

2120 responses



SUMMARY INDIVIDUAL

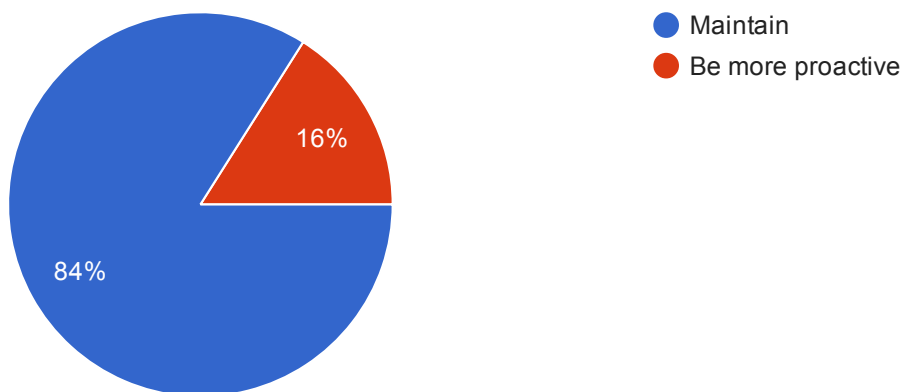
Accepting responses

Section 1 - Communications



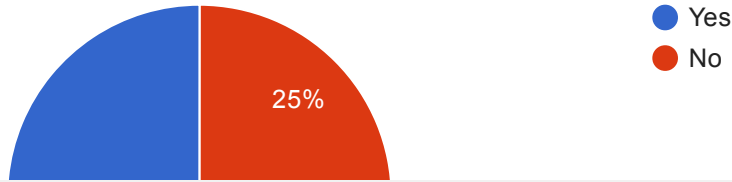
The FRA has always had a policy of taking a passive stance in publicising fell running. Should we maintain this policy or be more proactive?

(2097 responses)



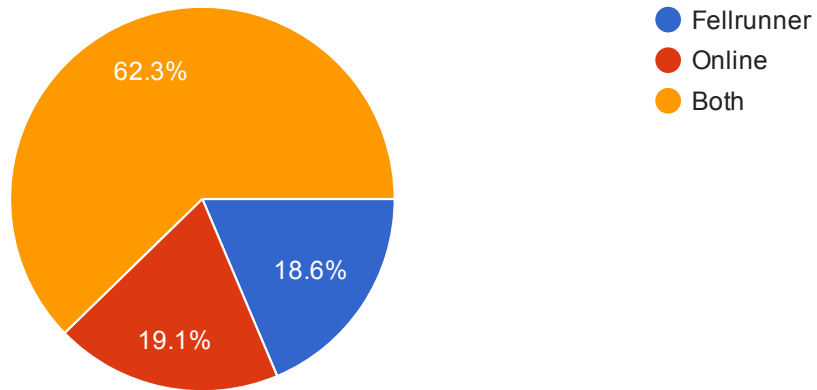
Should the FRA be working with other bodies that register fell races, to produce a UK-wide calendar?

(2081 responses)



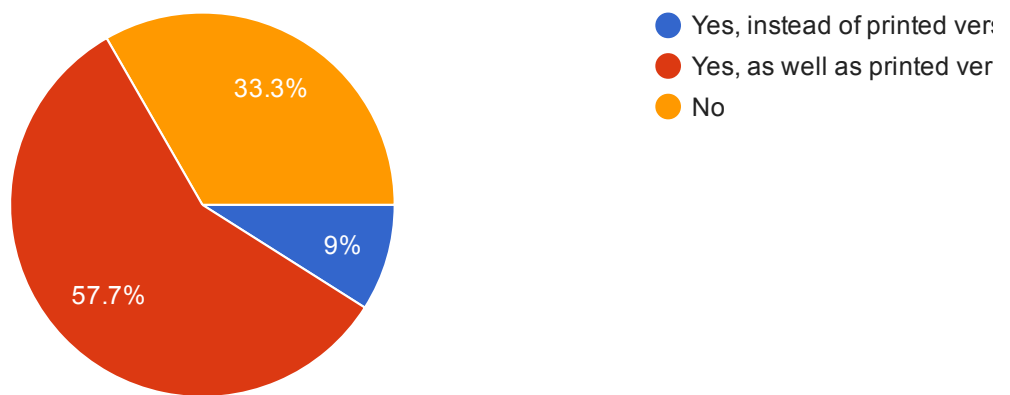
Should the FRA continue with results and race reports in the Fellrunner or should these move online?

(2103 responses)

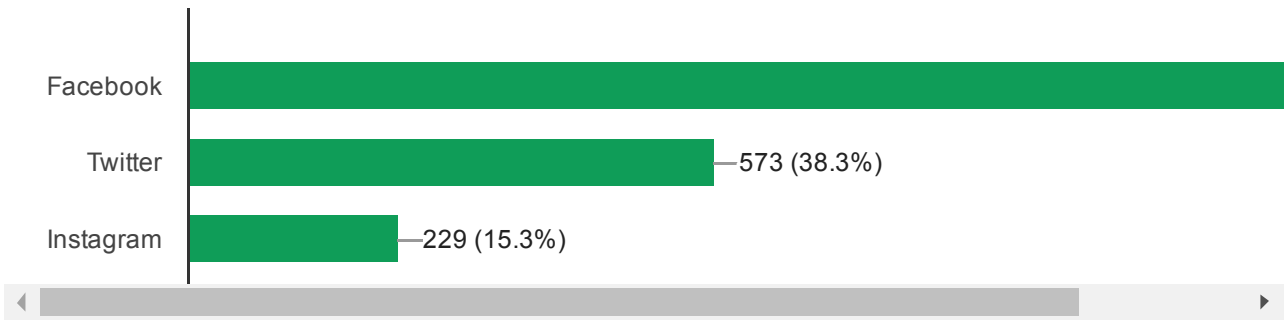


Should the Fellrunner be replicated as an online publication, behind an FRA member login?

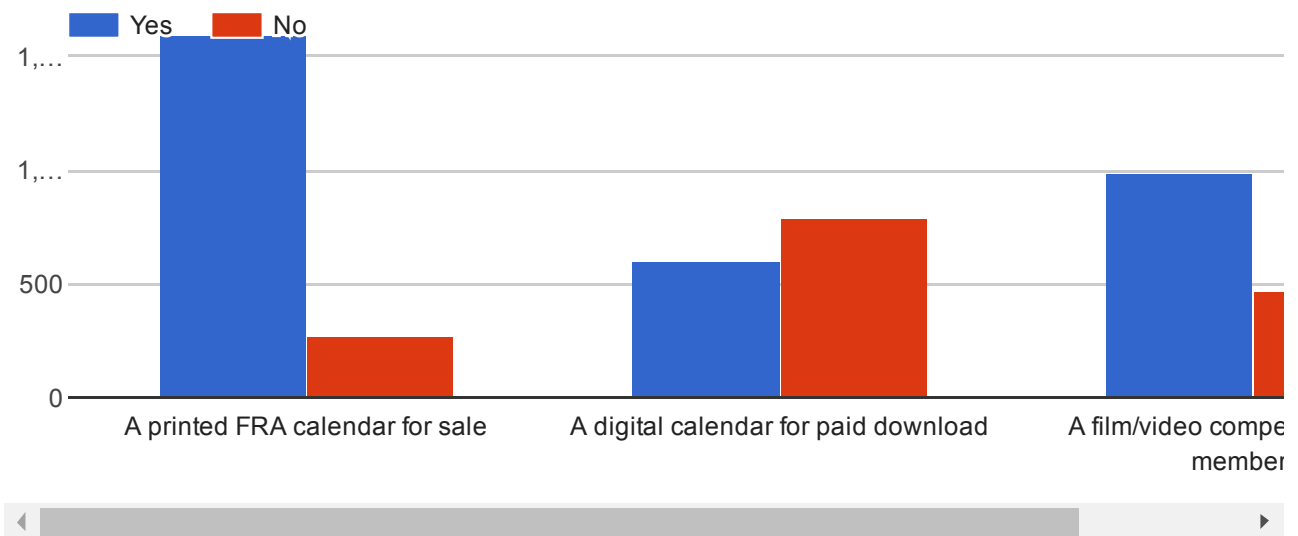
(2093 responses)



Which social media channels should the FRA use? (1498 responses)



The Fellrunner now contains a photography competition. Using a selection of the best photographs , should there be:



Section 2 - Safeguarding the FRA

Membership subscriptions provide the bulk of FRA income. How can the FRA increase its membership from the fell running community?

(207 responses)

- Don't know
- Don't know
- Don't know
- Add a (small?) Levy to race entries
- Add a (small?) Levy to race entries
- Add a (small?) Levy to race entries
- Advertise on social media

Advertise on social media

Publicity

Publicity

Flyers at races

By helping people who run on the fells to understand what the FRA does, so they can see that joining gives us a voice in the management and future of our sport.

Discounted race entries for members

member-only races

Increase membership fees, it's very cheap.

Either charge more, recruit more members, via the clubs that feed in fell runners, or to spend less. Sorry if it's stating the obvious.

By getting more  
Members

Option to register at fell races?

Small discounts for FRA members for entering fell races registered with the FRA?

By having a greater presence at races

Promoting the sport more, marketing itself proactively

Advertise at fell races

Events, merchandise, i.e. commemorative t-shirts?

Tell people that you exist and that you don't just cater for Lakeland runners. I live on Dartmoor and know a lot of trail runners who would enjoy fell running but do not know FRA exists.

Why does it want or need to increase?

prerequisite for race or championship entry (not sure i like this!)

By requiring race organisers to offer a discount on race entry fees for members, as a condition of registration of their races.

Promote FRA at races, particularly popular races and championships

Encourage u/a runners to join clubs

Increased entry fee. For non members

Discount rates at races

The magazine alone is worth the annual subscription, maybe the publication of each issue could be highlighted on social media to encourage interest.

Maybe it could be a requirement that to run anything more than an entry level fra backed race you should be a member, I would imagine most are

None members pay levy at races.

Supply joining forms at races maybe? How big is the shortfall?

I think the question means "increase membership income". If so. Just charge £5 more

Kit sales?

additional race fee for non FRA members

Optional (to RO) levy on FRA races (additional to insurance), eg. £0.50 per competitor. I mean the RO chooses; the competitors don't get a choice.

50p levy on races?

Attract more sponsors

Just keep doing what you're doing

If you are looking to increase membership of the FRA then maybe have a 2 tier pricing scheme at events whereby fra members can enter for a cheaper price. The justification for this could be insurance.

1. All participants in FRA relays etc should be bona-fide members of the FRA or associated fell running organisations (eg. BOFRA) to deter individual runners with little experience just up for a challenge
2. Perhaps, introduce a nominal FRA club membership fee - with some benefit for doing so.

Word of mouth

Not sure: just about very fell runner I know is an FRA member

publicise the benefits, give out a free edition of the Fellrunner to show what you get

Have discounted race entry for members. Or inflated price for non members. Evidence of membership may be tricky to organise though.

Promotion stands at high profile races

better publicity at events explaining who you are and what you do

increase subs

Competition/spot prizes for entry to FRA?

Apply a levy like Engkand athletics do.

No licence no race

More publicity at fell races

Some events that are run by the FRA that provide race entry income? Merchandise? Sponsorship & advertising from suitable companies. Training courses? Winter skills, navigation, coaching?

race entry £1 extra to non fra members, (in same manner as uka road races)

Option to sign up at races (via desk/stand) or as a supplement to a race entry fee.

More publicity about what the FRA does and why we should all support it

Charge non members more for high profile events

Be at local events to increase awareness of existence

it is not clear why the FRA need more income, ie what they want to then do with it?

More benefits - eg discounts with retailers. For example members of the BMC can get money off purchases at Cotswold Outdoor. I have had discounts from Running Bear on basis of FRA membership but if this could be widened to other shops like Ellis Brigham, Blacks I would be happy to pay higher membership fees.

Create FRA members area on Strava. Could Strava be used for race results too - everyone to upload there?

Limit forum to members only.

The list of races on line should only be available to FRA members.

Increased presence/advertisement at fell races? I've only done about 30 races but cannot think of a single race where the FRA was promoted on race day

Only allow access to facebook group for Fra members. Making it a benefit of membership.

DRIVE & ENCOURAGE MEMBERSHIP THROUGH AFFILIATED CLUBS

Advertise at races. Have a 'stall'?

does the FRA need more income??

accommodation offers linked to fell races. Events in conjunction with the r\c where appropriate

That's tricky to answer...maybe some requirement to be an FRA member to compete in certain events? It's hardly expensive to join so wouldn't put most runners off and as FRA race insurance/organisation is applied then non-members are getting a benefit without being part of the cost, aren't they?

