



Costa Blanca Wine Society

Survey of Members January 2025

INTRODUCTION

The Committee recognised that, having attracted 50 new members in 2024, it was important to solicit views from the members in order to form policy for the future. The form was created on the CBWS website. Members were invited by email on 17th January to complete the form and given a link to the correct page. They were reminded again in the newsletter which was published on 24th January. Every member was encouraged to complete the form even if their partner had already done one.

Out of a membership of approximately 150 at the time of invitation we received 58 responses. Most sections were mandatory to complete and there were also free text boxes for additional comments.

This report is in three sections:- Statistics, Mandatory Responses and Free Type comments

Questions prepared by: Neville Richardson and Helen Granville
Report prepared by John Sloggie
31st January 2025

SECTION 1 – Member Statistics

Members were asked to choose which age group they belonged to and whether or not they were full time resident in Spain:

AGE RANGE			Resident all year in Spain		
50-59	1	2%	Yes	29	52%
60-69	21	36%	No	28	47%
70-79	27	47%	Prefer not to say	1	2%
80+	8	14%			
Prefer not to say	1	2%			

Members were asked to indicate how many years they had been members.

The average membership over 58 respondents was 7.9 years

Years of membership

1 year	16
2-4 years	6
5-9 years	14
10-19 years	14
20-29 years	3
30 years plus	3
No response	2

NB The figure for members with 1 year membership includes those with less than one year as there was no option for less than one year. This was an error as members with less than 1 year membership had to select 1.

Members were asked to note their Spanish Address and Nationality

Address in Spain			Nationality		
Javea	23	40%	British/UK	46	79%
Denia	10	17%	Irish	3	5%
Moraira	9	16%	Dutch	3	5%
Benissa	4	7%	German/British	2	3%
Murla	2	3%	British/Irish	1	2%
Els Poblets	2	3%	Canadian	1	2%
Pedregur	2	3%	South African	1	2%
Pego	2	3%	Swedish	1	2%
Orba	1	2%			
Altea	1	2%			
		0%			
None	2	3%			

SECTION 2 – Member Responses

Members were asked to mark each of the undernoted items from the options shown. Percentages are rounded to nearest full number.

Venues Chosen

Very Satisfied	30	52%
Satisfied	27	47%
Somewhat Dissatisfied	1	1%
Very Dissatisfied	0	

Food Served at events

Very Satisfied	22	38%
Satisfied	34	59%
Somewhat Dissatisfied	2	3%
Very Dissatisfied	0	

Wine served at events

Very Satisfied	32	55%
Satisfied	25	43%
Somewhat Dissatisfied	1	2%
Very Dissatisfied	0	

How important is a dress requirement for events

very Important	14	24%
Important	30	52%
Not very important	10	17%
Not at All Important	4	7%

Quality of Communication

Very Satisfied	45	78%
Satisfied	13	22%
Somewhat Dissatisfied	0	
Very Dissatisfied	0	

Overall Experience of CBWS

Very Satisfied	41	71%
Satisfied	17	29%
Somewhat Dissatisfied	0	
Very Dissatisfied	0	

Members were asked if they would be prepared to assist with tastings or stand for membership of the committee. The table below shows the replies and the number of people indicating which committee positions (if any) they would be prepared to stand for.

Would you volunteer

Yes	11
No	31
Maybe	16

Total	58
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Positions

President	0
Vice-President	0
Treasurer	1
Secretary	1
Membership	
Secretary	0
Events	1
Website	1
Other	9

Total	13
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SECTION 3 – Individual Comments

After completing each section members were given the opportunity to add any extra comments. This section lists the comments that were made. It was not mandatory to add any comments.

Please note that, to ensure objectivity, the summaries have been created with the assistance of AI.

