**Membership Statistics.**

* There has been a slight drop in the number of members, from 436 to 428. Still a good number, however, despite there having been no high profile planning activities this year, which generally tend to attract new members. Thanks to our road reps for making sure that new arrivals in our area hear about SRRA and are invited to join.
* Thirty MORE members than last year have opted-in to receiving our e-newsletters. There are now only 53 members (12%) who have NOT expressly asked us to send them e-newsletters (down from 83 (19%) last year), which means we are precluded by the data protection regulations from emailing them. Though the number has gone down since last year, our road reps will continue to check whether these ‘non-opt-ins’ are inadvertent or deliberate. **If you haven’t expressly opted in and would like to go back onto our email list, please do email** [**membership@srra.co.uk**](mailto:membership@srra.co.uk)**.** Otherwise we can’t keep you updated on local events and developments.
* The proportion of members who don’t have, or haven’t given us, an email address is static at 9%. When added to the above category, it means that, sadly, some 21% of our members are not receiving our emailed updates. If you have an email address and would like to receive our updates, just email [**membership@srra.co.uk**](mailto:membership@srra.co.uk)**.**
* 90% of our members have paid their subscription for this year as at mid-March 2020. Which means 10% haven’t! **If you haven’t paid yet, please get in touch with your road rep. It’s still only £3.00**
* There has been a slight increase in the percentage of members who now pay by standing order – 49% (up from 47% last year). If we can increase that percentage further we can improve our cash-flow and reduce the pressure on our hard-working volunteer road reps. If you would like to switch to paying by standing order, just email [membership@srra.co.uk](mailto:membership@srra.co.uk).