Members only races?

Perhaps limit online information to members only? eg prior years results, anything more than the bare minimum of information on the calendar, race reports

Didn't know this was a problem. I do most of my running in Wales (I think I've only ever done two FRA races) yet I consider the membership good value for the calendar and the magazine.

1 Donations at races. 2 Sell merchandise ( T-shirts, hats & collaborate with gear companies to create/ market running kit)

Promote the benefits of being a member

Publicise FRA membership at fell races

More publicity about the benefits of membership

Give members discount on race entry fee - would encourage more to join

Membership cards give a £2 'reduction' on race entries. The extra £2 'levy' can be forwarded to

FRA. Similar to BOF levy system, however, downside is that it gives organisers extra work.

More training courses in nav

More merchandise? I love my car sticker and would happily wear an FRA hoodie or base layer or socks.

High profile at more races across a wider area of the country

Does it need to increase its income? The only way you can effectively increase FRA membership from the fell running community is to insist on membership to participate in a registered race, or you take an additional payment for temporary membership, as British Cycling and Audax do.

I am only a Race Organiser. I think the Insurance/Race Permit is VERY cheap and could easily be doubled, and still the races will make money.

Offer advantages eg shop discounts, race entry discounts etc

The fixtures calendar and magazines are a good enough attraction

Ask race organisers to include an option to join FRA on entry forms. Give a small discount on race entry to members.

Affiliated clubs with UKA should be approached as most have Inter Club fell championships and club fell championships. Sometimes the FRA goes under the radar with new/and/or existing members.

If you want to run FRA races then you must be a member.

I expect Junior membership increased when you had to join to be eligible for awards (t-shirts and hoodies).

Maintaining the right demographic is more important. So long as the average age is not increasing I don't think we need to increase numbers

Negotiate more/better discounts with kit and shoe retailers and make sure the discounts are available online to FRA members.

Talks from runners, running fair made up of running brands charge the running brands to have a stall put on a race.

Basically by providing more to members to incentivise joining. For example some "goodies" eg a beanie hat or gym towel or by membership leading to other savings. For example a two tier price system for race entry fees Eg GBP12 for non FRA members, GBP10 for FRA members. Similar to EA's levy on non fell races.

Try and promote better deals for membership, such as discounted entry to National Trust properties, car parks and land.

suggest race organisers check membership and charge non-members at extra fee

Be seen to provide more than a race calendar and 3 x magazines per year. Race info provided via website and other organisations, local ROs etc. Material, e.g. magazine, could aim to being less on reporting events and more on culture, developments and interest pieces on our sport.

Advertise, target running shops. You don't tend to hear about fell running in the west midlands.

Why not have a simple promotional stand that can travel to (say) championship races. Maybe PBS

would be willing to transport it in their van to FRA races they attend? At major events (Or even better a random selection of smaller races throughout the year) there could be small FRA presence. I think the current membership fee (given that it includes a high quality magazine sub) represents excellent value. However it may be that people look for "extras" from their subscriptions. I know that there are a lot of informal discounts offered for FRA members but maybe these could be formalised into a booklet or online list. Some shops seem to offer the discount without you necessarily being a member!

Social media

Does FRA need to increase membership?

Word of mouth, not blatant advertising. Increase subs.

donations & sponsorship

Wider publicity using tv and newspaper media

Increase membership or subs. Take a small fee for online entry

Discounted entry to races for FRA members

Option to join at fell races. Ask organisers of fell races to display some information about fra at races.

offer some membership benefits

Maybe more awareness of the FRA at races, such as leaflets, posters, etc, to make beginners aware of the FRA and the benefits of membership.

Offer a reduced entry fee to races for members in the same way that road races are often cheaper for UK athletics registered athletes. I appreciate that most races are very cheap in the first place and this might not be something that's easy to manage and achieve.

Investing more in Junior Development

Seem less of a closed shop.

Unfortunately there are too many runners who will never be prepared to put anything back into the sport, either through joining the FRA or a running club. You can't get better value for money than joining the FRA.

Have membership forms available at races as well as on line.

By being less elitist.

The obvious answer is to offer more benefits of membership. Online publications alongside printed would be one.

Small discount for FRA registered runners in FRA registered/ advertised races.

Didn't realise this was an issue.

Social media, awareness at events, links to the ultra running community

Not sure of the need to increase numbers, but a small surcharge on all entries could be.

Mention it more online and in running magazines.



Be more proactive & advertise through all clubs that tick the EA box for fell running.

Consider making FRA membership a condition of entry to an FRA-registered race. I'm not sure of this is a good idea, but it should at least be looked at.

Advertise in trail running mag, YHA, Scouts and on long distance walking association media etc.

Try to appeal to more non-club runners perhaps. Advertise in different publications?

Yearly increment as is at present

Stand at some key events to raise profile to fell runners who aren't members

Advertised on face book

Maybe have a stall with information about joining the FRA at some popular fell races. Try to visit or contact running clubs that are more geared towards fellrunning to give members information about the FRA. There are new people all the time starting out and maybe they won't have heard of the FRA or don't know about membership.

Mandatory "race licence" similar to British Cycling.

For the clubs that affiliate to the fra .as some of them don't publicize that they are the fra could send a free race callinder to these clubs to put on there notice board and my be a magazene to try to introduce more road runners to fell racing.It would seem to be working for the trail racking.

By analysing what is actually on offer for members; only the last 10 years of magazines are unavailable to non-members. Everything else is - race calendar, forum. Membership would appear to only benefit those, who do not belong to an affiliated club, but wish to score senior championship points, and have their own copy of the latest magazine. Junior members can receive championship t-shirts and hoodies.

Disaffiliate from UKA and make championship entry conditional on FRA membership  
Encourage clubs to encourage their members to join

Increase awareness of the organisation

Advertisement

Highlight benefits and services, eg coaching and mountain safety/navigation available to members free or at discount

advertising what they do more, at races, online presence etc. what is the benefit to the individual member? insurance??

Why does it need to? Are numbers declining?

1. Publicity material at races
2. Get details of unattached runners from race organisers and mailshot them

Do we need to? It seems pretty big.

Actively seeking members at races and promoting benefits of membership

By appealing to fell runners to join and help the sport

By not increasing the membership cost substantially

By making clear to the community what the FRA achieves.

By publicising races more and having an inclusive calendar for all events

Gift subscriptions. My wife bought me life membership as a gift. Perhaps a small extra cost for race entry for non FRA members, or free race entry if the runner joins the FRA at registration at selected races.

Does the FRA really need to increase its membership?

Do we need to increase membership? Do we actually need more income?

Hold "try a fell run" events ( not too technical or too much climbing) and publicise them to athletics and triathlon clubs

Why increase the membership by pro-action? BMC did this for climbing on the back of a travel insurance business and all that resulted is a crazy expensive and unloved bureaucracy that taxes ordinary club members £12/year simply to climb. Bloody nonsense and it is killing the climbing clubs. FRA should avoid the temptation to measure everything by growth.

merchandising products with FRA logo/promotions

Encourage as many junior competitions & events as possible for tomorrow's runners. More obvious FRA presence at races.

charge a race levy per competitor as well as membership fee-so those who "play" pay

Be seen at Fellrunning events e.g Advertising flags at the start of events

Make access to some parts of website member only - e.g. race calendar and details

Keep the publication good

I'm sorry, I don't really know.

The beauty of the FRA is its low profile and simplicity

have an unattached levy in races if not a member - mirror E.A.

Unsure!

Same as BOF ..... Subsidised entry for members

Having information stands at fell races where there is a large number of unattached runners. Having information stands at universities near the natural habitat of fell runners ie Sheffield Hallam, Sheffield, Bradford universities, perhaps during freshers weeks and/or varsity competition months. Making contact with student union sports organisers to have fell running clubs/inter university competitions perhaps under the BUCS. After all many universities use their nearness to the Peak District as part of their marketing (SHU do). There are thousands of potential runners at universities. Perhaps investigate university staff sports organisations and get the staff running - use the "staff fitness" rouse!!!!

Perhaps presence at some of the races. A stand, some leaflets and Fbook. Low key but accessible to those racing. Also to Club Secs/chairs to distribute a bit of publicity material electronically

By publicising the sport and races more increasing membership

Dual event pricing - extra cost if not FRA member (extra revenue goes to FRA not organising club)

Sponsorship? Small charge per race? Raffles at events?

Fell runners forum. Liked by other fell runners races Facebook pages. Sport retail shops that are involved in fell running. Advertising at races and mountain marathons.

Additional race fee, as in Scotland for non Scottish Athletics members where SA are providing the race insurance.

You should only be allowed to enter a race, run under FRA rules, by virtue of being a member of the FRA

Why do you want to increase the no. of members? Is there an insurance reason? If there is, you could try making registered fell races only open to members.

Membership incentives

The FRA does not need to increase membership

Restrict access to website and social media

Road runners pay a premium if not members of UKA. Could charge a premium to non-FRA members. However - what is the need for this?

fra members only races

Unsure

Small increase in membership fees

Raise aware of the benefits I found a new world of running when I joined the FRA that the likes of Runnersworld didn't cover

I haven't seen an obvious FRA presence at any fell race. The ability to join at a race may help.

No comment

advertising

1)increase membership price- it is very cheap currently 2) please continue with fellrunner/fixture diary (especially for those who dont reglarly use the internet, but don't send duplicate copies to each FRA member who lives in one household- it is such a waste

Not sure...

Advertise in running magazines including those for non-fell runners

Not sure.....would have to think about such an issue. There are only so many Fell Runners.....

Every entrant in a race shown in the FRA calendar should pay £1 mandatory to the FRA if not a member.

Possibly by providing discount with equipment/running suppliers for members only?

A reasonable increase in fees would be acceptable.

Compulsory Fra membership for champs races

Have 5 year age groups in the British Championships as well as the English, and also have no

upper age group, I am 80 next year and would like compete against runners of my age.

Small levy of 50p per entry to FRA races

Promotion of fell running at schools for PE

Improving communications as per the questions in the previous section would be an easy way to demonstrate the value of the FRA to its members and hopefully encourage greater uptake.

It's a matter of putting it out there with clubs letting their members know more about who the FRA is and how without the fantastic backing it provides none of what we have would happen, lots of the clubs out there and there seems to be more and more every year should push membership to FRA along side their club renewals

you should be member of FRA to run a fell race

Why does it need to? Moving to on-line would probably save money

To encourage new fell runners it would be a good idea to introduce a tiered race rules regarding compulsory kit. Many races run under FRA rules may not require full kit which for someone who is just 'trying it out' is costly and off putting

Consider discounts for key races.

Provide benefits to members - eg £1 reduction in race fees (or premium to non members), similar to how UKA operate for road races.

Have fund raising events. Races put on solely for all money to go to the FRA

Focus on Under 25's

Not give full website access to non members. It's too easy to look for races online.

Difficult without being more proactive in advertising

Greater awareness of the benefits of FRA membership needed amongst fellrunners, perhaps

Maybe £1-2 per race levy for non-FRA participants in registered races ?

Combine it with club memberships as an option. Eg CVFR £10 membership or £35 with auto sign up to FRA. this could also be done with some online race pre registration races as an option.

**Should the FRA be looking to increase:**

Yes  No

## If you think the FRA should increase income generation and have any other ideas, please list them below:

(203 responses)

More alignment with trail racing scene, popularise fell events that would conventional trail events to broaden the horizon.

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Sponsorship to cover existing costs, including land access

Sponsorship to cover existing costs, including land access

Nothing that actively promotes fell running

Increased entry fees for non FRA runners

FRA should not be seeking a mandate to do more, and then seeking ever increased funding.

Have representatives at events - organise small activities for children whom have parents that compete. Small charge for the activities that keep children occupied whilst parents run.

What is the additional income required to do? Are the Fellrunner and the Champs the main overheads? Ideally, the FRA's books should balance.

Why not do both

Merchandise? T Shirts, mugs etc could be popular

Merchandise?

Selected partnerships to promote the sport safely to new entrants, like skyride perhaps could be mutually beneficial. Starter guided runs sponsored by inov8/pete bland and endorsed by the FRA?

If the FRA really needs to increase its income it could arrange a number of unique races in areas otherwise not accessed alongside race revenue organisations could be asked to sponsor

Host an annual Fell Racing Event - all proceeds to FRA

Put up membership fees

The courses offered always look incredibly good value for money so is there scope to slightly increase charges?

I don't think the FRA should increase income generation.

