



2013 Membership Survey Report

May 2013

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7 Mansfield Road Nottingham NG1 3FB

T: 0115 934 8471 F: 0115 934 8498 E: office@one-em.org.uk www.oneeastmidlands.org.uk

Charity no: 1094733 Limited company no: 4342574

Membership Survey Report 2013

Introduction

Following One East Midlands membership survey in May 2010 and November 2011, a third members survey was carried out of our members in April 2013 to discover their views on our work, purposes and values, future priorities, influence , how we can improve our services and our updated membership scheme, which was introduced in early 2012.

During the four weeks the 2013 survey was open, a total of 16 respondents completed all or some of the questions.

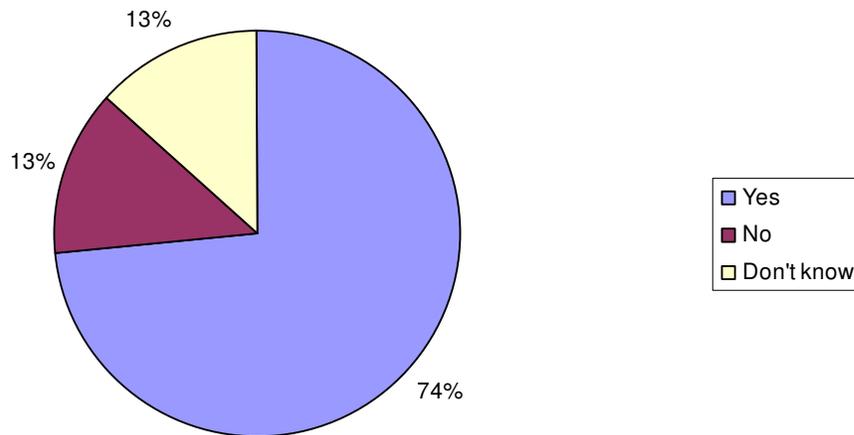
Summary of Key Survey Findings

Key findings from One EM's 2013 members' survey include, the bold results in brackets do not include those who responded "don't know":

