# Attendance & Game Data 2024

Overview

Since January 2024, each time someone visits the club they're asked to sign in via a QR code on the counter. This is primarily so we have a record of people visiting for fire and safety purposes.

Club Growth

As we only have one year of sign-in data, the clearest way we can show club growth is through paid entries from the club members from our accounts. This data doesn't include Monthly, Guest, free, or RPG entries.

The club had a 57% growth in Member Paid Entries in 2024 compared to 2023

Member Paid Entries
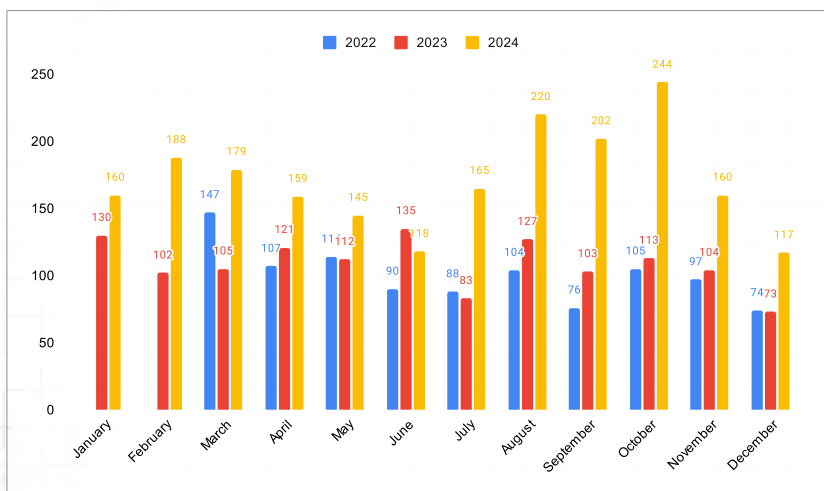
	2022	2023	2024
January	-	130	160
February	-	102	188
March	147	105	179
April	107	121	159
May	114	112	145
June	90	135	118
July	88	83	165
August	104	127	220
September	76	103	202
October	105	113	244
November	97	104	160
December	74	73	117
Total	**1002**	**1308**	**2057**

2024 Attendance

The below chart shows all attendance registered, including guests, spectators, and RPG players using the back rooms. Occasionally players forget to sign in so the data can never be 100% accurate, however it will not be less than the numbers shown.