Small levy on race Entry Fee. Charge a visible fee for navigation courses.

whats the shortfall - how much does it need? then decide how to increase income

1. Organise overseas races. 2. online store with kickback from manufacturers per sale.

My personal stance on maintaining or reducing promotion of fell running would mean additional income is not required

Add a voluntary donation box to the FRA entry form; when entrants hand their form in at registration, they have the option to pay an additional £1 which goes to FRA. This is more work for the race team, but hopefully not too onerous.

Employ a fundraiser type person

To help organise races safely the FRA could provide courses and/or race organisers to help ensure races can take place.

levy on event income

Surcharge non-FRA (or FRA club affiliated) members - as in most road races. Though, not quite sure how this can be easily administered ?

FRA kit? I'm sure Inov8 or Walsh etc would consider partnership deals

Some of the measures already indicated eg Facebook, online magazine will greatly help make the FRA more attractive to a wider audience whilst not losing its grass roots, turn up and run fantastic approach

I don't think it should increase income

Navigation, mountain marathon, ultra distance competition preparation courses?

For races that are 'clearly' commercially organised, charge a fee for listing in calendar or for advertising in 'Fellrunner'. Support of junior elite fellrunners should be high priority.

if you don't already you could charge a small fee to clothing manufacturers to be able to put a "FRA compliant" label on their clothing / publicity

More navigation courses perhaps. Wider sponsorship from running related businesses.

Small levy on all races held under FRA rules

I would pay more for being a member of the FRA if necessary.

Other races? There aren't many down South but I think there could be some areas that could get courses to fit the fell race requirements.

I would be happy to pay another pound or two on annual membership

income generation is only required if more income is needed, if it is needed you have not said what you want it for

Publishing route suggestions as Files for Suunto and Garmin and training and diet plans would be good.

Keep it simple. Don't get involved with more things that cost money.

online entry service

Online coaching?? Not a fan myself but know a personal trainer who offers support to trail runners for a fee. Training plans nutrition etc

Charge clubs a small amount for affiliation (eg as England Athletics do for road running}

More children's/family orientated races (over 8 years old)

It's done well so far and the general 'low key' operation and feel of all things 'fell' might be lost if there were bigger corporate interest.

Membership fee is very good value so could be increased (modestly)

FRA shop? FRA mountain marathon with all funds going to the FRA? FRA credit cards?

Does the FRA have links to Amazon which would give them a % of purchases members make? If not, why not?

See my "courses" response. Higher fees for non FRA attendees

Fell running retreats for groups

Not sure whether it is the case already but should race organisers pay an event levy

FRA sponsored/certified equipment?

I can't answer this without knowing what the current state of FRA income generation is and whether more income is needed.

Sponsorship from shoe/clothes/equipment manufactures focused on fell/trail

Why does FRA need more income generation? If it is to serve the members with their paperwork needs then up the membership subscription. Basically up the members' subscription for the bits they need that cost money.

Marketing FRA merchandise/approved kit items.

Why would you require more income?

Keep it simple, it works.

Any race that is registered and insured under FRA rules should charge non members that want to run a small fee for day membership. If you put your membership number on the entry form for then you don't pay it.

Encourage races to be closed to members only / discounted to members.

Sponsorship from companies interested in tapping into existing membership is fine, but need to avoid sponsors who want to advertise the sport to the maximum number of people. Instruction and training are worthy activities and the FRA may need to do some of it. But it's difficult to make any significant profit this way and the organisation needs to take care not to abuse the goodwill of volunteers. In general, best to leave this type of thing to private providers, with the FRA only stepping in where there are gaps in the market.

I think your membership fee could be increased

Talks from runners, running fair made up of running brands charge the running brands to have a stall put on a race.

I think instruction and training are very important. I don't know what the funding model is for this. Plenty of runners can afford to pay the costs. For those you can't, especially kids, the FRA may want to look for sponsorship to cover the cost. Apart from that, I'm not sure what else the FRA

would need money for.

Race Organiser courses, race marshall courses

Wall Calendar, trail T shirts.

This may be already happening but do ROs pay for FRA listing and insurance other than a nominal fee? Is there an option for this to be increased/levied?

Any increase in income needs to be kept in context. A few pounds subscription increase is small fry compared to typical road marathon entry fees. Alternatives such as sponsorship take the sport away from its grass roots.

instruction/training courses should not be a means of income generation. There are better reasons

Where possible work with schools-taster courses in their activity weeks. Leadership/decision making courses for industry/apprentices.

Although perhaps not always popular, an increase in subscription could be justified if there's a clear plan of new activities being undertaken by the FRA to remain as the UK's recognised body for fellrunning.

Race levy?

I love fell running because it's the most grass roots sport available. If income/ sponsorship/ advertising races/ prize money start to increase then business / unprepared runners/ rules / lack of consideration will also increase. This will be the end of fell running. Is the FRA poor? Does fell running NEED the FRA to be bigger, better and richer?

I doubt you'll make significant money though courses. You be better charging a small levy for insuring the event through the FRA. £10-£25 to have an event in th calendar should raise a reasonable amount of income

The FRA does a fantastic job but equally it needs to be sustainable. It should utilise sponsorships from dedicated fell running commercial entities e.g Inov8, Salomon, kit manufacturers, etc who benefit from the growing popularity of fell running. However, it has to be careful to "not sell out" and to retain the existing culture. I think there is an opportunity to further develop the FRA brand.

Training for fell running courses not just navigation / safety / coaching

Merchandise, car stickers, diaries calenders, books videos birthday cards tee shirts hats rucksacks bum bags pens. Available on line and via sponsors shops.

Calendar would work for me

Slashing the cost of magazine production was a good start.

Interactive Web site with adverts/sponsorship

increase subs,

higher membership fee.

Branded merchandise/kit

Increase member subs. I'm sure most runners would see the benefit of an increased sub to support the running of the organisation.



The subscription is very modest for the rewards of membership and a modest increase would be quite acceptable.

If the FRA needs more income, it ought to charge for race registration, but does it NEED more income

advertisements on website and forum, make the website the first place to go for fell running information.

Consultancy fees to the new breed of challenge races

Wider variety of fra branded merchandise

even when I could I seldom raced. Fell running for me wasn't and isn't about racing and it needn't be. FRA social runs? Weekend non competitive events? Guided runs around the classics?

Access and Sales to specific Fell running literature/books and training material - either by book or by .pdf format

I don't have an awareness of financial requirements of the FRA. I would say this, however, I do not see any requirement for the FRA to increase the scope of its activities, i.e. do anything extra from which it is doing now. For that reason I would be against increasing income generation just for the sake of it, or to perform new (none vital) activities. There is always a cost for getting income and it would be a shame if fell running became a commercialised sport.

I would certainly be against the FRA taking commercial sponsorship from a sports equipment manufacturer.

Selective sponsorship from recognised partners; retail - FRA Tshirts, buffs, gloves, hats etc; reprint Stud Marks on the summit...

I wasn't aware that there is financial problem. Why does the fra need to increase income? "Bigger" and "more" don't necessarily mean better.

All of the above.

Does the FRA need more income? Is it in financial difficulty?

If you need more income, then both the above ideas are fine by me, but only if you need the money for something.

promote leaving legacies in wills like charities do

Sponsors would need to meet strict FRA specifications - sporting, ecology, health, environment.

Not sure there is a need to be chasing the dollar all the time. As long as costs are covered then there shouldn't be pressure to monetise the sport. Relevant courses such as first aid, hillcraft, navigation are always welcome however.

Merchandise, hoodies, caps etc

This isn't an income generation idea as such, but depending on the demand for an online version of the Fellrunner, it might be worth considering letting members opt-out of receiving the printed version. This could potentially reduce costs.

Just use the membership fee and possibly small increase if needed

Sell the magazine element of the Fell Runner. I.E. without the results section.

At larger races there could be an opportunity for food/drink retailers (akin to orienteering events) where the retailer would pay the FRA for their licence to trade.

Event t-shirts etc could also raise revenue.

Why do you want to increase income? You need to explain the problems and opportunities

Save on the printing of Fellrunner. Raise subs! £16 is nothing!

I'm not clear why there is a need to increase income.

a charge from each race based on a percentage of the maximum number of runners multiplied by the entry fee.

It is hard to answer this question without knowing what the FRA needs to increase its income generation for.

The only problem with this idea of income generation is that it will require someone to manage it. Positions of this nature will become full time jobs and the expense of paying someone will add to FRA expenditure. If this can be offset by the additional amount generated then it seems like a good idea.

Would branded goods fit in with the low key nature. Mugs, beer glasses, water bottles etc with discreet FRA logos

workshops, training days, speakers

More merchandise? I'd go for a buff, for example...

Merchandise - buffs, TShirts, etc?

Not sure of current status of FRA to answer this question

I don't think it should seek to maximise income. That way commercialisation lies.

Ask Fell race organisers to introduce a voluntary levy of £1 on top of the race entry fee.

Charge more for annual membership

Investigate working with landowners for the benefit of both organisations

Charge for FRA mag & 50p levy on the race entry Ask associated clubs to contribute a small annual fee say £5 per member. A collection box at all FRA races

Individual clubs could put more on their websites to push the need to become part of the fra if they want fell running to grow and continue

I'd buy an FRA training top!

Keep subs low

Sorry, nothing springs to mind.

Concentrate on keeping costs under control.

Improving the website may allow for better online sponsorship and partnerships.

Increase the Membership fee..

Small increase to subs

Merchandise eg T shirts, mugs via shared enterprise i.e. no extra resources required.

I don't think it should. The FRA should aim to be lean and supportive.

Given the high prices charged by many trail race organisations (for races which are often way inferior to fell races) there are clearly people out there prepared to pay for their 'adventure' sport. How do the FRA tap into this market segment? Could some higher profile races (championship races) charge a £1 or £2 premium for the FRA?

Promote the sport in the same way that mountain running is promoted in Europe. Promote the main races and the stars of our sport. Make the most of the talent we have in our sport.

Money from landowners/controllers such as NT, water boards, forestry for helping them achieve their aims of widening access to the countryside for ethnic minorities, city kids etc

Small, optional, contribution from race entry fee

Pro rata donation from race organiser - e.g. £10 per 100 runners.

I'd start by making the membership better known and what you're supporting by joining, BMC do a good job of this as an example. Offer race entries with a discount for members.

Donations at races

If more revenue is needed then increase the Membership fees, introduce a race organisers fee to cover the cost of the Insurance and run more courses (so I haven't answered the question below as otherwise run more courses depending on supply/demand).

Hoary subject but actually subs are still amazingly cheap.

In terms of sponsorship, it could work well but I think the FRA should be scrupulous about the ethics of the companies they partner with (i.e. not Sports Direct)

Increase membership by increasing profile

Membership fee is far too cheap, £5-£10 more and it's still cheaper than any other membership I pay

More training courses on navigation & survival skills (ie. noticing & addressing hypothermia).

Closer liaison with other off road running bodies eg trail running association, Sky running and put on combined events eg courses. Trail running offers a big market in the south of England. Specialist coaching or navigation courses could be very attractive and offer a more specific alternative than the standard England Athletic courses. These would be bespoke to off road runners needs

Sponsorship of some major races.

Keep things simple

Run an editorial in the Fellrunner explaining why income generation is important to the FRA - I didn't realise it was an issue.

Sale of branded products; Website with paid for advertising; Increase in membership by £1-£2 per year

Small surcharge in all races for non FRA members.

Seek better sponsorship for specific races. Have a membership stall at larger races. Clubs could be asked to man the stalls. My club Totley AC would do that at our race series.

More courses on fell running in peaks south and Yorkshire

% of income from fell races paid to FRA by race organisers?

Whilst necessary precautions are sensibly taken, fell running is special in that it is still a low cost, minimal organisation sport with serious personal challenges that take place in wild and remote places. This is a unique privilege for all who take part and a special attraction for those with ambition to take part. It's important for the fell running and its locations that this is well understood and maintained for the future of this uniquely special British version of hill and mountain running.

Get involved with local running clubs that do primarily road running. I know of a lot of people who would like to try Fell & Trail running but just need pointing in the right direction.

This might depend on how much funds you have. Is it urgent? The subs are low, and most fell race entry fees are low, so there is some leeway there.

Increasing membership fee????

Increase subs a little

sponsorship as above (yes/no function not working!)

For fell races where the entry requirements aren't strictly limited (i.e. less environmentally-sensitive areas) and where previous races haven't sold out, put more effort into marketing them to local running clubs. Perhaps offer reduced rates if 10 people from a club run in the same race - it would help income for the race organisers and ultimately should lead to greater participation in FRA races.