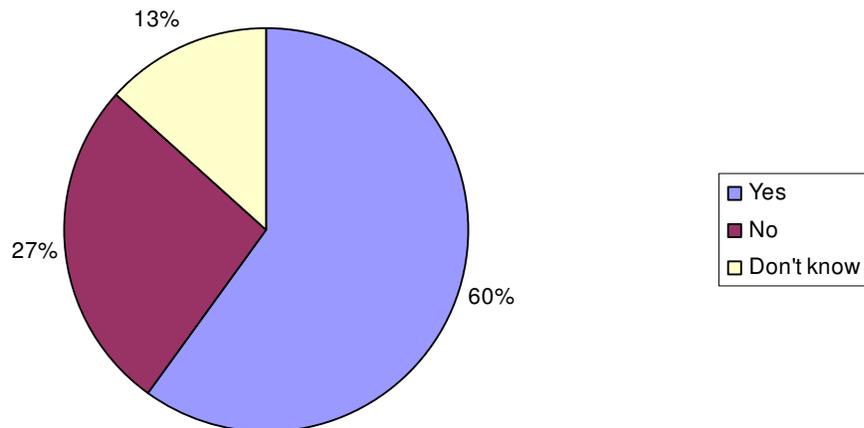
- 73.3% (**84.6%**) of respondents were members of One East Midlands and 60% (**69.2%**) were members of at least one of our specialist networks (26.6% Health & Social Care, 26.6% ERDF, 20% EMFAN, 20% Safer Future Communities and 13.3% EMVY)
- 93.2% said we delivered information very well or well. 75.1% (**100%**) said we advocated in the region very well or well. 75% (**92%**) said we developed regional networks either very well or well. 62.5% (**90.9%**) said we maintained our regional networks very well or well. 66.7% (**100%**) said we campaigned on behalf of the sector nationally very well or well. 50.1% (**88.9%**) said we increased the visibility of the sector very well or well, 53.3% that we influenced policies that impact on VCS organisations in the East Midlands quite well. 56.3% (**90%**) said that we improved the relationships between the sector and regional stakeholders either very well or quite well.
- 60% rated the One East Midlands events they attended in the last year as excellent or good, with the over 40% rating them as okay (31.3% The Big Sell, 31.3% ERDF events, 12.5% of respondents had attended the AGM, 12.5% Safer Future Communities events, 6.3% EMFAN events and 6.3% health and social care events.
- 87.5% thought our future events should be half day events, 56.3% feature more workshops, 50% feature more guest speakers and presenters, 31.3% more networking, 25% more training and only 6.3% thought should be full day events.
- 70% (**87.5%**) thought the AGM should be part of a combined event and only 10% (**11.1%**) a stand alone event.
- 81.3% (**86.6%**) rated our website as excellent or good (the rest rated it as average). 13.3% (**40%**) rated our social media as good (the rest rated it as average). 81.3% (**86.7%**) rated our e-bulletins as very good or good (the rest rated them as average). 50% (**80%**) rated our printed material, e.g. the annual report, as very good or good (the rest as average).
- 83.3% (**90.9%**) strongly agreed or agreed that we support a connected and influential VCS in the East Midlands (the rest neither agreed nor disagreed). 78.5% (**91.7%**) strongly agreed or agreed that we are accountable to our members (the rest neither agreed or disagreed). 85.8% (**92.3%**) strongly agreed or agreed that we display sound knowledge of the VCS in the East Midlands and the issues that it faces. 85.7% (**92.3%**) strongly agreed or agreed that we act in a way that promotes equality.
- 81.3% thought our priority and focus over the next 12 months should be providing information, 56.3% advocating, 31.3% regional networks and 25% something else.
- 42.9% (**54.5%**) agreed that they had helped to shape policy through the events they had attended or consultations they had responded to (the rest neither agreed nor disagreed). 71.4% strongly agreed or agreed that their organisation is routinely consulted and valued by the public sector in policy development and service design and delivery. 28.6% (**33%**) agreed that One East Midlands has helped them to shape public policy in the region. 78.5% strongly agreed or agreed that One East Midlands has made them aware of opportunities to shape public policy in the region.
- 75% (**85.7%**) of members, if they hadn't already done so, were planning to renew their membership of One East Midlands
- 41.7% (**75%**) thought membership of One East Midlands was very good value or good value (the rest thought it was average value)

Membership

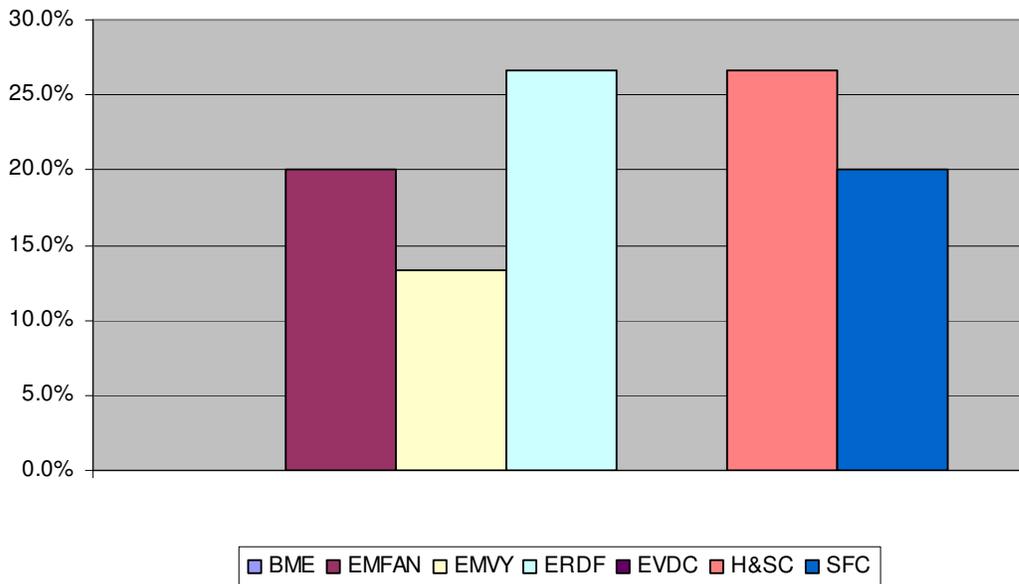
When asked whether they considered themselves to be members of One EM, 73.3% knew that they were members, 13.3% that they were not and 13.3% were unsure.



