



Member survey 2025

Topline findings



Foreword

Dear Members,

In September 2025, The Mildmay Club undertook a comprehensive membership survey to better understand the needs, expectations, and experiences of our community. As a club with a long tradition of social connection, creativity, and local spirit, it is vital that we continue to evolve in ways that reflect the voices of the people who make this place what it is.

This research set out to capture honest feedback on the things our members value most—our events and entertainment, sports and social activities, the club's atmosphere, the range and quality of drinks, pricing, facilities, and the overall day-to-day experience of being part of The Mildmay. We asked not only what members enjoy, but also what they feel could be improved as we plan for the future.

The insights gathered offer a meaningful snapshot of where we are today and where opportunities lie for tomorrow. They highlight the strengths that define The Mildmay Club, as well as areas in which thoughtful change can enhance what we offer.

To ensure we continue moving in the right direction, we intend to carry out a full membership survey every two years. This regular check-in will help us stay responsive, accountable, and aligned with the evolving needs of our community.

In addition, we will be introducing a year-round suggestion box so that members' voices can be heard continually—not just during formal surveys. Your ideas, concerns, and suggestions are essential in helping us create a club environment that feels welcoming and relevant for everyone.

To everyone who contributed, thank you. Your feedback ensures that The Mildmay Club remains a place shaped by its members—rooted in tradition, responsive to the present, and ready for what comes next.

With appreciation,

Andy McAdie
President, The Mildmay Club

What we did and how

- Emails (x3) to all members inviting them to complete a survey and/or meet us in person to share their thoughts
- Posters throughout the Members' Bar advertising the survey and face-to-face meeting times:
 - Friday 15 August 6.30-8.30pm
 - Saturday 16 August 6-8pm
 - Wednesday 20 August 7-9pm
- Online survey open 12 August – 12 September 2025
- Paper copies of survey available at the bar

The response

- 398 survey responses (including 4 paper copies)
- Only 3 members booked face-to-face meetings with us
- A further 9 impromptu conversations with members in the bar



Survey responses

Survey make-up

- 17 main questions
- 5 demographic questions with a further 2 for those who are disabled
- We intend to run the survey on a regular basis
- Some questions don't tell us much as a one-off, but are intended to give us data we can track overtime

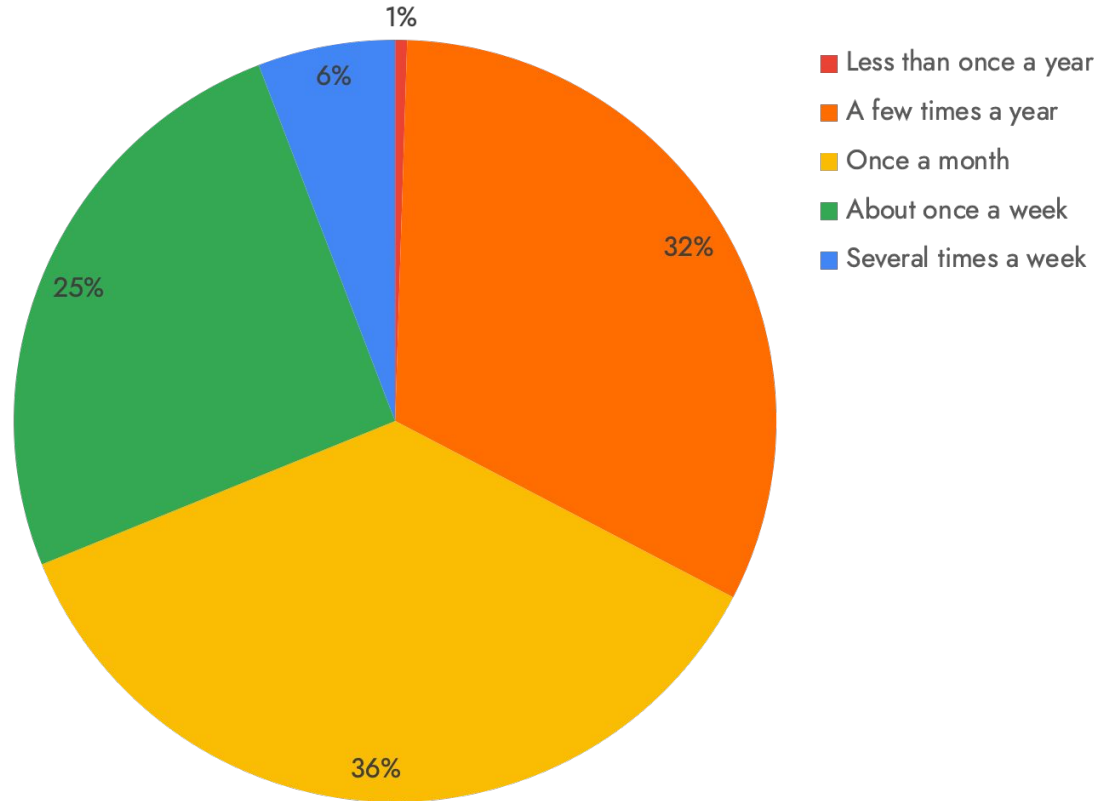
Key findings (1 of 2)

- 46% of respondents have joined within the last 2 years, 82% within the last five years
- Respondents were largely middle-aged – the largest age groups being 45-54 (22%) and 55-64 (37%). No-one under 25 responded.
- Respondents were overwhelmingly white at 89%
- 7% of respondents are disabled, and of those 19% are not able to access all activities at the club
- Only 31% visit once a week or more, while 69% visit once a month or less
- 74% respondents feel say the club is 'about right' in terms of busyness, only 9% felt it was too busy all or some of the time
- Nearly all (almost 95%) think the range of drinks and refreshments on offer is ok or better

Key findings (2 of 2)

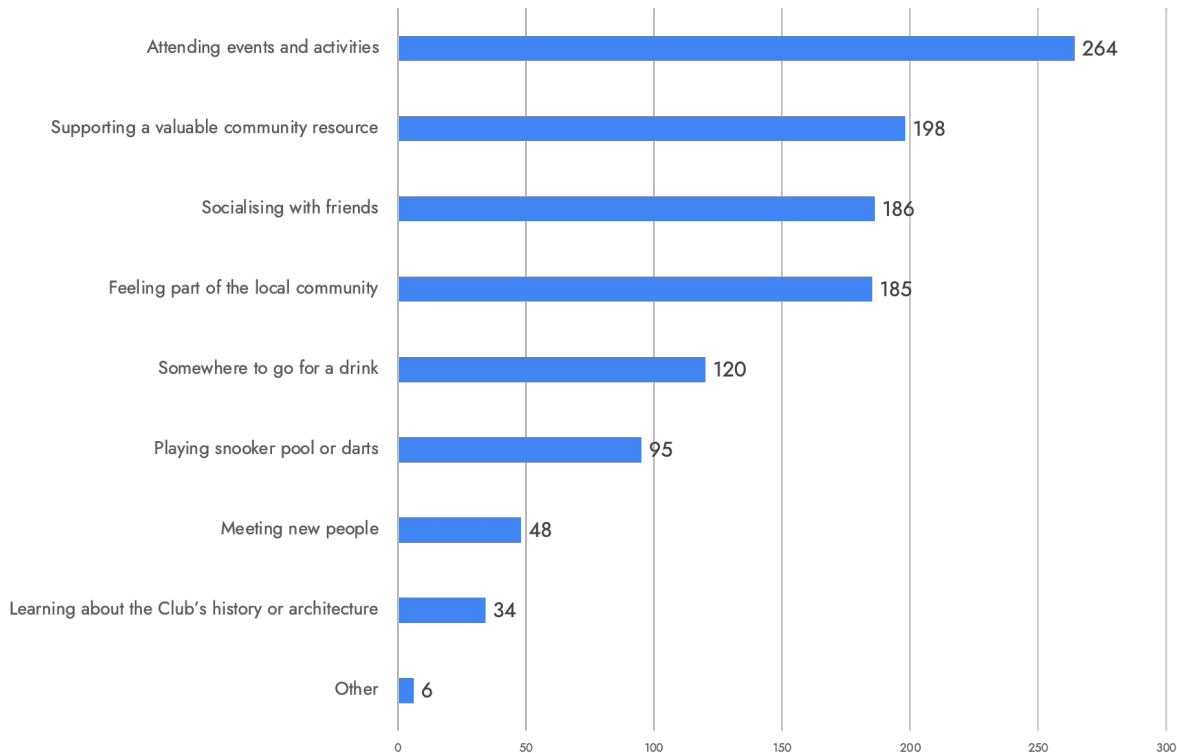
- There are still plenty of new activities that members would be interested in. Some have already started e.g. quiz nights and board games night
- There's support for a very wide range of music performances
- Overall respondents want to see a sliding scale of ticket prices, with prices increasing for guests and then again for the general public
- Most people get their info about the club from the newsletter. Posters in the club, the website, Instagram and word of mouth are all useful, but the Facebook page is hardly used
- The vast majority of respondents feel well-informed about the club
- The club is very important to about 15% of members, for the rest although it's something they value it is not central to their lives
- Over 90% of respondents rate their satisfaction with their membership at 7/10 or higher