Get more involved in adventure racing - many organisers charge a fortune for such events.

Why are you so desperate to make money? You sound as if you are wanting the FRA to turn into a commercial profit-orientated organisation. I certainly would not be happy with this. The FRA should be aiming to cover its costs.

Increase membership fees

FRA branded merchandise would sell!

If the FRA could identify a suitable provider of electronic race-timing equipment, a deal could be negotiated that would benefit both Clubs/ROs and the FRA?

Optional donation when annual subscriptions are paid

I'm in two minds about this as I have concerns of people unprepared going out into the mountains... but that ship has probably sailed! I also have concerns of litter dropping/ other anti social behaviour from people that come from a background where that is acceptable... but I do believe that drone based filming of races (convince the top boys and girls to wear a tracker (so the drone automatically follows them) or organised for drone filming of the British champs) would make fantastic and compelling TV. With a bit of thought the footage could be amazing and sold to TV for broadcast/ available to view on Youtube (if the audience is big enough it'll generate revenue). I'm sure there are enthusiasts out there that would film for a cut of any profit made; i.e., no upfront costs.

put up the subs by 2 or 3 pounds.

Tough question / call. More income is always welcome, but not at the hand of more social media, emails, advertising, and 'SPAM' etc. Good Luck!

FRA kit. This could include a waist pack with all the FRA safety requirements.

The magazine is too glossy, could money be saved by using less expensive paper?

Need to be careful with sponsorship to avoid "big business" taking over but perhaps a mutual benefit with targeted equipment providers. the beauty of most fell races is the camaraderie and the local feel, but the championship events might benefit from a little more support and facilities.

The FRA provides a service to members, keep it simple, like the sport.

FRA merchandise- I'd buy a T-shirt, sweatshirt, hat and buff

There should always be limited involvement with sponsorship to prevent the association becoming too commercial. Getting too much into bed with sponsorship partners always risks taking us down the road of greater commercialism which moves us away from the grassroots of fellracing and leads to higher entry fees, razamataz, tshirt, medals, and all that ISN'T fellrining.

It's difficult to increase income if the policy of not promoting the sport. Land owners that charge for access and land owners that allow access should be listed. There is some pressure from commercial race organisers who will of course publicise and increase footfall on the pathways, but they will be prepared to pay landowners

I am not entirely opposed to sponsorship but feel that it would be best to continue to use only fell-related sponsors (such as Pete Bland Sports, Walsh, Inov8) or sympathetic organisations (local independent businesses for example, which seems to work well for allowing many races to continue).

Merchandising - gloves, hats, waterproofs that comply etc. More post run food - charge catering vans for pitch i.e. Hog roast.

Income should not be excessively greater than costs. Whilst in some respects the organisation has to be run as a business, the primary purpose is not income generation. Income generation schemes such as sponsorship; whilst a necessary evil, put the organisation in potential jeopardy based on the suitability and demands of the sponsors. Tough call to get it right - I remember when West Yorkshire Police were sponsored by Coral Windows!!!

Specialist FRA kit at discount

Sponsorship of championship  
Look at how Skyrunning generate income

Mountain safety / first aid courses as well as general training courses

Would not accept an answer but No to sponsorship and Yes to income generation

Increase membership fees if necessary

Don't think we need to deliver any more activities, why do we need to increase income?

## FRA member survey 2016

QUESTIONS

RESPONSES

2120

Raise the membership fee  
Charge a small levy per head on each race

To generate additional income, could instruction videos be made and sold via the website, for e.g navigation, running techniques etc for those unable to attend courses?

Branded merchandise. 'Adopt a run' - members could pay towards race so they could feel part of it, even if they couldn't do it (hey, I'll never make the cut-offs for the Three Peaks!)

An online shop for some mandatory kit items and FRA branded merchandise such as hats, t shirts and fleeces.

I think subs could increase, to say £20/year

There seem to be many newcomers to fell running who would benefit from map reading, navigation, safety and general mountain familiarity. I believe the Safety and navigation courses are well attended so perhaps more of the same.

How about prominent competitors being encouraged to provide paid lectures with part of the fee going to the FRA!! Although knowing fell runners, probably not a very good idea!!

How about clubs becoming (paid) Associate members of the FRA and club members then receiving certain benefits, not sure what benefits tho'..... it was just a thought!!

sponsorship for the magazine and web site

If you want to increase income you will have to be more proactive and that's fine but races will get bigger/ busier and organisers will have to manage this. What would you want to increase income for as long as stay solvent?

Levy on race entries (for Championship races only perhaps) - £1 per runner?

I like the very "non commercial" aspect of the FRA which is refreshing and distinctive.

Merchandise? FRA t-shirts, buffs etc could be popular?

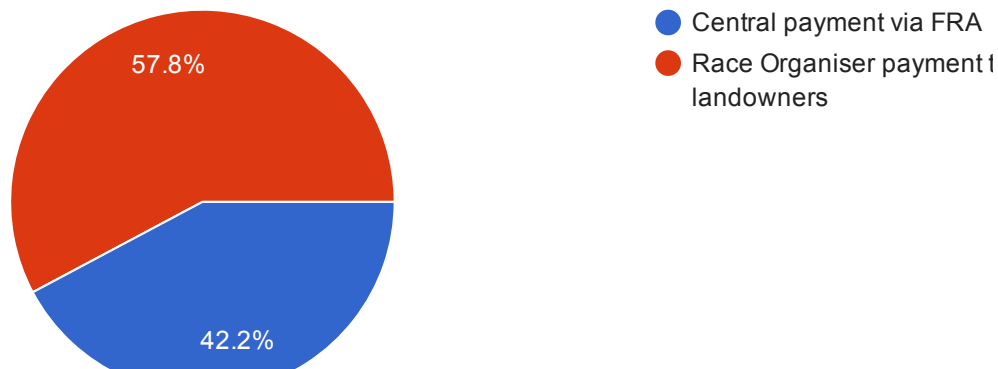
Apols I'm confused, why is this extra income needed?

You could charge a little more for membership.

Fell and other off road races are under increasing pressure to pay landowners for access. We can negotiate with landowners centrally, or leave them to charge each race individually.

## How can the FRA best pay for any access fees that are negotiated?

(1964 responses)



## How can the FRA best respond to these pressures, in partnership with race organisers?

(208 responses)

Not sure

Not sure

Not sure

Not sure

Central collation of landowner fees - anonymously available to race

Central collation of landowner fees - anonymously available to race

Central collation of landowner fees - anonymously available to race

Control standards of event organisers, communicate expectations with organisers and landowners.

Control standards of event organisers, communicate expectations with organisers and landowners.

?

?

Central payment for large utility companies - smaller landowners on a case by case basis.

I think you need to play on the low key low costs of these/most events, that they are community driven and raise money for the local area. - we need to not get sucked into the skyrunning ethos, or lack thereof

Transparency. If the landowner asks for a fee the organiser should disclose the fee and add the cost spread out over entry fee based on expected/minimum entries.

A more regional, strategic view of races. Where the pressure on particular areas, or races, becomes intense, then a regional group of RO's could meet with landowners to look for solutions and alternatives.

Stress that fell running in non-commercial, proceeds usually for charity and encourage race

organisers to keep it that way.

Can grants be made available to race organisers to assist with these costs?

by not being too commercial

perhaps the option for the race organiser to let FRA negotiate on their behalf if they wish?

Support race organisers and discuss entry fees that will cover the cost.

lobby government

I am not really aware of the process. A central payment sounds sensible to me but a RO may have a personal relationship with a land owner or local knowledge, so I don't feel like I know enough to say.

Pragmatically. It may be the case that a central negotiation is not practicable in the majority of landowner issues, but a central heads of terms for negotiation makes sense. As races are not for profit, it is very important to get across the differences in a fell race and a Tough Mudder type thing which is a commercial venture.

Knowledgeable helpful discussion

Need to point out that they are not commercial races - no-one is making any money out of them - if they are they shouldn't be registered as FRA races. Proceeds should go to covering costs and charities. It is arguable that routes using public rights of way should not be paying access fees.

Maintain good practices amongst the runners and ROs

Hard to say as I'm not a race organiser

more proactive as a body

Local partnerships as they will already have established relationships with landowners.

By making members more aware through social media of the issues being faced and what effect this will have on members.

I think the FRA should work with ROs to help them negotiate but the payment should be ROs

Race organisers are better positioned to negotiate and could increase race fees accordingly

By making it clear that the FRA is a voluntary body which is not wealthy (though many of our members might be!)

Explaining to landowners that our events are not commercial, and that we are not seeking to make money, unlike the commercial business events.

I am not sure that it will help, but it might do!

Dedicated select committee? Education to landowners on tradition of fell running and need to keep costs down, ie many events organised by individuals. Stop "companies" registering races with the FRA as these profiteers go against the spirit and nature of fell running.

centrally allows pooling of experience & resources

on-line support

Race organisers to pay FRA subsidise if necessary



## Limit numbers

Don't know :(

Assist in dealing with larger landowners; goodwill from smaller landowners may be better achieved through local organisation

Don't hold races where payments are demanded/expected. Remove the demand by taking away the supply & moving the event to a free venue where possible. Don't make yourselves a hostage to tradition.

The FRA has done well so far in this difficult area. It is more difficult when some FRA-registered races are run for commercial ends (ie to generate income for race organisers or others). I would like to see a continued emphasis on the voluntaryism of fell-running and race organising.

Setting a high bound for what the FRA would expect to pay landowners for access. The joy to fell running is in many cases, the low cost of entry for new members. The FRA should be working to protect this.

Car parking in fields could generate income?

I think the FRA is in a better position than a race organiser to negotiate access fees so it would be better if this was done and then any access fees spread between the various races.

stock responses to copy, forms to download, central agreements with key bodies, advice on how to contact as well as who.

Stop promoting / insuring / listing any clearly 'commercial' races. If an individual is hoping to profit from access then don't let them use the FRA as a vehicle to get it, let them negotiate and pay it themselves. However, for traditional, not for profit, low-key, club organised etc races I think a blanket agreement with each body negotiated by the FRA would be a good think.

Very marginal increase in race fee that 100% goes to local community 'good cause' nominated by landowner. They get the profile & esteem from local community for no greater cost to Race organisers.

## Help and support

I am undecided as to whether local race organisers can agree a more advantageous price with local landowners, although of course for the longer races there may be several landowners involved so a 'bulk' negotiation with the FRA may prove more advantageous. As to the actual payment itself - depends on how admin heavy the whole process might become.

Leave to race organisers unless the race is in the English/British Championship then assistance should be given as a percentage of the land owners fee.

You need to think long and hard about the strategy here. You cannot support ever increasing promotion and sponsorship aspects of fell running and not expect to be held to account by landowners. A strategy of a return to low key aspects of our sport would mitigate this

Let the market decide -- if certain landowners are asking too much, races will cost too much, races will die, landowners get no money at all. ROs should make it transparent in their on-the-day information, 'Landowner is getting £200' or '£1.00 from each entry' or whatever.

try listening to us

Leave it to the organisers

If any landowner is paid that opens the door to paying all landowners. My race covers land owned by more than 20 owners! I dread to think what that would do to entry fees.

Relies on good relationship between RO and land owner, therefore support RO as required/requested

Central payment via FRA application through RO's to FRA, payment direct to Landowner

Try to hold races on public access land and emphasise the freedom of access legislation.

land use fees deductible from levy

I think that negotiated access agreements with landowners such as the NT and United Utilities can only be a good thing and will protect individual race organiser from being over charged.

Best done by local race organiser when dealing with small local landowners on behalf of FRA, but by central FRA when dealing with large landowners such as NT, Water Companies, Forestry Commission, etc

The FRA should continue to negotiate with large land owning bodies, such as the National Trust, Water Authorities and large private estates.

Not sure what the pressures are, but perhaps a simple online form that can be submitted to be publicly viewable and which the FRA can then see, runners can see and the landowner can agree to which means process is more transparent (and any landowners with unreasonable demands can be seen)

Support to organisers in negotiating with landowners.

Offer a network capability for people to share insight, opinion and expertise

Not sure I understand the issues properly

Leave it to locals to negotiate. Otherwise might look like beauracatic interference

It should not become the norm to pay for access. If a central payment comes from FRA then it is the norm and therefore payment will be expected.... Could set 'norm' rates might help prevent excessive charging

Argue our case: and in particular, make it clear that as our events aren't generally profit making, (or if a profit is made then it is donated to charity etc) so landowners should not make a profit out of us.

'Commercial' events where the organiser is making money could reasonably be expected to pay landowners though.

