



OLD BEDFORDIANS CLUB



# MEMBER SURVEY RESULTS 2018

OLD BEDFORDIANS CLUB

# CLUB

ESTABLISHED IN

# 1891

WE HAVE OVER  
**9000 MEMBERS**

AROUND THE WORLD



## PURPOSE OF THE CLUB

To maintain the bond between the School and its alumni to assist in the achievement of the School's aims and objectives.

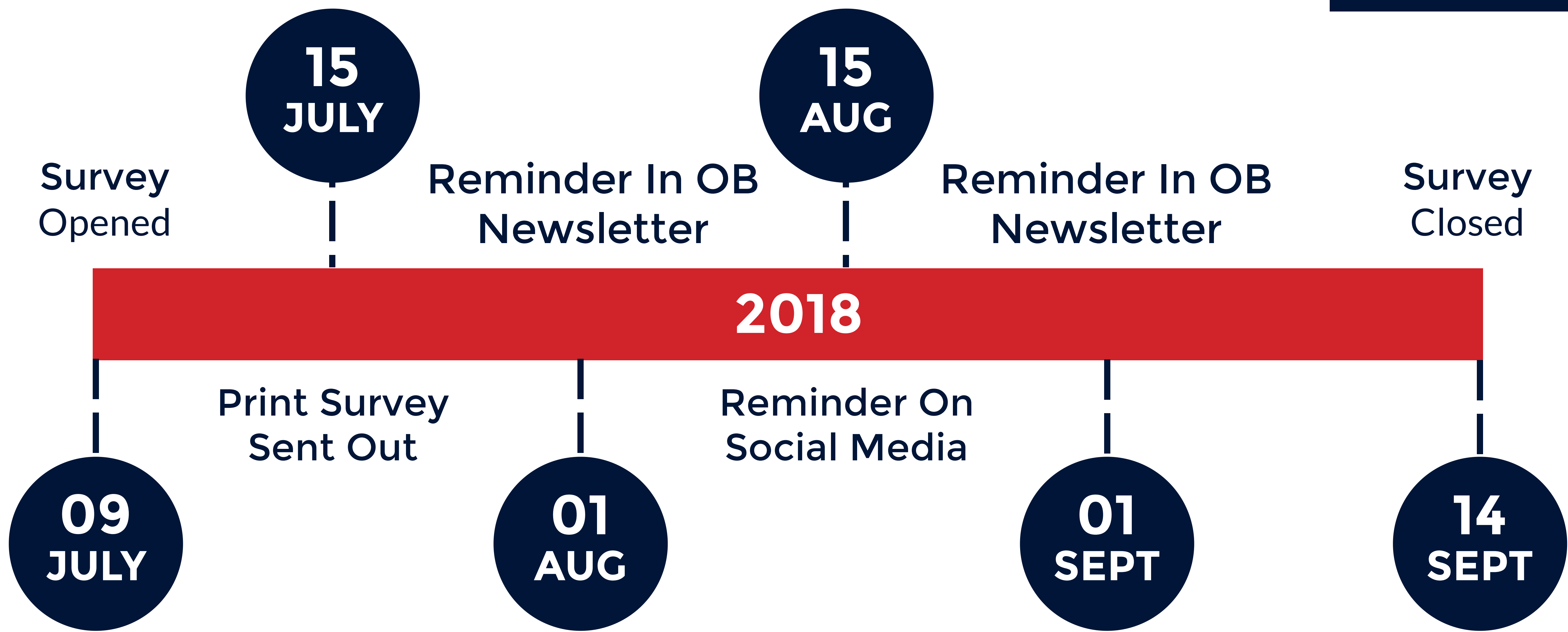
1

To foster and maintain the relationship between alumni and to assist and support members in their careers and lives.

2



METHODOLOGY



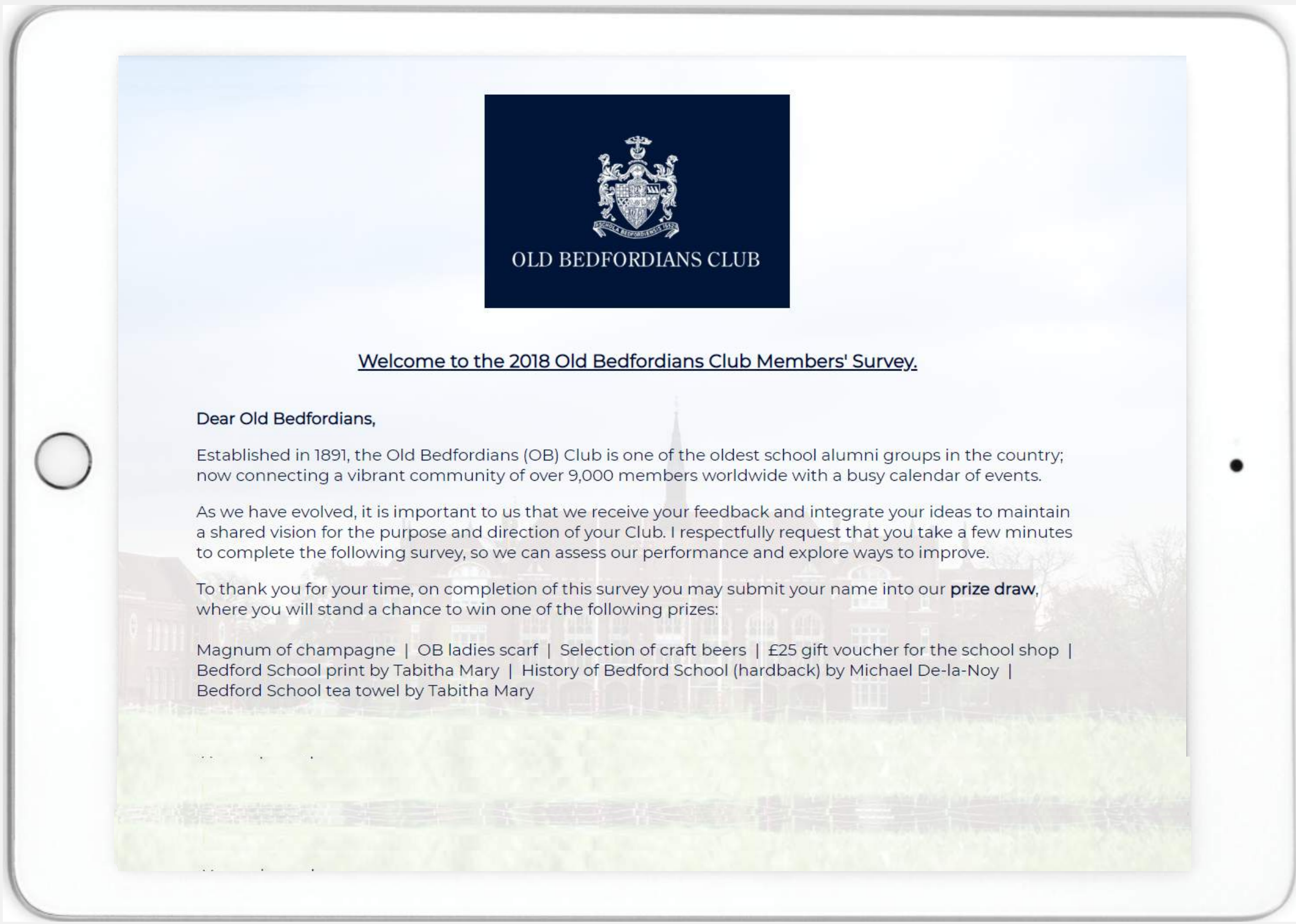
DIGITAL



Sent To Members  
With A Listed  
Email Address



779 OBs  
Completed the  
Digital Survey



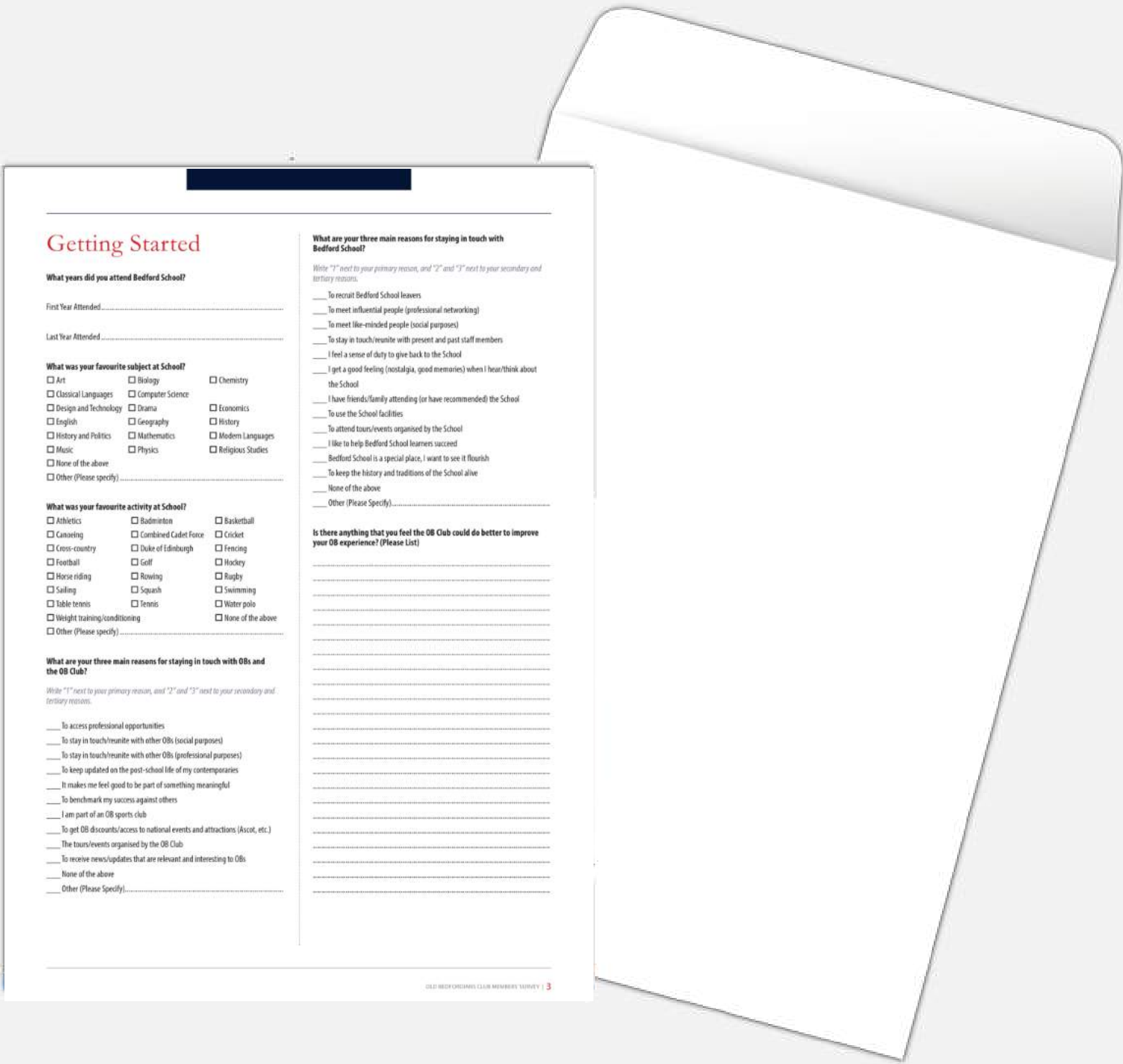
PRINT



Sent To Members  
With A Listed  
Postal Address



21 Printed  
Surveys Were  
Returned



INCENTIVES

- A Magnum of Champagne | A £25 Gift Voucher for the School Shop
- A History of Bedford School (Hardback) by Michael De-la-Noy
- OB Ladies' Scarf | A Bedford School Print by Tabitha Mary
- A Bedford School Tea Towel | A Selection of Craft Beers

WINNERS

7



DEMOGRAPHICS



71%

UNITED KINGDOM

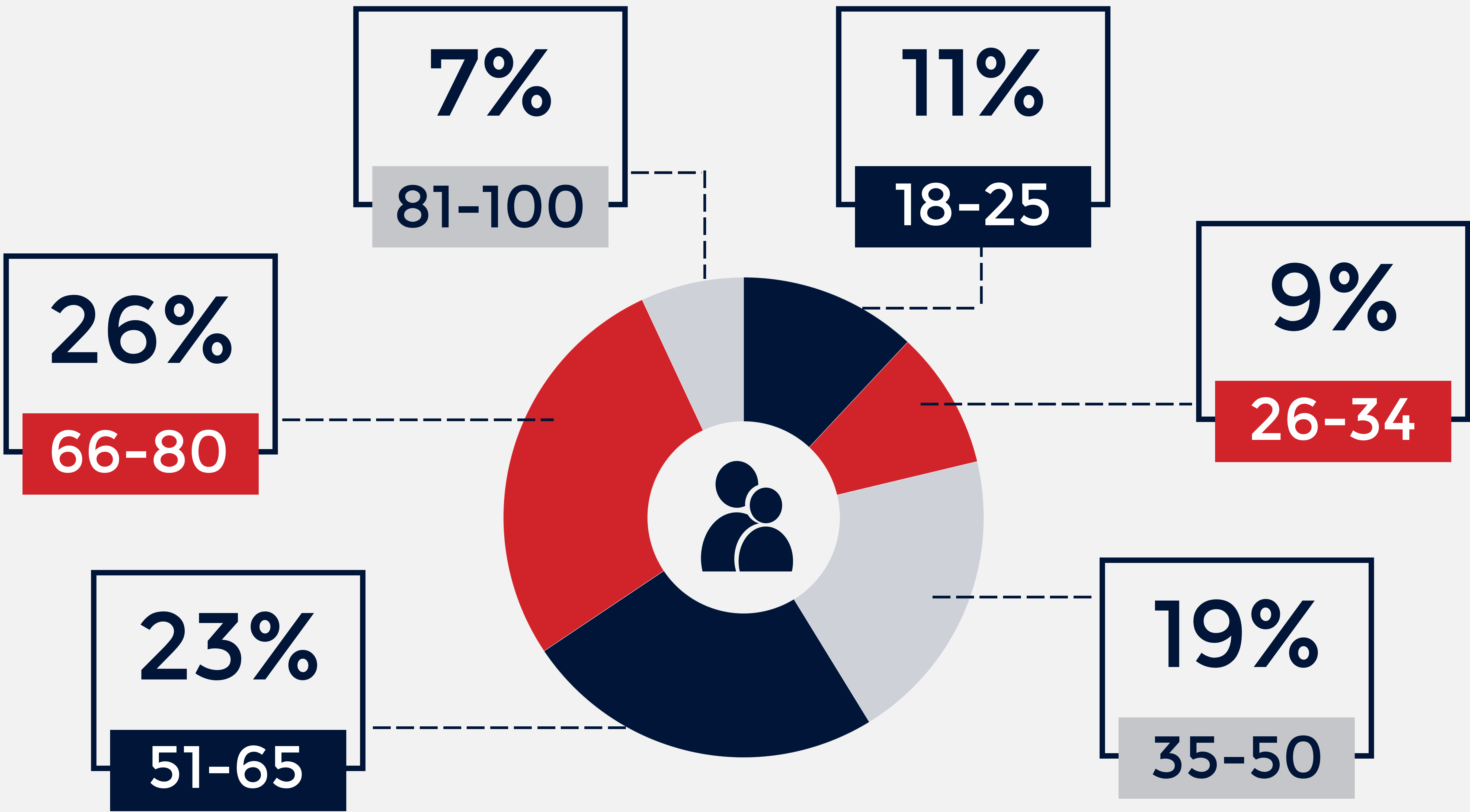
71% of respondents currently live in the UK.



