

brown dog



2011

Member Satisfaction Survey



www.cancerbrowndog.co.uk

"Helping Men, Women & Children across the UK who have cancer"

Registered Charity 1111550

Satisfaction Survey

1. Summary of both Challenges Page 3
2. The comments you made (Triassic) Pages 4/5
3. The comments you made (Portland) Page 6
4. Your improvement comments – with comments from brown dog Pages 7-10
5. Summary of Portland & Triassic scores Pages 11/12

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Very Good	Good	Not sure	Poor
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In summary you told us that it was a very enjoyable event, very well organised, with quality/informative information packs, a very good dogs dinner (venue, food and function room) and that it was good value for money.

The accommodation this year (in caravans) provided a mixed response from Good to OK. Most people found the Triassic challenge difficult, some people felt it was too difficult.

TRIASSIC & PORTLAND CHALLENGE – Combined Member Satisfaction Survey Results

Enjoyment

97% of members enjoyed the event
(61% very much)

Value for Money

97% of members said it was value for money
(65% very much)

Do Another Event

95% of members said they would do another brown dog event
(5% maybe)

Well Organised

95% said it was well organised
(76% said 'very well organised')

Caravan Accommodation

63% said accommodation was good
(47% said it was ok)

Haven Site

59% said the Haven site was good
(41% said it was ok)

Dogs Dinner Venue

100% said it was a good venue
(66% said 'very good')

Dogs Dinner Meal

100% said their meal was good
(66% said 'very good')

Dogs Dinner Function Room

100% said the room was good
(66% said 'very good')

Brown Dog Web Site

76% said they had been on the site
(87% of those said 'it was good')

Briefing Telecom

Only 7% said they joined this
(100% of people who attended said it was useful)

My Donate

54% said they used My Donate
(100% of people that used it said it was easy to use)

(based on an sample size of 41 out of 62 excluding Trustees = 66% representation = Good)

Member Feedback from the Triassic Challenge 2011

*Mark Storer and the whole team
make you feel very humble
and very proud to be part of brown dog!!*

*Great charity, worthwhile
and I feel like I
contribute and make a difference*

*It continues to inspire me to push myself
and now has transcended into the next generation
which is allowing my children to learn and benefit from the brown dog
challenges*

*It is a great charity
and I'm really proud of Mark and the Trustees for what they have achieved.
It makes you feel proud, and a huge sense of achievement!
The effort and arrangements and most of all the time put into brown dog is amazing.*

*It's a great charity
to be associated with*

*Fantastic effort, great company,
genuine memories*

*BRILLIANT
I JUST LOVE YOU*

*Fantastic sense of achievement and being part of something special.
Really enjoyed seeing the number of new faces present this year*

Member Feedback from the Triassic Challenge 2011

The Family, Trustees and charity as a whole are the most welcoming, honest and hard working people you could wish to meet.

I will continue to support you all as long as I can.

Well done to all.

Very happy !

*I like how I can always see
how and where my sponsorship money
is being spent*

*I'm so proud to have been part of it
as everyone was so supportive.*

*You can't fail to make new friends
FANTASTIC!*

*Fantastic and I feel privileged to be
involved*

*Well done to all – long may it
continue!*

*Very proud to be associated with brown dog
and to be 'part of a family'*

*A brilliant charity –
everyone is so friendly
- Feels like a family!*

*Great charity. The event this weekend was so difficult.
It will take me a long time to recover and I don't feel that's about my fitness
level.*

Member Feedback from the Portland Challenge 2011

*Passionate – the folks taking part are amazing.
Great to come back year 2 and meet people again.
The organisers work so hard so it is a pleasure to be involved.
We feel honoured to be part of it.
I hope to be involved for many years to come.
Bonus for me as two of my family also involved*

*Fantastic Charity, can't wait to be part of it next year.
Amazing Dogs Dinner – company, food, updates,
Very emotional.*

*Completely impressed and proud to be a
small part of the charity.
I will enjoy coming back next year – simply
fantastic!*

*Words can't describe how proud I feel at being a member
– this is only my second challenge but I feel like I know
All of you and will support this charity for along time to come*

Member comments on what could be improved with brown dog response

“It was infeasibly hard”

We made it very clear from the on-set that this years challenge was going to be hard. We did a special feature in the April Newshound saying this won't be a walk in the park. The Trustees shared their Jurassic experiences and explained what they were doing to train. At the Teleconference we reinforced how hard it would be.