Attendance
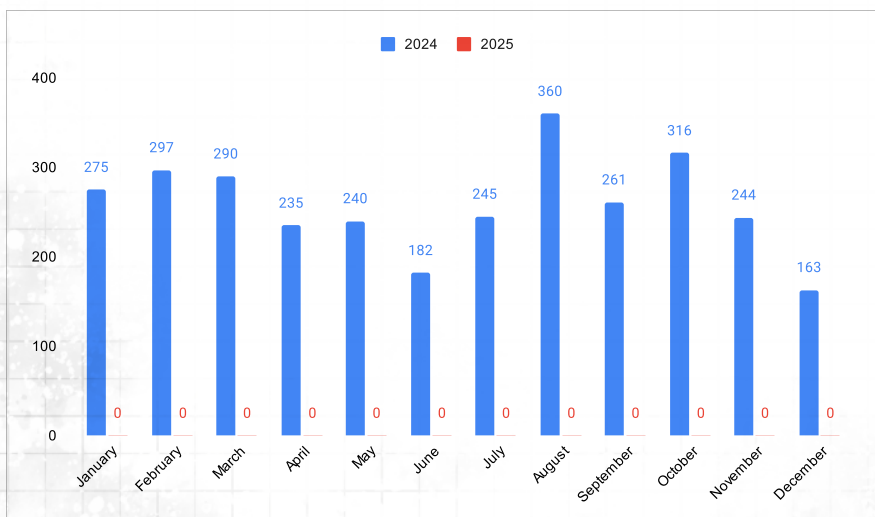
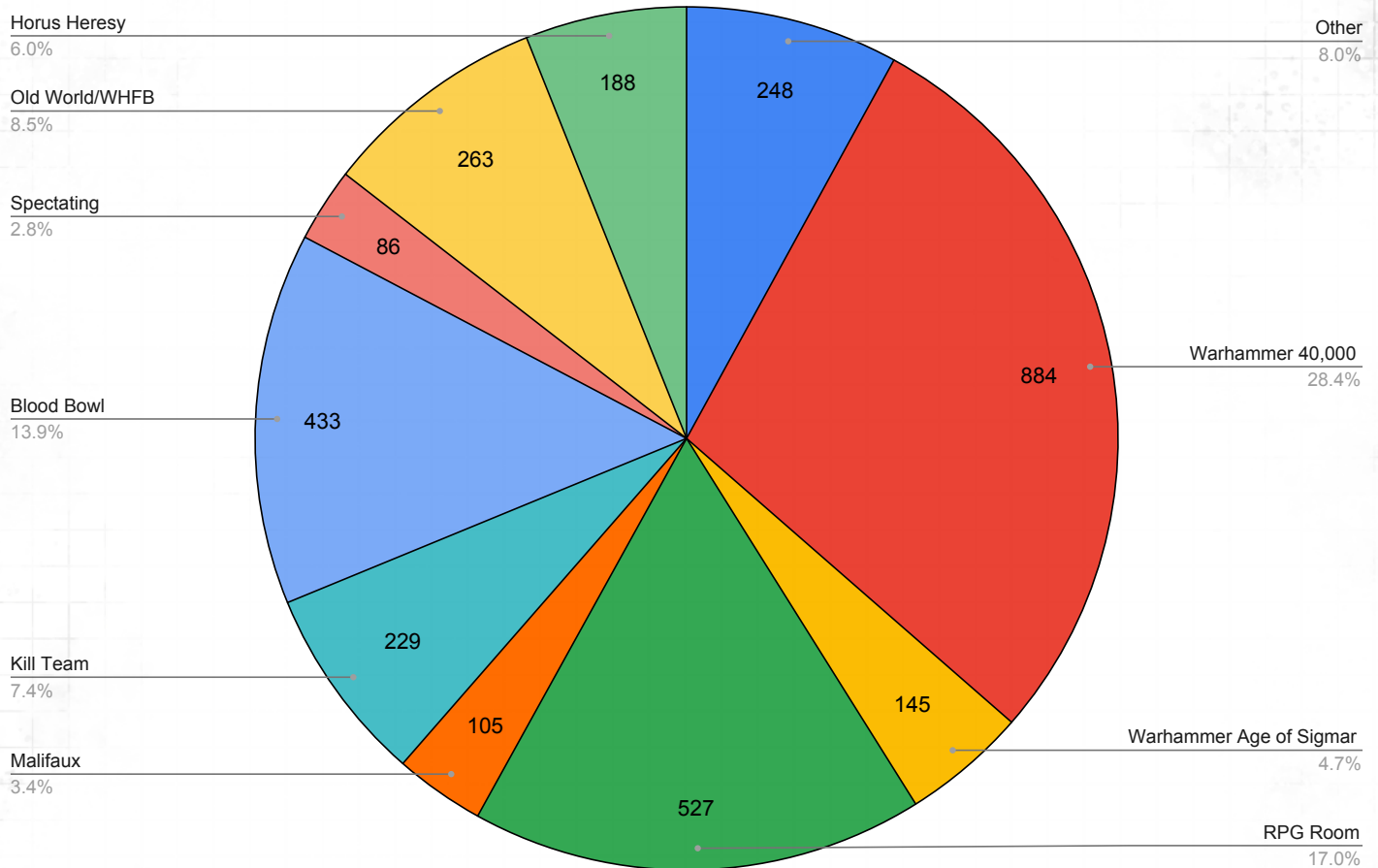|	2024	2025
January	275	0
February	297	0
March	290	0
April	235	0
May	240	0
June	182	0
July	245	0
August	360	0
September	261	0
October	316	0
November	244	0
December	163	0
Total	**3108**	**0**