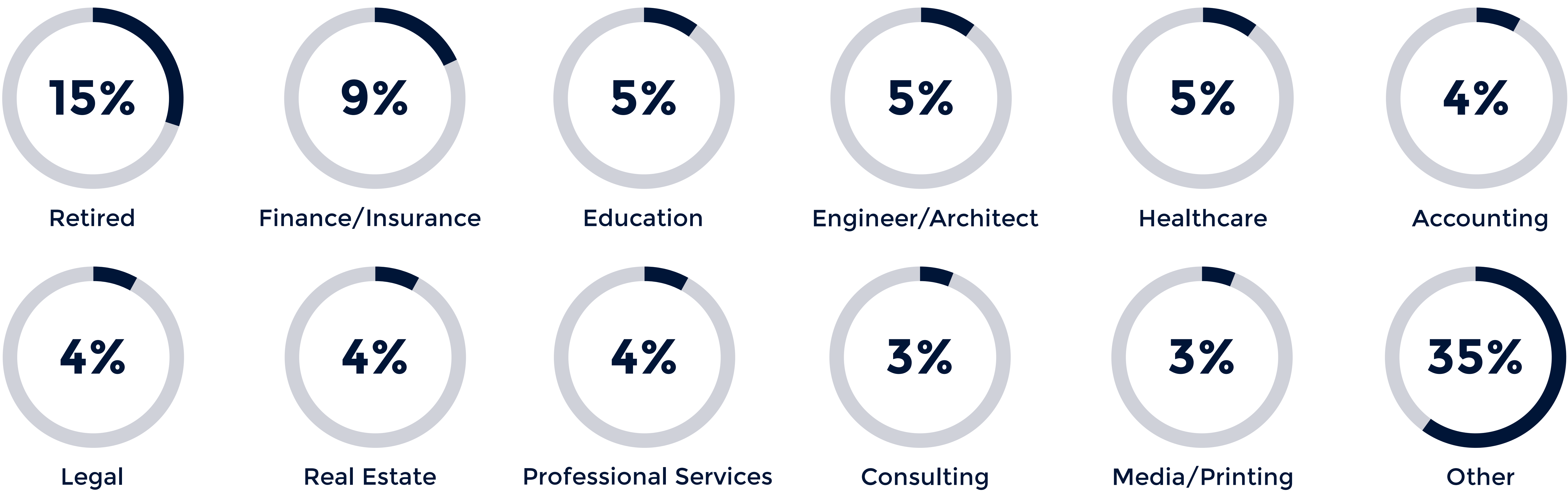
REST OF WORLD

UNITED STATES	4%
AUSTRALIA	3%
HONG KONG	3%
FRANCE	2%
OTHER	9%

AGE OF RESPONDENTS

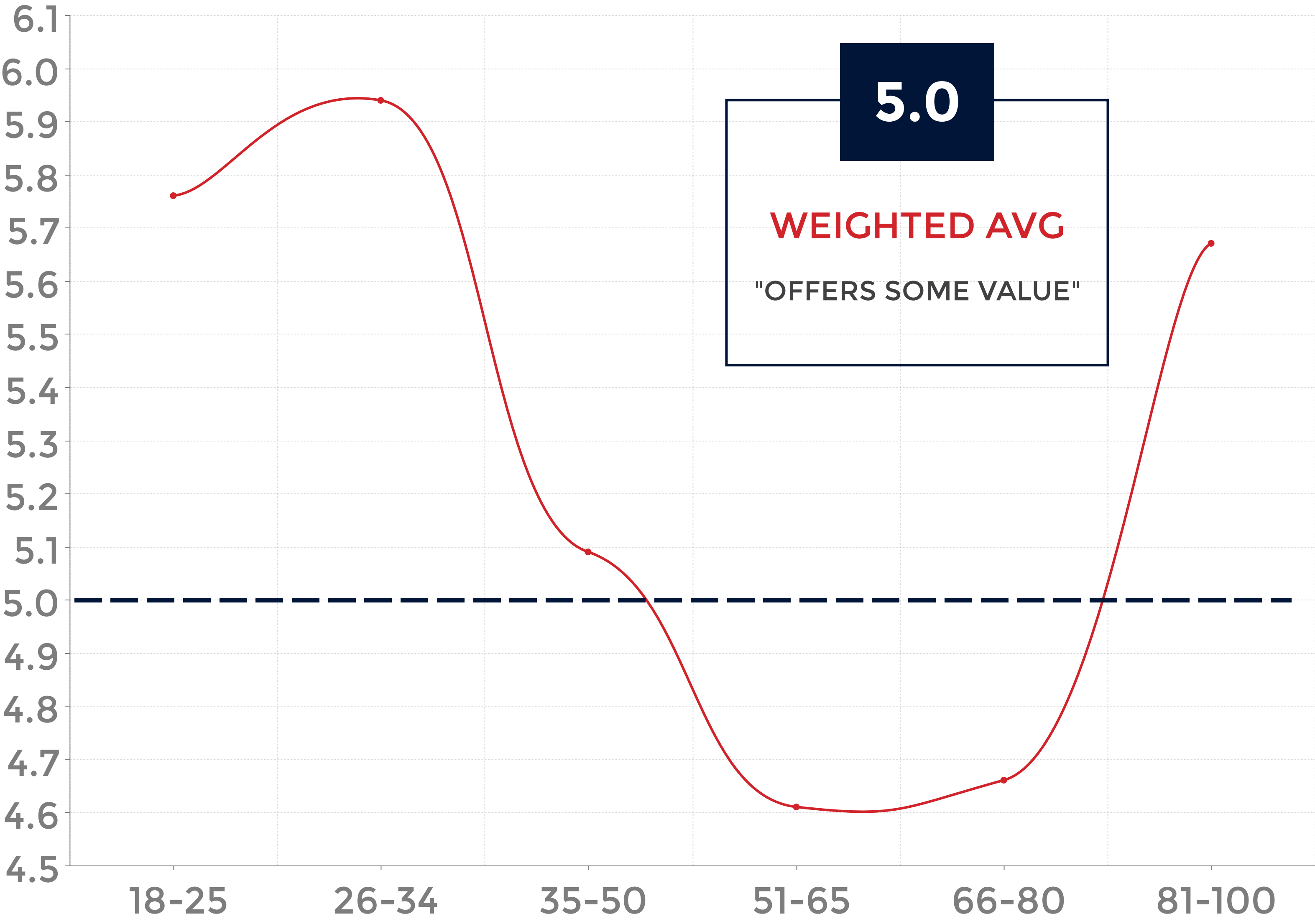
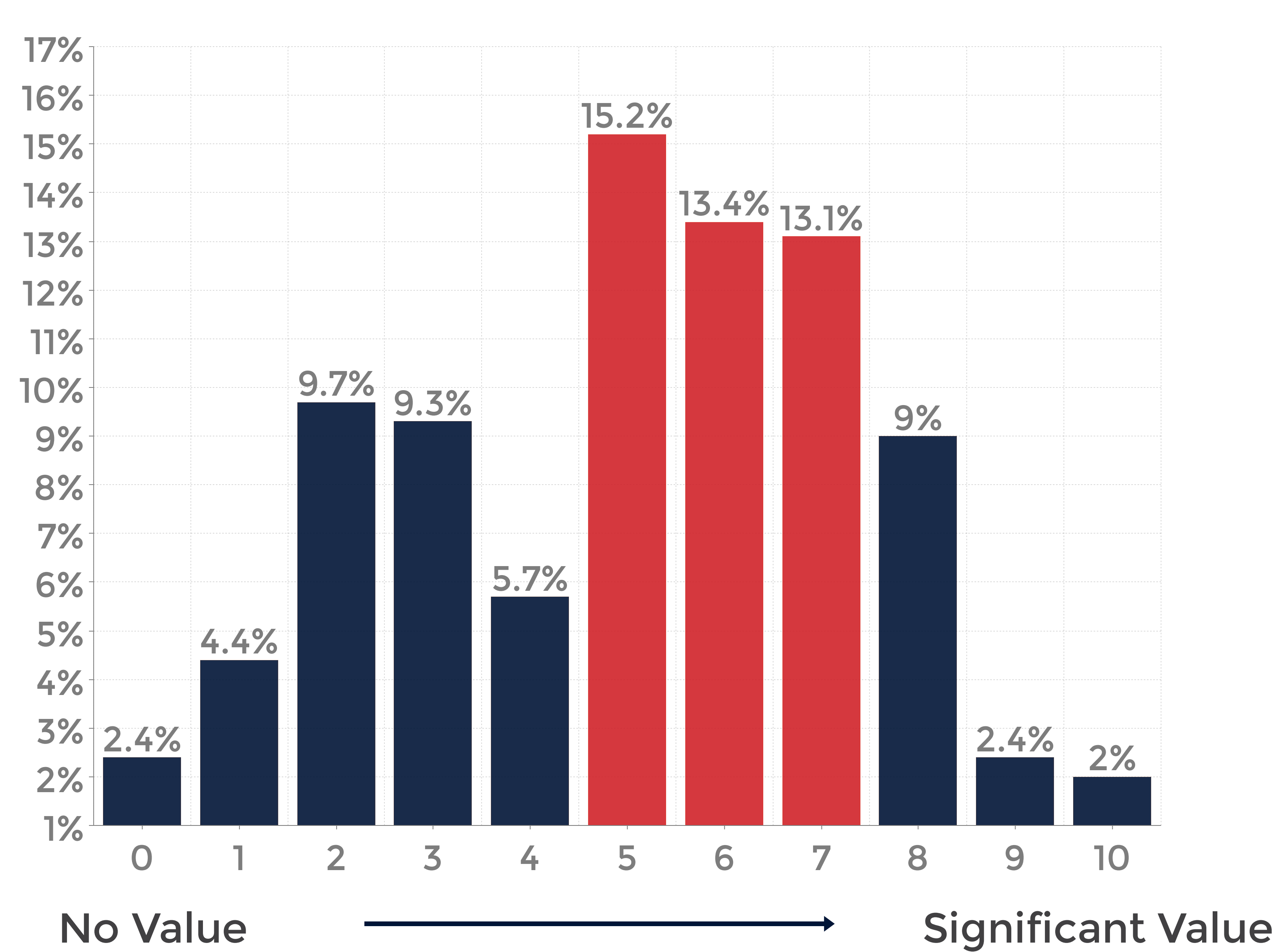


INDUSTRY/PROFESSION

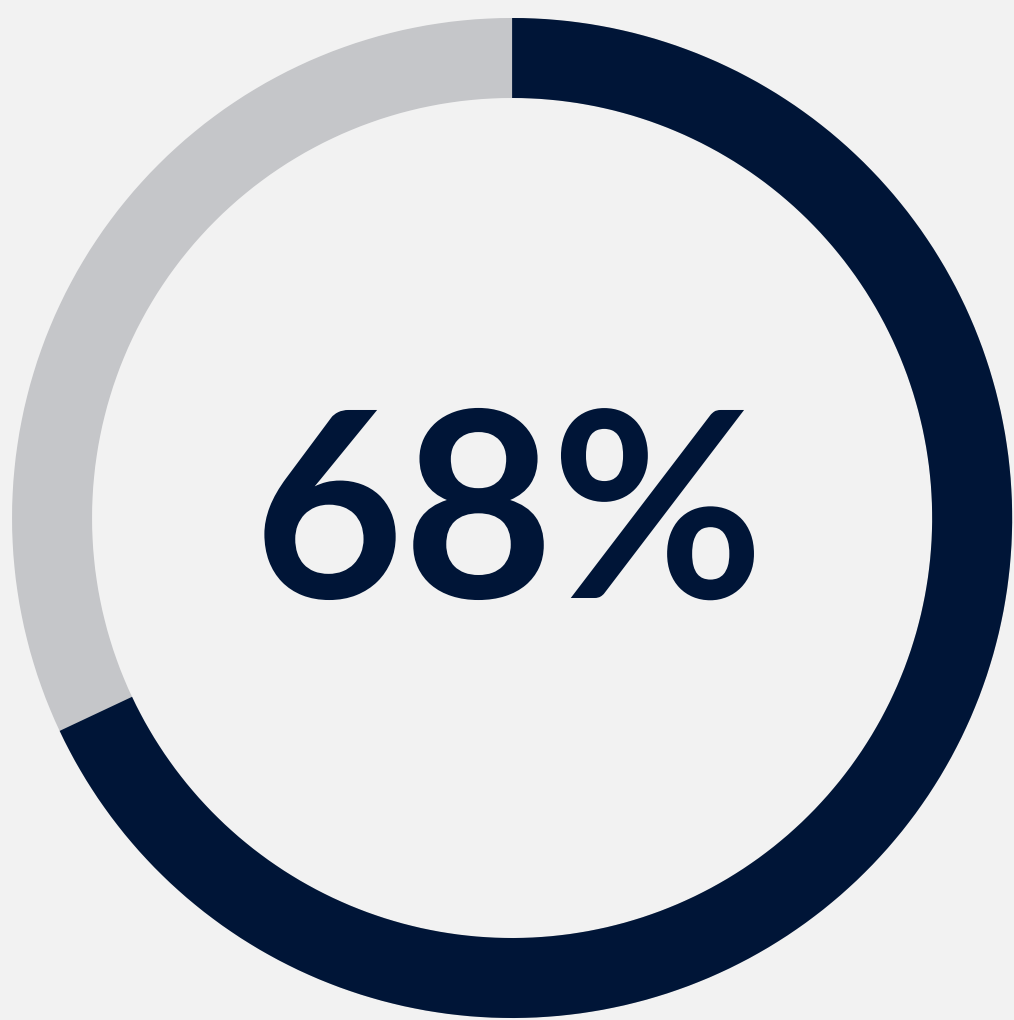




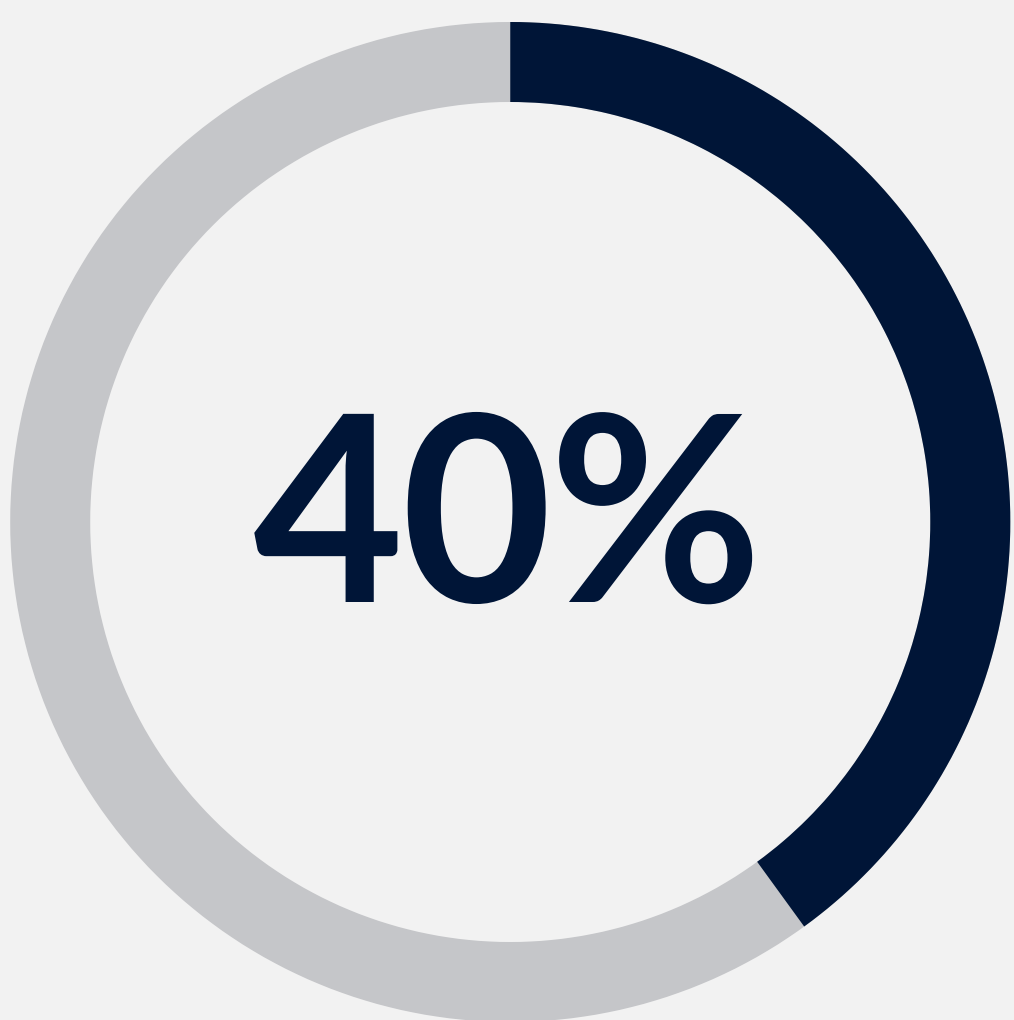
# HOW MUCH VALUE DOES THE OB CLUB ADD TO OBS' CAREERS AND PERSONAL LIFE?