“The hills were too demanding for me”

Then perhaps you had not done sufficient training (?)
In saying that, we recognised that the heat on the day made the hills more difficult.

“Not so much walking, more longer stops”

When we did the dry run for the Triassic it took us 19.21 hours which included small stops
We added 4 hours of additional rest time to this – which is 1 hour for each of the 4 stages
This included 3 planned longer stops at Lyme Regis, West bay (coffee) and Abbotsbury (breakfast)
Also experience tells us that muscles stiffen with long stops, so you can't have too many
We believe we had sufficient breaks when added to the numerous short breaks taken

“For me a shorter distance, but I struggle more than most”

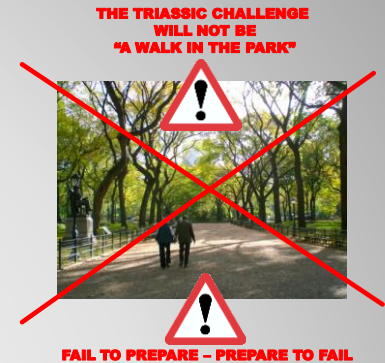
Perhaps next time you need to consider the shorter challenge

“Have an easier challenge, but it wouldn't be a challenge then”

We did have an easier challenge – it was called the Portland Challenge

“Told us how many hills there are”

With a coastal challenge it's more difficult to do this as the terrain is up and down and as such it becomes in-practical to outline every incline. However, in future we will pick out the larger hills and provide a clearer picture of exactly how steep they are. In Newshounds and the pack we did continually point out the difficulty.



Member comments on what could be improved with brown dog response

“Just make the challenge a little more achievable for a ‘normal person’

Not sure what this person means by a ‘normal person’. This year we had a range of very normal people, including people over 50, young people, men and women – the vast majority of which (despite the severe heat) completed the challenge only 30 mins later than the plan. This suggests the challenge was achievable for your average (let’s say normal) person. Perhaps this individual either under-estimated the scale of the challenge, didn’t prepare sufficiently or perhaps would have been better suited to the Portland Challenge.

“Better explanation of the routes, More Route Plans”

The route was fully explained in the pack with a breakdown of timings for each stage

“Less short breaks and more longer breaks”

We had far more short breaks than planned because we had to wait for people at the back to catch up.

Experience tells us that too many long breaks is not good as muscles tend to stiffen up etc.

We still believe the number of breaks we planned and had in practice (to account for the heat) was right

“Maybe split into ‘strugglers’ and ‘speeders’

There is no way you can plan for this as you never know until on the day who may struggle.

Also depends what is meant here by strugglers, for example last year some people struggled off the last mountain as they had injuries they had picked up with the severe terrain -you cannot plan for this, it happens occasionally whether people have prepared or not – this can’t be helped. Alternatively there are people who are not injured, but who fail to keep the pace – experience tells us that these people are typically the ones who have not trained sufficiently or who have under-estimated the challenge versus their own capability.

Our strategy on this is to explain the severity of the challenge in question and allow the individual to judge whether or not they feel they are capable of doing it. Also we provide a smaller alternative challenge to provide choice for the individuals. Maybe in hindsight some people who did Triassic should have done the Portland.

Member comments on what could be improved with brown dog response

“The weather conditions and the poor preparation and understanding of some of the participants hindered the activity”

This is an alternative view from someone who felt they had prepared and did understand what they were taking on. There is no question that there were too many times when we had to wait too long for people to catch up. One example is the very first hill, where after 15 minutes we lost 15 minutes waiting – this should never have happened so early in the challenge.

As already mentioned this year we went to great length in our emails to everyone, in our Newshounds, in our information packs and at the teleconference to stress how difficult this year's challenge would be.

We will be discussing this at our next meeting to agree what else we can do to ensure key messages really get through so people are properly prepared.