When asked if their organisation was a member of any of the networks One EM supports, 60% knew that they were members, 26.6% that they were not and 13.3% were unsure.



If they answered yes to being a member of any of the networks that One East Midlands supports, 26.6% said they were a member of the ERDF Network, 26.6% of the Health & Social Care Network, 20% of the EMFAN (East Midlands Funding Advice Network), 20% of the Safer Future Communities network and 13.3% said they were a member of the EMVY (East Midlands Voluntary Youth) Network. None of the respondents were members of either the BME Network or EVDC (England Volunteering Development Council East Midlands) Network.



One East Midlands' work

When asked about their experience of One EM's work during the last 12 months, 66.6% thought that One EM had delivered information very well, 26.6% quite well and 6.6% not very well.

31.3% thought that One EM had advocated in the region very well, 43.8% quite well and 25% did not know.

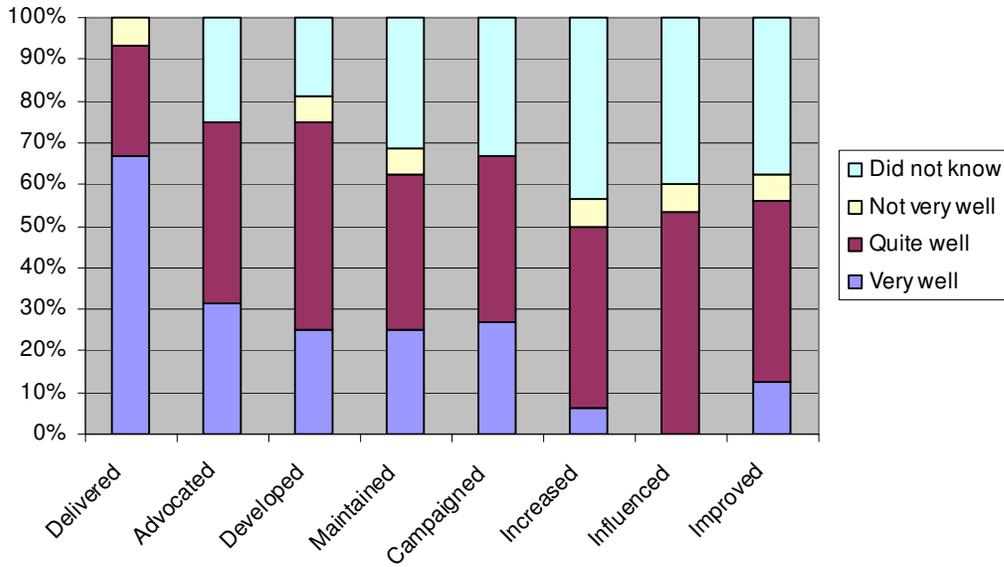
In regard to the regional networks, 25% thought One EM had developed them very well, 50% quite well, 6.3% not very well and 18.8% did not know. In addition, 25% thought that One EM had maintained the regional networks quite well, 37.5% quite well, 6.3% not very well and 31.25% did not know.

When it came to campaigning on behalf of the sector nationally, 26.7% thought that One EM had done this very well, 40% quite well and 33.3% did not know.