Game Data

As part of the sign in process we also ask players what game they're playing that visit, allowing the committee to see the popularity of different systems which enables us to shift our attention accordingly, supporting the systems that are growing or declining with dedicated events, leagues, and scenery. Occasionally players forget to sign in so the data can never be 100% accurate, however it will not be less than the numbers shown.

Count of Games Played

Horus Heresy
6.0%

Old World/WHFB
8.5%

Spectating
2.8%

Blood Bowl
13.9%

Kill Team
7.4%

Malifaux
3.4%

Other
8.0%

Warhammer 40,000
28.4%

Warhammer Age of Sigmar
4.7%

RPG Room
17.0%

248
884
188
263
86
433
229
105
527
145

Individual Breakdown

Over the next few pages you can see the breakdown of individual systems with accompanying notes to explain spikes in the games being played.
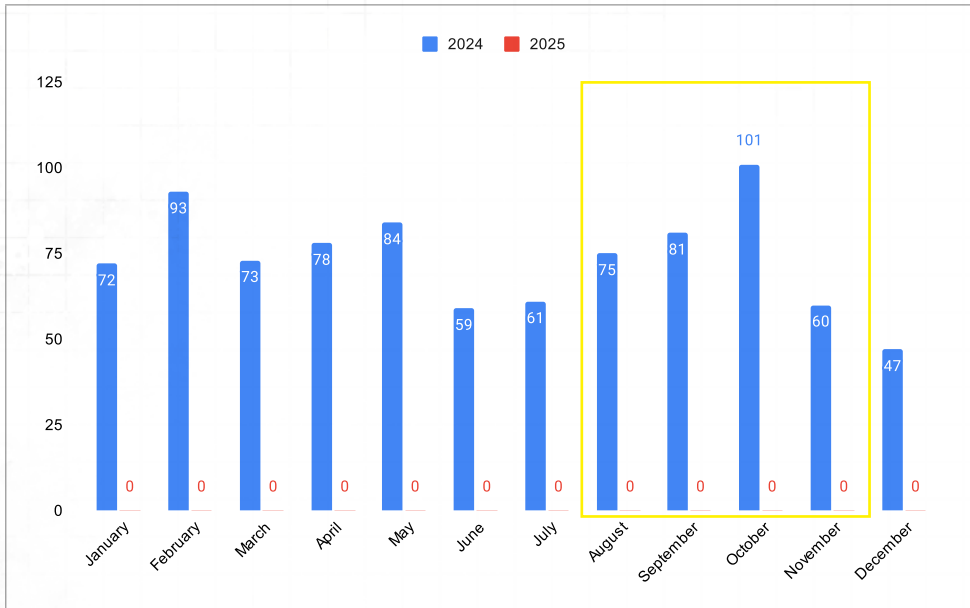
What We've Learnt