Maybe having some protocols in place regarding injured people (where to take them)

as at times we had full cars and I had concerns about what would happen if more injuries were to occur

This year we recognised the importance of ground support and we had a dedicated Trustee who planned the whole process with military precision – it was without doubt the most organised ground support process we have ever had. Included in this process, we had a clear emergency procedure documented should we need it.

In reality it was the scale of fall-out that we had not anticipated – we recognise that this did add additional pressure on our ground support process and on the crew, who did a fantastic job (as recognised at the Dogs Dinner)

In hindsight we probably would reflect and say that a third car would have been useful.

We will take the learning from this year and continue to improve this process.

On the web – have a forum page for people to ask questions

This is something we will look into.

In the mean time please remember that all Trustees are available to ask any questions.

Also we would suggest that everyone makes an effort next year to attend the Teleconference.

On the web – have a down-loadable sponsorship form

Good suggestion – we will do this

Member comments on what could be improved with brown dog response

I don't think people read the packs, but don't know why?

On the satisfaction survey almost everyone said they had read the pack – obviously the survey doesn't cover everyone, so there could have been more people who had not thoroughly read the pack.

We will look at other ways of ensuring key messages get communicated.

On the pack – have an 'information for dummies' section – state the basic information, e.g. Eat before the challenge, what you should carry and wear etc.

Feedback on the pack was excellent, both in terms of being informative and the quality of it.

The problem we have is that if we state the obvious there is a danger we can be perceived as being patronising, which we want to avoid - we have to assume that our members will apply common sense. Also on every mail written to our members it was stated "if you have any concerns contact any of the trustees, plus we produce regular Newshounds, an information pack and held at teleconference – the later purposely designed as a Q & A session (only 6 people attended this year, which may explain why some people were not fully clear)

The caravan was very hot, obviously due to the weather, but it was difficult to sleep

This is the first time brown dog has used caravans for accommodation – the reason being as most B&B's didn't allow check-in until 2pm which would not have allowed people to get to sleep after the Triassic. Next year we are likely to return to Hotel or B&B accommodation.

This year it was very hot, which meant more holiday makers outside at Haven generating more noise.

Feedback suggests that the majority of our members were so tired that this wasn't a problem.

Sorry that you found it more difficult.

Having the caravans Thursday to Sunday would have been better/cheaper

We agree, that's why we explored this opportunity with Haven but was told it was not possible as the Whit holiday week is one of the busiest times for them - the booking arrangements are either week to week, Monday to Friday or Friday to Monday.

We did write to everyone 8 weeks before the challenge outlining accommodation options near to Weymouth, including for example the Travelodge at Ilmister costing only £17 each for the night (some of our members utilised this bargain).

Triassic Challenge – Summary of Member feedback

(based on an excellent sample size of 31 out of 52)

1	Which challenge did you do (tick)	TRIASSIC					sample size : 11 out of 15
2	The Challenge	Very Much	Enjoyed it	It was OK	Didn't really	Not at all	
	How much did you enjoy the challenge	5	15	6	5	0	65% said they enjoyed it (16% said they didn't really)
3	Organisation	Very Well Organised	Well organised	OK	Not Good	Poor	
	rate how well organised the challenge was	23	6	2	0	0	94% said the challenge was "very well organised" (74% said very well)
4	Preparation - Information Pack	Yes	No				
	Did you read the final information pack	23	3				88% read the final information pack
		Very Informative	Informative	OK	Not very informative	Poor	
	Rate how informative it was	23	3	1	1	0	93% said the pack was informative (83% said "very informative")
		Very Good	Good	OK	Not Good	Poor	
	rate the quality of the pack	23	4	1	0	0	96% said the pack quality was good (83% said "very good")
5	Preparation - Teleconference	Yes	No				
	Did you attend	3	28				10% people attended the teleconference briefing (90% didn't)
		Very Useful	Useful	Confirmed things	Not useful	Poor	
	If yes, how useful was it	2	1	0	0	0	100% of the people who attended felt it was useful
6	Preparation - Web Site	Yes	No				
	Did you use the web-site?	25	6				81% went onto the brown dog web site
		Very Good	Good	OK	Needs Work	Needs much work	
	How would you rate the web site	10	10	3	1	0	83% said it was good (41% said it was "very good")
7	Accommodation - Haven Holiday Park	Very Good	Good	OK	Not Good	Poor	
	Rate your accommodation	5	15	9	1	0	66% said accommodation was "good", 16% said "OK or Not Good"
	Rate the Haven Site	9	10	11	0	0	63% said Haven site was "good", 37% said is was "ok"
8	Dogs Dinner	Very Good	Good	OK	Not Good	Poor	
	Rate the Venue	20	12	0	0	0	100% said the venue was "good" (89% said it was "very good")
	Rate the quality of food	22	10	0	0	0	100% said the food was "good" (89% said it was "very good")
	Rate the function room	19	13	0	0	0	100% said the function room was "good" (89% said it was "very good")
9	Fundraising - My Donate	Yes	No				
	Did you use My Donate?	17	13				57% of people used My Donate
10	Enjoyment/value-for-Money	FF 1	Enjoyed it	OK	Didn't enjoy	Really didn't enjoy	
	rate your overall enjoyment of weekend	9	17	1	0	0	97% enjoyed the weekend (37% "really enjoyed it")
		Extremely Good	Good	OK	Poor	Not value 4 money	
	Rate value for money	15	18	1	0	0	97% said it was "good value for money", 44% said it was "ok or poor"
		Yes	No				
	Would you do another brown dog challenge?	29	0				100% of people said they would do another brown dog challenge