6.3% of respondents thought One EM had increased the visibility of the sector very well, 43.8% quite well, 6.3% not very well and 43.8% did not know.

In regard to influencing policies that impacted on VCS organisations in the East Midlands, 53.3% thought One EM did very well, 6.7% not very well and 40% did not know.

Finally, 12.5% thought One EM improved relationships between the sector and regional stakeholders very well, 43.8% quite well, 6.3% not very well and 37.5% did not know.

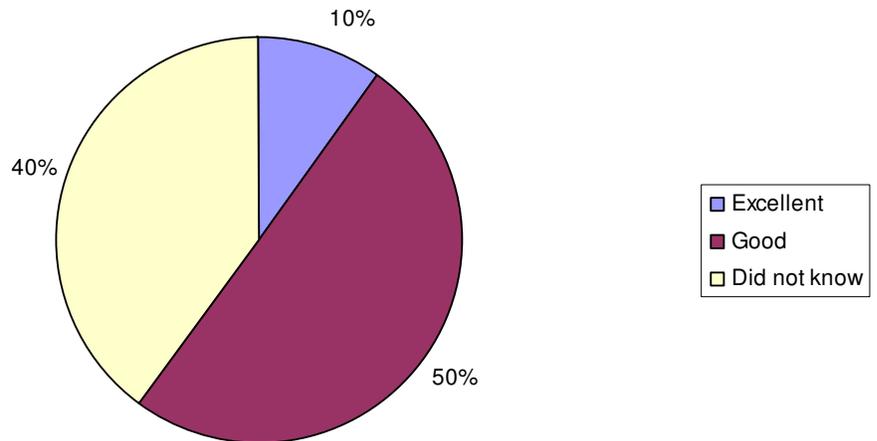


The following comments were given by respondents in regard to One EM's work during the last 12 months.

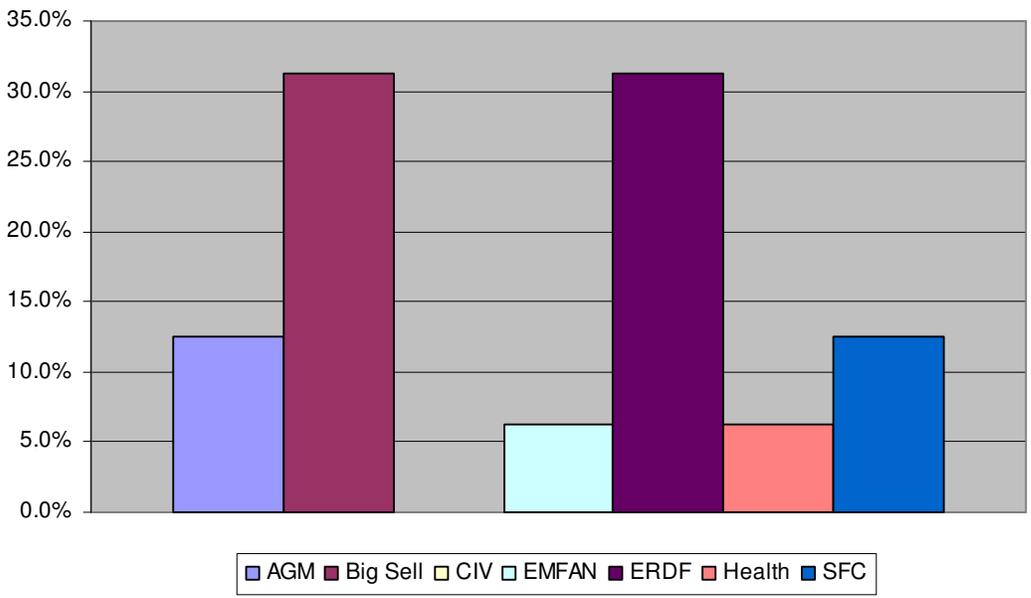
- One East Midlands provided an excellent service in developing a partnership for BIG Talent Match programme in Derbyshire and Nottinghamshire.
- Work to bring together VCS organisations to be represented on the Health and Wellbeing board take us in the right direction - need more impact on the LEP's
- Can only comment on what I receive.
- Observable impact – zero.