1. How often do you visit the Club?



- Younger people (<44) are less likely to visit at least once a week. Over 75s are much more likely to visit at least once a week.
- Men are more likely to visit at least once a week than women (34% vs 27%)
- Those who've been members longer visit more frequently
- Only 31% visit once a week or more, while 69% visit once a month or less

2. What do you appreciate most about being a member?



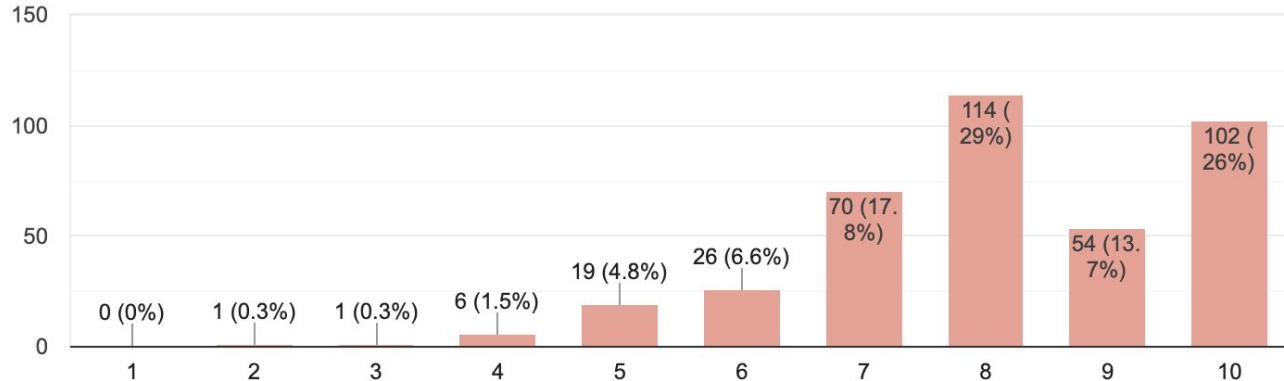
Other

- Being part of such a historical radical institution
- Zumba exercise
- Being part of a multi-generational
- I would like more diverse activities
Female led ones
- My children are allowed
- Supporting an institution with a fantastic and valued history

n.b. Respondents could choose more than one answer, so the chart shows absolute numbers, not percentages

3. How important is being a member of the club to you?

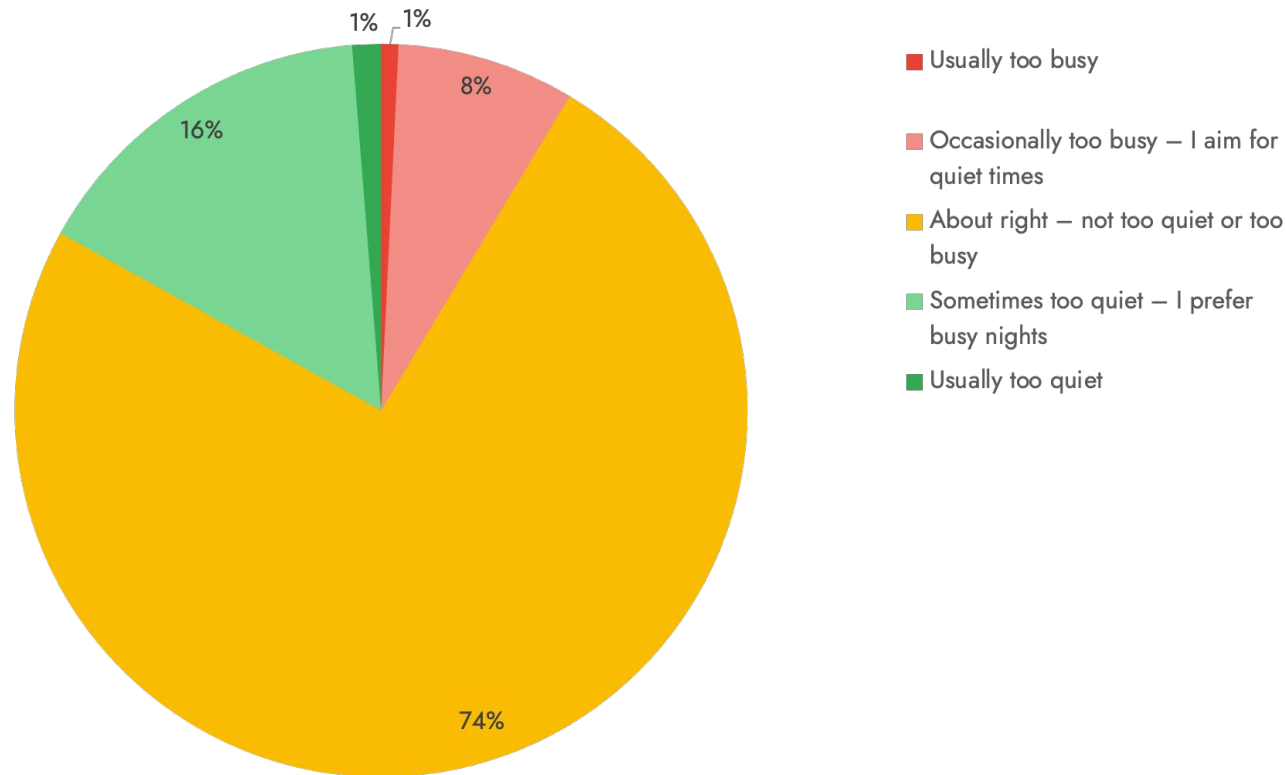
Average rating (8.11)



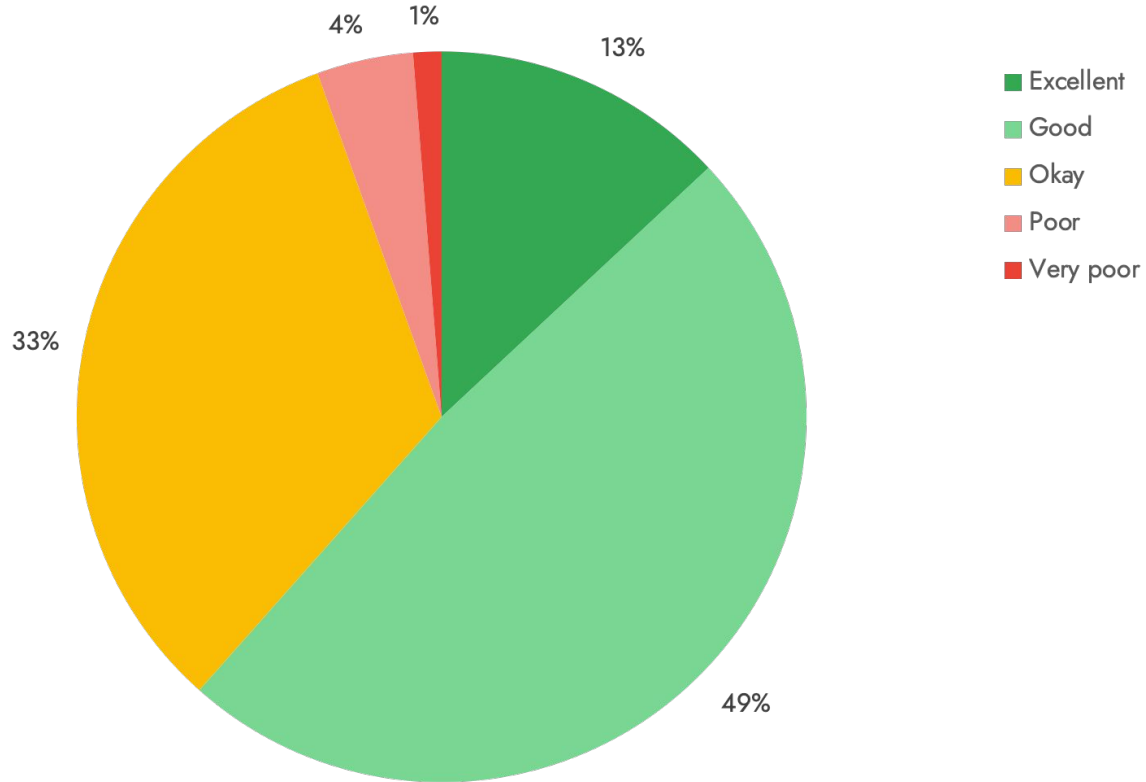
- A less clear age split here, although over 75s are much more likely to rate it as very important (9 or 10)
- Again, those with longer memberships (unsurprisingly) rate it as more important
- Women are more likely to rate it as a 9 or 10 than men (46% vs 32%) - this is maybe surprising given the data on visit frequency