Have a common policy and protocol that enables FRA assistance to RO.

Just pay on an individual basis - include in entry fee. Still much cheaper than the big organised trail races.

Issue tariff guidelines to organisers. FRA to monitor "market" rate and feedback to organisers what this is and organisers' current experience is. FRA to try to negotiate collectively where possible with major owners as BOF does with NT, Forestry Commission etched.

Often landowners have no right to demand payment. Help organisers to stand up to them.

My experience is that each race has its' own problems, regarding access, parking, accommodation etc. Use the FRA as an information/ideas swap centre.

Resist any request for payment in the first instance. Open access land means open access!

Maybe the FRA deals with the major land owners like United Utilities and the more local land owners such as farmers be dealt with by the RO

Include articles which thank them and include them? Make them feel valued and important?

By broadcasting the benefits of exercise generally and fell running in particular.

adopt a fixed published policy regulated by race size and/or other criteria that means individual land owners know what can be paid and dont expect to extort money.

Social media organised mass trespass where a landowner insists on a payment (for access land)

Too many landowners for central negotiation unless one body representing all landowners? Non commercial races on public rights of way should not be subject to landowner fees. Landowner payments for non commercial races not on public rights of way should cover landowner costs only

Are there opportunities to work more closely with other access rights organisations? I'm thinking of the BMC and Ramblers associations that seem to be quite effective at rights management.

Establish a series of guidelines with key landowners, but ultimately leave it up to race organisers to sort out themselves. Trying to sort this out on a nationwide basis at FRA level could become a huge exercise

negotiate to come to the most fair arrangement

See above BUT national agreements with big bodies like United Utilites etc

i think that most landowners realise that most fell races are run as non-profit and/or charitable events and are happy to charge minimal fees. The problem is that there are now many events run on a personal profit-making basis and landowners, quite reasonably, want their share and find it hard to differentiate between the two types of event. We need to educate landowners as to the difference.

By providing a set standardisation of averages across the country...?

Communication

By building up knowledge and experience centrally the FRA will be better placed to negotiate or offer guidance to assist the local race organiser to negotiate. I guess there may be UK wide bodies that the FRA can negotiate and agree fixed fees with?

Make any payments contingent upon exceeding certain numbers of entries so not a fixed costs and commensurate with traffic on the land.

I would have thought we should resist access fees. Charge for car parking at events, but not access on foot.

Central fund given out on a grant basis based on amount of race entrants.

Maintain a diplomatic stance through recruiting the best people for the job

FRA should avoid any publicity of such pressures, but get involved as needed in negotiations in support of clubs so there is 1 FRA face in front of multiple land owners, but payments are actually made by individual clubs. It is even possible that some races get stopped where a landowner is being 'extreme' simply as an example to others and the FRA could help manage that sort of process much better than individual clubs.

## FORMULATE COHESIVE AND CONSISTENT GUIDELINES FOR RO's

Its a 'race by race' issue, its surely via discussion generally. If additional payment to landowners are required, that make an individual race more expensive so be it.

Negotiation?

Cover insurance , leave rest to organiser, central body involvement inclines to push up asking price.

The main thing is in supporting race organisers and helping reduce beurocracy as they have an increasingly challenging and often thankless task

each event will have different circumstances so it must at least start at local level

liaison with landowners , villages whose business will benefit from the fell race etc

leave it up to the organisers

The race organiser is a face in the field and best positioned (I think) to chat to land owners. I fear that done centrally then it may be viewed as a way to make money for landowners rather than granting a few folks a quick right to pass through the land once a year. I mean, it makes it look perhaps like a faceless group trying to gain access rights.

FRA can support, but each race is in the best position to manage its specific situation

Don't know!

Negotiate access issues and lobby government

Try to get a national or regional agreement for all the Fell races and RO's in a particular area. For instance: If the FRA had an agreement with United Utiliites then it could cover all RO's that have to deal individually for Race access.

Liaising with race organisers as they are the ones who have nurtured the relationship with landowners

I organise orienteering not fell-running, but what would help me most would be (1) central agreements with the big landowners e.g. Forestry Commission, National Trust, HCA (2) tariff guidelines to help determine a "fair" rate when working with smaller landowners, maybe based on expected number of runners and land usage (3) a standard licence which gives the landowner all possible protection from legal action.

Payment must be resisted if route uses open access and footpaths

I don't know why this is becoming monetized now. Traditionally, access is freedom. The Kinder Scout "trespass" didn't involve payment.

Tell landowners that if access fees continue to increase, the race will be taken elsewhere.

In an ideal world the cost of entering a race and the numbers racing should cover the access fees requested - if the FRA foots the bill then a proportion of race entry fees need to go to the FRA to cover the costs. Alternatively we could lose some races and race organisers if they find that access fees could potentially leave them out of pocket

Sometimes a central approach would be best, but some landowners would respond better to a local contact.

Negotiate access fees for a year at a time, once all races on particular landowners land are known,

or negotiate a standard rate per race / competitor e.g with National Trust / United Utilities etc.

guidance advice

Tell them to fuck off and run any way.

By sharing information on charges; by providing central information to negotiate access fees eg case studies to show reasonable fees, best practice...

Again, I don't know enough about this to answer.

Additional entry fee

provide guidance in best practice re negotiation of access and fees

Centralised procedures and admin for payments with a fixed tariff, but organisers to oversee the payments as part of their responsibility for organising the race.

Suggest a fee structure to the landowners, so the Race Organisers know in advance what it is.

Also communicate with eg orienteering clubs, adventure races, trail races etc.

If the FRA were to negotiate with landowners centrally then the race organisers need to pay a proportional fee to have their race included in the calendar. If this is reflected in the entry fee then so be it.

Ensure support in the way of insurance and legal back up if required

History of local races

The problem being competition from commercial events? Keep things local, maybe charity tie-ins, but please don't try to compete with the commercial events as the whole ethos will be lost.

Pass the cost on to participants

Have a recommended maximum fee and advice on dealing with landowners

Help and support and give advice to RO'S.

Provide central, expert, support

Really need mixed response \_ central negotiation with big land owners such as NT and individual arrangements with local farmers and estates etc.

I suspect the backing of the FRA would help race organisers

I do not agree with access fees

Central payments will be more efficient than each RO trying to negotiate. To respond to these pressures the FRA needs the right person in charge of access management and negotiation - someone with experience and expertise. I don't mean to imply that we don't have the right person now.

Frank should be a hub of expertise to provide support and advice as and when needed/ requested

donate annually to 'Save the Fells' and other organisations to show our love of and connection to the hills we run on

Support ROs. FRA cannot be seen to be a large organisation, this would lead to a perception that

ROs make money from such events. And as such see greater costs and numbers of landowners wishing to charge.

A levy on the race entry fee which could be used for contributing to ROW and land maintenance to fight erosion or damage etc. Engage with organisations who carry this work out voluntarily, i.e CROWS in Calderdale.

Keep it local and flexible, but issue guidelines/advice to race organizers

Include land owners with the race, encourage runners to ensure they take away their own rubbish, only use gates/stiles.

In any discussion it should be important that the landowner understands the difference between a race where the entry fee covers costs or makes a small profit to maintain a club compared with a commercial RO which hopes to make a significant profit from the event.

Emphasise the benefit to local economy of attracting fell runners into area of race of venue

Listen to local organiser. Often a local solution is available within your community without the complications of the national body.

Fell races increase revenue in local areas via spectator spending etc

Resist all pressures to set precedents / popular races that are in-profit may be able to pay higher fees / lo-key races could get squeezed if landowners see an opportunity

Providing support to race organisers by presenting a united front with a banding of acceptable charges. Race organisers should be allowed to agree outside these figures if they wish but only exceptionally

Fell running is in danger of being hijacked by commercial operations and the charity sector in the same way that road running already has been. Races run on this basis should be discouraged.

Maintain a log of good behaviour

Resist these pressures and, in appropriate cases, take the race elsewhere. We don't want to become known as a soft touch.

Agree a model of payment that has a number of variables built in so landowners generate some income proportionate to race revenue

Maintain a non-commercial, low profile which is sensitive to the environment.

Operating with, and on behalf of, race organisers to achieve greater consistency in the face of landowner demands/pressures. If we stick together and are united, we have more chance of reasonable deals and arrangements.

Have a consistent and fair approach across the board

Access fees required by greedy landowners. Compensation to the landowner if damage is caused during the race. Runners cash cows??

Highlight benefits to local economy of hosting the race eg hospitality/B&B's/ publicity etc.

Surely there is open access for most routes. There is a public right on foot across open access and along public rights of way. Why is the FRA paying landowners for access?

Be flexible and open to changing routes etc.

A central approach in partnership could give better leverage and create better relationships with landowners requiring access fees. Similarly, if there was a central co-ordinated fixture list, a yearly picture of the landowners affected could be built and therefore they could be approach once rather than on a case by case basis.

Provide support and guidance to race organisers about suitable rates to be paid. One of the (many) great things about the support is how cheap it often is to race which I am sure is down to the hard work and commitment of race organisers with the support of landowners so any support the FRA can offer organisers in dealing with landowners I am sure would be a benefit.

Some landowners are less amenable than others. If a race organiser runs into a problem over access, it might help if the FRA had an official who could smooth the way. Clearly, he/she would need to be both knowledgeable about access and a diplomat!

Assist in negotiations.

Don't know. Don't know enough about these pressures.

I think centralizing the payments could easily lead to significant cost increases. Far better to spend centralized resources in arguing the case for free access.

It would be far simpler as an event organiser if the FRA had arrangements with larger land owners as I think this will help them be more sympathetic to FRA events. I suspect they will allow more events if this was done. I am sure it would be easier on the ground as I suspect it will change the ethos of the landowners head offices and this would then filter out to the local land managers

Provide support, particularly regarding insurance cover and 'realistic' expectations regarding payment for a one off very short term use of land

Create a collective Steering Group with a clear strategy and objectives. Ensure a uniform and agreed approach across the group where all RO's are involved either directly or via designated spokespersons. If this is approached collectively as one effectively coordinated body, it will enable a clear single voice to fight the pressures which will be much more effective than fragmented individual approaches.

Local RO, having local knowledge of terrain personalities.(Sensitivity)

Aim to oppose the monetisation of this unique sport in the first place; if payment still insisted upon by landowners negotiate that it goes to mountain rescue services / environmental protection / education / local needs not in the pockets of landowners - slippery slope leading to paying to use footpaths next!

The FRA should offer help to race organisers with negotiations with land owners - but fees should be paid by individual races, not centrally. The exception to this might be fees payable to the National Trust for races in the Lake District.

Resist as far as possible. Central organisation would allow comparison of any access fees that are demanded, helping avoid ridiculous amounts.

Leave it to local race organisers who know the landowners and issues etc. Nobody like a central body miles away with limited knowledge and red tape.

Provide a pack for race organisers which helps them to negotiate fees paid in a fair and consistent way. If organised centrally by FRA there could be loss of personal negotiation and a demand for higher fees if seen to be sourced from a central body

Follow BMC access agreement model for crags

Volunteer days offering free labour to land owners? Like the National Trust do with their volunteer groups.

Already too many landowners are placing heavy levy's on race organisers, Eventually this will kill off many loved large events. National Parks and Councils are also getting in on the money spinning. Perhaps Advertising and sponsorship could be used to generate supplement levy's.

Sponsorship of certain races

Contact all clubs/potential organisers of races for the next year to give them FRA guidelines for organising their races the following year.

I don't like price increases but you can't enter trail races for less than 12/15 pounds and most are full well before there closing date?

Resist pressures as much as possible, accepting that some races may go under as a result. Any payment is the thin end of a wedge.

Ensure fell race organisation is not though semi-commercial organisations (possibly by refusing insurance) and make a clear distinction to land-owners between amateur, non-commercial fell races and everything else

Negotiate centrally with the bigger land owners, sell the grass roots side of fell running, we are not commercial as such.

Try to avoid having to pay landowners.

I think it could be a slippery slope if we pay. maybe the FRA should have a central role in speaking to landowners and reassuring them and doing something positive in return?

By entering into agreements/payment nationally with the large landowners such as the National Trust and Water Companies and supporting race organisers re smaller private landowners.

It would make Race Organisation much easier if the FRA did the negotiations BUT ROs often know the landowner and have a good relationship with him/her. It would be a massive burden for the FRA Committee to negotiate all the access. So Practically speaking I would suggest leaving it to the Rce Organisers

Negotiating from the FRA would have more clout than individual races that would probably end paying a higher price as landowners might see local race organisers as a push over. I'm afraid it's a sign of our greedy times. I can see that there is an impact on land but other users of public spaces are creating much more of an impact, i.e. Bikes, but are not being charged at all. Fell running seems to be bearing the brunt of all off track users.