One East Midlands' events

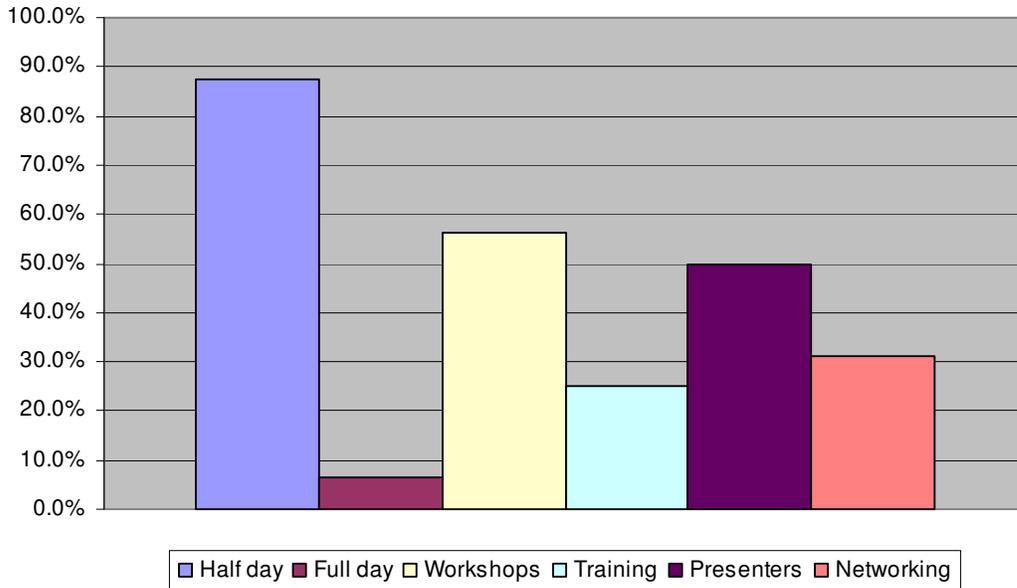
When asked, if they had attended any of One EM's events during the past 12 months, how they rated them, 10% rated them as excellent, 50% as good and 40% did not know.



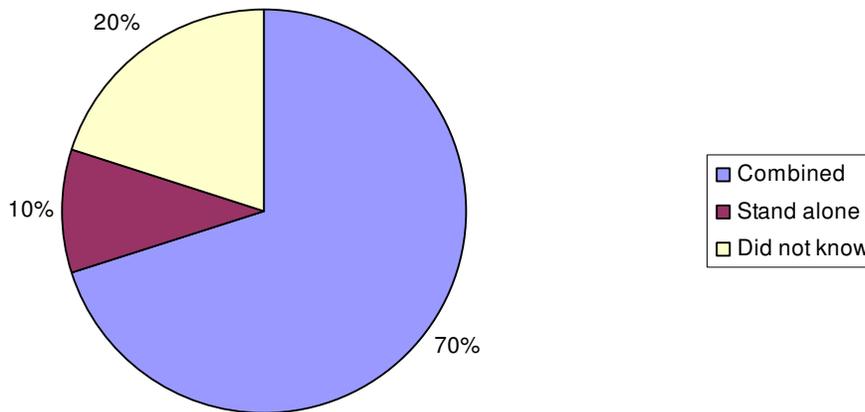
When asked which One EM events they had attended during the past 12 months, 31.3% had attended The Big Sell, 31.3% various ERDF events, 12.5% the AGM, 12.5% various Safer Future Communities events, 6.3% various EMFAN events and 6.3% various health events. None of the respondents had attended any of the Community Insight Visits.