This question is intended to be tracked over time

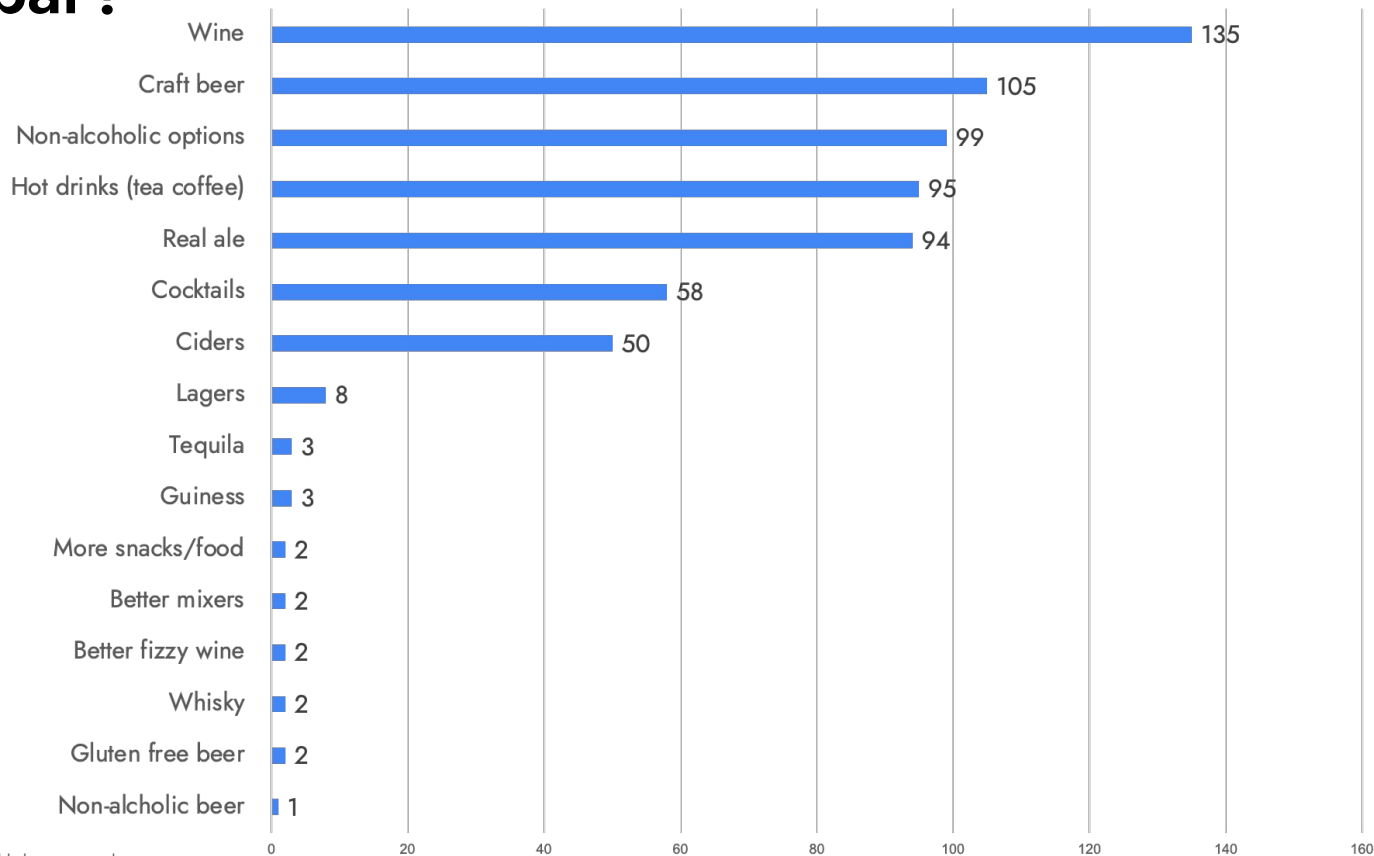
4. Thinking about when you visit the club, how would you describe it?



5. How would you rate the range of drinks and refreshments on the bars?

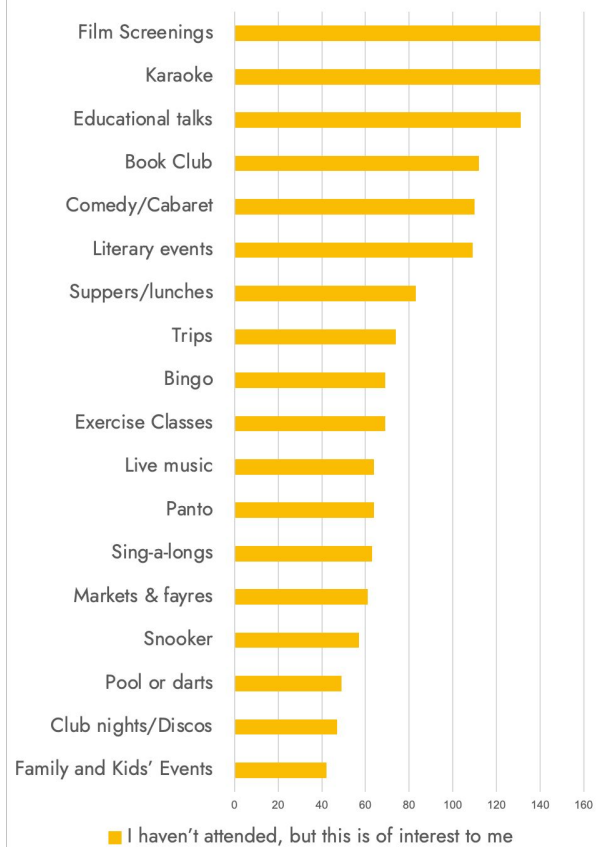
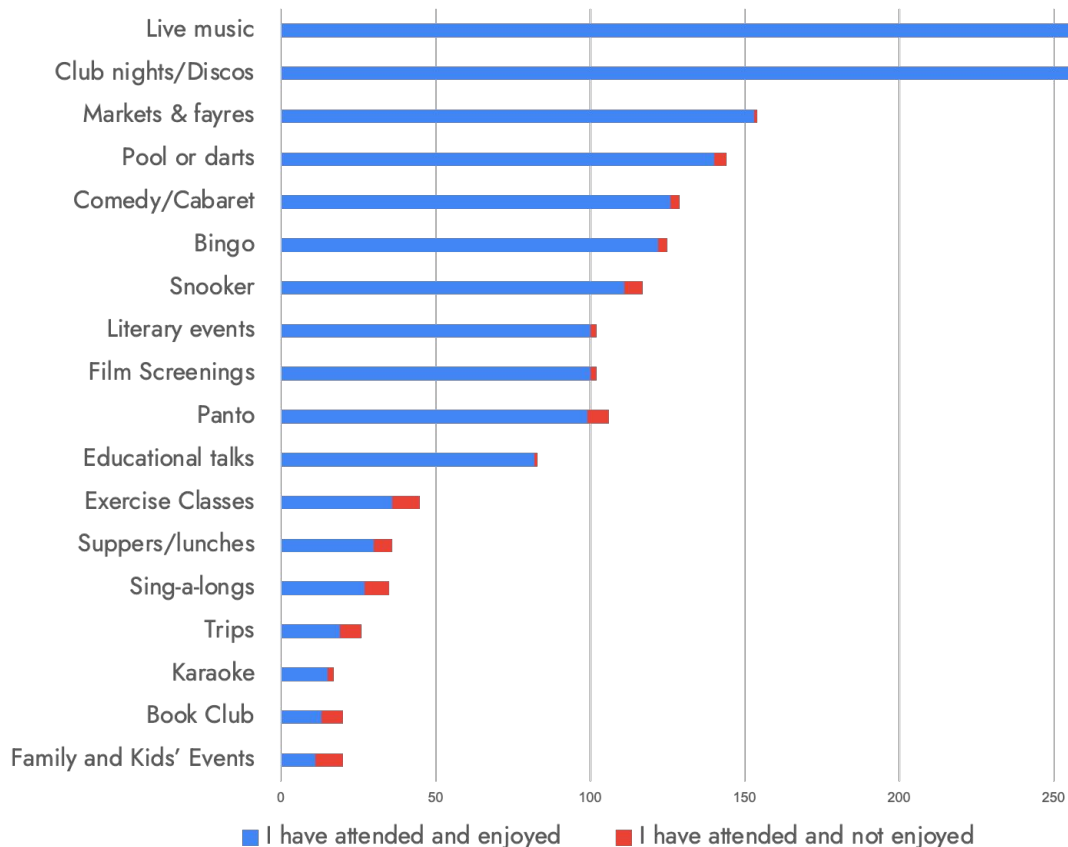


