Results from the survey

102 chapter members/guests responded.

Here is an overview of the responses and actions taken, questions still outstanding and needing members input.

We are all in this because we love Harley so let's come together and ensure the chapter becomes one.

RED= Questions still need more information to resolve

GREEN= Actions taken

BLUE = Under discussion

- Participation frequency
  - Occasionally (a few times a year) 44%
  - Frequently (most rides/events) 41%
  - Rarely 13%
  - New / not attended 2%
    - What would make you engage more frequently?
- Ride Interests
  - Day rides (local / regional) – 92%
    By far the most popular option; almost everyone included this.
  - Overnight / weekend trips – 68%
    Strong appetite for short breaks and weekends away.
  - Long-distance touring – 61%
    Very healthy interest in longer trips, UK & Europe.
  - Charity / community rides – 47%
    Nearly half the members want charity involvement through riding.
  - Themed rides
    (breakfast runs, mystery rides, destination rides) – 52%
    - We have day rides throughout the season long and short days these will be published on website diary and newsletter week before
    - Weekends away from many road crew
    - Long distance touring we are going to Euro rallies and organising a rally meet up
    - Themed rides we do throughout the year with ride diary but what other destinations would members like
    - Community rides/charity what would people like to do.
- Preferred ride days
  - Rides to Sykes 12.8%
  - Saturday 12.8%
  - Sunday 15.4%

    - Weekday 28.2%
    - Saturday or Sunday 25.6%
    - Other 5 %
        - We will be running Sunday rides,Date specific rides, Rides to Sykes on a Saturday.
        - Weekday rides will also be run. These will only be published on website under rides the week before as these will be when people are free to run a ride.
- Where would like rides to go
    - **Cafés / Food Stops (cafés, pubs, burger vans, tea stops)68%**
        - Cafés, pub lunches, burger vans
        - Café breakfasts, fish & chip evenings
        - Comfortable places to sit, eat, chat
    - **Places of Interest (museums, landmarks, castles, National Trust)46%**
        - Museums, attractions, castles, gardens
        - National Trust sites
        - Landmarks, historical places
    - **Events & Activities (bike jumbles, shows, rallies, live music)38%**
        - Bike jumbles (e.g. Ardingly)
        - Motoring / bike events
        - Pubs with live music
        - Custom shows, fun-day style events
    - **Longer Trips / Touring (UK & Europe)35%**
        - Long day rides
        - Weekends away
        - Europe trips (France, Belgium, Bruges, Arras, Lake District)
        - Touring rather than rallies only
    - **Ride-Focused (destination less important than the ride) 31%**
        - "It's about the ride, not the destination"
        - Scenic A & B roads
        - Riding together, start-and-finish loops
    - **Inter-Chapter / Dealer Visits21%**
        - Rides to other chapters
        - Other Harley dealerships (Maidstone, Guildford, etc.)
    - **Scenic / Variety Requests24%**
        - New places not visited recently
        - Wider range of destinations
        - Kent / Surrey / Sussex countryside
        - Routes rather than endpoints
    - **Accessibility & Practical Needs 12%**

        - Dog-friendly destinations
        - Toilets / rest stops
        - Avoiding very short rides
            - Looking at requests above this year 2026 ride plan should cover all of what the members requested, the road crew have been given a list for the past 10years + of rides and most have chosen new or older destinations that have not been visited for some time.
            - Pets on rides. This was a decision taken due to safety. This has been confirmed it is not a HOG rule. We are in discussions around this, the best way forward to adhere to HOG rules, but also safety within the rides. Whatever decision is made it needs to encompass ensuring safety and that no distractions to backmarkers or other riders. We will publish once decided upon.
- Social meet preference
    - Keep it weekly as it is 52%
    - Change to monthly at a central location 23%
    - Alternate between different locations 20%
    - Other / unclear 5%
        - Due to the current locations and the set up at each, we have decided to try something new. There will be a central meet evening at sykes every quarter. This will be structured with a speaker hopefully at each.
            - 12 March
            - 11 June
            - 10 September
        - Let us know what you would like speakers on, ie website how to use, Road crew what its all about, travelling abroad?
- Committee rep at sykes
    - Yes 57.6%
    - No 42.4%
        - We have collated a list for the whole year of Saturdays and who will represent the chapter at Sykes. This will be published on newsletter weekly. If there is not a committee member available then please speak to Steve Director or Jordon,Gary,Josh all dealer reps and request questions passed on.
- Rally meet up
    - Yes 78%
    - No 22%