When asked about their preferred format of One EM future events, 87.5% wanted half day events, 56.3% more workshops, 50% more guest speakers and presenters, 31.3% more networking and 25% more training. Only 6.3% wanted full day events.



When the Full members of One EM, who are eligible to vote at One EM's AGM, who responded to the survey were asked whether they thought the AGM worked best when combined with another event or as a stand-alone event, 70% of respondents preferred the AGM to be combined with another event, 10% as a stand-alone event and 20% did not know.



The following suggestions were given by respondents in regard to improving One EM's future events.

- Need to be far more interactive - like a "problem solve team build approach" rather than presentations. Networking can be helped by more time to really connect in sessions rather than milling in the refreshment zones - something most people find uncomfortable/ getting people so excited to contribute, share and connect.
- The AGM should be fairly short in itself but it would be good to have a focus on groups or networks that have benefited directly from One EM support.

- Why do the events exist, what need do they claim to meet? Lincolnshire is that big bit to the East - our western boundary is about the centre line of the East Midlands, stop concentrating on the western fringes for the Golden Triangle and find out what our needs are.

The following suggestions were given by respondents in regard to the events they would like to see One EM organise during the next 12 months.

- Some events led by the membership organisations for other members - maybe some of the larger organisations can share best practice, secrets of success, how they what what they did and how to overcome some of the shared hurdles and risks.
- Localism impact on the VCS
- Work in partnership with the local authorities.
- EU funding opportunities and ways for sector to engage in future funding opportunities through LEPs etc
- Accessing Social Finance
- Involvement in the LEPs and a briefing session on how we could help the LEPs as a sector.
- More towards organisations that work with adults with learning disabilities and awareness for others.
- Developing wider mental health networks, particularly to support people with severe and enduring problems. The changes to benefits and payments will affect many very adversely over the next year and people who support them will need more help and advice. There is a general lack of knowledge and expertise amongst health professionals about the changes, and their likely effect. They include Employment Support Allowance, Personal Independence Payment, Council Tax Support, the so-called "Bedroom tax" and Local Assistance Schemes (which replace the Social Fund).
- Fight the cuts forum, surviving on £53 a week
- The end of the welfare state
- The destruction of civil society.

The following further comments were given by respondents in regard to One EM's events.

- Keep up the good work.
- More work needed to bring together all third sector, VCS and social enterprise sector in the East Midlands to work in consortia, deliver public services, share information and deliver necessary scale. We are still not united enough leverage the opportunities from the social value bill and localism bill.
- Never been to one, cannot afford the travel for something that I am not sure will give a benefit to the work that we do.