As you will see from the data, leagues and organised activities have a massive impact on attendance and community growth. The clearest examples are from Blood Bowl which reduces to almost zero games when there isn't a league running, and the growth in Horus Heresy towards the end of the year when we launched the Narrative campaign.
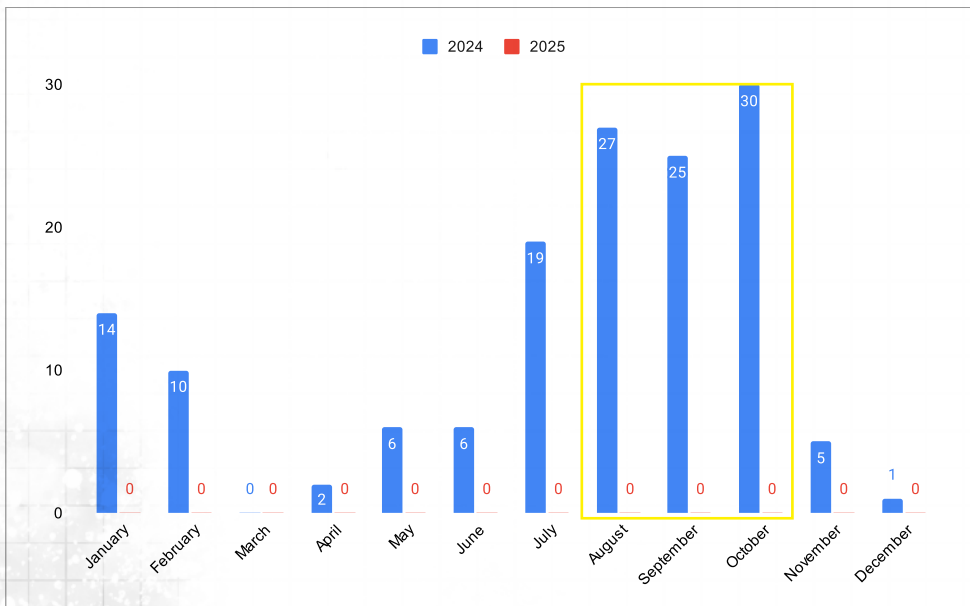
Warhammer 40,000

	2024	2025
January	72	0
February	93	0
March	73	0
April	78	0
May	84	0
June	59	0
July	61	0
August	75	0
September	81	0
October	101	0
November	60	0
December	47	0
Total	884	0

Notes:

Competitive League ran between Aug and Nov

Warhammer Age of Sigmar

	2024	2025
January	14	0
February	10	0
March	0	0
April	2	0
May	6	0
June	6	0
July	19	0
August	27	0
September	25	0
October	30	0
November	5	0
December	1	0
Total	145	0

Notes:

Spearhead League ran between August and October

Horus Heresy
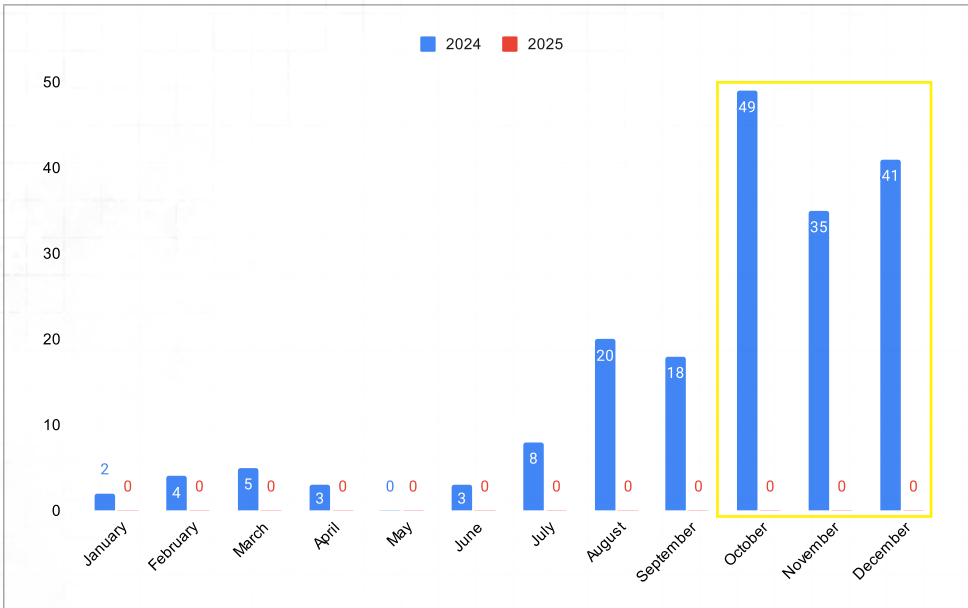
	2024	2025
January	2	0
February	4	0
March	5	0
April	3	0
May	0	0
June	3	0
July	8	0
August	20	0
September	18	0
October	49	0
November	35	0
December	41	0
Total	188	0