6. Would you like to see more of any of the following at the bar?

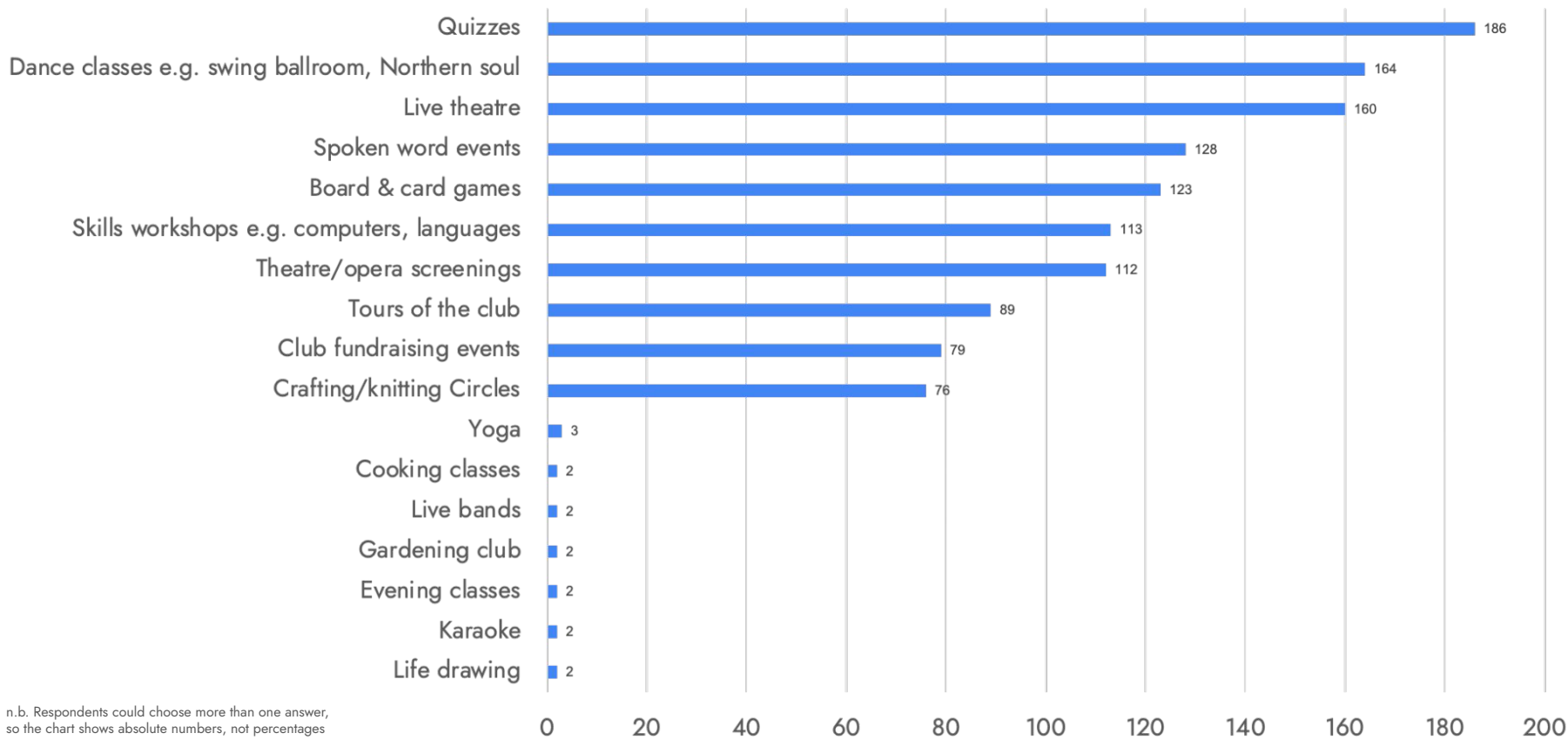


n.b. Respondents could choose more than one answer, so the chart shows absolute numbers, not percentages

7. What types of events and activities have you enjoyed or not enjoyed at the Club, and what are you interested in?



8. What new kinds of events or activities would you like to see at the Club?



Individual responses (1 of 2)

Music

- Casual play-along musical evenings - bring an instrument and join in
- Ceilidhs
- Less Jazz in bar
- More live bands. There used to be more
- Natural Voice style choir. Not keen on microphone and medleys.
- Normal entertainment cockney/Irish bands
- More and better music. Not so cheesy, not so much jazz, more good contemporary and some classical

Entertainment

- A talent contest could be fun
- Arthouse cinema - Babel Film Club was looking for a new venue
- Drag shows
- Film nights
- More comedy! (of course)

Sport

- More sports
- More sports events
- Live screening of Premier League matches
- I would love an extra pool table
- Fishing trips
- Mahjong, cards

Dance & exercise

- And LINDY HOP (or Swing)... I know several great teachers and do this elsewhere - on my doorstep would be so welcome! 🙏
- Tap dance classes, salsa classes
- I'd like to teach yoga at club
- Pilates
- Line dancing, but not the one last time, the Two Dolly's was fun but only learned 3 dances the whole night

Individual responses (2 of 2)

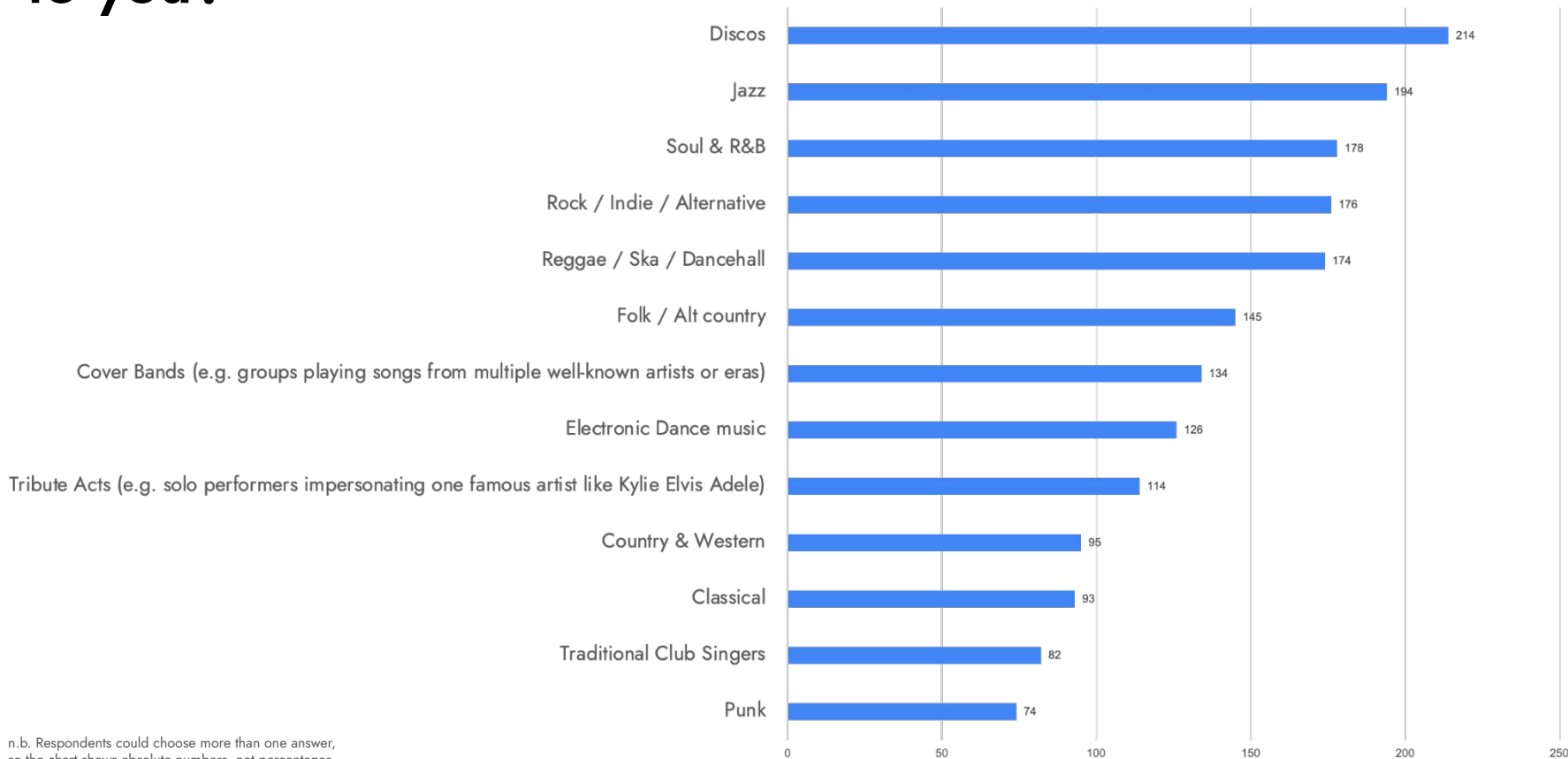
Learning

- Arts & crafts short courses
- Cooking
- Love the ideas above! French, Italian, Spanish etc. classes would be great!
- More Mildmay Archive events and history talks
- Talks by interesting local people. I've really enjoyed the uptick in events since I've been a member. There are plenty of film, music and comedy options now, so the one thing I'd be keen to see more of is the likes of the Led By Donkeys event a couple of years ago - are there other such minor celebs in the local community? Maybe you could see if Amir Dotan from Stoke Newington History Talks wants to do his events series in the hall?
- Sewing club

Other

- Bookable space for local groups eg the small bar next to the main hall upstairs
- Citizens Advice
- Maybe further encourage good local "promoters" to book and use the spaces ?
- Member nights aimed at getting to know new people
- Speed dating
- The upstairs bar is a beautiful room with a special atmosphere. It would be great to use this more.
- Youth club
- Any of the above but I am happy to continue supporting the club as it is too!
- Family events earlier in the day or weekend.
- Fine as is at present - but not a problem if it widens
- Group special interest meet-ups, mindfulness, history, new members circle
- I think the mix of events at the club is great, and also that the club is open to ideas suggested by members – I like that approach, and responding to the community's needs

9. What types of music performances or DJs most appeal to you?



n.b. Respondents could choose more than one answer, so the chart shows absolute numbers, not percentages

Individual responses

- A GOOD jazz trio/quartet in the bar area
- Acoustic & gong baths
- Am most interested in the live music in the members' bar
- Barn dance or ceilidh
- Blues
- Doom/stoner/experimental/post-metal
- Drag show
- I love music they're all fab
- I love the Heady Daze alternative 80s disco
- Irish
- More contemporary music than you go for. Lots of your members are now from generations which would like 90s and 00s nights onwards.
- Music from other parts of the world
- Northern Soul
- Pop
- UK garage
- How about a young band competition, several rounds then eventual winner?