The FRA can best deal with bodies such as the National Trust. ROs are better for individual land owners where matters can often be settled on a friendly basis.

Stress their guardianship, tradition of land, part income to local charities, get them to put pressure on landowner. Name the race after the landowner or their dog or pet ferret, i.e. give them something that costs nowt.

If the payments are made centrally at least there is an overview of the patterns of charges. Perhaps there should be a subsidy/payment limit. Also perhaps offer to negotiate with landowners for FRA/ race organisers to rectify any damage after the race.

Landowners need to understand the FRA bank account isn't a cashpot to dip into, and that races are organised voluntarily with proceeds generally going back into the sport or to MR. Central payments via the FRA would send out a message that fell races are a bit of a cash bonanza. The relationship fell racing has with farmers should be honest and open; if pasture damage is expected



then compensation should be paid through an entry levy negotiated with the RO, general charges for land use are unacceptable

Don't know

Lobby their local MP or the MP for the local area to apply pressure to landowners- these charges are unacceptable and unjustified.

Best to have a national policy (if achievable)

Offer robust support for ROs. Offer an fra RO liason person to contact landowners with the RO if needed.

As a landowners agent I can safely say that the key is communication and listening. Runners are welcome on our land, and we allow several races to cross it at no charge. We do expect people to talk with us, discuss routes, route changes and LISTEN to our concerns, in particular around environmental damage, littering, closing gates etc., etc.,

I think it would be impossible to have a st

I'm not sure the the same position can be applied across the whole country. Perhaps have a fund which race organisers can access rather than a centralised system. However, working with big companies like United Utilities may be better from a central position.

Offer some voluntary services to landowners in lieu of payment

There is an obvious need for a code of practice / process to protect all concerned, including landowners and others.

The FRA to re-imburse local clubs/ organiser over a certain amount - the clubs recovering their part of the cost through entry fees to run the race

work together in promotion of races

Highlight that these are small non profit making events. Perhaps to ensure no or lower fees, the FRA should only agree to permit or support none profit making events.

Maybe a national agreement with Forestry Commission and major fell area councils?

Campaign and fight against these pressures. FRA events should be non commercial and low cost. Landowners have no moral right to charge for access unless the race organiser is making money out of the event. Fellrunning should be seen as a "common" and therefore not subject to private interests. The FRA should be educating it's members about the qualitative difference between the sport it "governs" and the commercial trail-running discipline. I have no problem with people running in those events but the FRA should be protecting its sport's distinctiveness and community dimension. Not everything has it's price.

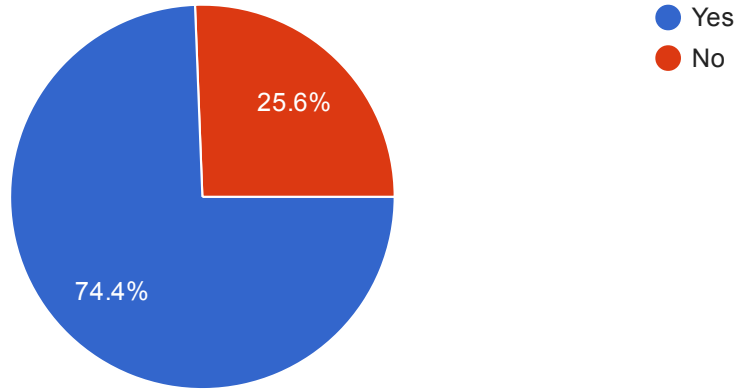
Hmn.

## Section 3 - Administration

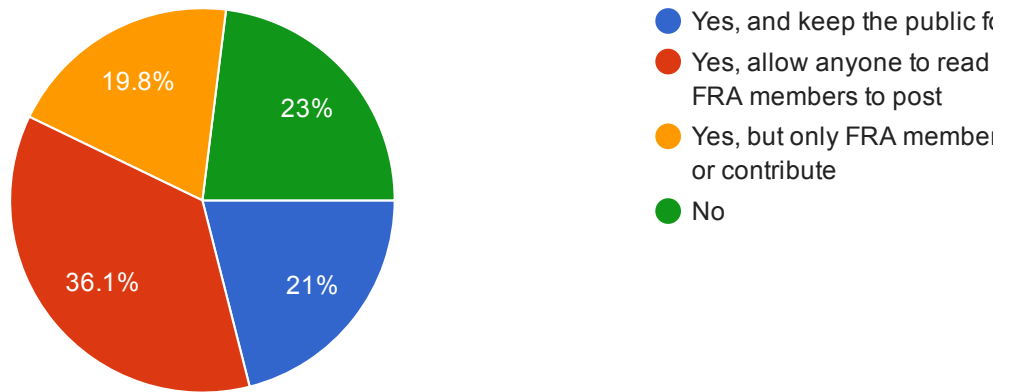


### Should the FRA offer online race entry via its website?

(2042 responses)



Should there be a members-only online FRA forum? (2010 responses)



What improvements would you like to see to the FRA website? (221 responses)

- None
- None
- None
- None
- None
- None
- None
- None
- None
- None
- None

None

None

none

none

none

none

Fine as it is

Fine as it is

Fine as it is

Free entry weekly prize draws

Free entry weekly prize draws

None.

None.

not sure

not sure

Happy as it is

Happy as it is

Downloadable race lists i.e. filter by all Peak District AL races and save as pdf/print off

it's fine, it has info on it, we don;t need a flaming logo. I'd love the race calendar to be relased/published as a .isc calendar you can import into your own calendar. per region even better.

Actually not been on for a long while so not for me to comment

It is sufficient

List English Hill Runners races and stop the bickering

Increased discussion but thats difficult to encourage

Results more up to date, seems to take forever for some races.

It would be good if you could somehow export a race to a outlook/google calendar with a click, or collect your own calendar of races on the site using a login. A race map tool or electronic database of race routes would be good - to see the location and routes of races on open street map or similar (similar to fellrace.org.uk). Probably lots of data available from members/strava etc, and these could be linked to from the event page. Obviously they are subject to change with conditions, and organisational issues each year, but good to get an idea of the race, they could be flagged to say whether they are official or member generated or something.

improve the calendar search, search for member's results, race routes,

A ban on online entries to <8 weeks before race day.

Better search options for races e.g search AL races in specific regions. Stop past races coming up in search results

Much improved race search function. Improved dynamics towards mobile view

Archive of Fellrunner PDFs up to date (not a priority I know!)

Photo section, route section

looks dated, its a bit of a faff finding previous results etc

I think the layout and content could be improved, depends on how much commercialisation though. Content outside the forum isnt going to be generated for free generally but some people would happily contribute articles and photos for free which would improve the look and feel of the site

better and more frequent updates

N.A

Include race reports alongside race results

Too many documents with repetitive information

Pictures, reports etc..

my name further up on race results or failing that the ability to search for a race easily & see the results for several previous years - helps planning for potential times, etc

Nothing too drastic, I think most of the content (ie race calendar) is there, but it can be a bit tricky to navigate. And the look of the site could perhaps do with a refresh, but again nothing too major.

Ability to upload race photos - the IMRA system is phenomenal!

Photos would be good. Maybe race routes.

Bring back the photos section!

More attractive layout?

Get rid of it.

An easier way to navigate the race calendar by date/region/distance/elevation

None. Perhaps calendar a little more user friendly? Eg iCal format - Available to import to outlook / google calendar

Online entry

in relation to the question about online race entry via the website I wonder if this would add a layer of complication for race organisers or make it more straightforward so I haven't answered, also I like that fell races don't add layers to the entry fee in the way that a road race does for instance by entering through Runners World and I would like to see this stay the same

Being a photographer (Grand Day Out) and a runner a gallery would be good. Also links for appropriate training for those new and old yo yhe sport, athletic based medical practitioners, data

base of race routes (to help get this off the ground it could be something race organisers must provide to allow their race to go into the calendar - just a thought)

Restriction of the forum as previous answer. In fact the forum appears to have become the home for a majority who a) think they know everything and b) are internet trolls. It's really disappointing. And they may not even be a FRA member.

The website is excellent

none really, it's not bad, except that e-mail addresses are still becoming 'common knowledge' so result in spam

Faster results service

Need more moving images. Doesn't have to be high quality could just be 30 seconds from a smart phone. More about training, injuries, navigation, taking responsibility for yourself etc. the list is endless

make it more mobile friendly

I've run a highly successful forum and know how hard they are to keep up high engagement but also maintain 'heathy' and non-trolling. Not easy!

The key is to have a easily searchable / discoverable index of races. Each race to have a great page which states the details (incl entrants if you can register via site). This is a brilliant start (I'd buy it off them or pay them to run it - they clearly know their onions!):

<https://fellrace.org.uk/races/blackcombe/>

As above - on line entry would be good.

More pictures, fell running has a great visual history and we can't see it in anything other than the mag.

Website generally very good with no major improvements needed. Perhaps set up automatic email to race organisers post-race to ask them to send in results ?

mobile friendly, easier searching

Very happy with site

More modern look

be able to search for races by different categories i.e. location / distance of race etc

None - more interested in going running!

Its pretty much perfect as it is, nice and simple works for me.

Promotion of courses, training & coaching? Online race entry.

A members-only forum (albeit alongside a public one) is a selling point for membership. You might find that there are fewer members if information/opinion/advice is open to anyone.

larger race report section and hence reduce text in the magazine to just headline race results, thereby reducing publication costs whilst providing the potential to find out more information about races, including photographs.

Forum rule to limit posts to queries or information only. It is not a social media site!

Better integrate the news and stories efforts that go into the quarterly magazines.

To be able to search races on more than one term e.g. peak district AND year

On line entries would mean there could be entry lists published and this helps car sharing

No changes - it is only creating more work for somebody

Links to club websites and facebook groups. More obvious search results (without having to scroll down)

Upto date fell running news

Bring race calendar, results and (race) forums together under only \*one\* index.

More interactive.

Much better mobile compatability and a better layout

Better ranking system for the large number of races, ie picking out the best organised races with a \* or something. There are just lots and lots of races these days.

None it's fine

None ..like it as it is.

to much written about long distance events

Not sure, it's seems ok.

More photos and race reports

FRA forum sign-up doesn't work (but Facebook group is probably better anyway)

Can't really comment as I don't use very often.

Race reports? race maps where available?

Always keep it up to date. Thanks

None, I never use it.

Fewer trolls and off-topic posts

Include all the FRA rules. E.g. I tried to find the scoring system for veterans in the English and British Champs, and failed. Maybe it's there, I couldn't find it.

Have never looked at it!

Digitised issues of Fellrunner, online race reports, blogs from members

Ability for club websites or blogs to link to a localised event calendar (eg only events within xx miles of a postcode)

Event map - possibly using Google maps

It's fine as it is.

needs a thorough overhaul - style is not particularly modern. more importantly, need mobile

versions for tablet and phone

Race maps and favourite running routes national and international

I would say don't know, but in principle if new-comers want to find out about fell running they need an easy point of entry and information.

None ,fine as is.

Didn't know we had a Web site

information/links on international races. recommended training schedules

The website is very good for events and results and rules etc. But it would get more traffic if there were more news / articles

Quicker update of race results

more lively home page, more links to other organisations and other sport disciplines

Easier to find and navigate results etc. Race maps. Online entry.

More up to date info.

Training tips/plans

Rated kit.

None at present. it is simple but functional.

diary to include non FRA events

Links to race photos and maps

encourage (or insist) ALL race organisers who register their event to publish full results within 24-48 hours of the event. when I have assisted in organising events I have viewed this as an obvious duty - not so for all. it is very disappointing to travel to races and not to have later access to full results.

Race Course description and more info

Photo galleries,

Mobile friendly version

I think it is generally one of the best forums I've come across I. Terms of user friendliness, and quality of info from members.

Better support for mobile devices. It doesn't render particularly well on my iPhone.

Its fine

Maps for races. Maps for locations of races. Search facility for races within X miles of a given location.

I rarely go on the website but often read the facebook updates and posts, so perhaps making most of the website information available on the facebook page too would make it more accessible.

Better filtering and advanced searching of the race calendar, that would be great. However, I do like to use the handbook for this!

Race results posted on within three days of a race happening. Sometimes you are seeing results from races that happened ages ago, and this way it's still fresh on people's minds.

I think it's fine. Fell runners don't really want wiz bang websites. As long as they are functional and informative that is fine.