Notes:

Narrative Campaign ran between October and December

Blood Bowl
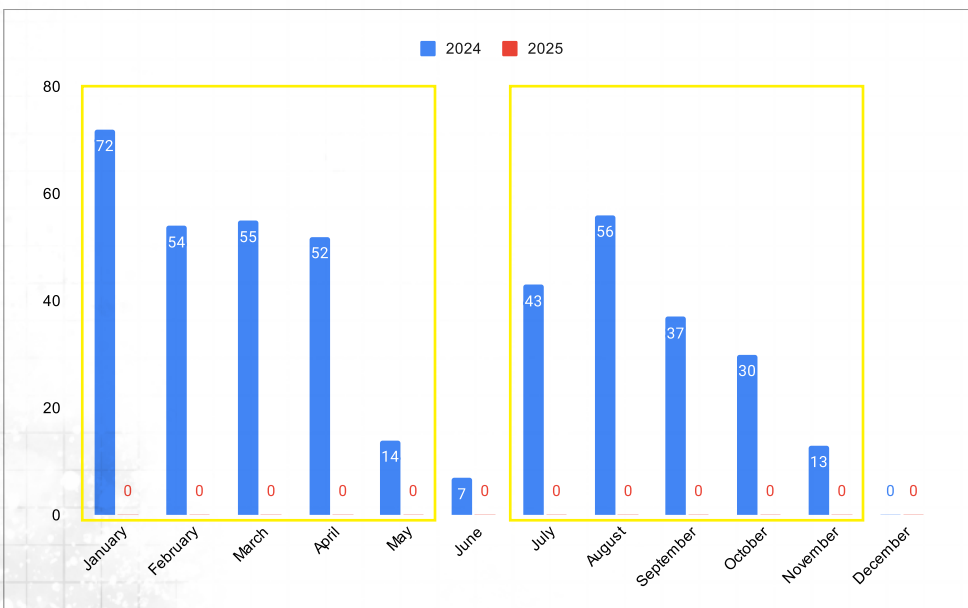
	2024	2025
January	72	0
February	54	0
March	55	0
April	52	0
May	14	0
June	7	0
July	43	0
August	56	0
September	37	0
October	30	0
November	13	0
December	0	0
Total	433	0

Notes:

Leagues ran between Jan/May and July to Nov

Old World/WHFB
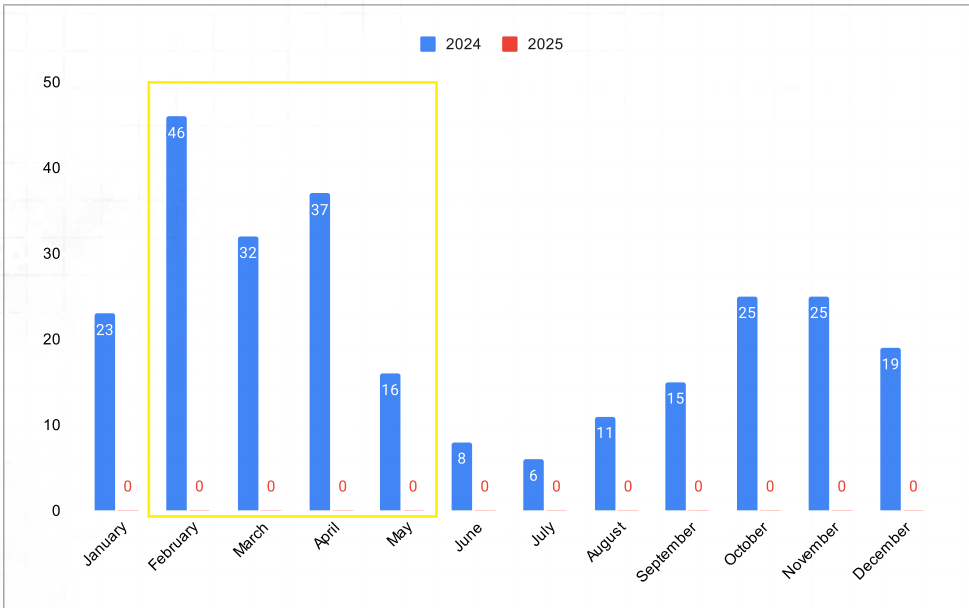
	2024	2025
January	23	0
February	46	0
March	32	0
April	37	0
May	16	0
June	8	0
July	6	0
August	11	0
September	15	0
October	25	0
November	25	0
December	19	0
Total	263	0

