile to 1132.

RAGES has 6 corporate members, 5 of which are community councils;

Ayton Community Council
Tweed Valley Railway Campaign
Dunpender Community Council
Dunbar Community Council
Haddington and District Community council
Reston And Auchencrow Community Council

We continue to attend the monthly Haddington Farmers Market and have also attended various local events throughout the year. Although it looks like there could be up to 33 members who will not be renewing their membership, this will have been largely offset by the 26 new members who have joined as a result of attending local events in the area.

The use of bank transfer as a method of subscription payment continues to be a more popular method of payment. 73% of members now pay by this method.

Membership (based on 229 members) breakdown by station is as follows;

Station	Value	%	Station	Value	%
Reston	86	37.6	Longniddry	4	1.7
Haddington	34	14.8	Prestonpans	4	1.7
Dunbar	29	12.7	Musselburgh	3	1.3
East Linton	23	10.0	Salisbury	2	0.9
Drem	8	3.5	Galashiels	1	0.4
Edinburgh	8	3.5	Morpeth	1	0.4
North Berwick	8	3.5	Tweedbank	1	0.4
Berwick Upon Tweed	6	2.6	Wallyford	1	0.4

Communication

Most member updates such as newsletters and e-rags are done by email. This has significantly reduced our costs in terms of postage.

Only 22 members now receive updates by post.

Software

Over the last three years or so, there has been a huge amount of work done in the background trying to find a suitable and cost-effective solution for storing and managing our membership database and, also for bulk emailing to our members. I am pleased to report that we have now settled on membermojo for our membership and emails.

The design and development work involved in setting up the current and past systems has all been done by one of our members, Russell Darling. RAGES owe a huge debt of gratitude to Russell for devoting hundreds of hours of his own time in developing and setting up our membership systems. I might add that in addition to doing this work, Russell also manages and updates our website.

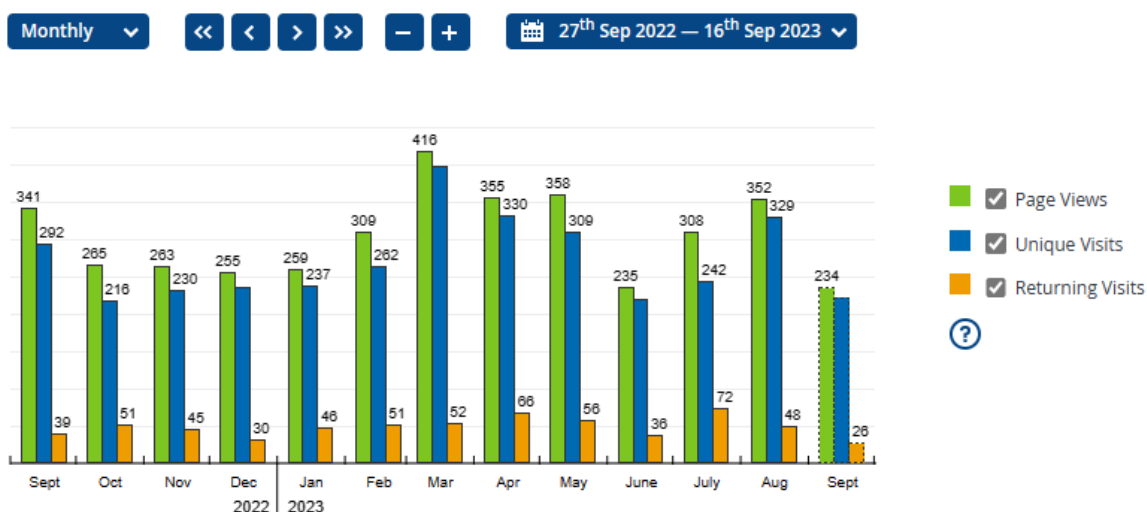
Web Site

Our web site continues to be updated regularly, thanks to Russell Darling.

Over the twelve-month period from the end of September 2022 we have had around 4000 page views, which averages out at 77 per week. This is considerably less than the previous twelve-month period, but there was a huge interest in May 2022 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 station at 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.