The website should be radically redesigned, with a modern look to it. Documents should be much easier to find. On-line entry should be offered to all FRA-registered races, with a link to the rules for runners so that race entrants have to acknowledge that they have read the FRA rules and any other instructions posted by the race organiser.

Block entry to championship series via FRA

Quicker turnaround of results - but I understand this can be held up by race organisers delaying the issue.

Race reports, photos

Multiple filters on Events (e.g. >10k AND in Peak District). Some images in the news on the front page (doesn't need to be excessive or huge!).

I find it ok as it is.

Don't find the web page needs any improvement as I always find what I am looking for

less censorship-its a free country so let us speak even if provocative/edgy

Championship races should only be able to enter after dates have been published so runners have a fair chance to enter. Race numbers are on the increase.

More online entry and results

Mobile friendly, better race directory, pictures / home page for races

Whatever any tech-savvy person can think off. It's fine at the moment but the format could always be improved.

Improve search capabilities for races

I think it's a good site but could do with maybe more features such as images of races and race reports etc although someone has to do all this extra work and I'm sure they're all busy already

The web site is already pretty good except for the junior section which is hard to navigate

make it first point of call for any fellr running info

There are no problems with the FRA website. Restricting forum access would drive more traffic to the facebook page and the forum would likely become the Marie Celeste.

Better mobile support, site currently is difficult to navigate on small screens.

Results available more quickly. Mobile version

A better search facility for races. With multiple criteria.

More race reports, up to date

A visual interactive calendar rather than a scrolling calendar list.



photographs of events. Race maps to download.

A search over the archives for an individual athlete's past results.

I seldom use it (retired and anyhow knackered) so many comments would be superfluous.

Ironically I think that the navigation on the website is not good.

never look at it-but re above be careful of an incestuous and poisoned chain of comments if you go down the Nopseport orienteering route of a forum-and someone may need to moderate it and protect FRA from libel etc

Happy as it is.

What website?

Online entry to events would be great

Improve search on calendar, eg need to be able to filter junior races by region - at the moment can only filter by junior races or filter by region.

I don't use it, so no comment

Improved searching/filtering of race fixtures, with the ability to see the locations of upcoming races on a map.

race information about other UK fell races

Needs a refresh. More modern menus. Quicker results service !!

Get more back to grassroots

Links to race maps / routes

Don't know.

more intuitive so each page doesnt have same links repeated and require scrolling past

Put race results there on the same day as the race. This form is dreadful. It does not allow me to complete all sections. Check that it works OK with IE7.

Downloadable race calender compatible with ms outlook or similar calender apps.

Improved searching for races eg by distance from a typed in postcode or with a map view

It's alright!

If substitutions for race entries could be done online I think that could be useful.

When you click on a region you should be able to see future races first or at least the current years. When looking on a region wide basis for races I don't want to see some that took place five years ago. The website could also be friendlier to tablets etc.

Previous question. The forums seem dead. Face book has won.

Id like to see better info on the champs races. Rules etc. I tried to find info on how team medals were awarded a few years ago. It was impossible.

Search for races by distance from location

If you had to join the FRA to post on the forum, it might increase membership but it could be readable by all to maintain awareness of the FRA and as a valuable resource.

news/ articles/ photos

The race calendar can sometimes be slightly awkward to use, particularly on mobile devices. For example, when searching for regional races it can show you previous years races.

It is good as it is, but please don't make everything website based, not everyone uses the internet frequently.

Race organisers should be told that if they don't provide results to the FRA their race will not get publicised in subsequent years.

More information on races and a simpler calendar

Some good 'howto' articles - possibly reprinted from Fellrunner archives - e.g. first aid skills etc.

Not used it recently.....I am not too keen on electronic stuff but realise the world outthere is.

Photography section - members only to upload photos fell running pics - limits to apply. Not for complete race coverage.

Easier navigation, less emphasis on documents and admin in the menu. More pictures and attractive entry page(s)

Uo todote races, race reports

The website looks a bit dated, maybe a total refresh with some of the fabulous images that can be found in the magazine or from other contributors

Online pre-entry for English/British championship series as a whole.

Make it more of a 'shop window' with news, photos, race reports. Describe the services the FRA provides to the members. Have a Juniors section. At present it provides good race info and is a billboard of announcements, some of which are quite detailed and only of interest to specific groups. If the website improves, the site users impression of the FRA may change.

It's good as it is

Info for race organizers all in one place - logically laid out.

Easier way you search for races. The bof site is more user friendly.

Results filtering doesn't always work. Use more photos.

Perhaps a routes library in the same way that the LDWA do? Members only of course.

Less access for non members. Better filters when searching for races so you can filter more than one selection at once. Other than that it's pretty good!

Improve the race search / filter facility.

If the fra has online race entry there could potentially be a small handling fee in support of the fra associated to each transaction.

I personally like it..Its user friendly..Perhaps need a search box...say for finding about a particular topic...

Ability to filter by multiple options on races - eg Lakes + 2016 + March

Clearer links to the junior events.

Do not publish forthcoming race entry details

Previous years results searchahble by month.

Add video clips of races, a bit more colour and exciting features.

Easier access to back number articles which provide inspiration and race information, maps, etc.  
Look at website used by Black Combe organisers.

Easier to sort races geographically

Modernising, British orienteering site is a good example.

All UK fell races listed

Modernisation

Easier searches for races of a given category/in a given area etc

Better race calendar

Looks good to me, like all websites as long as it is regularly updated people will continue to use it.

Metric and imperial measures for races like the Welsh FRA do - road signs are not in kilometres!

Updated more frequently, race result posting is very slow

Keep things simple

Paid for advertising

More personal achievement reports more than just results table

Lots and lots see some excellent club sites for examples

**The AGM is a key FRA meeting. Would you be more likely to attend if any of these activities were included? (please tick all that would be of interest)**

(1469 responses)



## If you have any other views on improving attendance at the FRA AGM, please list them below:

(205 responses)

NAV 4 style event cake and tea in proliferation

NAV 4 style event cake and tea in proliferation

None

None

N/A

N/A

?

?

it's far away from a lot/some of your members

review the AGM in Fellrunner so members know what it is all about and what goes on etc. Is it a fun social occasion or stuffy formal affair? Is it relevant to the average member etc....

Unless it was local and some key issues I felt passionately on raising, I would attend. Otherwise I wouldn't and raise issues via my club rep

Hold it in conjunction with a popular race.

why not have online participation? Could be streamed and Qs/imput via the web

Those 3 are great ideas above.

It's about making the AGM real for the average runner

Location is key - it needs to rotate around the core fell running areas - Lakes, Pennines (North and South), Wales as a minimum.

Committee to be more flexible in allowing individuals to propose agenda items

tricky to drag people to a one off event but maybe have it along side an event when lots are there anyway i.e. champs races, FRA relay, IHMR, etc

Unfortunately I am probably one of many who doesn't have a great deal of interest in attending meetings. If decisions / consultations are needed I would prefer them to be done in a different way, e.g. online, like this survey!

better information at what you want the members to do whilst there, what are the issues up for agenda etc

Location not always convenient

Provide the main items on the agenda (with some meat on the bone not just a title) well in advance to the members in a similar way as this Q & A.

Perhaps a reality check is required. Years of low attendance probably indicates a bottom line that people aren't really that bothered enough to turn up - in spite of social media storms that indicate the opposite. Why worry so much? Having said that, an online vote would be a very useful addition, perhaps administered by Sportident to ensure legitimacy.

Just realising that I'm near the end of this survey I think it would have been useful to ask a question about the strategy of the FRA. There doesn't appear to be one? Appreciating we live in a changing world I personally don't accept that this means accept all changes because a) they are possible and b) loud shouts via social media ask for them. Our sport has become mainstream, due in part to a lack of foresight of the FRA committee (and dare I say it's previous leaders). We need to take stock and re-position fell running as its own minority sport, not mountain running, not trail running, not sky running. Let them take responsibility for themselves. It's meant to be a traditional sport but ever increasing pressure from related businesses are pushing it to the masses and it's just not sustainable. Back to basics! I really support the FRA, recent arguments and a split by the EHRA are pretty pathetic responses to, and focusing on, the wrong thing - administration. But we need a strategy. We need to champion the traditional aspect of our sport and restrict promotional activity. Prior to the www we managed to get by and find out about fell running, racing etc... it's just not the case that because the www is there that we need to exploit it unnecessarily.

Put the dinner back on afterwards

An open agenda. It could be a small festival after one of the championship races.

Should clubs be registered with the FRA as well as UK Athletics? If so, then you could impose a condition that each club should send a representative, or incur a nominal fine.

Not sure I understand the importance of attendance. If you have nothing to add or say then is it necessary? Please note cannot get the question below to accept any ticks!

Have it after a popular race and in a central part of the fellrunning area (Yorks/Derbys/Lancs). As it's generally held at a 'low season' time of year, investigate deals with larger hotels etc., for a competitive weekend (accom/food/AGM) package. LDWA and others do this, generally good value.

Free drink.....

The small numbers attending FRA meetings is no different to many other organisations who rely on a small band of people to run the organisation. Don't worry too much about this, just look after the people who are interested!

For me it's about distance & location. I live down South.

I live too far away to attend (Cornwall)

Hold it in other counties than Cumbria

Being based in the South of England, it's just too much effort to get to the AGM

See Qu below - without knowing if they are over subscribed or not I cannot comment

There is no solution! orienteering is just the same about 30 hardy souls turn up

Publicity on your new improved website

hold it at an appropriate time and have relevant discussions about topics that matter

Get Kilian Jornet to speak

Have some sort of online discussion in advance so that members who have no chance of attending can still give some input

free beer

I personally have never been so I'm a good person to convince myself, if that makes sense.....I always imagined it was for more serious dudes than me (oh, and the committee who are to be applauded), the occasional runner at the back of the pack.

I live too far away (Milton Keynes) and I'm too peripheral. You'd have to pay me quite lavishly to attend.

Unlikely to attend due to distance. I imagine many are the same?

Big names!

More advertising as I'm a beginner and I only heard about fra through customers in my shop , and presume if u join a running club I would of heard about it but I can't find the time for a club as I'm busy with family life and gym and cricket , I love my running even though it's a casual hobby , but I love the magazine the magazine and handbook , and I now no about more races because of your book

Same weekend as a race

Wouldn't attend simply because what the FRA is really becoming just another empire building exercise which has got NOTHING to do with fell running.

AGM arranged to take place after a race

I'm a race organiser not a runner, but perhaps move the AGM around the country to be held immediately after well-attended races with a very competitively priced meal pre-ordered/arranged with the venue? PS with reference to the next question - as a Race Organiser, I would help another Race Organiser on a one to one basis, no need for Race Organiser courses. Another one helped me to begin.

If there is a low attendance that's a recognition of the committee's good work

Make it a festival weekend like CTC with a variety of races and camping, maybe even some music in the evenings? Move round each home nation in rotation, like a mini fell running Glasto.

Alternate the locations so more members would have an option to attend

I'm a parent of a junior member, so would feel a bit out of place as I'm not a runner myself

Promise to keep the boring bits - accounts, approval of minutes etc - to an absolute minimum

Depends on location, I live in the west midlands so a large distance to travel

I will go anyway. Wouldn't want any of the above. Massive buffet & drinks available would be good. Announcement about next year's championship races may help.

remote dial in

Change the location each year. Allows attendance for people in other areas. Include a race or run before, after or as part of a weekend event.

Link it in with a fell race from the existing fixtures list, ideally central/north england area to make it easier to get to for majority of FRA members.

Guilty of never attending an AGM despite being a member for about for about 34 years.

Again be less elitist. I do not attend the AGM because, even though I have fell run for years, I am not a fast runner and do not feel I would be welcome.

More publicity about when and where it is - e.g. on the facebook page

I would think inclusion of the above activities would certainly help draw in more people of that is an issue currently. I would definitely like to hear from and gain some insight into what the top runners think about certain races, how they prepare and train etc. Also inclusion of talks from some of sports past top runners would be good.

Have it in the afternoon before the annual party or before the BIG dinner.

I would be unlikely to attend due to residing away from fell running areas.

Take place in a location with good public transport and on a Saturday.....not everyone in the fell running community has their own wheels.

1. Highlights of the year Screen show. 2. directly before or after a key race where significant members are already at the venue.

Run the AGM immediately after a major race. Keep it very brief. Use a venue with a bar and food for sale. If necessary hire a marquee for the event.

As above- schedule it as part of a fell running "festival"

I think that all those who want to get involved and have the time already attend

Nothing will increase physical attendance. In my experience on-line and postal voting increases the number of voters. Another organisation of which I am a committee member achieves 20-25% of the electorate by these means.