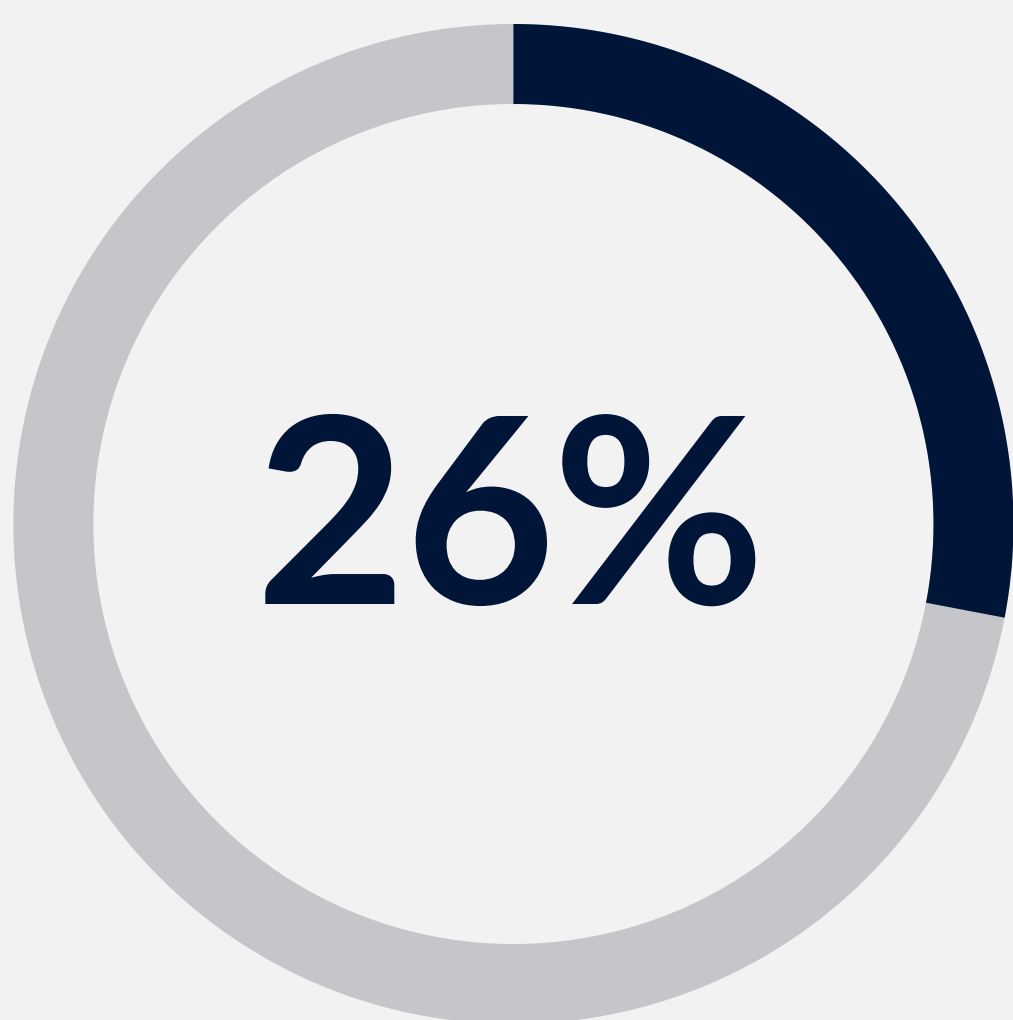
## MOST VALUABLE BENEFITS OF OB CLUB



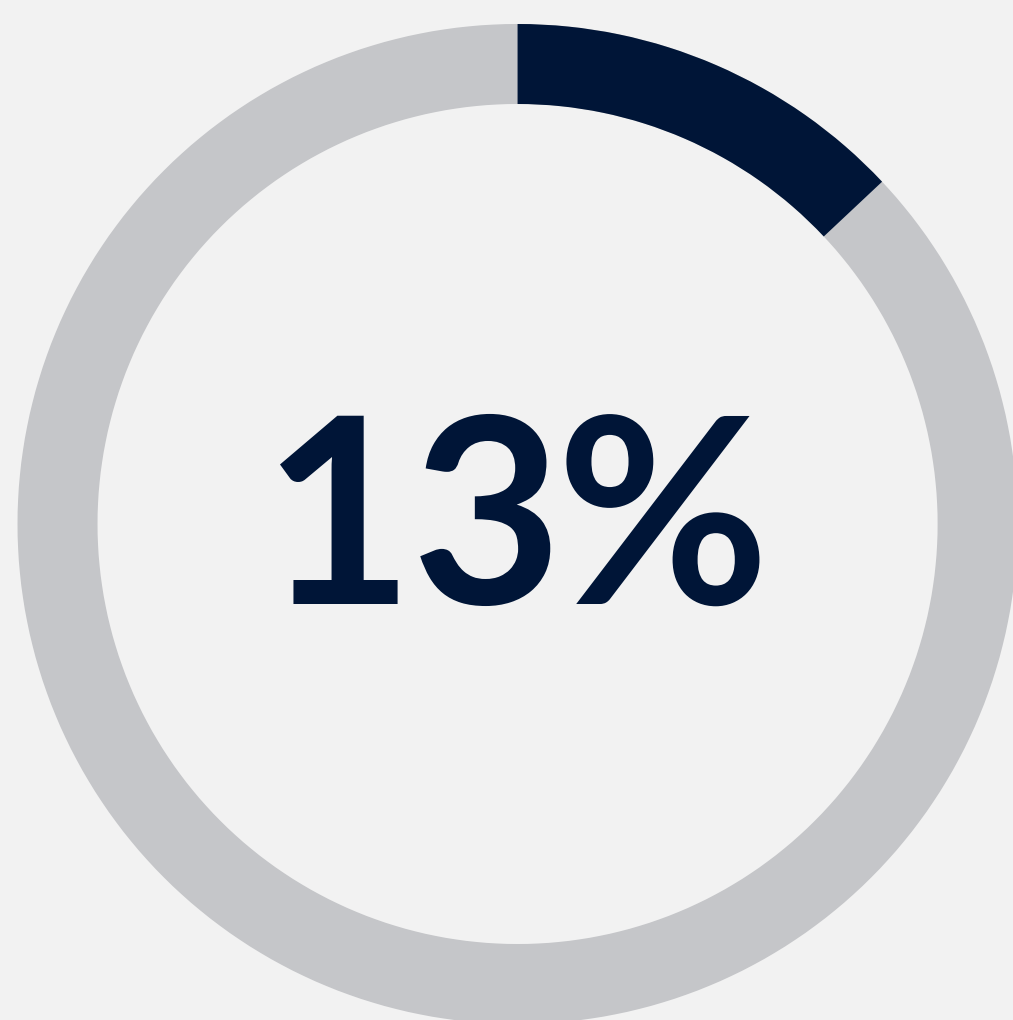
Help OBs Stay In Touch



Share Anecdotes Relating To Memories



Maintain An OB Business Directory



Share Projects I Can Support

### INSIGHT

#### Career Focus

Peak in interest regarding the sharing of internship, mentorship and career opportunities amongst members aged 18-25.

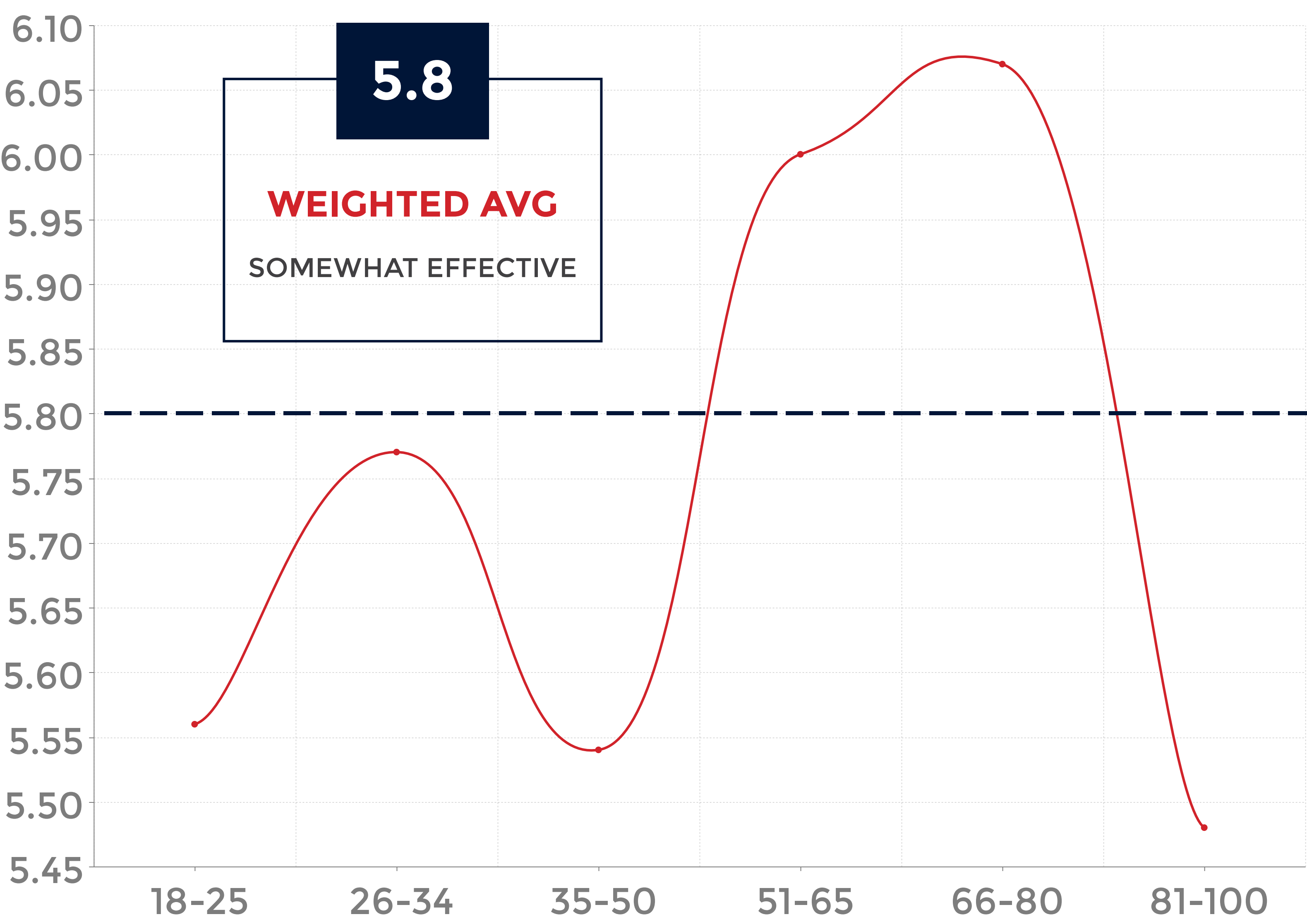
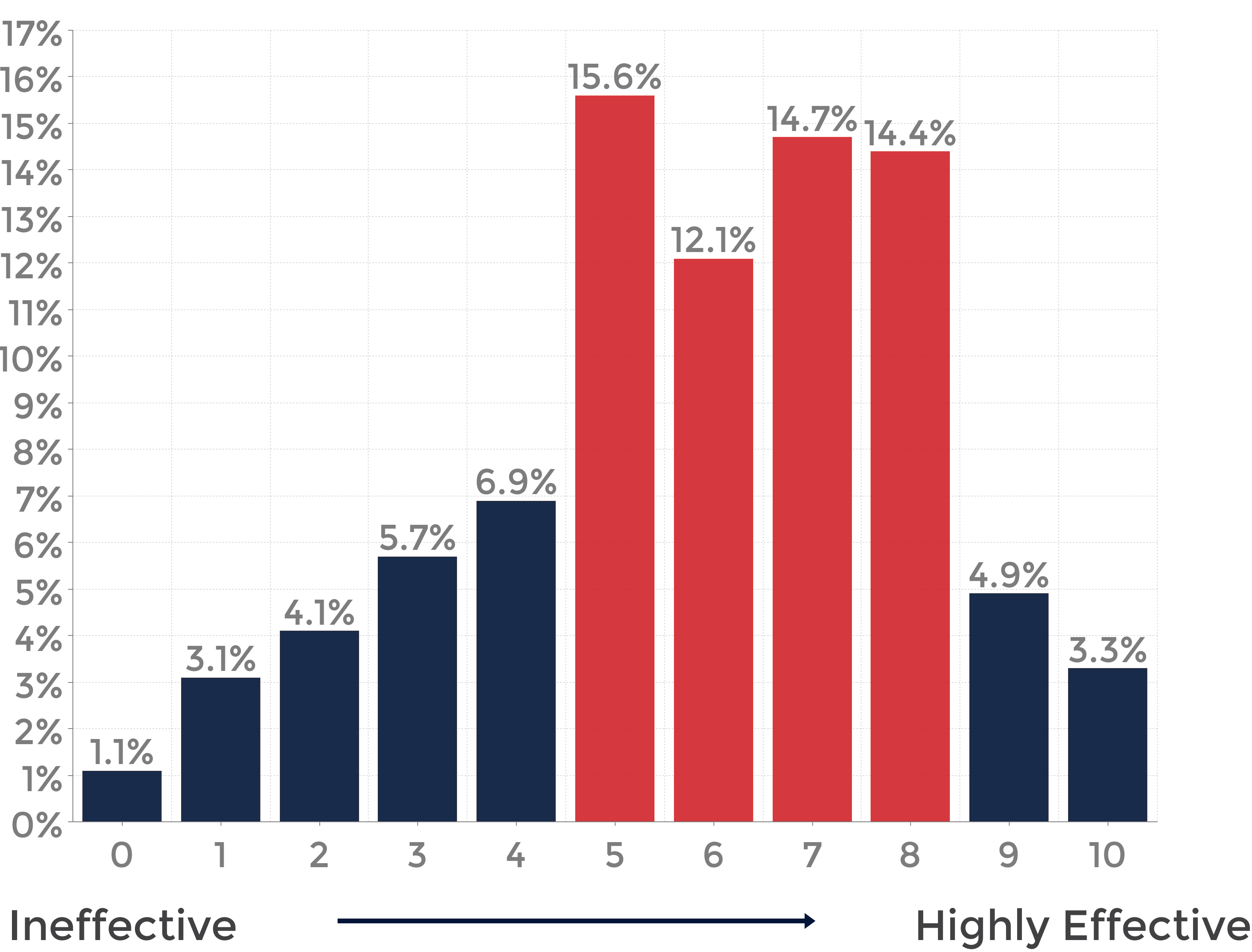
### INSIGHT

#### OB Alpha List

Several calls were made for access to an alpha list of fellow OBs, segmented by age, location, etc.