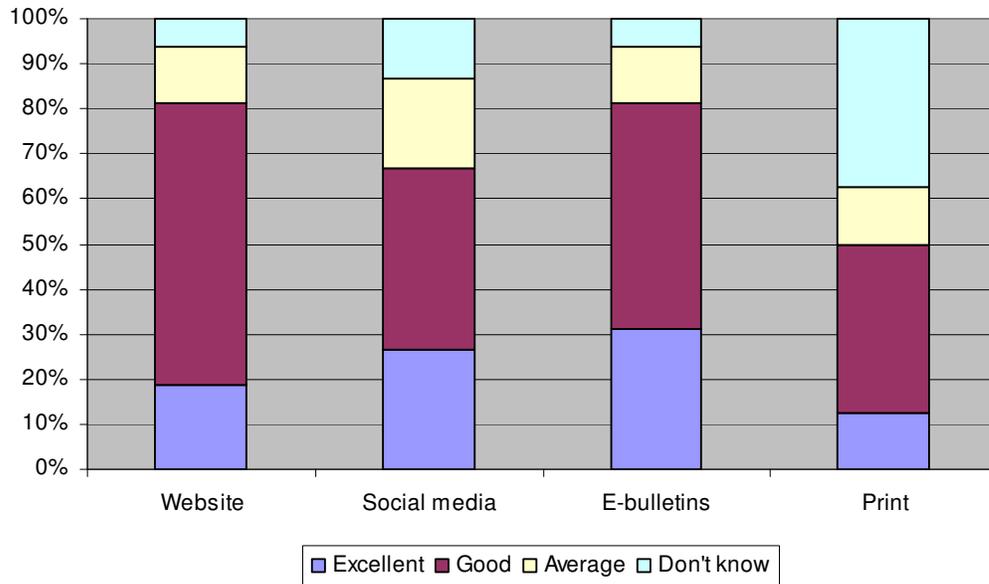
One East Midlands' communications

When asked how they would rate One EM's communication services 18.8% rated the One EM website as excellent, 62.5% as good, 12.5% as average and 6.3% did not know.

13.3% rated One EM's social media, including our Twitter and Blog, as good, 20% as average and 67.7% did not know.

In regard to One EM’s various e-bulletins, 31.3% rated them as excellent, 50% as good, 12.5% as average and 6.3% did not know.

Finally, 12.5% rated One EM’s printed material, including our annual report, as excellent, 37.5% as good, 12.5% as average and 37.5% did not know.



The following comments were given by respondents in regard to One EM’s communications.

- Website is excellent. E-bulletins fab. Keep up the great work.
- Overall the information which is sent out is very informative; we are able to further disseminate this through our own networks and it is very useful for either training offers that are coming up, policy changes or extra benefits to organisations that can be taken up.
- In more easier to read format
- Communication could be improved to illicit a more responsive i.e. irresistible to act/attend/contribute
- Define who it is aimed at and what its intended function is. Do not try and make one element do too many things.

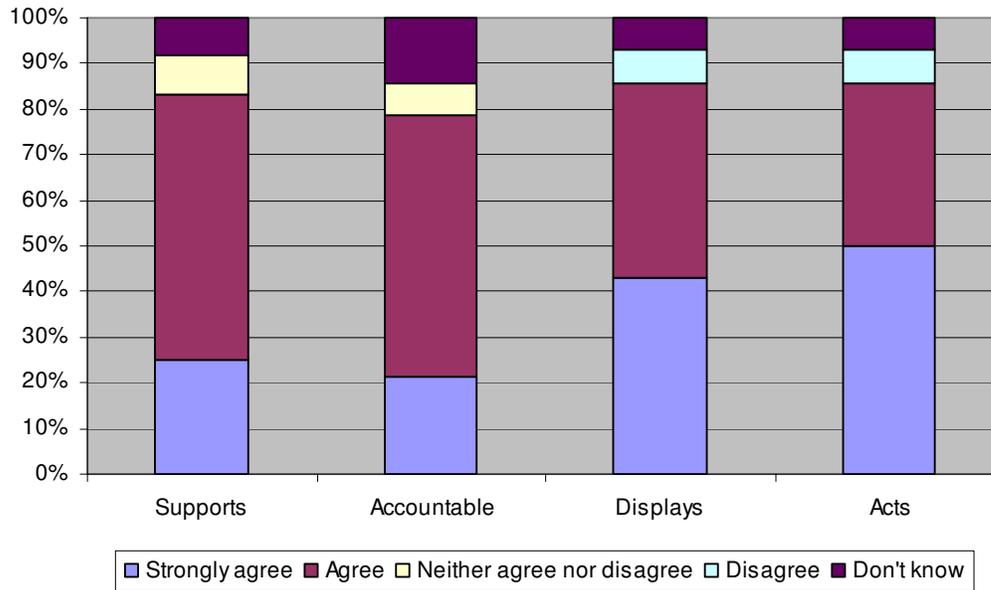
One East Midlands’ purpose and values

When asked how strongly they agreed that One EM fulfils its purpose of supporting a connected and influential voluntary sector in the East Midlands, and acts within its core values of accountability, knowledge and quality, 25% strongly agreed that One EM supported a connected and influential VCS in the East Midlands, 58.3% agreed, 8.3% neither agreed nor disagreed and 8.3% did not know.