10. What would you reasonably expect the following types of ticketed events in the Main Hall to cost? (1 of 3)

Live Music (e.g. Jazz Band, Orchestra, Rock Gig)



10. What would you reasonably expect the following types of ticketed events in the Main Hall to cost? (2 of 3)

Tribute Act



10. What would you reasonably expect the following types of ticketed events in the Main Hall to cost? (3 of 3)

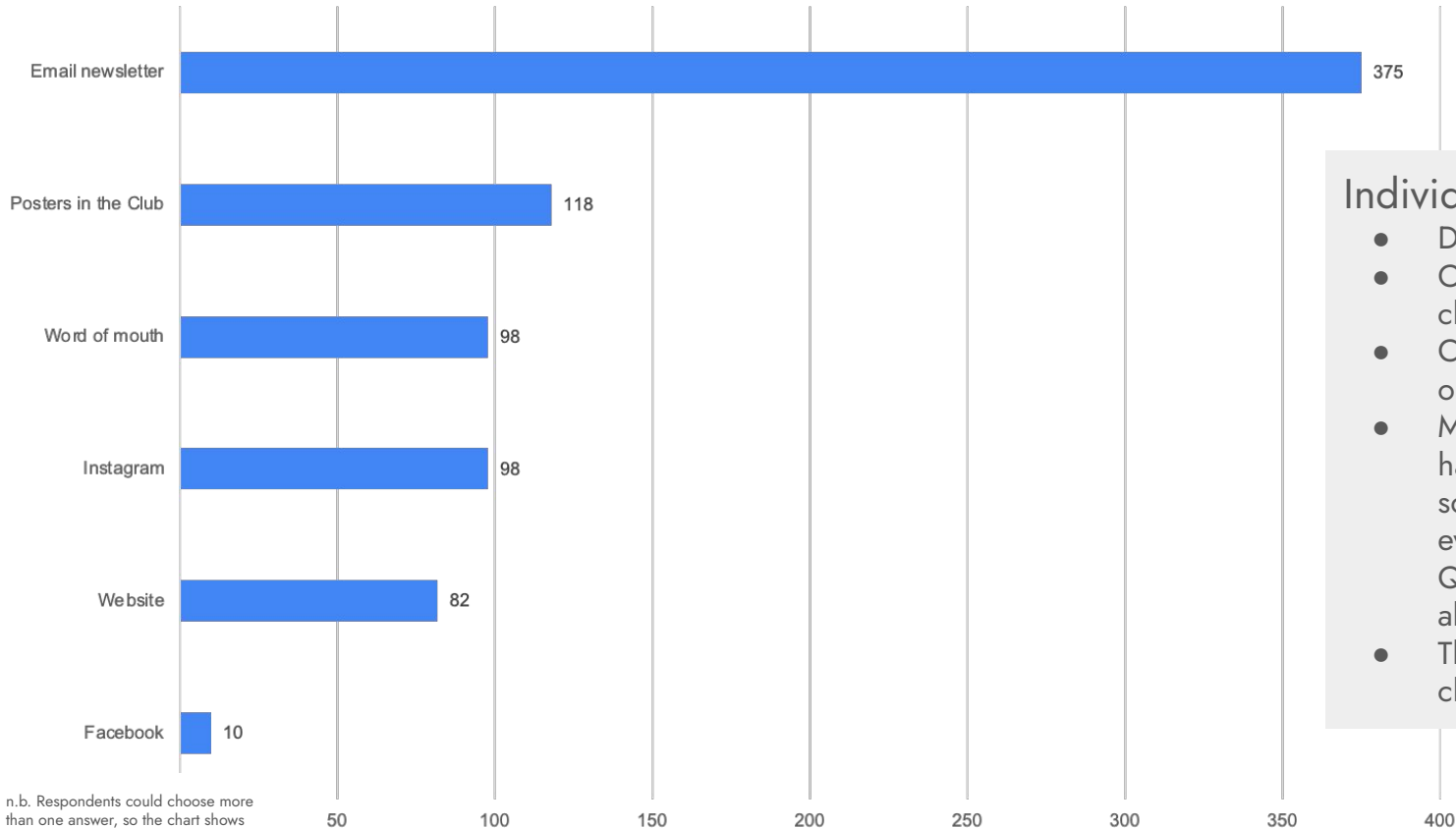
Dance/Disco Event



What does this data tell us?

- Overall members want to see a sliding scale of ticket prices, with prices increasing for guests and then again for the general public
- Most respondents felt live music tickets for members should cost about £10, but £5 -£10 for tribute acts and discos.

11. How do you usually find out about what's going on at the Club?

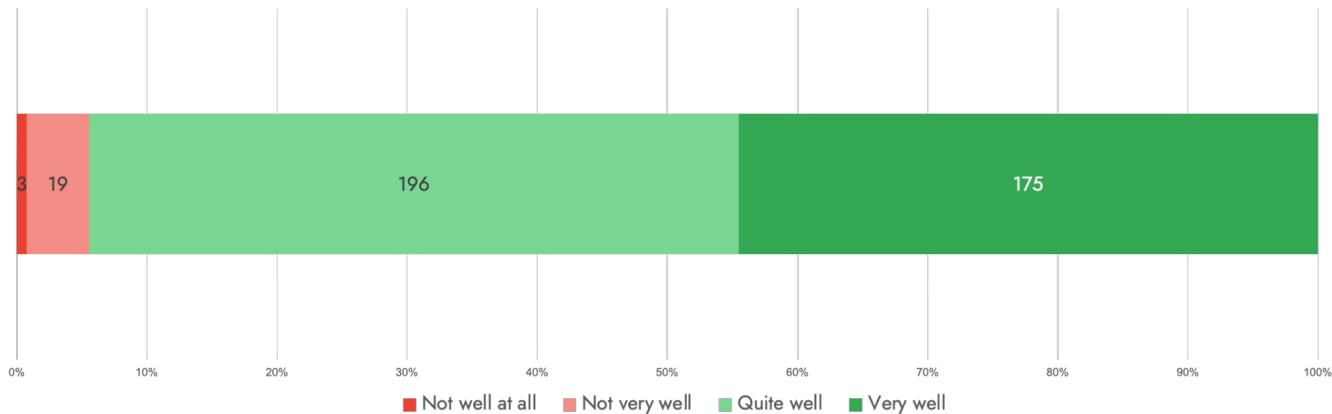


Individual responses

- Don't use any
- Only by coming into the club
- Committee meeting observation
- Mainly from a friend who has friends in the 'inside' so to speak ... great events get sold out VERY QUICKLY & then I find out about it!
- Through attending the club regularly

n.b. Respondents could choose more than one answer, so the chart shows absolute numbers, not percentages

12. Do you feel well-informed about important Club news?



- Both the youngest (25-34) and older (75+) groups were most likely to say they were **not** very well informed
- Similarly those with memberships of over 10 years are more likely to say they are **not** well informed

13. Is there other information from the club you'd like to hear about on a regular basis? If so, what? (1 of 3)

Building restoration & improvement

- Building care-maintenance
- I appreciate the historical nature of the club, but brightening up the downstairs bar would make it more attractive. Certainly to my wife anyway. Also a lift to improve accessibility should be a priority (I appreciate the cost and building issues)
- New works being done or ongoing
- Progress on building repairs and to know the club is not going to be sold
- Restoration of the building
- The news on the flats upstairs as I think it will impact the club enormously
- Updates on club and building renovations including the flats at the top. Planning issues related to the club.
- What's happening to the garden?

Club history & archive

- About research into its history
- about the archive
- Archives
- History of club
- Mildmay Archives

How to start clubs

- How to get involved in delivering activities or leading new spaces
- How to start a club - can I start a walking yoga club ?

Operations

- Yes stop allowing guests I'm a member & never get on the tables because non members are using them
- Clearer layout for each evenings events
- Keep running it the way you are, you're doing a great job
- None - I think that the club already does a good job in keeping members informed
- Not really. Don't work down there anymore so sadly not a regular. But would like to try and come more often. Price of drinks can still be reasonable and love showing the place to mates.