# HOW EFFECTIVE IS THE OB CLUB AT CONNECTING OBS WITH OTHER OBS?



## WHAT DO OBS WANT TO HEAR ABOUT?

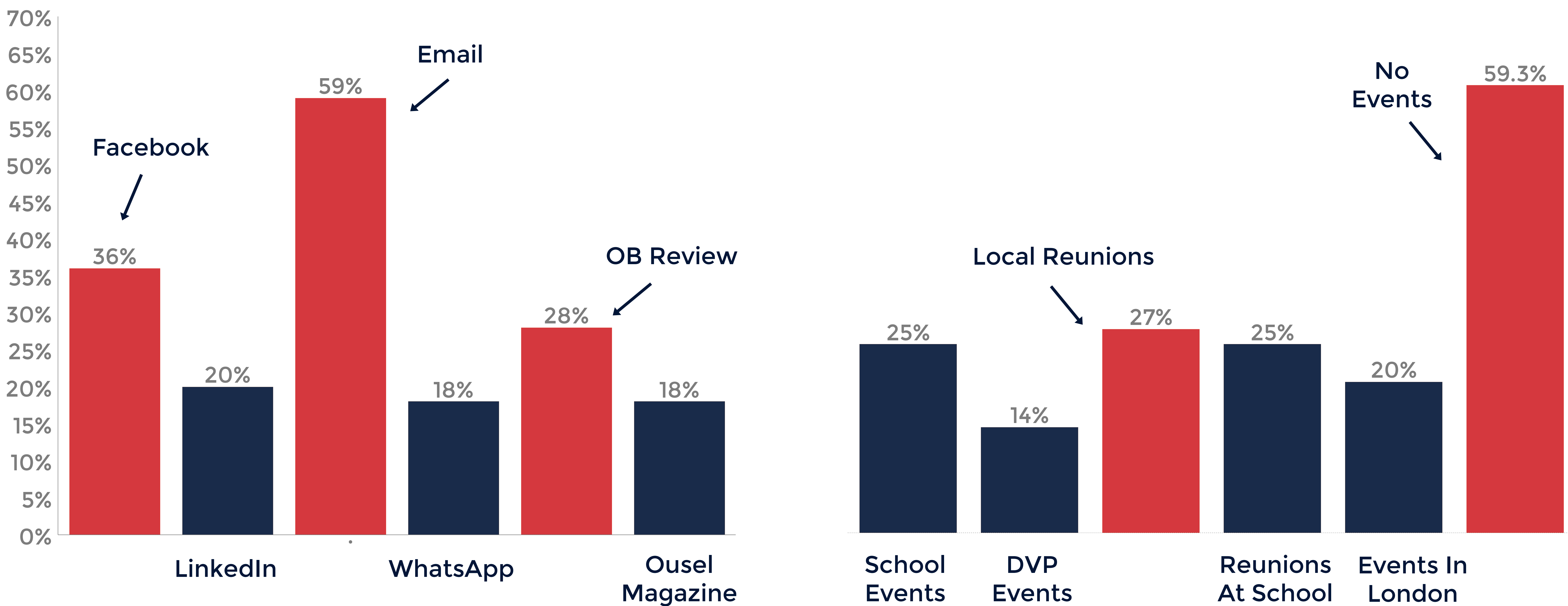


## INSIGHT

### Digital Shift

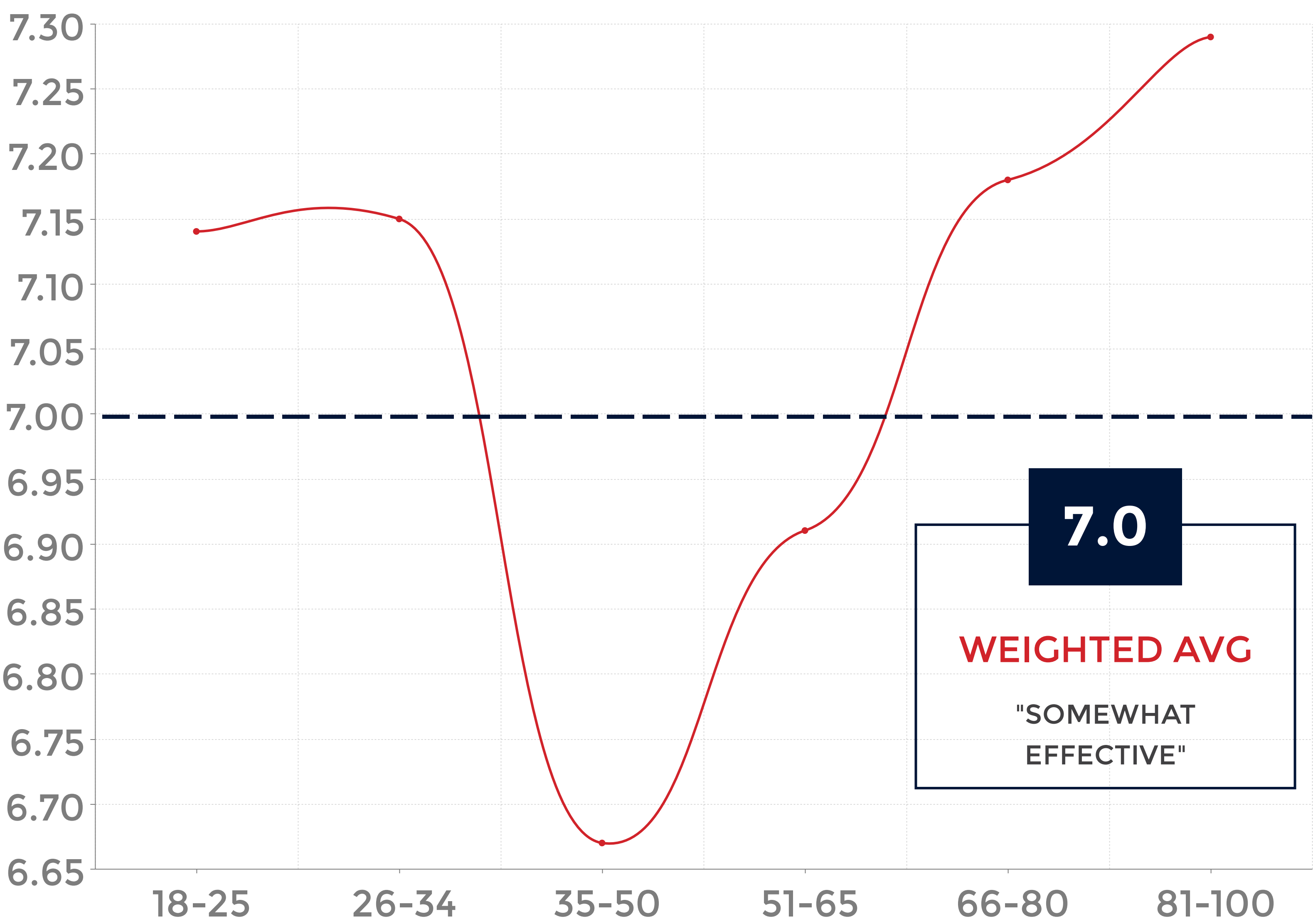
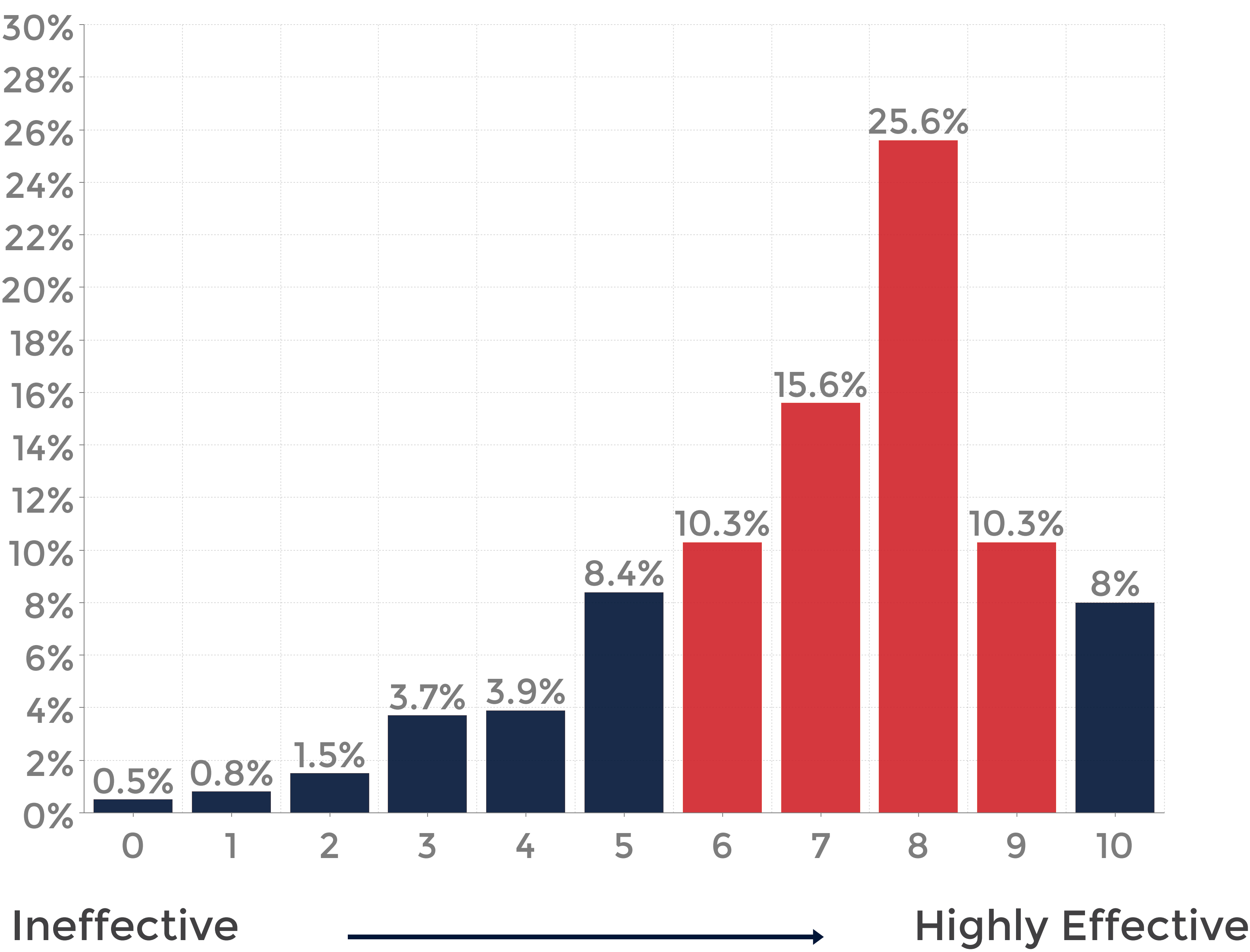
Respondents indicated far less interest in attending events as opposed to staying in-touch with OBs via digital methods.

## HOW DO OBS PREFER TO ENGAGE WITH OTHER OBS?





# HOW EFFECTIVE IS THE OB CLUB AT CONNECTING OBS TO THE SCHOOL?



## NEWS

### Most Popular

- School News/Updates
- School History and Archives
- School Celebrations & Milestones
- Reviews of School Events
- School & Staff Commendations

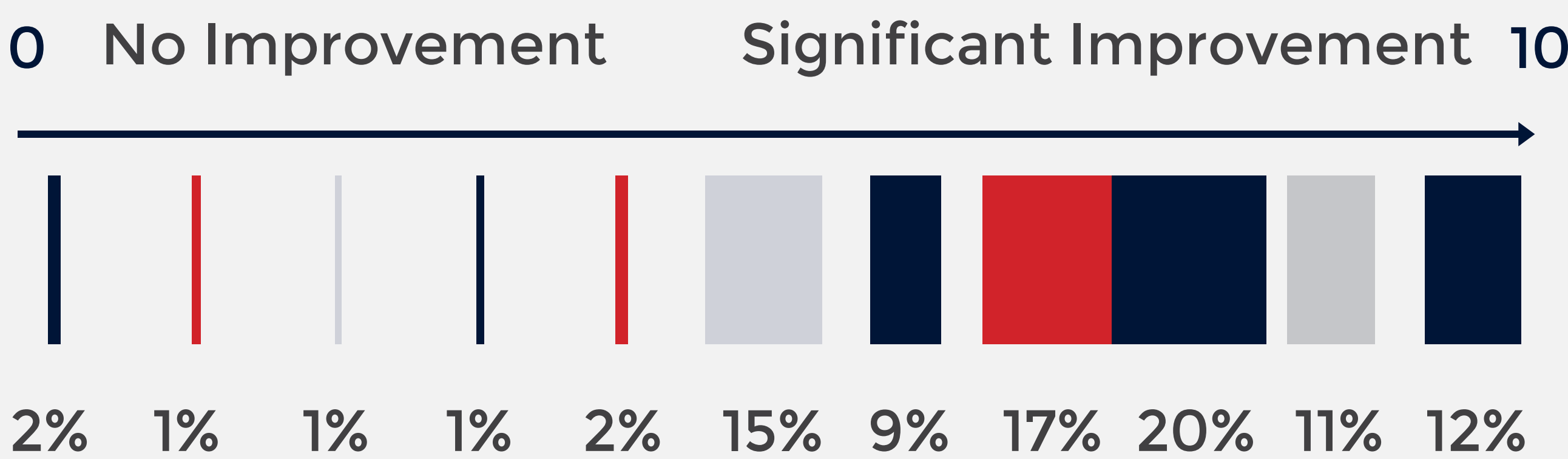
VS

### Least Popular

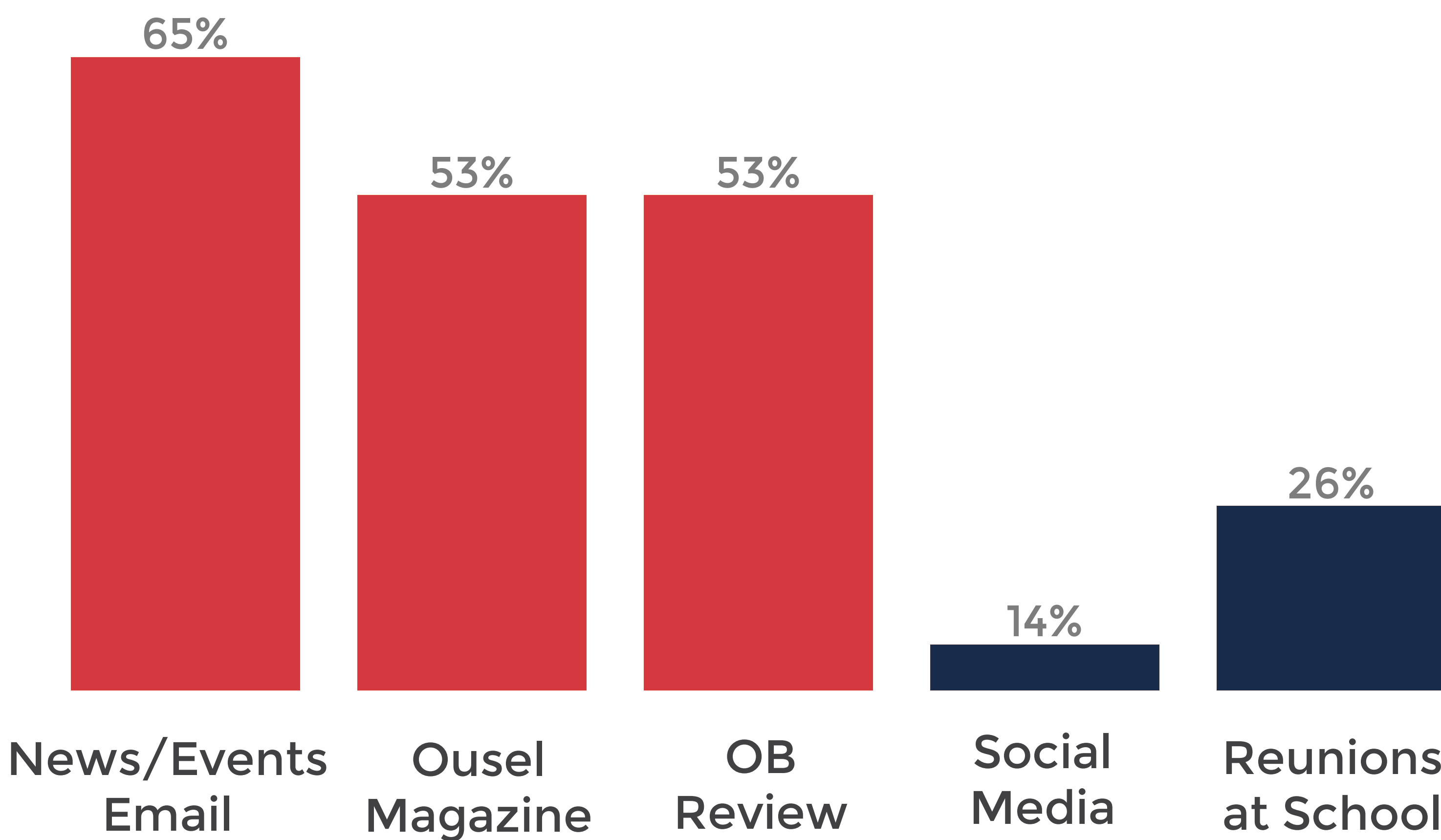
- School Calendar
- Foundation Projects
- Pieces on Current Affairs
- Profiles of Top Learners
- New Staff Appointments
- School Projects and Research

