

THE TEDDINGTON SOCIETY SURVEY 2023

A big thanks to everyone who took the time to complete our recent survey. The following is a summary of what you told us.

Survey Responses

We had 175 responses to the survey, representing around 18.5% of our members, which is a really good response to a survey. The majority of these were submitted online, with just 4 submitted on paper (we hand delivered around 80 paper survey forms to those members for whom we did not have email addresses, to ensure they were not excluded from submitting their views).

Demographics

The age profile of those who responded showed 51% were aged 60 -75 and 34% over 75 years, with only 13% aged 41 to 60 and none under 40. This was also reflected in the employment status which had 78% as retired and 94% had no children under 18 living in the household. Unsurprisingly, 91% live in Teddington (TW11).

Membership

The vast majority of responses were from existing members: 52% were from Couple / Family members, 42% Individual members, 5% from corporate members, and 2% non- members. The length of membership was 51% with more than 10 years, 36% 1 – 10 years, 9% less than a year.

Our Aims

The ratings for the 4 aims of the society came out as follows:

Aim	Rated important or very important
Maintain and encourage high standards of architecture, town planning and design in, or in areas affecting, Teddington.	97%
Encourage the preservation, protection, development and improvement of features of general public amenity, civic or historic interest.	96%
Provide information about geography, history, natural history and architecture.	91%
Support such local charitable purposes as the Society may from time to time determine.	70%

80% rated that the Society was meeting these aims overall well or extremely well.

The main themes mentioned in comments were:

- The need to recruit younger residents and to better cover the needs of this demographic
- The need to cover transport, environment and commercial health amongst the aims
- The need to encourage a community spirit
- The Society is doing an excellent job

Communications

Communications	Rated very or somewhat satisfied	Do not use / receive
Tidings	91%	2%
Member emails	75%	9%
TedSoc website	38%	34%
Facebook	10%	72%
Twitter / X	8%	83%
Instagram	7%	81%

The main themes mentioned in comments were:

- Many people suggested that we need to make more use of social media to attract younger members. Others were surprised to find that we had a social media presence at all!
- Several people pleaded for an online copy of *Tidings*, while others pleaded for us to retain the printed version.
- A couple of people commented that the website content is often out of date and difficult to navigate. The design is also outdated. This should be where people go to get information when they need it, and it is sadly lacking at the moment.

Visibility

42% said they thought the Society was visible or extremely visible and 15% rated not visible or not at all visible.

Events

Events	Rated very interested or interested	Rated not at all interested or not interested
Teddington in Flower	66%	14%
Teddington Village Fair	65%	13%
Local Issue Meetings	59%	9%
Talks	56%	12%
Concerts	40%	30%
AGM	30%	32%
Annual Party	25%	47%
Coffee Mornings	24%	50%
Christmas Lunch	17%	57%
Games Evenings	14%	67%

The main themes mentioned in comments were:

- Several again mentioned the need to encompass younger / less well-off residents
- Meetings to discuss local issues were a popular request. Talks and outings also mentioned
- The need to improve publicity was highlighted, especially to the wider community

Working Groups

Working Groups	Rated satisfied or very satisfied
Planning	74%
Environment	68%
Riverside	65%
History	64%
Gardens	63%
Transport	57%

The main themes mentioned in comments were:

- Lots of respondents said they didn't know what the working groups did
- Again, there was mention of the groups needing to be more inclusive and include younger people
- The groups are all doing good work

How well do you feel that your views are taken into account by The Teddington Society's Executive Committee?

40% rated well or extremely well, 8% not well or not at all well

The main themes mentioned in comments were:

- People were keen on better consultation with members (meetings, surveys, stall on the High St/ Broad St occasionally, comments on social media, emails suggested)
- Several said we should be more open-minded
- It was suggested we should lower the average age of the committee

What could we do better to promote the work of The Teddington Society and attract more members across the various age groups?

The main themes mentioned in comments were:

- Better use of social media
- Use of noticeboards
- Having a presence at local events
- Giving talks / getting involved with local schools
- To attract younger members we need to change the current image of the Society as run by older people for older people.

Donations

59% said they were aware of, and support the donations made, 13% were unaware and 28% not sure.

The main themes mentioned in comments were:

- Several suggestions were made for worthy recipients
- Questions about the intended use of money in the bank account not needed for running expenses

General comments

The main themes mentioned in comments were:

- Teddington Society does a good job
- Again, the need to encourage younger members
- The need to achieve a higher profile in the town