BUCKLEBURY & MARLSTON HORTICULTURAL SOCIETY

1. MEMBERS' OPINION SURVEY 2026

What members told us — and what we plan to do

68	29%	72%	66/68
responses	of members	satisfied / very satisfied	feel well informed

THE MEMBERSHIP AT A GLANCE

- 60% of respondents have been members for over 10 years.
- 78% of respondents are aged 65 or over.
- Most respondents describe themselves as intermediate or experienced gardeners.
- The Society has a stable, loyal core membership — but limited younger representation.

WHAT MEMBERS VALUE

Members would like more of:	Why members take part in shows:
• Local garden visits	• Supporting the Society
• Guest speakers	• Sense of community
• Practical workshops	• Personal challenge & satisfaction
• Sustainability & wildlife topics	• Prizes & recognition

WHAT CAN MAKE PARTICIPATION HARDER

- Lack of time
- Lack of confidence or experience
- Fear of not meeting standards
- Complexity of show rules

OUR RESPONSE

WELCOME NEW MEMBERS
Schools, families, beginners and activities for the middle-age group.

MORE PRACTICAL & LOCAL
Workshops, demonstrations, visits and informal garden pop-ups.

MAKE SHOWS MORE ACCESSIBLE
Simpler rules, novice opportunities, mentoring and guidance.

KEEP COMMUNICATION STRONG
Continue effective newsletters, emails and online engagement.

The survey shows a strong Society with high satisfaction. Our next step is to broaden our reach, refresh the programme and make it easier for everyone to take part.

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2. ACTION PLAN 2026-2029

Building on what our members told us

OUR VISION

To sustain and grow a vibrant, inclusive gardening society that balances tradition with innovation, strengthens community connections, and encourages participation at all levels.

FOUR STRATEGIC PRIORITIES

1 MEMBERSHIP GROWTH & RENEWAL

- Beginner-friendly workshops with community links.
- Contact local schools to involve children and families.
- Develop events appealing to the 'middle age group', with Sustainable Bucklebury.

2 INCREASING SHOW PARTICIPATION

- Workshops around two weeks before spring, summer and autumn shows, with 'how to?' mentoring and swaps.
- Modernise and expand children's classes.
- Build on the spring daffodil challenge with new challenges in every show.

3 PROGRAMME DEVELOPMENT

- Local garden visits and informal year-round 'plants of the moment' pop-ups in members' gardens.
- Continue securing quality speakers and introduce the earlier 7.30pm start time.
- Introduce sustainability and wildlife-focused events.
- Use attendance trends to refresh the programme mix.

4 COMMUNICATION & ENGAGEMENT

- Maintain strong newsletters and Chairman's email updates.
- Continue strengthening the Society's online presence.
- Use a colour flyer to publicise the 2027 programme locally.
- Conduct a follow-up member survey.

HOW WILL WE KNOW WE ARE SUCCEEDING?

15%	**20%**	**↑**	**80%+**
membership growth over 3 years	increase in show entries	proportion of members under 65	member satisfaction

2026 SURVEY → 2026–2029 PLAN → A STRONGER, MORE INCLUSIVE BMHS