95% OF OBS THINK THE SCHOOL HAS IMPROVED SINCE THEY ATTENDED

95%



## HOW DO OBS KEEP IN TOUCH?

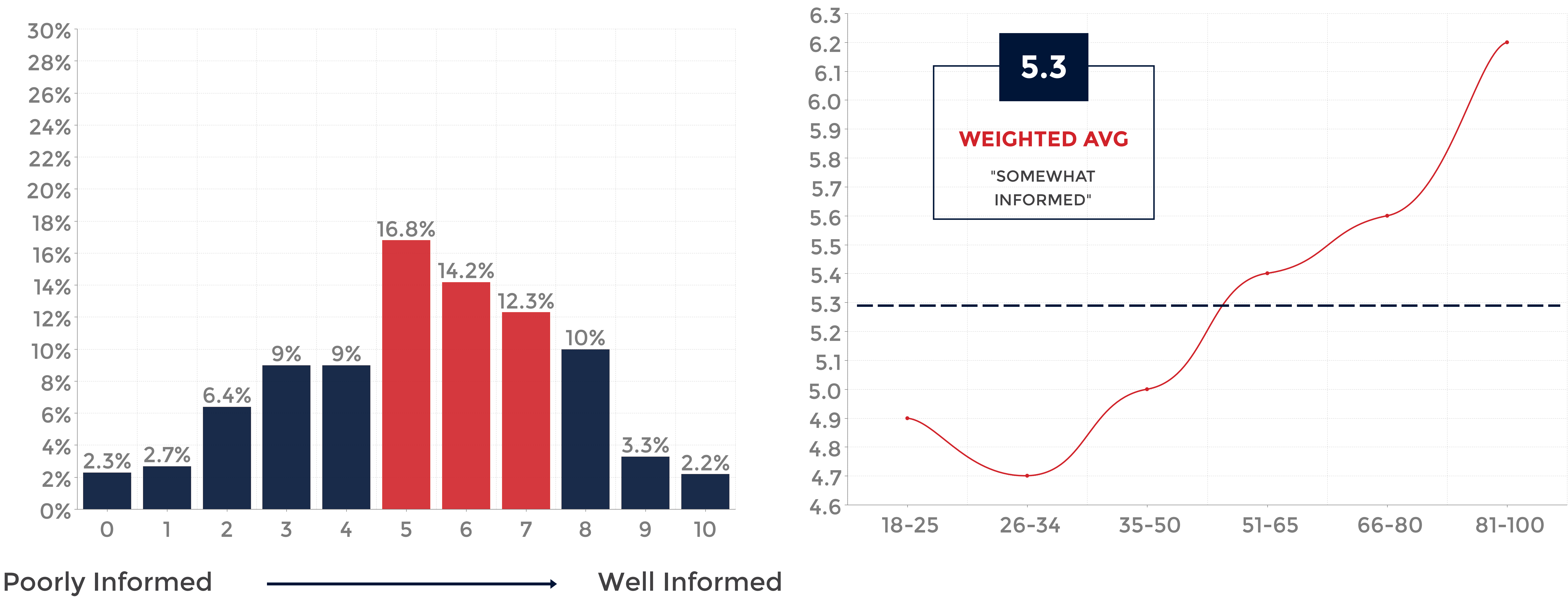


## INSIGHT

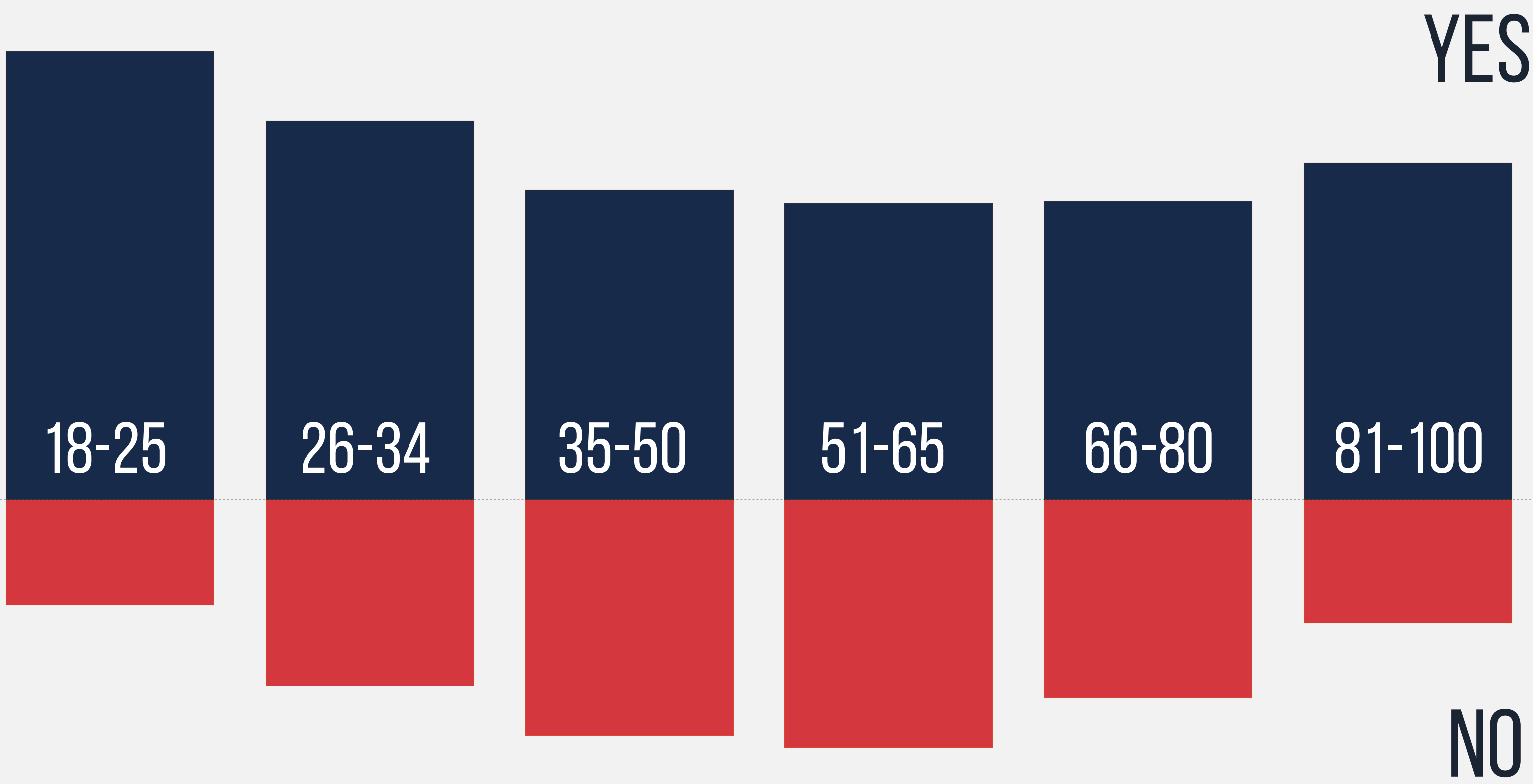
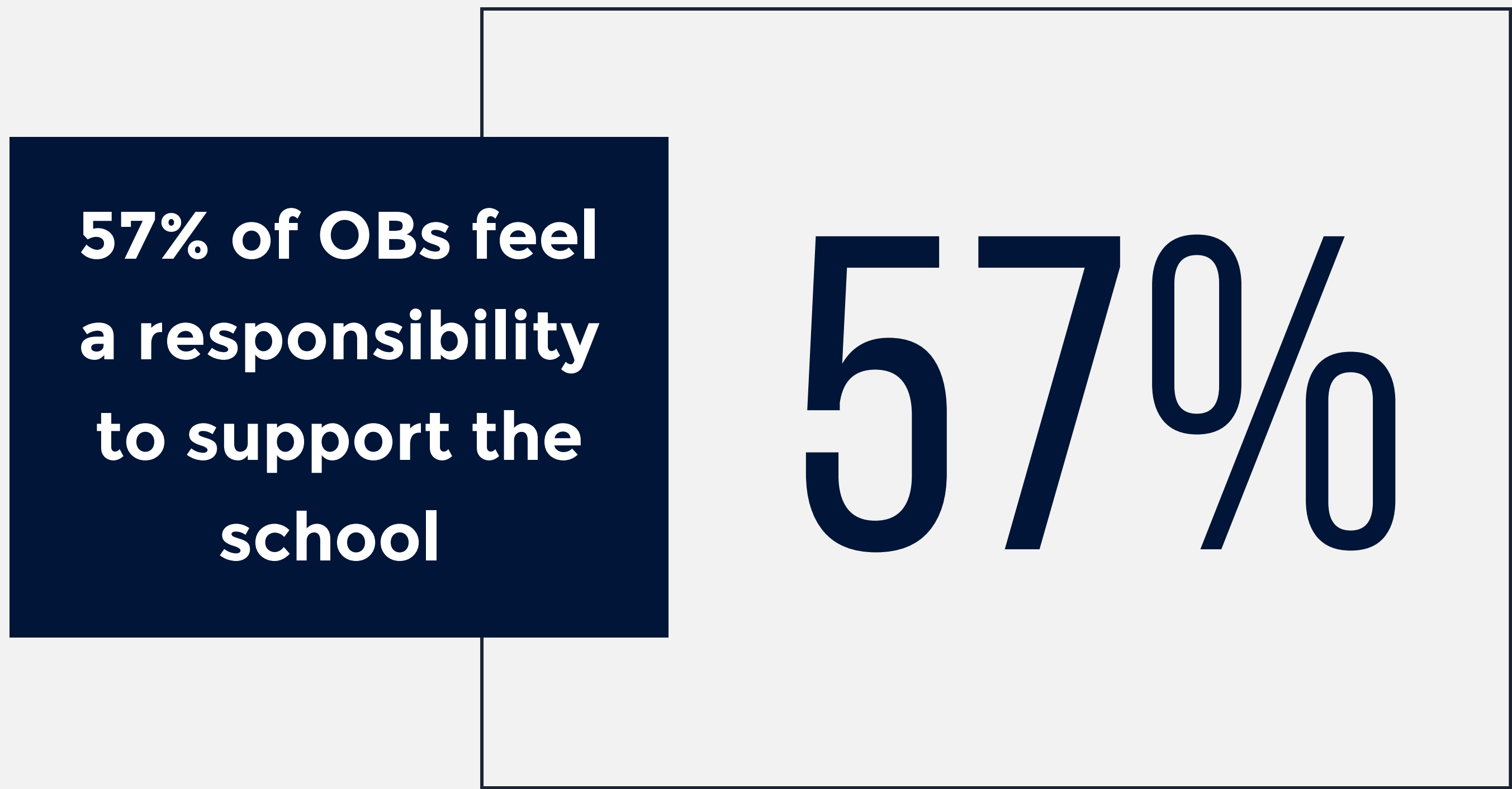
Interest in 'School History Content' weighed in favour of respondents aged 51-100. Respondents aged 18-34 indicated greater interest in 'Awards & Prizes Received by the School' as well as 'School Projects and Research Relevant to their Industry'.



# HOW EFFECTIVE IS THE OB CLUB AT KEEPING OBS INFORMED ABOUT WAYS TO SUPPORT THE SCHOOL?



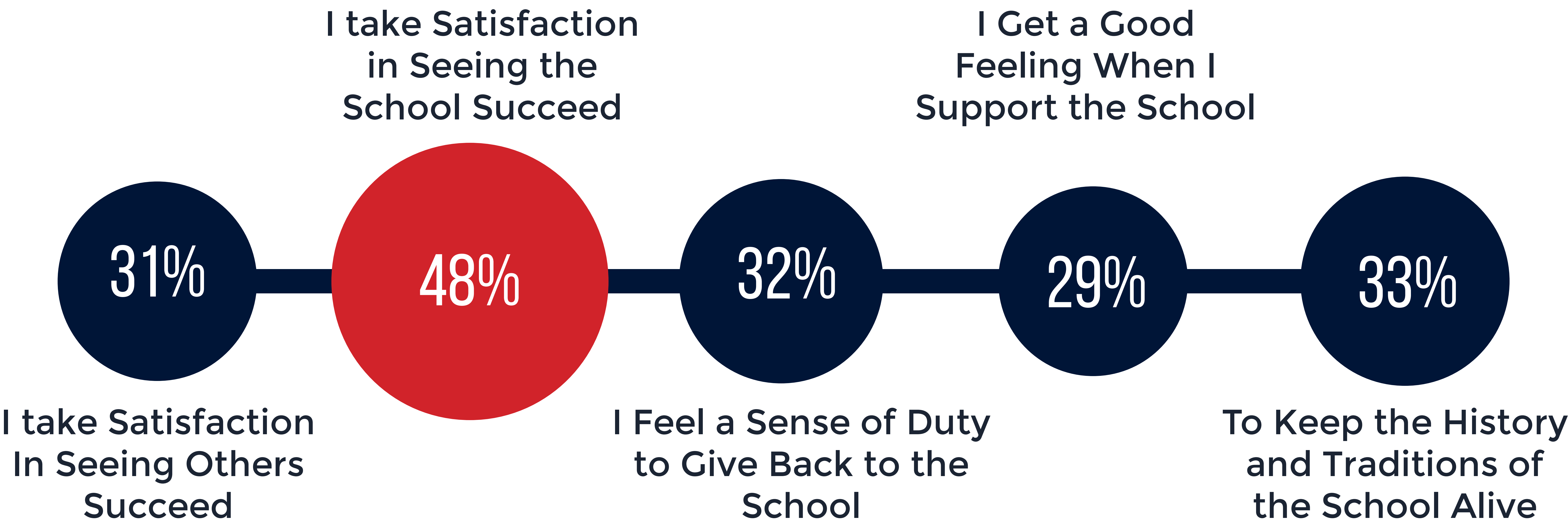
## DO OBS FEEL A RESPONSIBILITY TO SUPPORT THEIR SCHOOL?



### INSIGHT

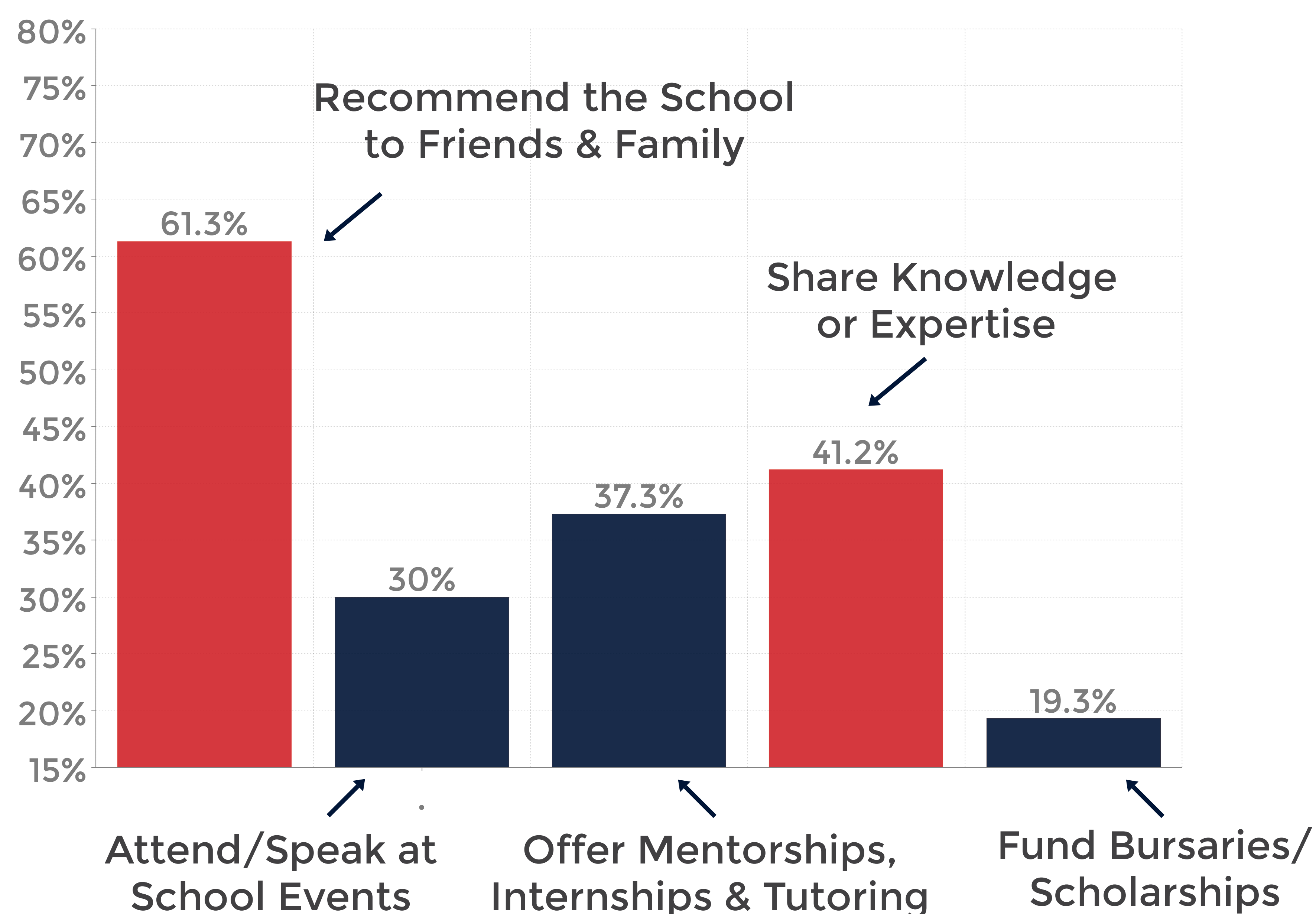
Critical to engage young OBS before their sense of responsibility to assist diminishes with age.

## TOP REASONS TO SUPPORT THE SCHOOL





## HOW WOULD OBS LIKE TO SUPPORT THE SCHOOL?



### INSIGHT

#### New Adventure At 60

OBs over 66 years old have the most available time, but felt that they had little to offer the school.

### INSIGHT

#### Networking

Several respondents call for an increase in professional networking opportunities via LinkedIn.

“

"Provide networking opportunities. Provide access to OB's of other ages or who may not directly know broken down to profession/industry or experience.

The greatest challenge is connecting with other OBs beyond my year group or direct network"

”

### INSIGHT

#### Is There A Need?

Several respondents felt that the School was in no real need of further (financial) support.

“

"After paying fees for many years it's nice to not just have events seeking further finances or seeing OB's simply as a source of funding."

"There are more appropriate causes to support"

”

### INSIGHT

#### What Time?

Respondents quoted proximity to School and limited time as hurdles to assisting the School.

“

"Geographical proximity from London - can be hard for events or talks mid week."

"I am now retired so time commitments are difficult. Time with family is my first priority."

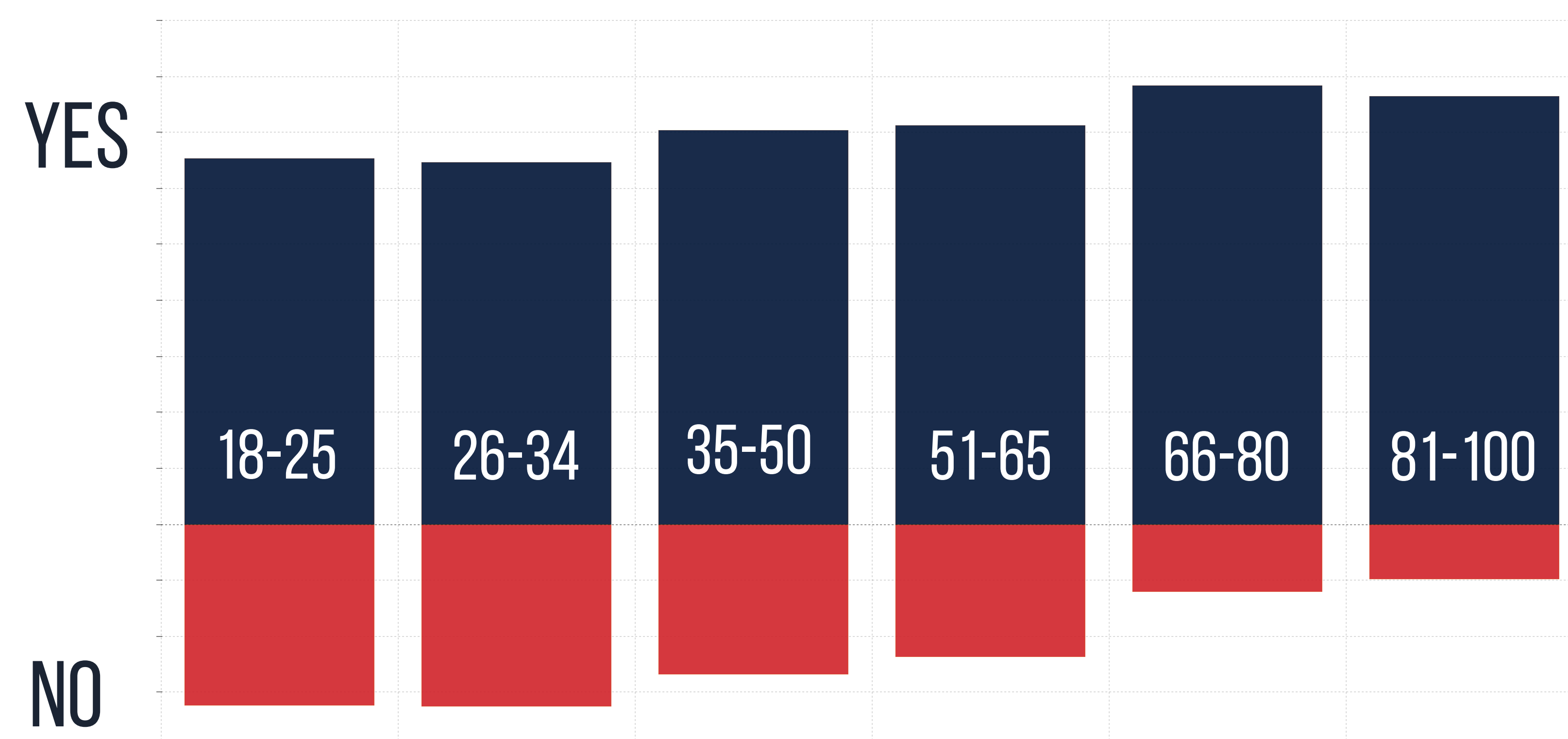
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OLD BEDFORDIANS CLUB