13. Is there other information from the club you'd like to hear about on a regular basis? If so, what? (2 of 3)

Formal business of the club

- Calendar of key dates related to the running of the club - AGMs, key works etc
- Debates about wider issues (and real difficulties surrounding them) such as opening hours, membership drives, updating of club equipment of all kinds (including long rests in snooker hall)
- Email of AGM notes would be useful
- Formal votes etc, committee matters. The email is great for events but other stuff could suit other formats such as a blog etc
- More information about committee decisions
- Summary of committee minutes,
- Updates on actions from the annual general meetings etc

Diversity

- I grew up attending a working men's club in the midlands, the Mildmay feels very different from the club I attended. It would be interesting to know what efforts are made to make it less middle class and more inclusive to working class people, I've been a few times and felt it's not very mixed, it's groups of middle class not really mixing with working class people.
- Your attempts to diversify the clientele Also the board members are too of a certain 'ilk',

Events & clubs/teams

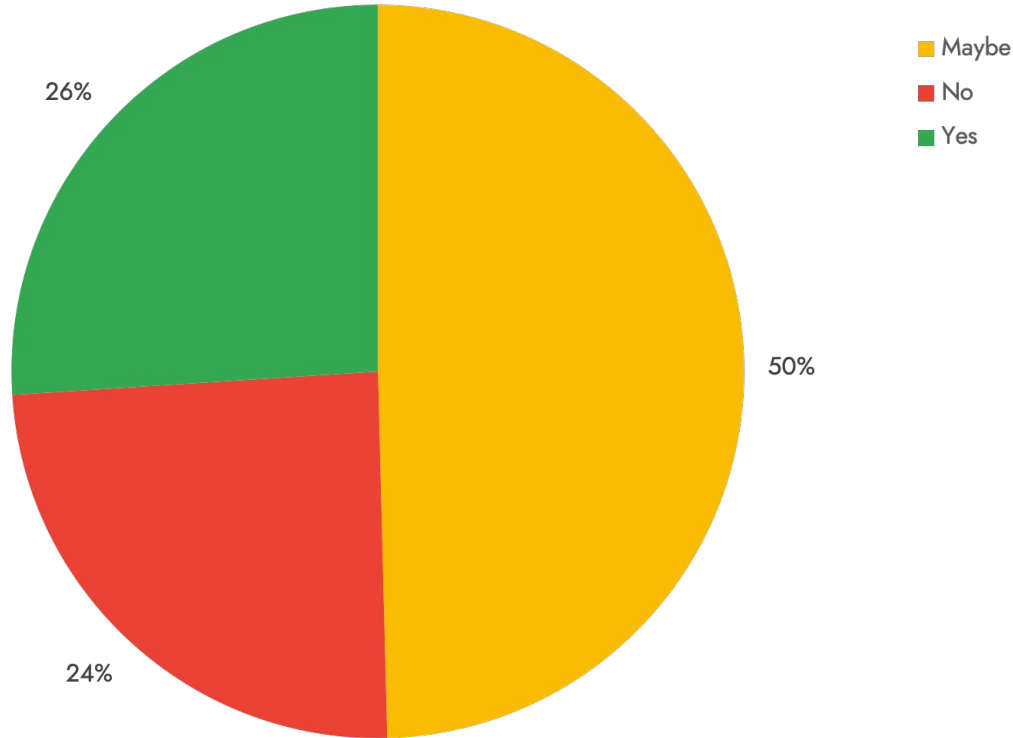
- Darts team!
- drama activities
- Film nights
- It would be good to have a digital calendar with all events upcoming
- Open mic? Once a month?
- Maybe encourage and share in newsletters impartial feedback / reviews of live events?
- Maybe member spotlights so we can get to know more about one another

13. Is there other information from the club you'd like to hear about on a regular basis? If so, what? (3 of 3)

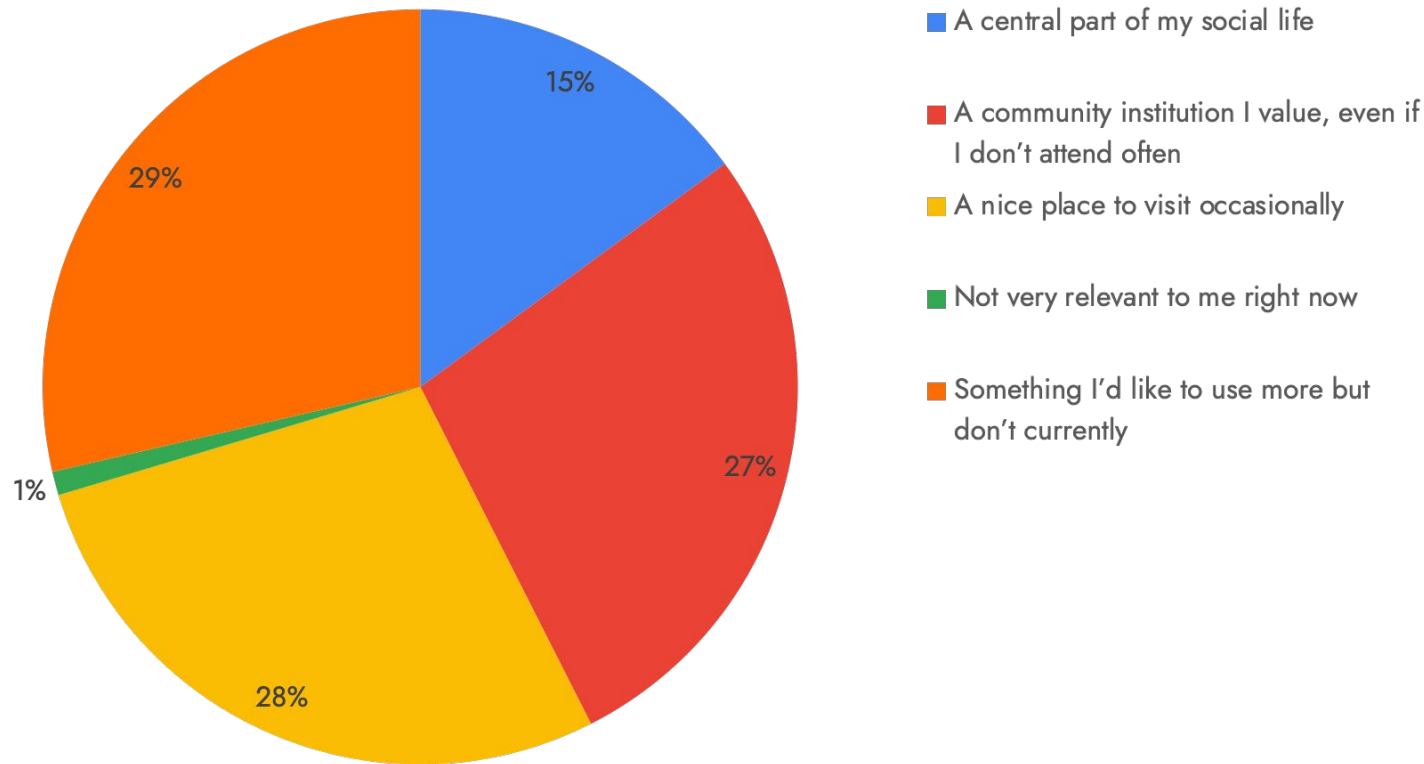
News

- New drinks?
- Real ale and when it'll become a reality
- Job vacancies
- Something I'd really appreciate as a member is the occasional "Mildmay in the News" update. Many of us don't use social media regularly or catch every broadcast, but we'd love to know when Mildmay is featured — for example, in TV or radio interviews, newspaper articles, or programmes like You & Yours on Radio 4. A simple round-up email every so often would help us stay connected and feel proud of how Mildmay's work and people are being recognised.
- Events and activities taking place locally
- Free events
- Sports events, Arsenal matches
- Staff news - get to know the team