        - We will be looking for a couple of people to head up the rally meet ups and then co-ordinate a meet at sykes to give out information or co-ordinate meet ups at the rallies.
- Non-riding events wanted
    - Social gatherings 80–85%
    - Skills workshops 60–65%
    - Charity / community events 50–55%
    - Dealer events 45–50%
    - Family-friendly events 25–30%
    - Other-off-road, experiences, suggestions not fitting above 15–20%
        - We have addressed most of above as there will be skills workshops at sykes. See diary for events. Dealer events will also be advertised on the events diary of website. Charity days will be advertised as we didn't do that many in 2025. This years chapter charity is Air Ambulance we will advertise this coming year chapter charity days.
- Other events wanted
    - Other (misc / specific ideas)18%
        - What are these- specific events wanted
- What you enjoy most
    - **Friendships, camaraderie & social side – 38%**
      (friends, banter, community, socialising, family feel, Saturday chats)
    - **Riding (general enjoyment) – 27%**
      (enjoy riding, riding together, freedom of riding)
    - **Group riding & rallies / trips – 18%**
      (rallies, trips away, weekends, Europe, long rides)
    - **Dealer & Sykes connection – 7%**
      (Sykes meets, dealer support, welcoming atmosphere)
    - **Harley / HOG identity & belonging – 6%**
      (being part of HOG, Harley identity, chapter pride)
    - **Enjoyment has declined / not much currently – 4%**
      (chapter feels fractured, not enjoying much at present)
- Improvement suggestions
    - Committee visibility, transparency & leadership: 38%
    - Reducing cliques & improving culture: 21%
    - Rides & events improvements: 17%
    - Communication & engagement ideas: 9%
    - Merchandise, rewards & incentives: 6%
    - Too early / unsure: 9%
        - We will have committee rep most Saturdays, Sykes engagement in the rides
        - Cliques and Culture -We can only do this with everyone's help and support

        - Rides we hope we have a varied array of rides.
        - Events we need commitment from members for attendance and also ideas of events
        - Merchandise- we have a new merchandise person Trudy, we are obviously tied to HOG merchandise but advise us what you would like.
        - Incentives and rewards- There has been a lot of questions around this. There will be an explanation of the rewards and benefits for a full chapter member and a guest coming out after 12 March first social meet so make sure you come along, as we need to ensure we are adhering to HOG rules.
- New Ideas or traditions
    - Rallies & Big Chapter Events — 22%
        - Own annual 1066 rally
        - Shared rallies with other chapters
        - Iron Horse–style holiday site
        - "Show off as a chapter"
            - The Sykes Big Weekender encompasses all of the above
    - Ride Timing & Variety — 18%
        - Early Saturday rides
        - More weekday rides
        - Longer riding season
        - Climate-change adaptation (ride earlier/later in year)
            - The ride plan for 2026 encompasses all of above
    - Charity & Community Focus — 11%
        - Annual charity traditions
        - More charity rides & fundraising
        - Greater local community involvement
    - Ride Structure & Pace Options — 10%
        - Progressive / faster rides
        - Novice rides
        - Clear labelling of ride type & pace
        - Routing flexibility
    - Social Events & Traditions — 9%
        - Xmas party revival
        - Picnic & return rides
        - Monthly Sykes events
        - More informal BBQs / get-togethers
            - 2026 will cater for all of above- send in ideas
    - Inclusivity, Culture & "Mixing" — 8%
        - Reduce "top table" feeling
        - Mix more as a chapter
        - Encourage speaking up

        - Anonymous suggestion box
            - Anonymous box we can certainly introduce
    - Communication & Planning — 7% we need more engagement with editor. We are also looking for new editor as per newsletter. Apply if interested.
        - Suggest ideas before season starts
        - Catalogue of past successful events
        - Magazine / Facebook features
        - Member bios & bike photos
    - New Riders & Youth Engagement — 6%
        - Target younger audience
        - Racing / motorsport links
        - Novice support & development
    - Rules, Dogs & Practical Barriers — 4%
        - Dog ban concerns
        - Policies discouraging participation
    - No New Ideas / Too Early / Unsure — 5%
        - We have run taster days
        - This year and every year we do a bike track day BSB,Bagger racing support bike shows
        - Email about suggestions for rides goes out around October before November planning meeting
        - Magazine has bios,bike photos,all ride write ups.
- Other comments
    - Committee transparency, visibility & behaviour **32%**
    - Voting, democracy & member voice **18%**
        - Members voting for director / committee
        - Feeling unheard or excluded
        - Desire for fair processes
        - Anti-clique / equality comments
    - Respect for long-standing members & volunteers **14%**
        - Respect for experienced Road Crew
        - Value of long-term members
        - Concerns about sidelining experience
        - Treatment of volunteers
    - Charity & community involvement **11%**
    - Chapter culture, unity & atmosphere **10%**
        - Stop political backbiting
        - Reduce negativity
        - Heal divisions
        - Restore friendly / inclusive feel
        - "Reset" the chapter
    - Strategy, direction & future of the chapter **7%**
        - Sykes leading or supporting strategy
        - Long-term sustainability

        - Attracting younger members
        - Future vision
    - Meetings, communication & information flow **5%**
        - Announcements at Sykes
        - Monthly meeting formats
        - Better information sharing
        - New-member onboarding
    - Events, rallies & activities (non-ride specific) **4%**
    - Identity, branding & chapter image **3%**
        - Patch wording / dress code
        - "1066 Sussex UK" identity
        - Pride in chapter branding
            - In regards to above we can only have top rocker HOG rules and goes against HA
    - Website & communications praise **2%**
        - Positive feedback on new website
        - Appreciation of improvements
    - No comment / nothing to add **4%**
        - **Over 50%** of comments relate directly to **how the chapter is led, represented, and communicated**
        - Members are **not disengaged** – they are **deeply invested**
        - The loudest message is **not about rides**, but about:
            - Fairness
            - Respect
            - Transparency
            - inclusion

KEY POINTS NEED MORE INFORMATION FROM MEMBERS

- Family friendly events what would you like
- Skills workshops-what skills
- Events-HOW,WHAT,WHERE
- Specific other events what would you like
- What would make you engage more frequently
- What charity rides/community rides would you like
- Give ideas for merchandise to Trudy merchandise@1066chapter.com