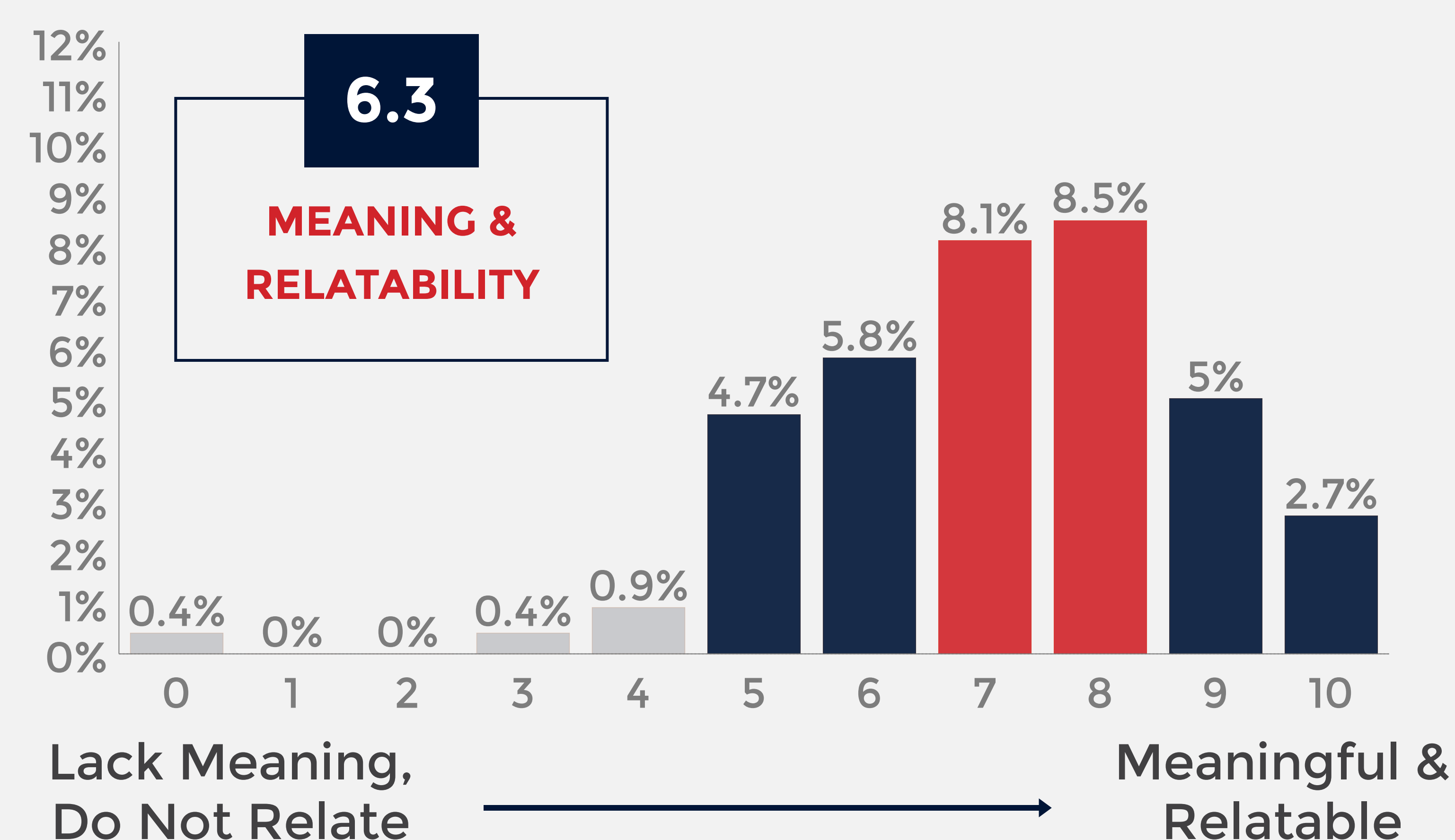
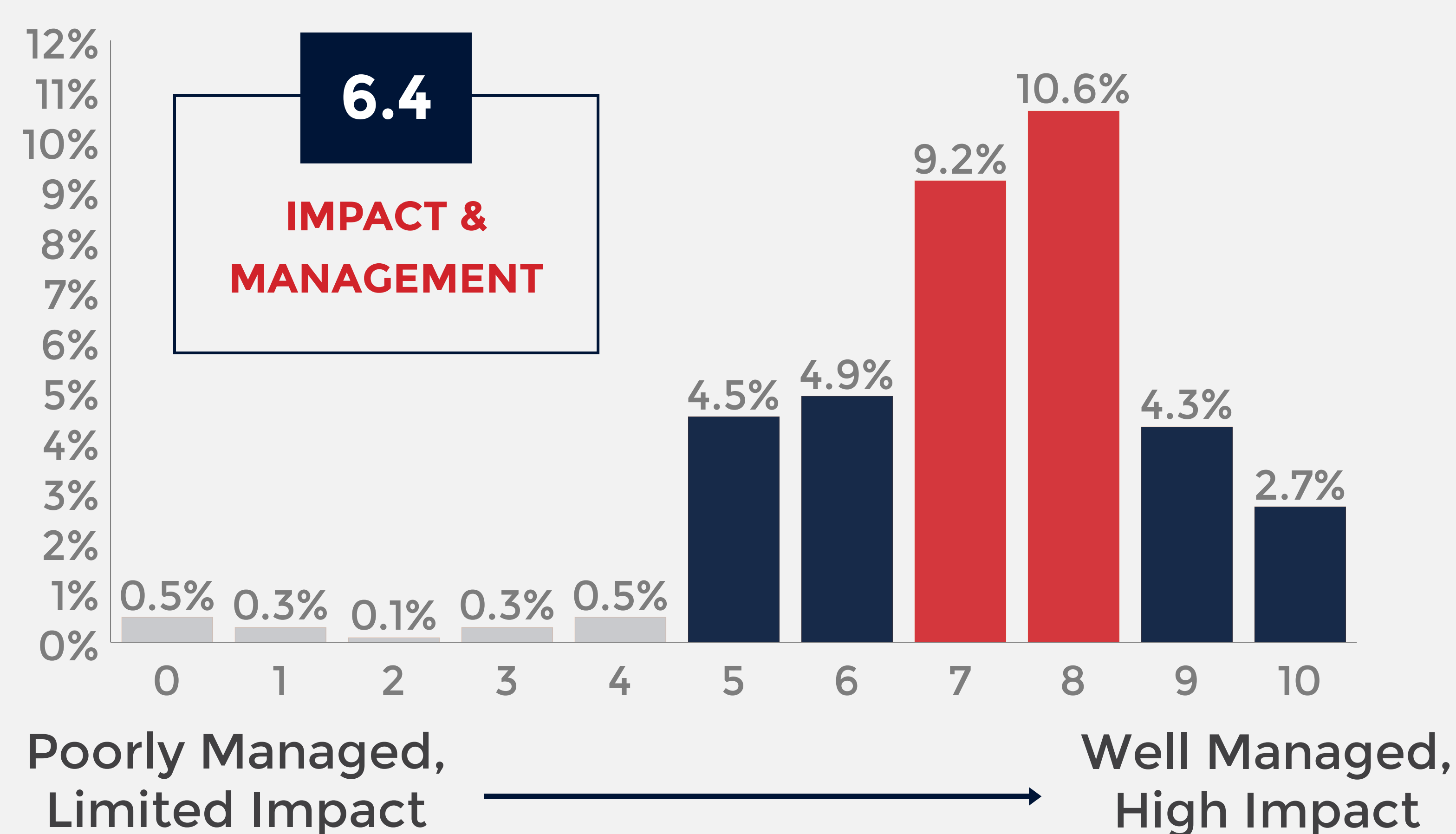
## ARE OBS AWARE OF THE SCHOOL'S FOUNDATION (FUNDRAISING ENTITY)?



Only 72% of OBs have heard of the Foundation

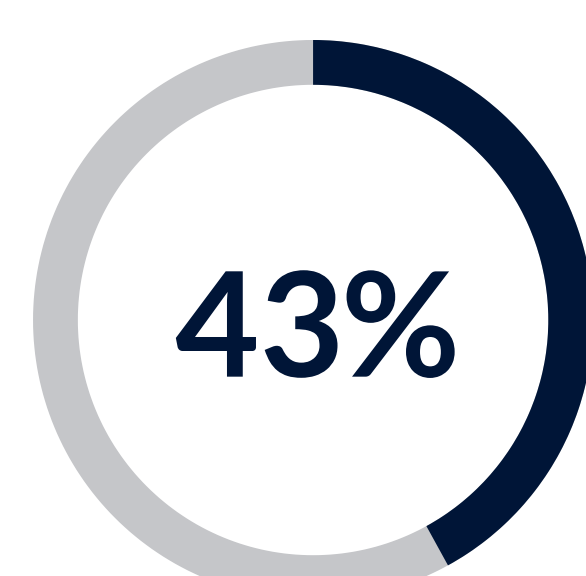
72%

## RATING OF FOUNDATION PROJECTS

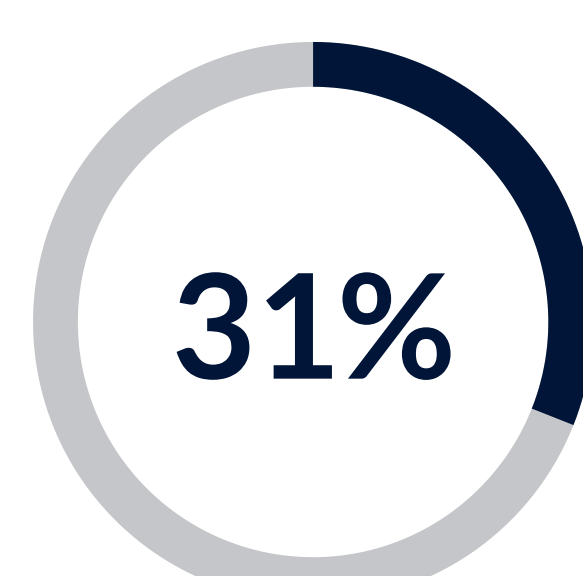


## ATTITUDE TOWARDS FOUNDATION

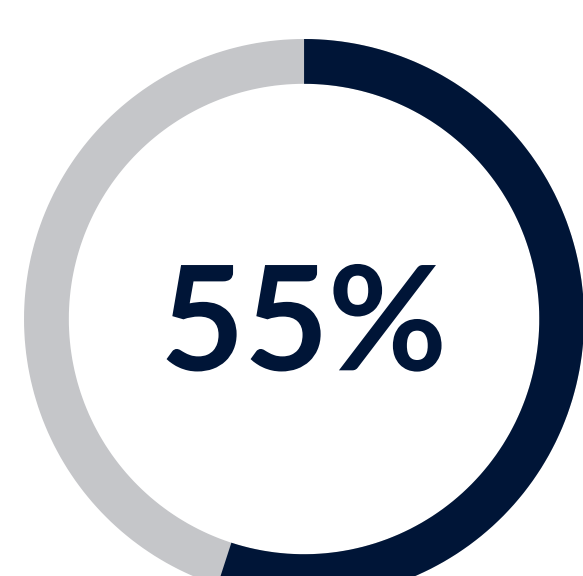
Where Should Funds Be Spent?



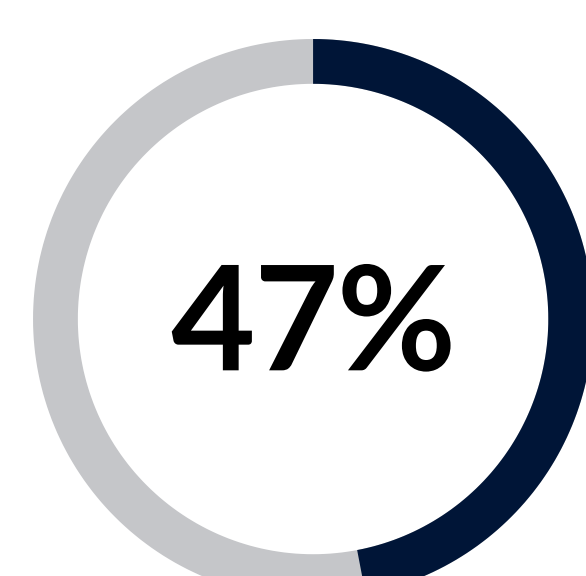
Sport Bursaries



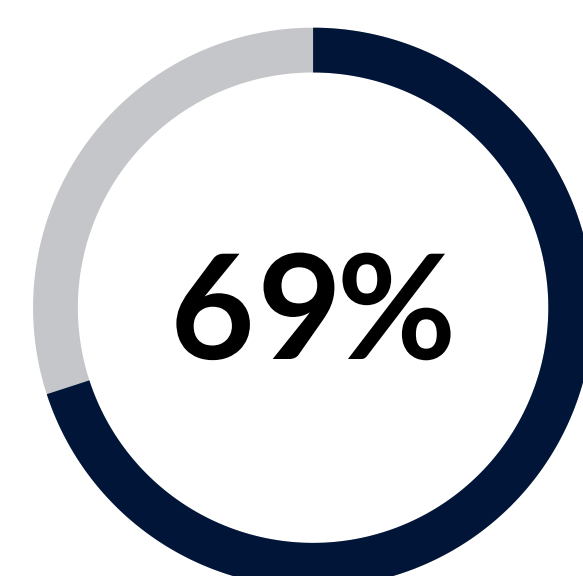
Cultural Bursaries



Capital Projects



Facilities & Resources



Academic Bursaries

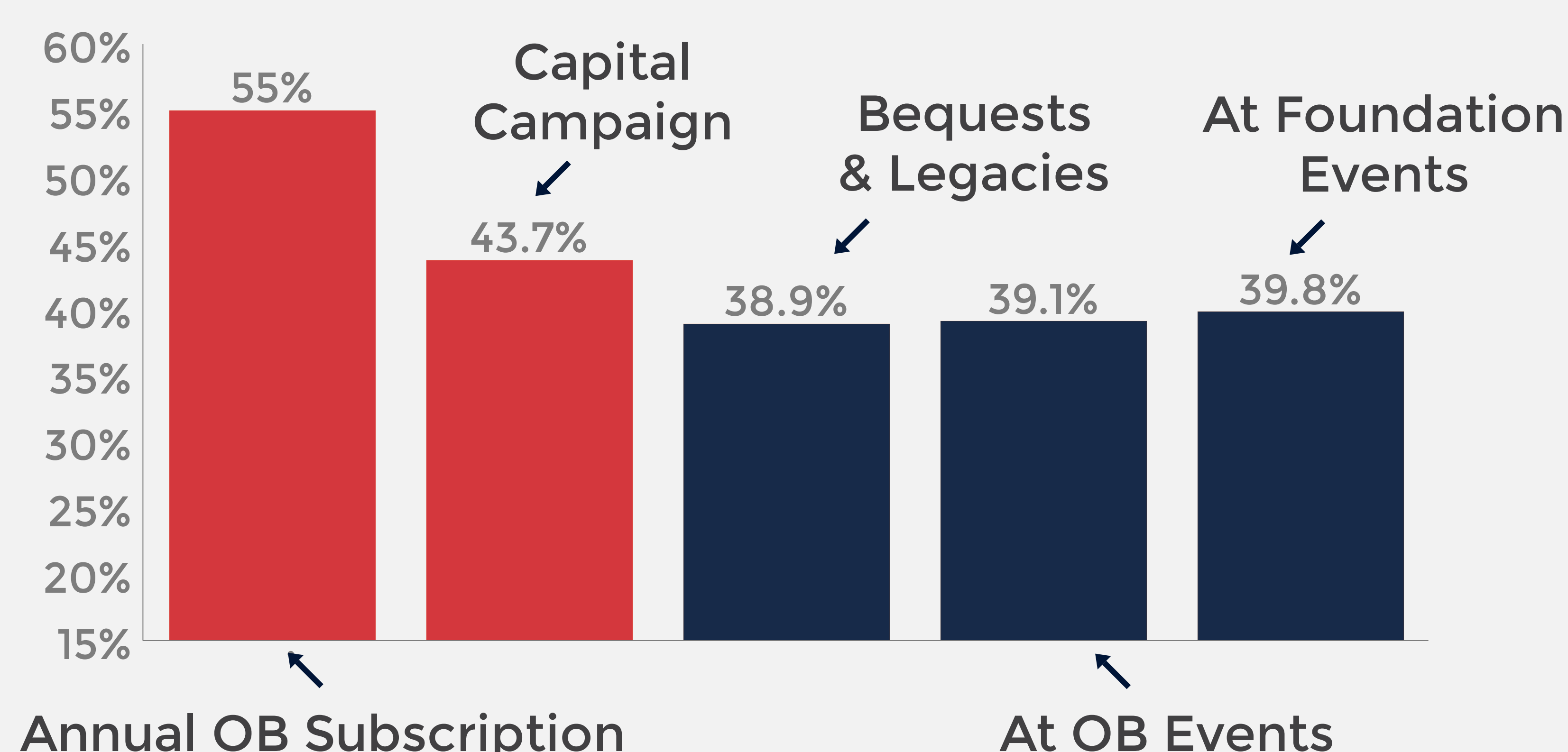
58% of OBs are not aware of any Foundation projects