Summary of the comments regarding the venues:

- 1. Experience and Attendance:**
 - Some members haven't attended enough venues to comment, particularly newer members.
 - A few haven't been to any venues yet.
- 2. Venue Preferences and Suggestions:**
 - Preference for one completely new venue each year and changing the months of established venues.
 - Emphasis on not sacrificing good existing venues just for the sake of change.
 - Suggestions for larger venues to accommodate increased membership and maintain enjoyment.
 - Desire for more variety in locations and less predictability in venue schedules.
 - Interest in venues where overnight stays are possible due to drink-driving limits.
- 3. Event Preferences:**
 - Preference for more intimate meetings with fewer people at extraordinary venues.
 - Suggestion for an annual informal evening with tapas.
 - Positive feedback for the opportunity to eat at a bodega and attend a trip to Rioja.
- 4. General Feedback:**
 - Some members find the current venues wonderful and suggest maintaining them.
 - Others suggest mixing up the venue schedule to avoid predictability.
 - Desire for the ambiance and exclusivity of the venues to be preserved.

Overall, the feedback highlights a mix of appreciation for existing venues and a desire for more variety and thoughtful consideration of members' needs and preferences.

Summary of the comments regarding the food:

- 1. Quality and Temperature:**
 - Generally, food is considered to be of good quality, but sometimes it arrives cold.
 - Some feel the quality doesn't always match the price paid.
- 2. Quantity and Variety:**

- Suggestions to reduce the number of starters (maximum 2) so members can enjoy the main course more.
 - Desire for more vegetarian options and more vegetables.
 - Preference for more variety in meat and fish dishes.
3. **Serving Style:**
- Tapas or small plates have been suggested for wine tastings instead of formal dinners.
 - Some suggest having one starter and spending more on the main course.
 - Interest in tapas-style meals and informal settings.
4. **Specific Feedback:**
- Preference for hot plates, though it's acknowledged as unlikely in Spain.
 - Some experiences of meals falling below expectations, while others found specific events to be excellent.
5. **General Comments:**
- Catering for large numbers is challenging, but maintaining a choice of fish, meat, and one other dish is appreciated.
 - A few members are new and haven't had enough experience to comment.

Overall, the feedback highlights a mix of appreciation for the food quality and suggestions for improvements in variety, serving style, and maintaining appropriate portion sizes.

Summary of the comments regarding the wine:

1. **Variety and Presentation:**
 - Desire for more bodega presentations.
 - Requests for more white wines and a few more rosados.
 - Some members haven't had enough experience to comment.
2. **Temperature and Quality:**
 - Concern expressed by one member about red wines being served cooler than room temperature.
 - Interest in occasionally trying exceptional (expensive) wines to see if they are worth the price.
3. **Budget and Value:**
 - Appreciation for being introduced to new wines.
 - Suggestions to use the healthy budget to offer members wines they wouldn't normally consume.
 - Mixed feedback on the value orientation of wines, with some preferring higher class wines or different price ranges.
4. **General Feedback:**
 - The 5 wines per table format seems to work well.
 - Overall satisfaction with the wines given budget constraints.
 - Some members feel there's no need for change.
5. **Miscellaneous Suggestions:**

- Desire to occasionally try wines from other countries, despite potential difficulties in organizing this.
- Interest in paying more per bottle to explore higher quality wines.

Overall, the feedback highlights a mix of appreciation for the current wine selection and suggestions for more variety, higher quality options, and improved temperature control for red wines.

Summary of the comments regarding the dress standard:

1. Formality and Dress Code:

- Mixed opinions on having a strict dress code, with some members preferring a nice shirt over a jacket.
- Strong preference for avoiding jeans, T-shirts, and trainers.
- Emphasis on the importance of dressing up for the occasion to make the evening special.
- Some members feel that the venues warrant an effort to dress appropriately.

2. Preferences for Jackets:

- Suggestions to relax the jacket requirement, especially during warmer months.
- Some members feel jackets are dated and prefer smart casual attire.
- Others appreciate the tradition of wearing jackets and feel it adds to the formality of the event.