I appreciate it's really difficult to sell, i know, so not sure.

Accept motions from members and act upon them if carried.

I have to say I never look at the FRA website except for Race details. Never join or look at the Forum (too busy racing)

As a non running club member they do seem a bit cliquy from the outside which can be a little intimidating when you don't know people. Maybe more of a social event after the formal meeting.

If we are happy with things, we will not bother attending the AGM. If we are spitting blood and feathers about what you are doing, we will turn up. If no one is bothered about attending, you are doing a good job.

vary them at the centre of fell running populations

Move around the country

Difficult- but somewhere central to the main fell running areas.

Hold the AGM in different parts of the country so that members in different areas can attend without necessarily having to travel long distances.

Having a weekend event with the AGM and films, talks, workshops would make it more worthwhile for those who have to travel a long way.

Link in with race on the day and camping facilities in summer and keep it short.

Lots of beer. Hold it somewhere that can be reached by public transport.

Coincide it with a champs race or have it preceding the annual dinner! Non of the above would encourage me to the AGM!! (I can do them all independently of the AGM - I think you need to make the AGM a special event)

Hold it after a big race e.g. English champs. Turnout guaranteed.

Why is attendance, or lack of it, seen to be a problem? BMC has 81,000 members but I bet that all the attendees at their 2016 AGM in the Peak can be got into one room. Those who attend want to be there. The rest of us leave it to those who know best. Our choice.

Held at time of year that would enable members to more easily able to travel

Keep it non-commercial, no big sponsors, keep it small and focused

I'm not sure where it's held, but if it's always in the same place the maybe it could be moved around.

Make members aware that you want them to attend. All welcome

Hold it in conjunction with the annual relays, a weekend fell running jamboree.

Not covered below bit no chance for general comments on this questionnaire-welfare and protection issues and photo policy are nbecoming a real issue-and FRA needs to get on top of these

It's all about location and travel time really.

Hold it in association with a Champs race.

no

pre AGM race

Webex or other virtual conference link to allow remote attendance. A good portal speaker and webcam nowadays is less than 100quid.

Sorry I live in Devon, distance prohibits attending

Offer training for race organisers and/or a mentoring service.

have it after a race or before the fra annual awards

They are always too far away to attend for me in the east midlands

Fortunately, I think successive FRA committees over the years have done a remarkably good job. Poor attendance does not imply dissatisfaction. Gratitude, which certainly comes from me, needs other means of expression.

Chips and sandwiches works in our club!



Offer a guided fell or trail run

I am unlikely to attend an AGM

No other ideas but would like to thank all committee members for their work.

Major Fell Running Clubs to sponsor the AGM in a different geographical location

Rotate around several fell running regions each year rather than just the Lake District.

Comes across as being elitist, but may well not be the case. Need your break this perception.

I think that the AGM will always have a relatively small attendance, and this is typical of many similar organisations. It's not that the FRA is doing anything wrong, it's just the way organisations work. Frustrating I know - I'm the Secretary of a running club with just the same issue, and our local area athletics organisation is just the same. I don't think any of the ideas would make much difference. I'm a less active fell runner these days but enjoy keeping in touch with news via the mag and other comms, but unlikely to attend an AGM. For what it's worth, I do think you are doing a great job.

maybe establish a weekend for the AGM with additional activities, recess and events

Perhaps if they were promoted as being accessible by the average runner. At the moment, I think the perception is somewhat different.

Perhaps regional meetings might be useful (eg South and North Wales + Scotland) as there is such a wide geographical area to cover

Sadly I've not attended an AGM for some years..I did attend when it was at Kendal as the FRA Bash followed it..

Location?

Take the AGM out around the country to other parts of England.

Finance one member from all clubs with fell competitors over say 20 in a year.

Hold in conjunction with championship races?

Improvements to website and communication would help raise awareness of the AGM.

Have it at a festival or event already existing e.g. after a big race or at a film festival to save costs for FRA in terms of putting on events, and many runners will already be there. Also maybe a social FRA run for all before/after the meeting?

Although hard to implement have a "time limit" on the meeting so people know roughly how long they would be there for. Have more sub meetings for lengthy topics to be discussed.

I would have thought AGM attendance is dictated by location. Adding extras may attract a few more but unlikely.

Attendance at AGM for any organisation is always problematic, the silent majority rule and the willing few are relied upon increasingly.

Answer emails from members - I asked a question about having races distances and heights in metric and imperial like the Welsh FRA and never received a reply - members need to feel that members of the FRA Committee are not part of an inaccessible hierarchy.

It feels elitist so make it feel like all welcome

Combine the meeting with an event or race

Not sure, but is there a race that day also? If not...do it

Other activities like a film festival on fell running or adventure races

would holding the AGM prior to the annual dinner dance/awards improve matters

This is a very tough question!

Lottery raffle prizes of running eqpt? Advertised in FRA mag in the preceding seasons.

Emphasise that attendance will not mean pressure to take up a committee position.

AGM's can typically be very dry & officious affairs and I for one avoid them. If it was shown to be a more relaxed and entertaining format then I may attend in future.

Yes/no function below not working. More courses for first aid, race organisation not necessarily coaching. Non members should pay for courses.

Encouraging AGM attendance will always be difficult. Is there some way in which people can 'virtually' attend the AGM on-line? It would probably be technically difficult (and the Articles of Association may need changing), but surely in the not-too-distant future it would be possible?

Talks by top runners but time limited.

It needs to be at / after a major race which most people would like to do.

No simple solution - vast majority of membership are not and never will be interested in such matters

My issue is location - I live in the south, so unlikely to drive several hours for an AGM, even if it had "extras".

Is it always held in the Lakes? Perhaps move it round the country?

The geographical location of AGM will always be an issue as a member from the southern half of the UK. Perhaps a location alternating North/South for the AGM?

Hold it before the start of the first championship race of the year and make part of the race requirements. Either that or free beer, but that might bankrupt the FRA

all of above separate from formal meeting

Ensure it is held following a race giving members a days activities and more reason to travel.

|My big issue is simply time. I have a family and I already spend too much of my time running to justify a long trip for a meeting, I'd rather race. Put it after a race and I may have a chance of attending.

Already has an event attached which I think is the best way.

AGMs are never well attended - but you do a good job!

Tie in with a different classic fell race each year

ask for 1 member per club to attend, pay them expenses plus free drink and sarnies

Vary the location geographically

Coincide meeting with a well attended event

No space below, so just a reminder the Safety and Navigation courses are provided as a subsidised service to the membership that relies on volunteer help over 12 months to maintain both courses. FRA members run commercial courses at other times. It isn't broken, please don't fix it!

Make it part of a celebration of fell running weekend with race and party!

Your survey is too narrow in terms of options. There should be a 1-10 likelihood, or a 'maybe' option. I 'might' be interested in travelling to the AGM if there was something else on that sufficiently interested me.

I understand that getting members to attend the AGM is a tall order due to how distributed membership is a cross the country, thus meaning location is never going to suit all. Perhaps promoting awareness of the AGM through race organisers (simple fliers or a poster at races advertising the AGM in the run up to it taking place, for example) may encourage more runners to attend. Holding AGM in conjunction with the final championship race of the year may encourage better attendance (has this already been done?)

Try to keep the venue geographically (within the fell running world) as central as possible

You could hold it somewhere more central, e.g. the Peaks rather than up in the Lakes every year.

Multi location video linked or ability to attend remotely via Webinar

Know where and when it is occurring

Difficult one. People only tend to attend AGMs if they have a vested interest and believe that they can influence that issue by attending. Otherwise forget it - most people don't even vote in the national elections! Also for a national organisation, getting to the AGM venue can be quite costly for most.

Re talks by top runners, not all are public speakers, be selective and include foreign.

Around a race or weekend running festival: series of races of different grades and ages / would be good to include a championship race to attract top runners

I've a smallbaby and for many of us it's just too far away I'm afraid.

Club reps to try and encourage attendance of members

Don't think we should offer any courses,

The idea of discussing FRA politics just leaves me cold. There is also a perceived lack of transparency within the committee - whether this is true or not is moot, it is perceived.

I've no excuses for non-attendance. It's a kind of compliment, if you like, on the smooth-running of the FRA that I don't bother attending.

provide a guide to AGM main issues prior to meeting

All local clubs should try and send at least one representative

Hold it in conjunction with a high profile/well attended race e.g. Langdale, ToP

Free beer! Seriously, time is precious. Most sports have the same problem. I'd come if it was local. I love fell racing but it's not a priority for me.

maybe a entertainment evening

Please note: This form has not allowed me to complete all sections, which means I, and others if they have experienced similar problems, will not have been able to submit accurate responses. I would also a section at the end of this form allowing people to add additional points/concerns/thoughts etc. forms such as this are to limited and do not allow members the option to fully express their thoughts/feelings. Sorry for popping this message in this section, but there is nowhere else to add notes.

Time of year (summer) and location. E.g. After one of the bigger races.

It is travel distance which usually deters.

see above ie make it more of an event

Align with a prominent race.

Main issue is distance

Maybe hold outside Lakes every so often, I live in Lincs, so Peak District would be easier to access

Have in conjunction with a big race as a lot of people would already be in attendance.

Promote the fact that all can attend and you do not have to be on the committee.

More info on the website.

Make it more of an event, with activities like those above, maybe a few races, could have an evening event afterwards in a local pub or similar

Not specific to the AGM, but with regards to attendance I've noticed recently when stepping up to AL events the lack of women in these events e.g. Edale skyline, Borrowdale & 3 peaks were all ~12-13% whereas in shorter races (AM/BM) this is more like 25%. I don't think this can solely be down to distance as e.g. Hardmoors trail marathons can have as high as 30% for quite hard (3000m ascent) winter marathons. I don't know the cause for this or if it should even be considered an issue that needs addressing, but I wonder if this has been looked at / raised before? My suspicion is that it could be due to confidence and/or tight cut-offs / worries about speed of running. I recently ran the Edale skyline and almost didn't enter due to worries about cut-offs, whereas I have happily entered many many trail marathons, where the cut-offs are generally more generous. I fully appreciate the need for cut-offs for both safety & organisation reasons but there could perhaps be room for some amendments in certain cases to encourage more female runners, or perhaps further guidance could be given e.g. if you've run local B fell race X in YY minutes you should expect to be able to make cut-offs (assuming appropriate training with the longer distance)

I'm really sorry, I fully appreciate you giving your time, I have many other interests in life, not even mentioning full time work and study of an MBA - I just don't have the time.

Make it relevant and interesting in the ways suggested, but with matters of general interest.

Have a full day or weekend of events like a mini festival

Rotate the venue to cover the main fell running areas over a five year period.

I will attend the FRA AGM anyway. However any or all of the above suggestions may increase the attendance of others at the AGM.

Email members with dates well in advance.

I live in East Yorkshire so location is main problem.

Works well enough for the Austrian Alpine Club, I think (for example), by combining a weekend of optional activities with the AGM (e.g. - courses, meals).

Sorry, no I don't other than perhaps move the venue around the country a bit more.

Unlikely to attend.

Rotating location does help- I attended when it was close and my club organised a coach

I don't attend, usually because of distance

To alternate the venue to different areas.

could it be done as an online meeting? Normally it is a very long way to travel

Having had several stints on the FRA committee as well as my own club I know from experience that attracting members to an AGM is always going to be difficult. You will never achieve huge attendance as most members perceive it to be someone else's responsibility to manage and organise the sport. They are just apparently happy to follow. At best you might try and organise the AGM as part of some sort of annual 'festival of fell running' including races, films, organised social runs, coaching sessions, perhaps even the dinner. Then again that is an awful lot of work to perhaps attract a handful of additional attendees.

The FRA needs to link more to clubs - not just the traditional well established fell clubs in Lancs and Cumbria - these 'other' clubs are the ones that are increasing our numbers at races. Links could be directly with the clubs fell secretary's, offering info, news, etc more directly. As a club officer for fell I have little or no regular contact with the FRA as our representative body except for the occasional notice of banned runners! That needs to be improved.

The questions I have not answered is. NO to. There was not an option to disagree

Have it in Kendal!

Maybe regional pre/post AGM meetings? I'd be much more likely to turn up to a meeting or two somewhere in the peak (being from sheffield) than to head up to the lakes or elsewhere

Public agenda so members know what they will be voting for.

Turning it into more of a celebration of fellrunning (I like the ideas suggested above) would be a good start.

Arranging to coincide with a popular race would be helpful.

**Navigation, Wilderness First Aid and Coaching courses are all provided at cost, or subsidised cost, to FRA members. Should the FRA offer:**