58%

## WHEN DO OBS FEEL IT IS MOST APPROPRIATE TO ASK THEM FOR FUNDS?

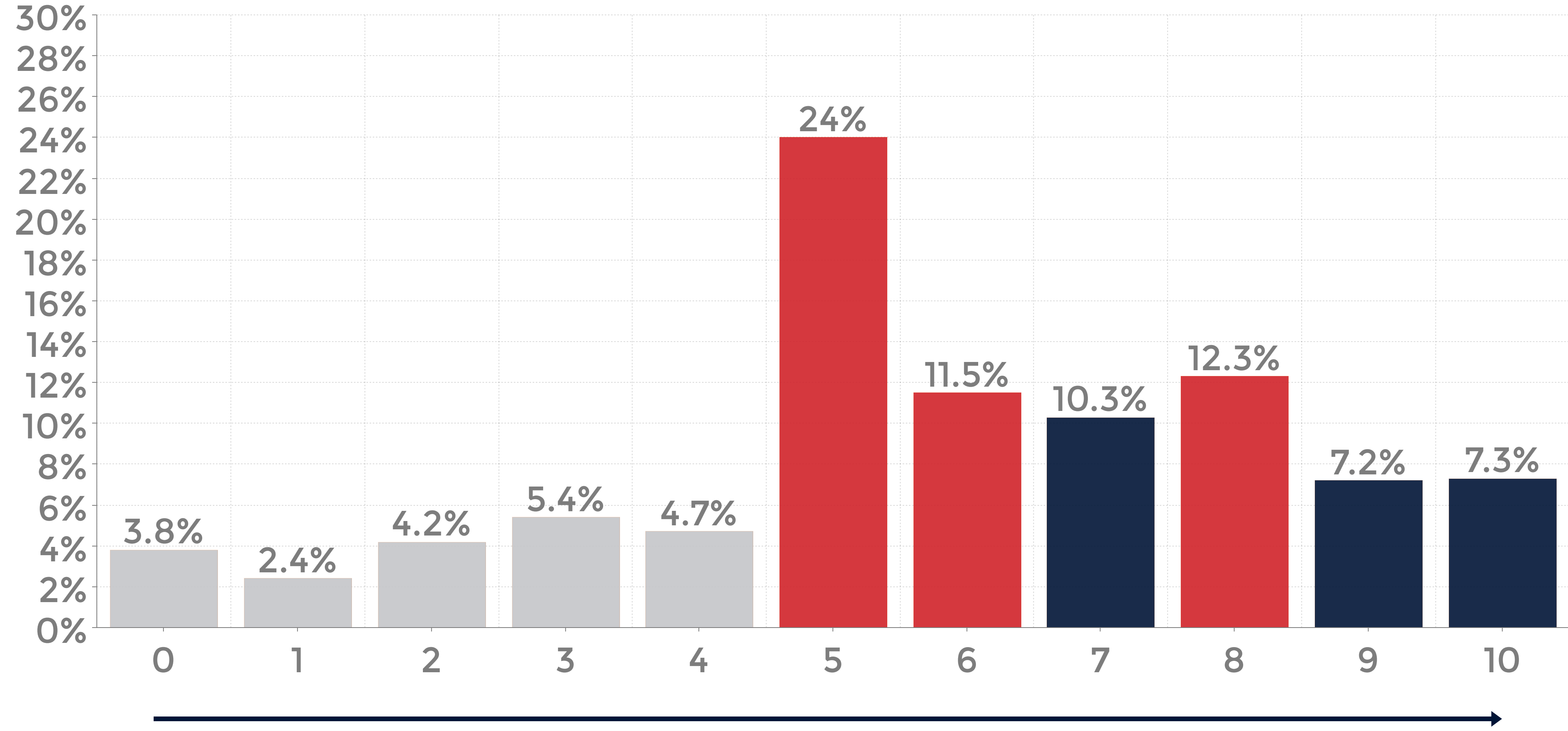
94% of OBs feel it is reasonable to ask them for funds

94%





ARE OBS WILLING TO PAY FOR CLUB MEMBERSHIP?



Membership Offers Little Value      Membership Offers Value. But I'm Not Sure I Would Pay      Membership Offers Significant Value

49%

OB Club Members  
Willing To Pay For Membership

MOST POPULAR MEMBERSHIP BENEFITS

Most Popular

- Access to OB Members Directory
- Career Support & Advice
- Discount to Private Member Clubs
- Invitations to National Events
- Use of School Facilities
- Professional Networking Opportunities



Least Popular

- Discount on School Publications
- Product/Service Discounts
- OB Club Loyalty Card
- Recruitment of Sixth Formers
- Access to Bishop Memorial Fund
- Discount to OB Talks/Lectures

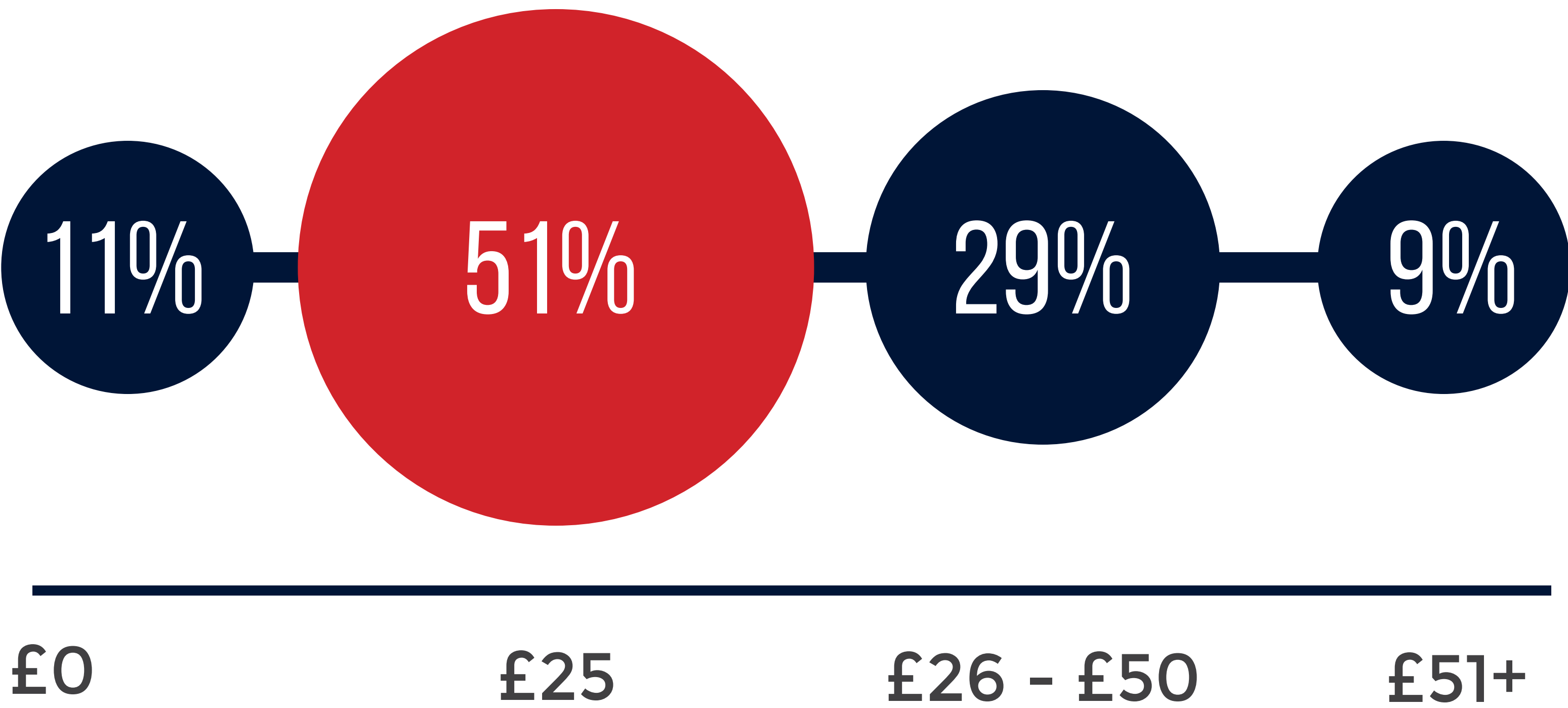
78% of OBs would consider subscribing to be a paid member if they were to experience the above mentioned most popular benefits.

78%

MEMBERSHIP PRICING

On average OBs are willing to pay £35 pa to be a member.

£35

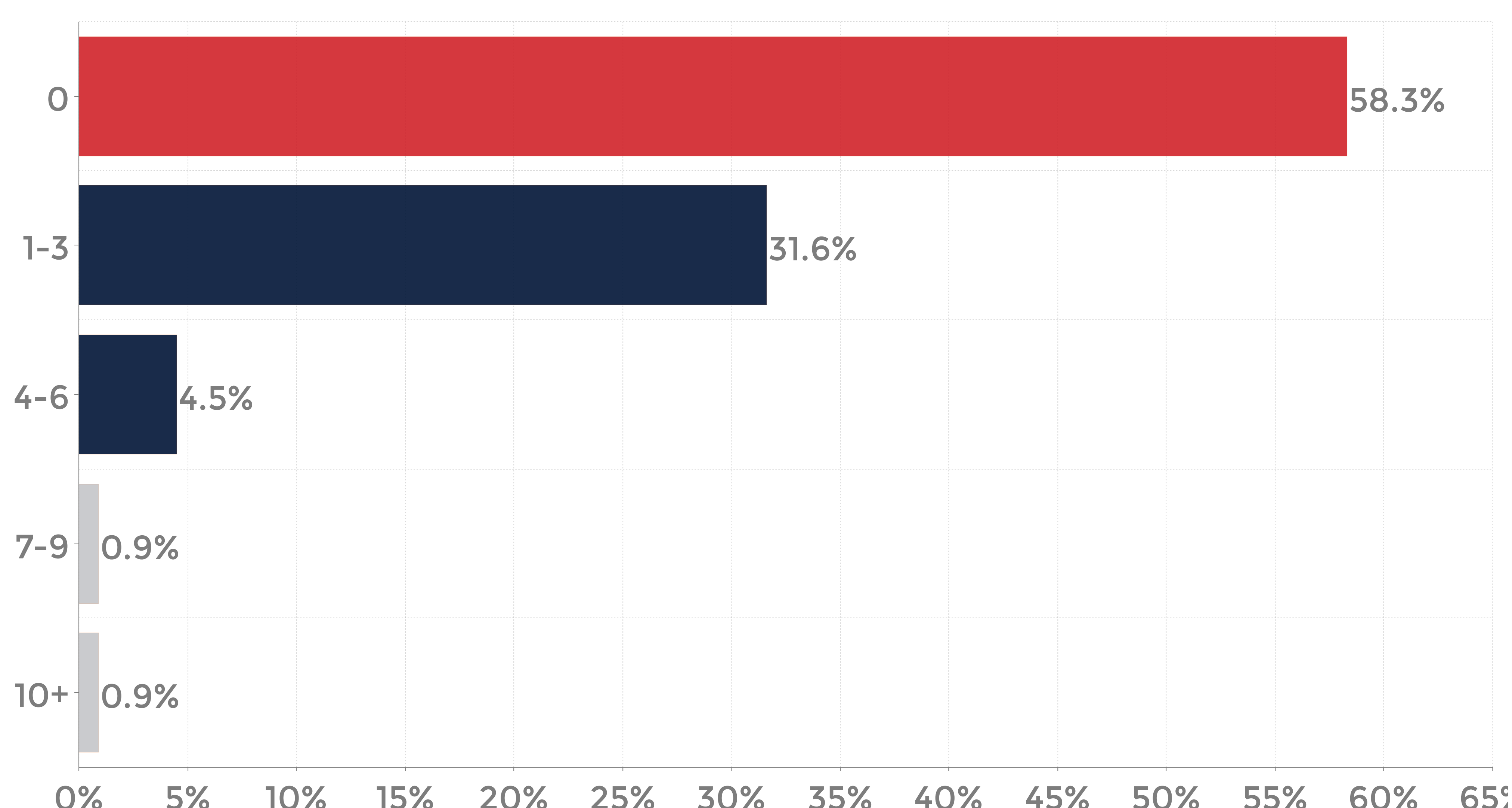






OLD BEDFORDIANS CLUB

## EVENT ATTENDANCE IN THE PAST 12 MONTHS



58%

### OB Club Members

Have Not Attended An  
Event In The Past 12  
Months

## MOST POPULAR OB EVENTS

### Most Popular

- OB Reunions at School
- OB Reunions in Your Area
- OB Club Annual Dinner
- 'At Home' Annual Reunion
- DVP Receptions/Lunches

VS

### Least Popular

- School Sports & Cultural Tours
- School Open Mornings
- Special Chapel Services
- OB Club AGM
- Staff Farewells

## EVENT PRICING

Avg price OBs  
would prefer to pay  
to attend an event  
(Incl. Annual Dinner)

£31

How Much  
Would You  
Pay To  
Attend?

£67

OB Annual Dinner

£22

School Events

£24

Foundation Events

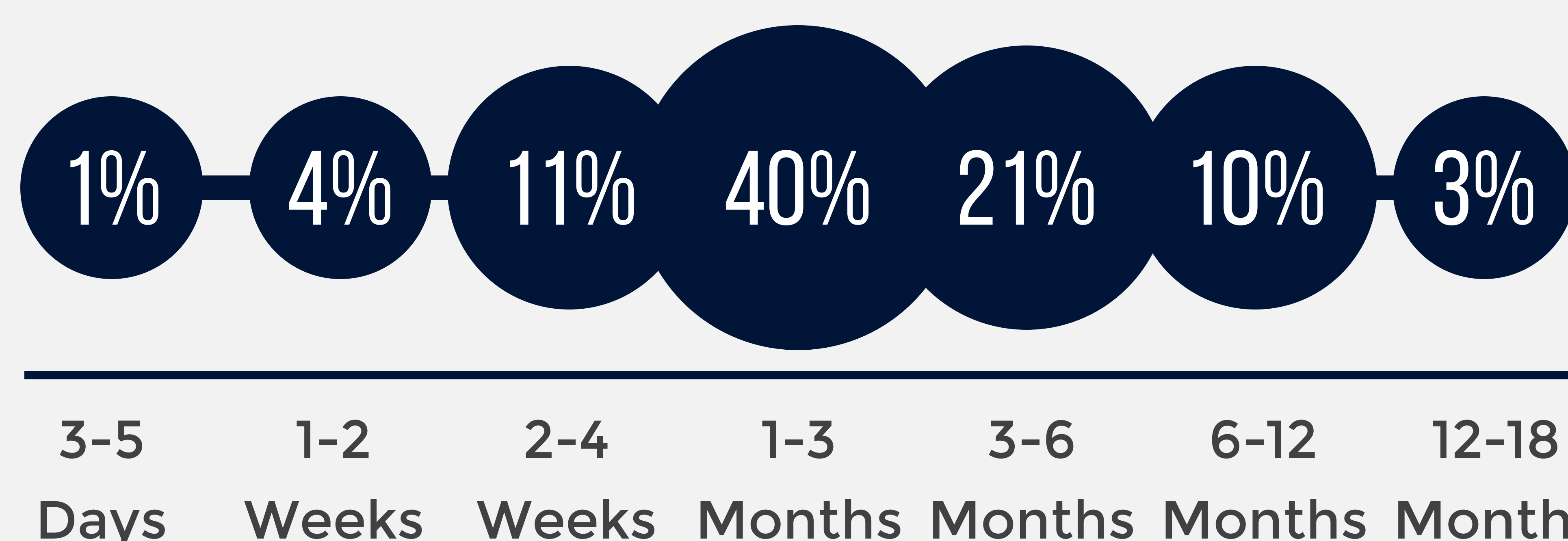
£12

Careers Events

£28

'At Home' Reunion

## EVENT NOTICE PERIOD

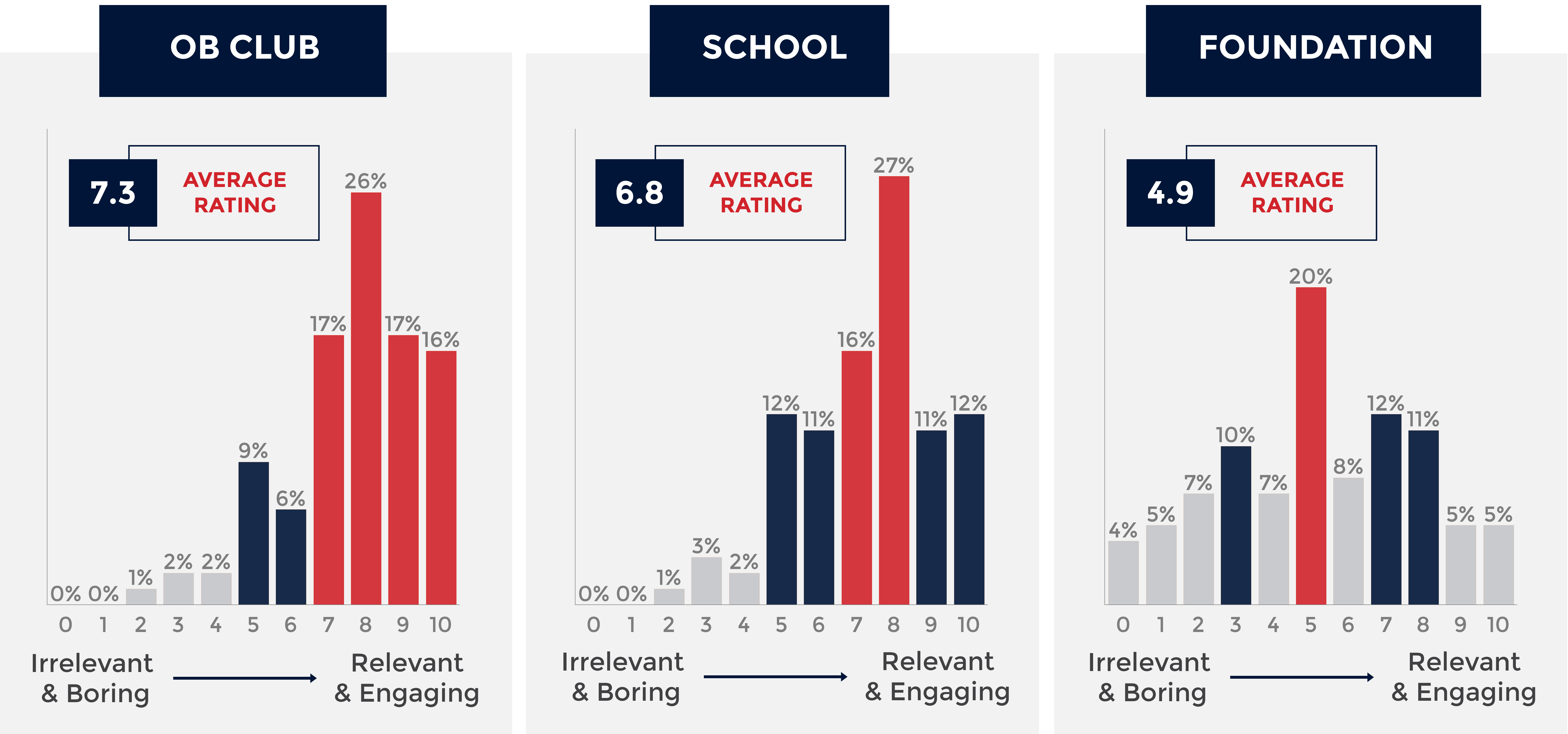


Average  
preferred  
notice period  
for events.