3. Casual vs. Formal:

- A few members prefer a more casual approach, with no strict dress code.
- Others believe dressing nicely shows respect to the organization and presenters.
- Some members suggest a middle ground, such as avoiding jeans but not necessarily requiring jackets.

4. Seasonal Considerations:

- Practicality of jackets during Spain's summer months is questioned, with smart casual being suggested as sufficient.
- One member proposed having themed evenings or specific colours instead of strict dress codes.

5. General Feedback:

- Overall satisfaction with the present dress code, with some members suggesting no change.
- Emphasis on the complete package of the event, including venue, food, drink, and dress.
- Need to embrace diverse approaches to dress code from a culturally and age-diverse membership.

Overall, the feedback highlights a mix of preferences for maintaining a certain level of formality while also considering practicality and diversity in dress code approaches.

Summary of the comments regarding communication:

1. **Mailing List and Email Distribution:**
 - Suggestion that all paid-up members should be on the mailing list, not just one email per couple.
 - Desire for both partners in a couple to receive emails, not just one.
2. **Website Usability:**
 - One member found the website challenging to navigate, especially for booking and finding bank details.
 - Acknowledgment that the website is new, with improvements over time.
3. **Social Media and Facebook:**
 - Positive feedback for Sara's work on the Facebook page and appreciation for the interesting articles posted.
4. **Overall Improvement and Efforts:**
 - Recognition of massive improvements in communication due to the committee's hard work.
 - Appreciation for the survey as an example of improved communication efforts.

Overall, the feedback highlights a mix of appreciation for the improvements made in communication, suggestions for better email distribution, and some challenges with website usability.

Summary of the suggestions for improvement:

1. **Membership Limit:**
 - Suggestion to limit the number of members as it is becoming too big.
2. **Event Attendance and Impressions:**
 - Positive feedback from new members who have attended a limited number of events.
 - Enjoyment of specific events like the wine tour to DO Rioja and the Christmas event.
3. **Organization and Enjoyment:**
 - Praise for the smoothly run organization and the enjoyment members get from the events, helped by the wine.
4. **Local Day Trips:**
 - Appreciation for local tastings, like at Pepe Mendoza, with a request for more local day trips, especially for dog owners who might find it difficult to be away overnight.
5. **Member Diversity and Event Variety:**
 - Importance of continuing to push for greater diversity in age, nationality, and geography among members.
 - Encouragement to vary the types of events held and not be constrained by tradition.
6. **Pride in Membership:**
 - Members expressing pride in being part of the group.

- Acknowledgement that the members themselves make the events more enjoyable.

Overall, the feedback highlights a mix of appreciation for the organization, suggestions for managing membership size, and a desire for more diverse events and member inclusivity.

Summary of the additional comments:

1. Seating Arrangements:

- Suggestion to allow members to sit with friends once a year to enhance enjoyment.
- Mixed feelings about random seating, with some appreciating it to prevent cliques and others preferring to sit with friends during special events like Christmas.

2. Membership Experience:

- Positive feedback from new members appreciating the welcome and the variety of offerings.
- Many members express pride and enjoyment in being part of CBWS.

3. Committee and Volunteers:

- Praise for the hard work of the committee and volunteers, with mentions of Neville and Sara rejuvenating the Wine Society.
- General sentiment of "keep up the good work" and gratitude for the efforts put in by organizers.

4. Events and Trips:

- Suggestion to include a survey at each tasting to get accurate feedback on venue, food, and wine.
- Requests for transportation options, like shared buses for members from different locations.
- Enjoyment of past events and wine trips, with some disappointment about self-drive trips.

5. General Sentiments:

- Acknowledgment of the successful year and caution against making drastic changes to a winning formula.
- Expressions of how the wine society has helped members make good friends and enjoy social interactions.
- Calls to continue the push for diversity and not be constrained by tradition.

Overall, the feedback highlights a mix of appreciation for the current operations, suggestions for improving the social aspect of events, and recognition of the hard work by the committee and volunteers.