Notes:

Map campaign ran February to mid May, and Rallying Cry meet ups started in September

Kill Team
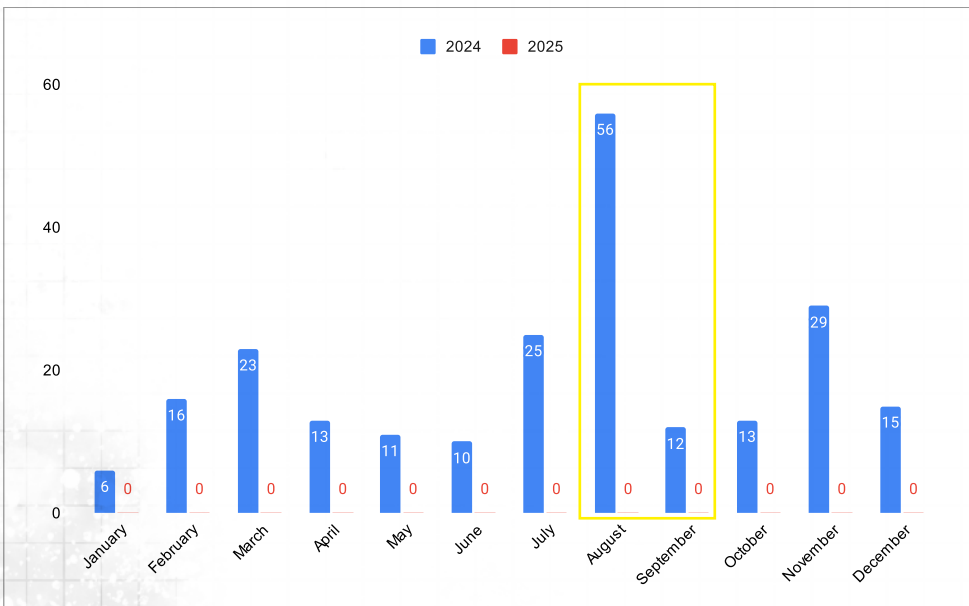
	2024	2025
January	6	0
February	16	0
March	23	0
April	13	0
May	11	0
June	10	0
July	25	0
August	56	0
September	12	0
October	13	0
November	29	0
December	15	0
Total	229	0

Notes:

Knock-out League ran Aug to September. Kill Team Tuesdays run twice a month

Malifaux

Legend: ■ 2024 ■ 2025
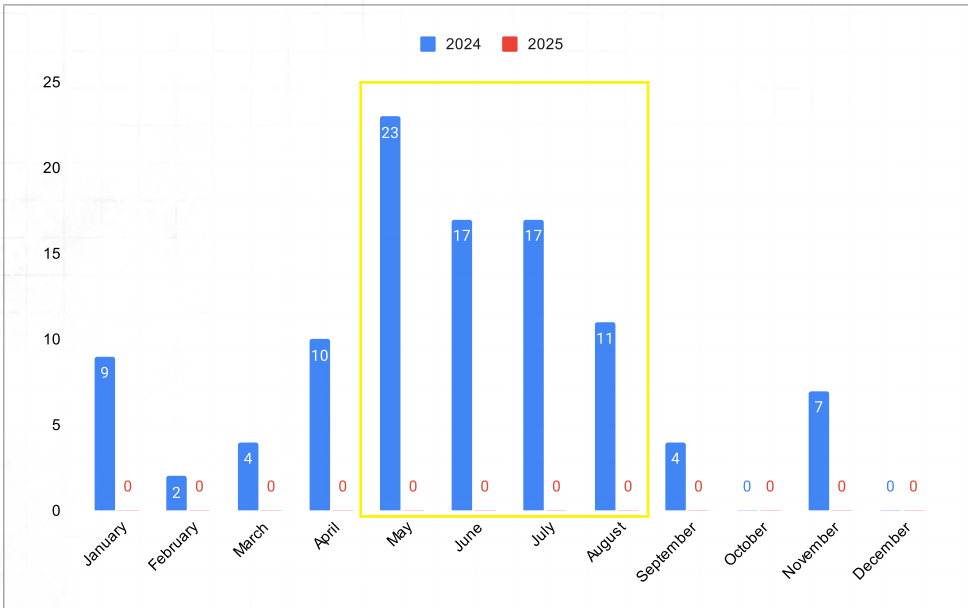
	2024	2025
January	9	0
February	2	0
March	4	0
April	10	0
May	23	0
June	17	0
July	17	0
August	11	0
September	4	0
October	0	0
November	7	0
December	0	0
Total	104	0

Notes:

League ran between May and August

RPG Room

Legend: ■ 2024 ■ 2025
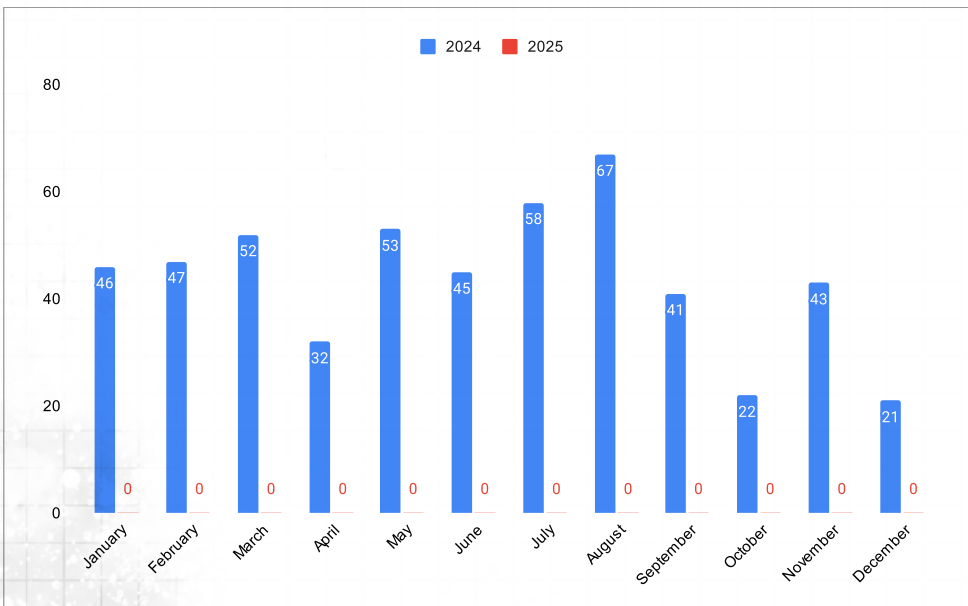
	2024	2025
January	46	0
February	47	0
March	52	0
April	32	0
May	53	0
June	45	0
July	58	0
August	67	0
September	41	0
October	22	0
November	43	0
December	21	0
Total	527	0

Notes:

Least accurate data as participants don't pay in at the counter so may not sign in.