

BARTS CHOIR Members survey 2011: RESULTS

The Trustees of Barts Choir conducted a survey of members in November 2011 to help shape the future direction of the choir. Thank you to everyone who completed one of these surveys. This document gives the collected results of the 184 surveys received. These results, along with the additional comments received, will be used by the Trustees as important inputs in their ongoing discussions over the next few months.

Q 1 Which of the following values do you believe to be most important?

92	14%	Making a profit to donate to charity
107	16%	Getting lots of people singing and listening to our concerts
75	11%	Being in a large choral music choir
25	4%	Having a high profile and influence on the classical music scene
71	11%	Providing an learning environment / musical education
85	13%	Being open, diverse and inclusive
78	12%	Being inspiring to members
121	19%	Promoting amateur excellence

Q 2 Which of these statements would best describe Barts Choir to a newcomer?

2	1%	Only apply to join if your choral quality is very good
40	21%	Join if you can sing well and want to improve your singing
25	13%	A great choir to join if you are keen to learn how to sing
120	63%	A good choir that encourages the best from all types of performers
4	2%	None of the above

Q 3 Which best describes the reasons for you continuing in the choir?

34	6%	The health benefits of singing
78	15%	Enjoyment of performing in public
92	17%	The high standard of the music
76	14%	The attraction of performing in large venues
29	6%	The large size of the choir
99	19%	The conductor's ability to inspire and bring people together
47	9%	The freedom to come and go from one term to the next
38	7%	The opportunity to socialise with other choir members
33	6%	The charitable work of the Society

Q 4 How would you expect the average audience member to view the quality of a Barts Choir performance?

69	37%	Excellent
108	58%	Good
5	3%	Average
0	0%	Poor
0	0%	Extremely poor
3	2%	Don't know

Q 5 Would you be willing to pay a higher subscription?

132	73%	Yes
33	18%	No
17	9%	Don't Know

Q 6 If you answered yes to Question 5, how much would you be prepared to pay?

48	36%	I would pay up to £5 more per term
15	11%	I would pay up to £7 more per term
54	41%	I would pay up to £10 more per term
16	12%	I would pay more than £10 more per term

Assuming that "more than £10" extra a term equates to £15, then the weighted average of all those willing to pay more is £8.50 extra a term. Including those not willing to pay more gives a weighted average of £6.90 extra a term

Q7 If subscriptions were raised what would you most want them to pay for?

61	19%	PR and marketing activities, to increase the reputation and profile of Barts
56	18%	Use of professional ticket promoters, to reduce the selling pressure on members
91	29%	Advertising concerts more widely, e.g. in papers, to drive online ticket sales
52	16%	Paid administrative staff to reduce the work burden on current volunteers
59	18%	Extra note bashing sessions towards the start of a term

Q 8 Do you feel you could help with any of the following?

9	7%	Selling tickets to members?
30	23%	Creating /distributing publicity?
35	26%	Helping before a concert?
17	13%	Helping after a concert?
9	7%	Helping with managing choir finances?
25	19%	Helping with managing choir administration?
8	6%	Other

Q 9 Given our increasing numbers, and the constraints on the size of concert and rehearsal venues, would you support a size limit for the main choir?

96	53%	Yes
58	32%	No
27	15%	Don't know

Q 10 What should this limit be based on?

71	68%	Rehearsal attendance? (as is already the case for Cadogan Hall concerts)
6	6%	1st come, 1st serve?
5	5%	A rota (e.g. each member gets to sing in 2 out of 3 terms?)
17	16%	Singing ability?
1	1%	Members' ticket sales (direct or indirectly)?
1	1%	Length of membership
2	2%	None of these
2	2%	Don't know

Q 11 Would you like to see the creation of an additional choir at Barts with the possibility of combining back into one larger choir for the autumn RAH concert?

43	24%	Yes
75	42%	No
61	34%	Don't Know

Q 12 If greater quality controls were introduced for the whole choir, or one of the two choirs, which of these options would you be most comfortable with?

17	10%	A singing test for new members with Ivor
23	13%	As above, but after a period of membership
6	3%	A singing test for new members with someone from outside Barts
9	5%	As above, but after a period of membership
85	48%	A group singing test/workshop, where you sing with a group
37	21%	None of the above

Q 13 Which of the following could best improve your choral skills

61	32%	Via experienced people standing next to you in your section
13	7%	Ivor moving around the sections and listening to people during rehearsal
0	0%	A music theory test
2	1%	An online singing test, and submitting your score
37	20%	Individual tuition
67	36%	Group tuition
8	4%	None of the above

Q 14 How long have you been a member of Barts Choir?

23	13%	Less than three months
23	13%	3 – 12 months
30	17%	1 – 3 years
39	22%	3 – 6 years
65	36%	More than 6 years

Assuming that the mid-point of each interval is 2 months, 7.5 months, 2 years, 4.5 years and 10 years respectively, then the weighted average length of membership of Barts is 5.0 years

Total number of survey responses = 184

Additional written comments received = 67