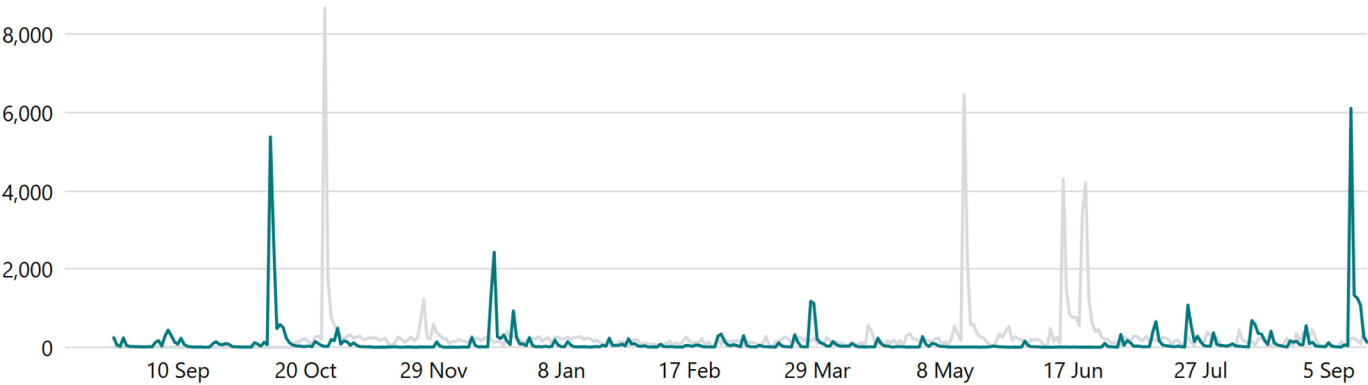
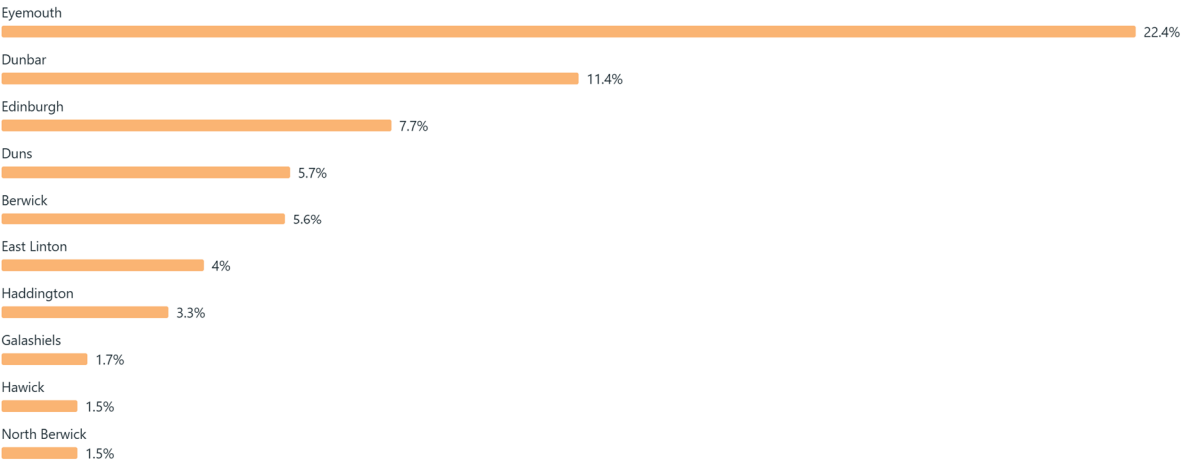
The bar graph below shows the monthly figures for the last year:



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. We have 826 followers of our RAGES Facebook page.

Top towns/cities

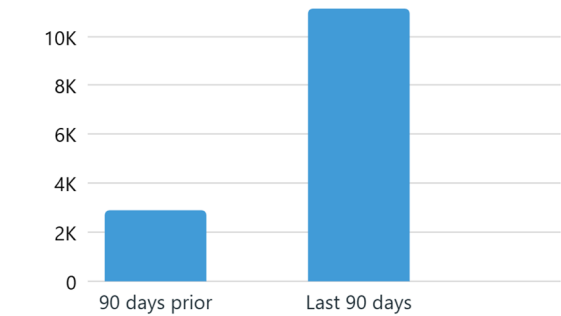


Reach

Post reach ⓘ

11.2K ↑ 285.6%

Total from last 90 days vs 90 days prior

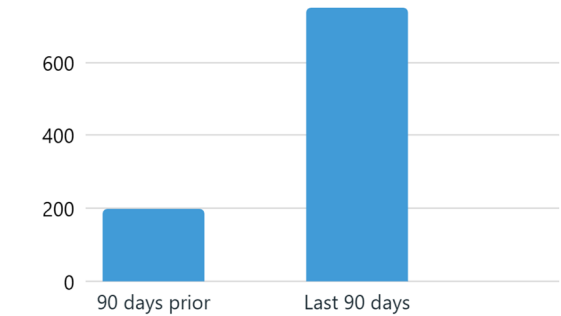


Engagement

Post reactions, comments and shares ⓘ

751 ↑ 279.3%

Total from last 90 days vs 90 days prior



Title		Type	Date published ↑↓	Reach ⓘ ↓	Likes and reactions ⓘ ↑↓	Sticker taps ⓘ ↑↓
 East Linton Railway Station update 09/10/2022 -... Rail Action Group, East of Scotland (RAGES)	Boost post	Post	9 Oct 2022	8.7K Accounts Centre accou...	147 Reactions	--
 East Linton update 11/09/2023. The site is finall... Rail Action Group, East of Scotland (RAGES)	Boost post	Post	12 September 10:35	8.2K Accounts Centre accou...	84 Reactions	--
 East Linton update 16/12/2022. The station con... Rail Action Group, East of Scotland (RAGES)	Boost post	Post	17 Dec 2022	5.3K Accounts Centre accou...	127 Reactions	--
 East Linton Railway Station update 27/03/2023 -... Rail Action Group, East of Scotland (RAGES)	Boost post	Post	27 March 20:27	2.8K Accounts Centre accou...	69 Reactions	--
 Railfuture is the UK's leading independent orga... Rail Action Group, East of Scotland (RAGES)	Boost post	Post	23 July 17:34	1.7K Accounts Centre accou...	29 Reactions	--
 East Linton is now on the ScotRail network map ... Rail Action Group, East of Scotland (RAGES)	Boost post	Post	14 September 14:18	1.3K Accounts Centre accou...	60 Reactions	--
 Reston is finally starting to get the road signage... Rail Action Group, East of Scotland (RAGES)	Boost post	Post	12 August 21:07	1.3K Accounts Centre accou...	110 Reactions	--

Twitter (@RailActionGrpES)

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