14. Would you like more opportunities to volunteer to help out at the club?



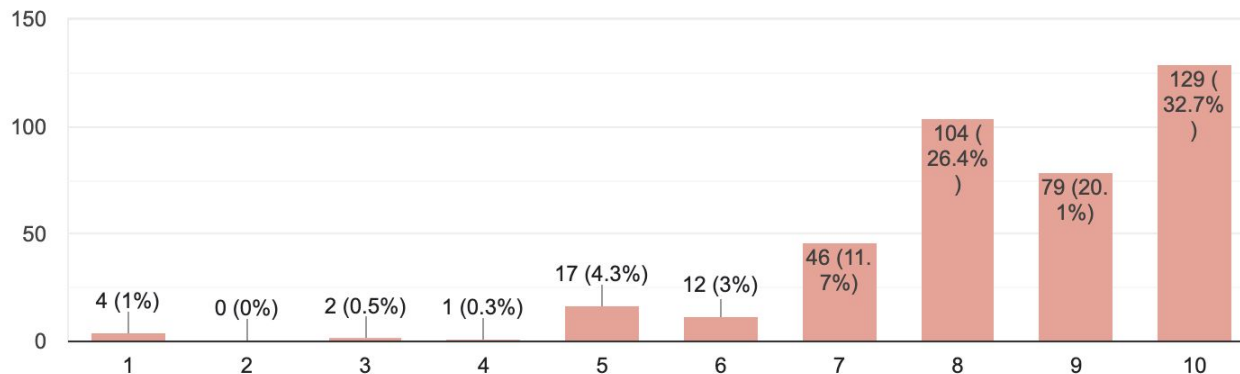
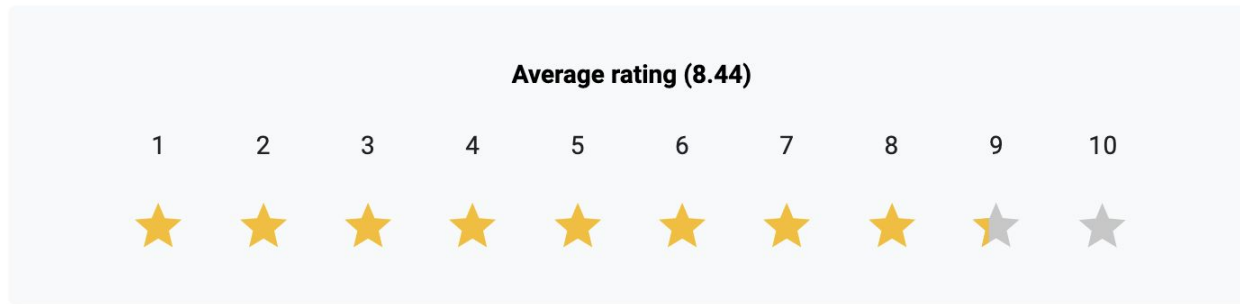
15. How would you describe the Club's role in your life today?



16. Overall, how satisfied are you with your membership of the Mildmay Club?

(Where 1 = Not at all satisfied and 10 = Extremely satisfied)

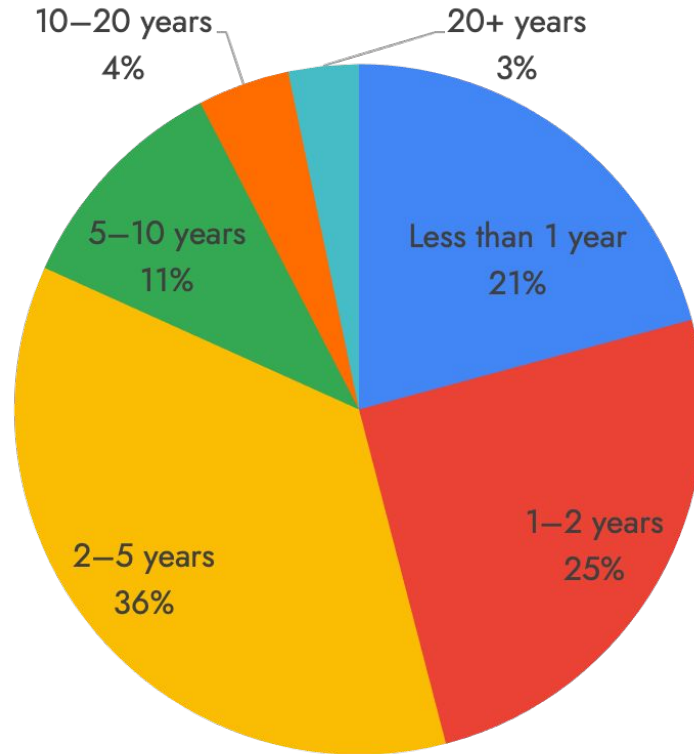
This question is intended to be tracked over time