Portland Challenge – Summary of Member feedback

Which challenge did you do (tick)	PORTLAND					sample size : 11 out of 15
The Challenge	Very Much	Enjoyed It	It was OK	Didn't really	Not at all	
How much did you enjoy the challenge	7	3	1	0	0	87% said they enjoyed it (63% said very much)
Organisation	Very Well Organised	Well organised	OK	Not Good	Poor	
rate how well organised the challenge was	9	1	1	0	0	82% said the challenge was "very well organised"
Preparation - Information Pack	Yes	No				
Did you read the final information pack	11	0				100% read the final information pack
	Very Informative	Informative	OK	Not very informative	Poor	
Rate how informative it was	9	2	0	0	0	100% said the pack was informative (82% said "very informative")
	Very Good	Good	OK	Not Good	Poor	
rate the quality of the pack	9	2	0	0	0	100% said the pack quality was good (82% said "very good")
Preparation - Teleconference	Yes	No				
Did you attend	0	11				0 people attended the teleconference briefing
	Very Useful	Useful	Confirmed things	Not useful	Poor	
If yes, how useful was it	N/A	N/A	N/A	N/A	N/A	This could not be answered as no-one attended
Preparation - Web Site	Yes	No				
Did you use the web-site?	11	0				100% went onto the brown dog web site
	Very Good	Good	OK	Needs Work	Needs much work	
How would you rate it?	5	2	0	0	0	100% said it was good (71% said is was "very good")
Accommodation - Haven Holiday Park	Very Good	Good	OK	Not Good	Poor	
Rate your accommodation	0	4	3	1	0	50% said accommodation was "good", 50% said "OK or Not Good"
Rate the Haven Site	0	4	5	0	0	44% said Haven site was "good", 56% said is was "ok"
Dogs Dinner	Very Good	Good	OK	Not Good	Poor	
Rate the Venue	8	1	0	0	0	100% said the venue was "good" (89% said it was "very good")
Rate the quality of food	8	1	0	0	0	100% said the food was "good" (89% said it was "very good")
Rate the function room	8	1	0	0	0	100% said the function room was "good" (89% said it was "very good")
Fundraising - My Donate	Yes	No				
Did you use My Donate?	5	6				45% of people used My Donate
Enjoyment/value-for-Money	Really Enjoyed it	Enjoyed it	OK	Didn't enjoy	Really didn't enjoy	
rate your overall enjoyment of weekend	9	1	1	0	0	91% enjoyed the weekend (82% "really enjoyed it")
	Extremely Good	Good	OK	Poor	Not value 4 money	
Rate value for money	8	0	1	1	0	80% said it was "good value for money", 20% said it was "ok or poor"
	Yes	No				
Would you do another brown dog challenge?	11	0				100% of people said they would do another brown dog challenge

(based on an excellent sample size of 11 out of 15)