3.5  
MONTHS



# HOW RELEVANT & ENGAGING DO OBS FIND NEWS ABOUT THE CLUB, SCHOOL & FOUNDATION?



## WHAT NEWS DO OBS WANT TO RECEIVE?

### Most Popular

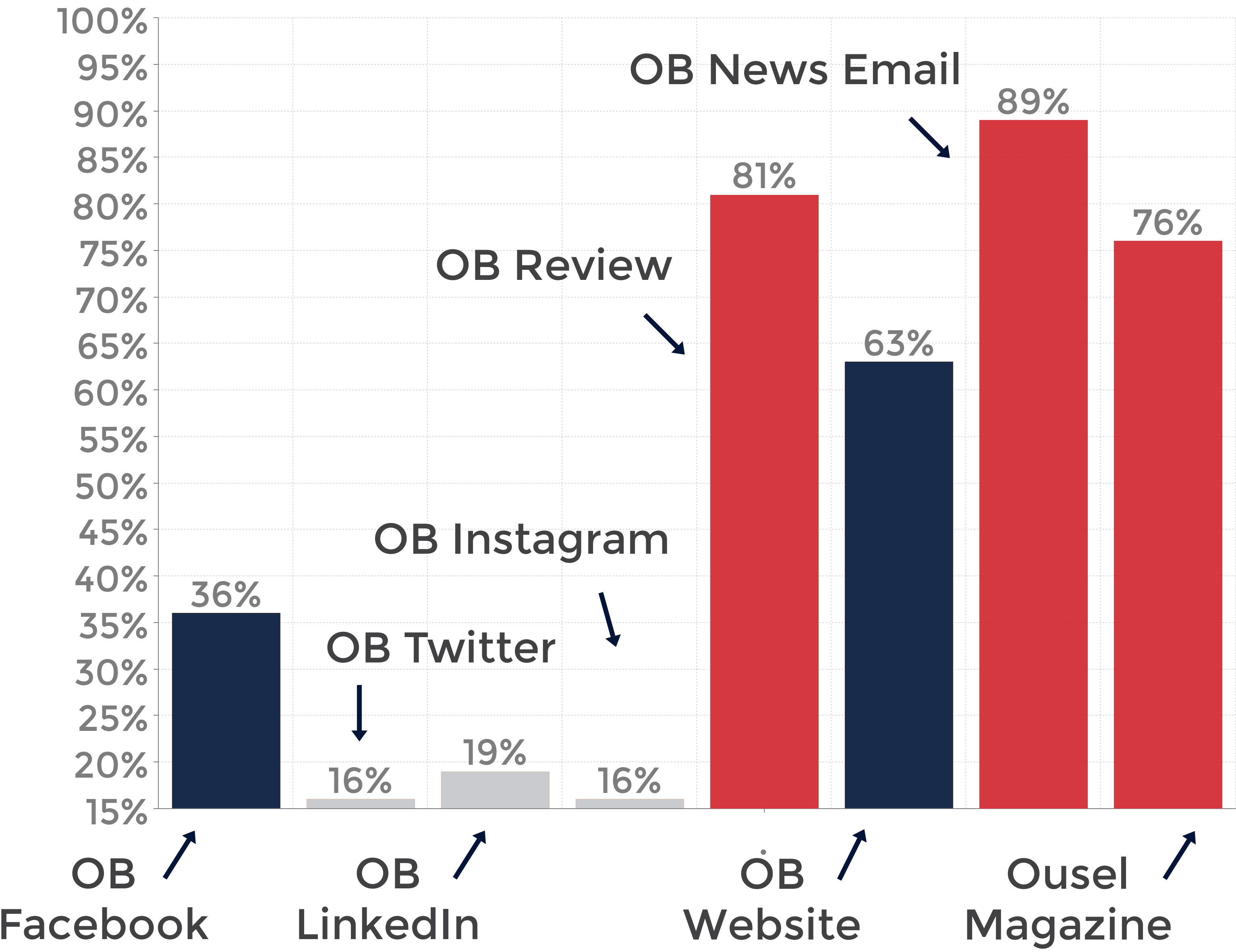
- OB Profiles & Anecdotes
- School & OB Events
- Personal OB Achievements
- OB Family News (Marriages, etc.)



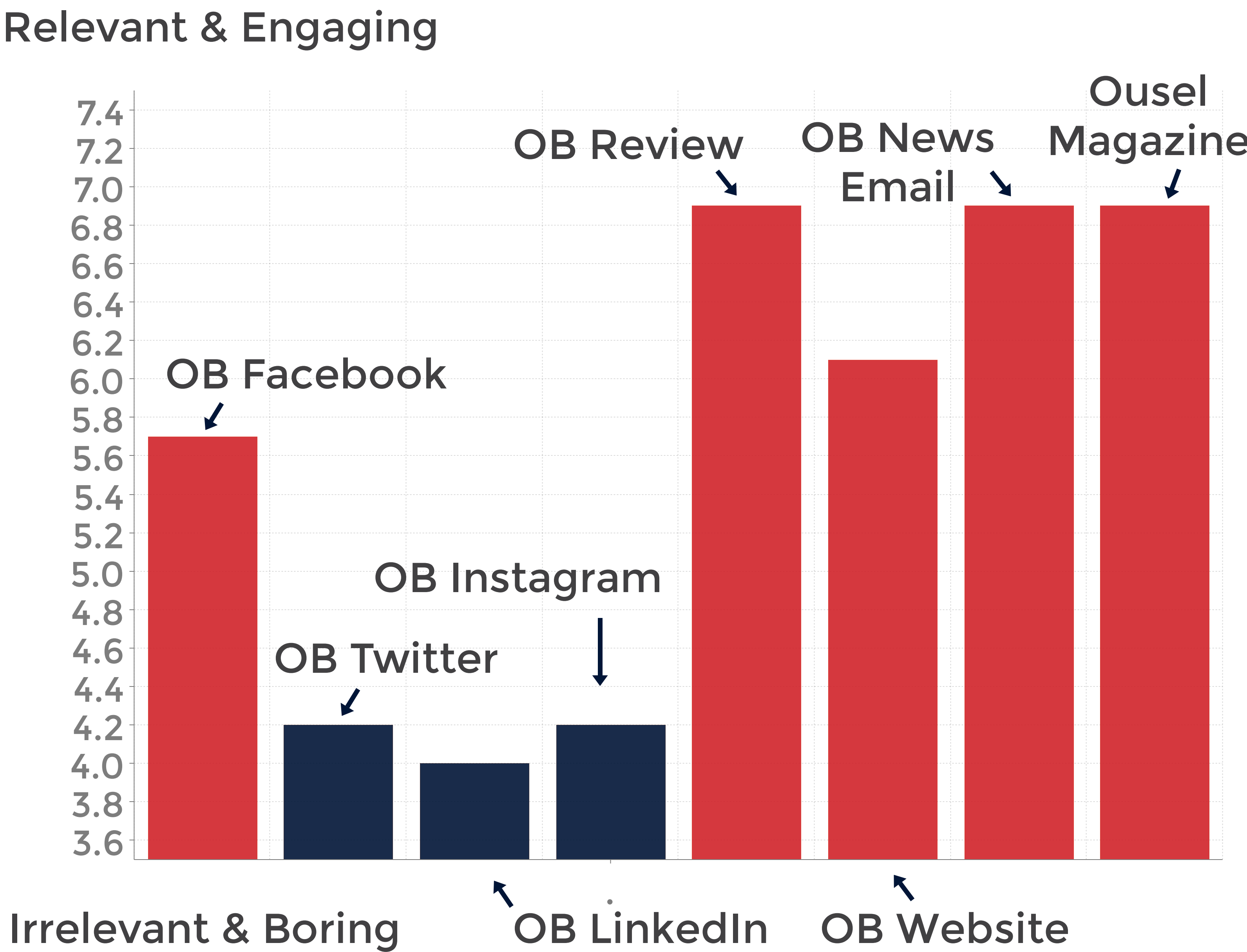
### Least Popular

- OB Holiday/Sabbatical Stories
- Charity Work by OBs
- Profiles of Top Students
- Meaningful Foundation Projects

## HOW DO OBS CURRENTLY ENGAGE?



## OB VIEWS ON CONTENT RELEVANCE

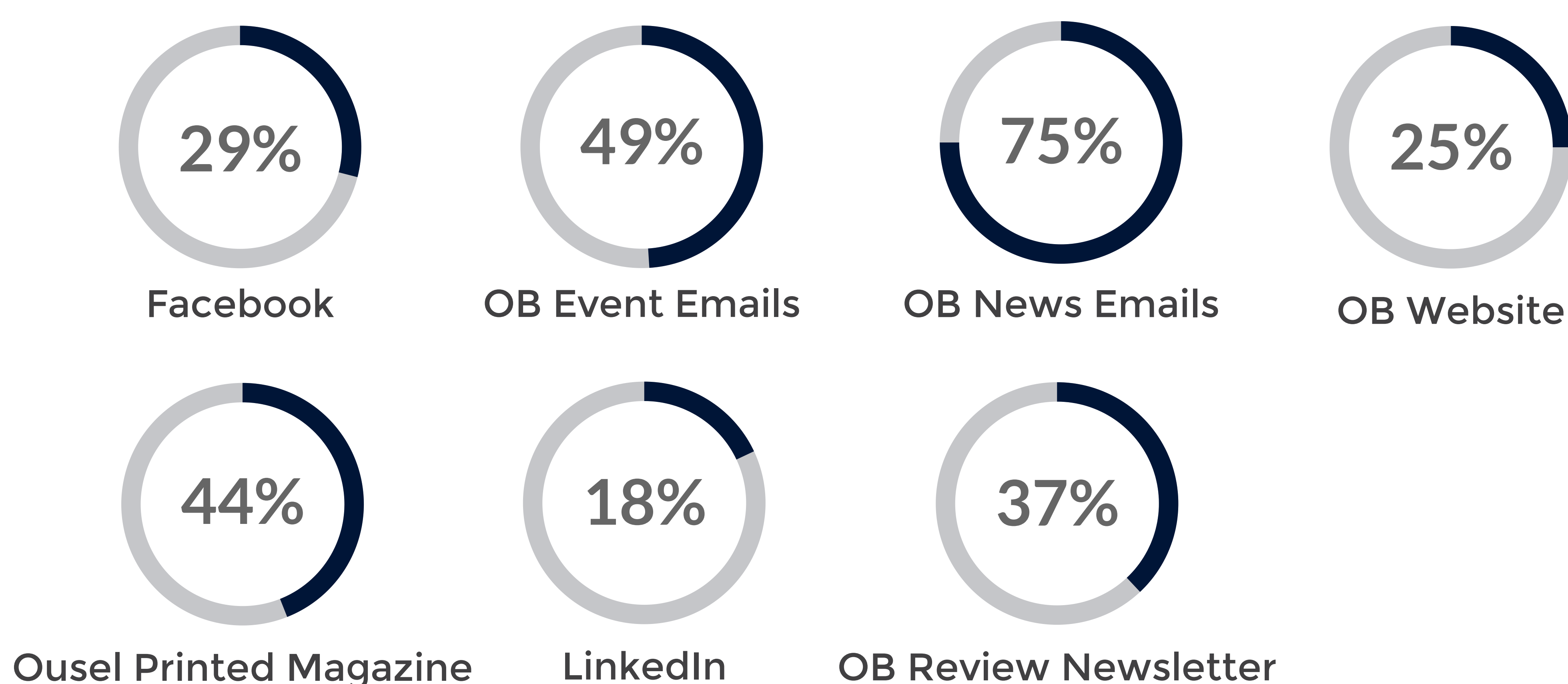






OLD BEDFORDIANS CLUB

## HOW WOULD OBS LIKE TO ENGAGE IN THE FUTURE?



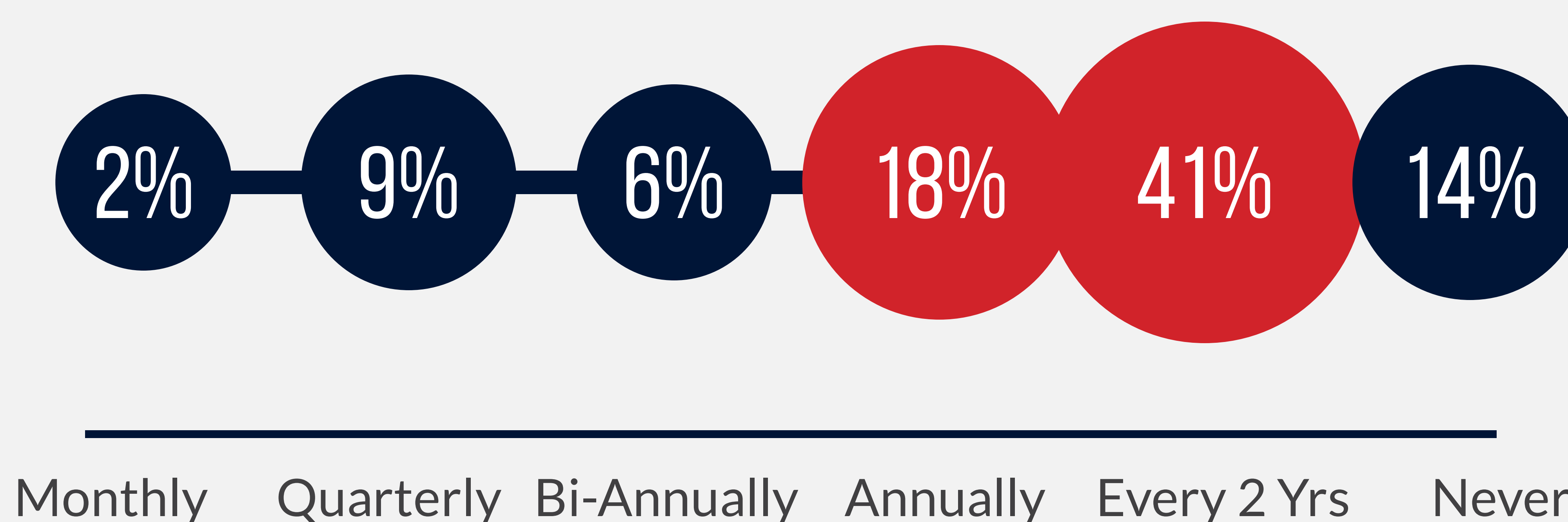
**OBS <50 want to engage via social media as opposed to other channels**

**<50  
YEARS OLD**

## OB WILLINGNESS TO CONTRIBUTE NEWS

**On average  
OBs are willing  
to contribute  
news every  
1-2 years.**

**1-2  
YEARS**



## OBS PREFERRED FREQUENCY IN RECEIVING NEWS

**OBS are  
interested  
in receiving  
OB Club  
news every  
2-3 months**

**2-3  
MONTHS**

**OBS are  
interested  
in receiving  
School  
news every  
3-4 months**

**3-4  
MONTHS**

**OBS are  
interested in  
receiving  
Foundation  
news every  
5-7 months**

**5-7  
MONTHS**