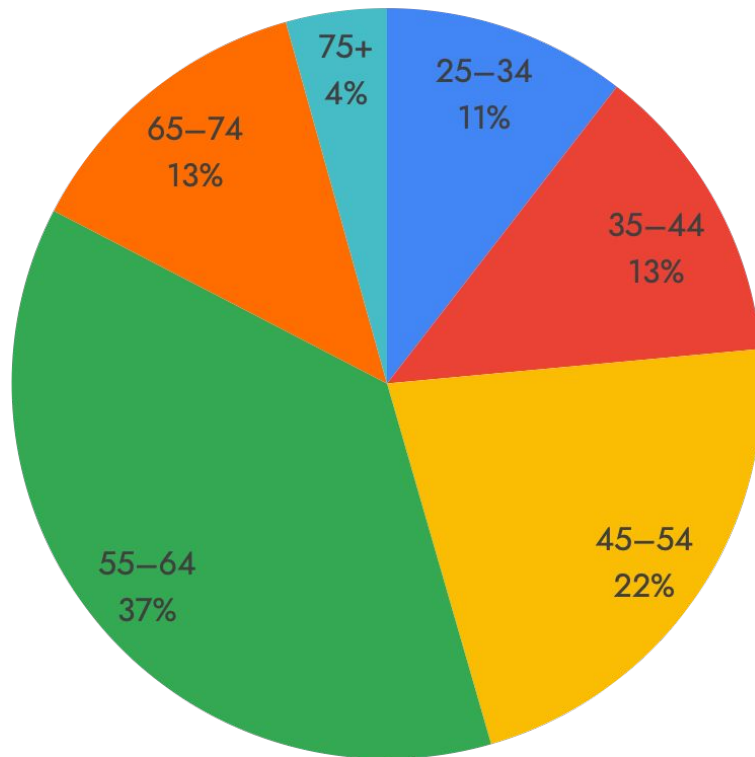


Demographics

18. How long have you been a member of the Mildmay Club?

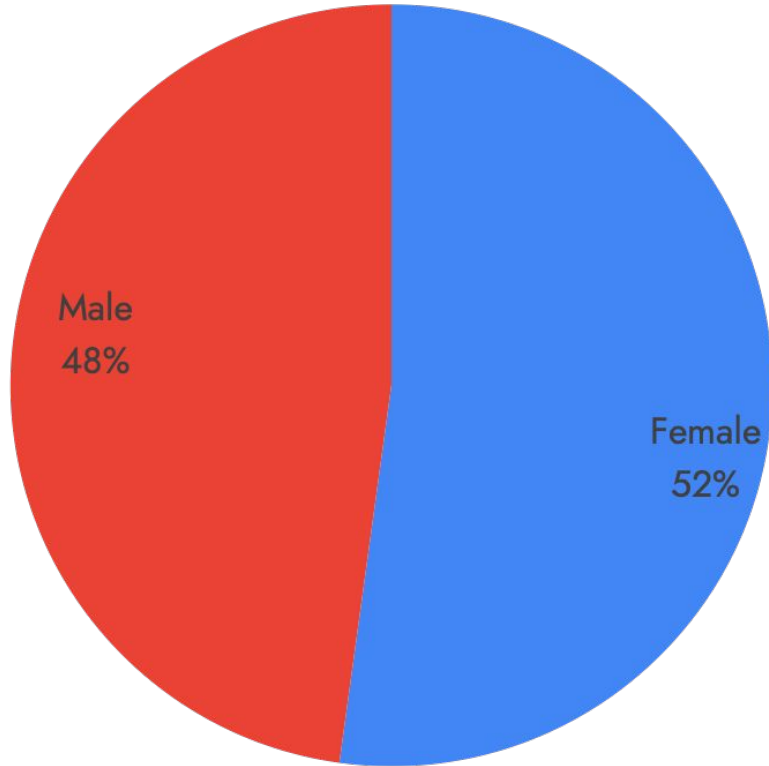


19. What is your age group?

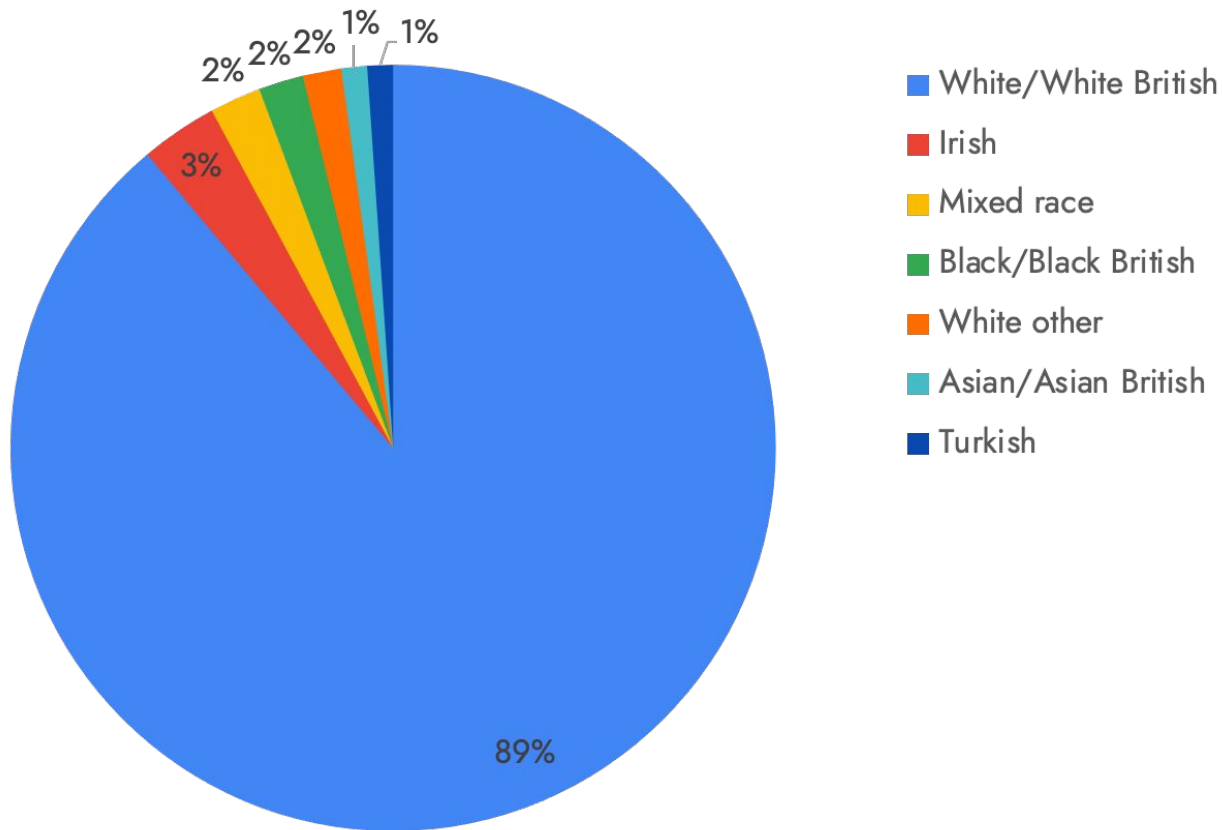


No-one under 25 responded to the survey

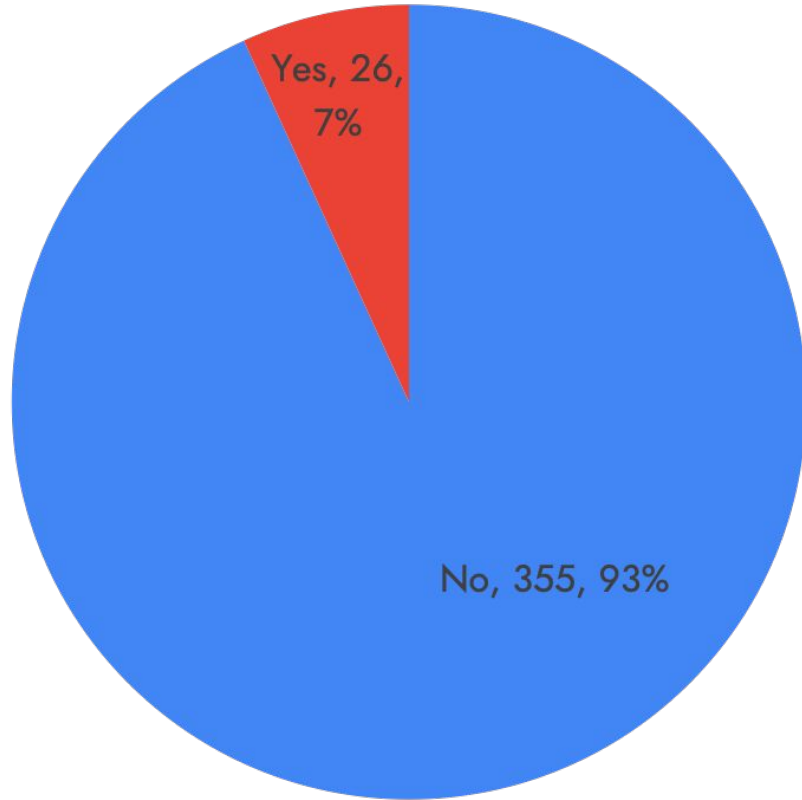
20. What is your sex?



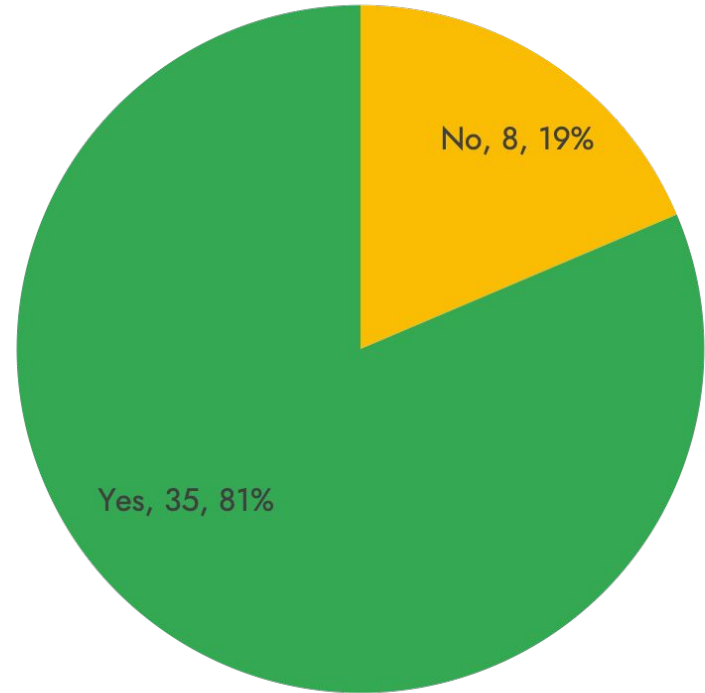
21. Which race/ethnicity best describes you?



22. Are you disabled?



23. Of those who answered 'yes': Are you able to access all activities on offer in the club?



24. What would you need to make them accessible to you?

- I have a hearing impairment
- People with hidden disabilities should not be made feel uncomfortable by members of staff
- Lift that works
- Ability to eg reserve seating
- I am able to access most areas of the club but am aware that the building presents real challenges for many.
- My disabilities are not physical so there are no accessibility issues
- I'm happy!
- Don't give access to non members
- Mens toilets

A wall covered in vertical strands of shiny, metallic tinsel. The tinsel is primarily red and gold, with a central section of blue. The strands hang down to a red carpeted floor. The text "Face-to-face meetings" is overlaid in white at the bottom.

Face-to-face meetings

Individual feedback

Drinks

- Regarding the 10% price increase on drinks how much of a hard bargain did we try to make?
- Drink prices need to be displayed on bars.
- Lemonade goes flat and ruins drinks. No diet lemonade either.
- Can we have small cans of mixers if we're trying to save on glass?
- Fosters needs to be always available in the upstairs bar.
- Beer and drinks: All the current range is poor
- There are a lot of poorer pensioners who are really feeling the pinch. Can we do something for them so that they can continue using the Club as a regular meeting place? Can we look into the possibility of having discounted drinks prices for pensioners - 10-15%.

Club management

- Suggested we form sub-committees that involve member volunteers to help support the club's committee and management
- Keen to help with the club's IT - could potentially form a group of experts who could work on various projects
- Need balloons on New Years Eve in a net, lots of them
- Can we have someone else on the door – a friendly face
- Maybe a dress code on certain nights. Ties and dresses?

Individual feedback

Health & safety

- If we plan to make the club more accessible to disabled people have we got a PEEP (Personal Evacuation Emergency Plan) in place?
- Are staff trained in how to evacuate disabled people using the evac chair or other equipment?
- Bar leads should arrange regular toilet checks for safety and cleanliness (3x a night)
- Should have a 'refuge room'. A room for disabled people in case no time for fire evac.

Member offer

- We should publicise to members the use of the bar for birthdays on Sundays
- Games, especially Mahjong and maybe card nights/poker.
- Better wi-fi to attract people who might want to get online in the day or at weekends

Future direction

- Concern that the 'upstairs' might become more of a public venue
- Is there was a max number of members we'll accept and what that number is based on?
- We should be doing forward planning/strategy, not just lurching from one thing to the next

Individual feedback

Building

- Would be keen to see the 'yard' develop into more of a garden
- Garden. How we can use it best? Plan now even though finance might not be in place for another year or so. Find out who has garden design skills, open brief to design something. Best three to be costed and final design chosen for development in '26?

Other

- More opportunities to feedback – liked the idea of the suggestion box
- Would like it to be clearer how members can go about setting up clubs and finding like-minded people to join, e.g. brewing, I.T., Jukebox club

Trips

- Only keen on seaside trips to somewhere there are amusements, e.g. Margate, Southend, herne bay, Clacton
- Can you do a coach holiday next year? Isle of White? Mon – Fri?

Commercial

- Could we rent space to the Scouts and Cubs?
- Could we consider first renting the upstairs flats out to deaf people, via a hearing-loss charity so to reduce the likelihood of noise complaints.

Programming

- Can we have a bigger variety of Friday entertainment? Discos or DJ once a month in the members bar.
- Liked the singers from Essex we had in once

The background of the image is a wall composed of numerous vertical strips of shiny, metallic-looking material. The strips are primarily red, blue, and gold, arranged in vertical columns. The strips are of varying lengths and are slightly curved, creating a textured, shimmering effect. The lighting is warm, highlighting the reflective surfaces of the strips. The overall composition is abstract and visually striking.

Next steps

- The Committee are discussing the results and will agree what to do as a result of what we've heard
- We will work on those things during 2026
- We will review progress on those actions at the end of 2026
- We would like to encourage ongoing dialogue with members via a suggestion box and further member surveys and interviews every two years

Thank you