In regard to One EM being accountable to its members, 21.4% strongly agreed, 57.1% agreed, 7.1% neither agreed nor disagreed and 14.3% did not know.

42.9% strongly agreed that One EM displays sound knowledge of the VCS in the East Midlands and the issues that it faces, 42.9% agreed, 7.1% disagreed and 7.1% did not know.

Finally, 50% strongly agreed that One EM acts in a way that promotes equality, 35.7% agreed, 7.1% disagreed and 7.1% did not know.



The following comments were given by respondents in regard to One EM’s purpose and core values.

- It’s spot on.
- One East Midlands is achieving to maintain its support and infrastructure function to the sector across the East Midlands and present a balanced and informed view of the sector to stakeholders.
- I think that it is extremely important that the sector has a strong voice in which they can trust and can advocate on their behalf at all levels; I believe that One East Midlands has made good headway in doing this and can become stronger with the further backing of its members.
- I think that more influence can be achieved through more connection and a wider and more active membership.
- I feel that you are urban centric and do not support those in rural deprivation/discrimination.

One East Midlands’ future priorities

When asked what they thought One EM should prioritise over the next 12 months, 81.3% thought that One EM should prioritise and focus on providing information, 56.3% on advocating, 31.3% on regional networks and 25% on other priorities, including:

- Getting funding and finance into the region
- Developing a wider and more active membership

- Providing resources for infrastructure providers across the region to support local providers to assert the impact of their work
- Establish a close working relationship with the local Healthwatch organisations and Health & Wellbeing Boards.
- Filling gaps in the market produced by the collapse of other infrastructure bodies.
- Making clearer the role of the networks to non-members and showing what practical benefits they can get from them.

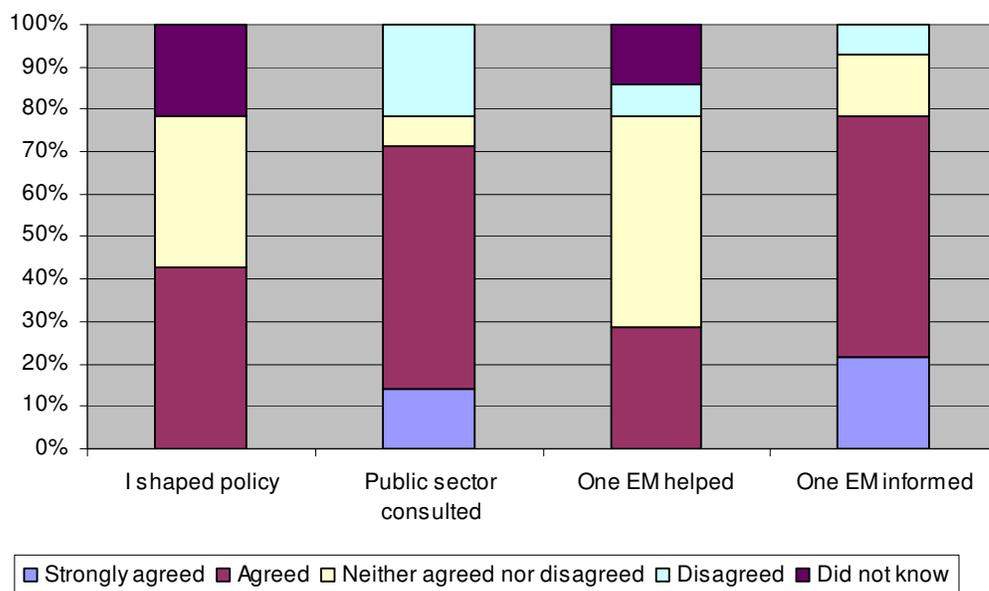
Influence

To help One EM gauge the level of influence in public policy development, when asked if they agreed that they have helped to shape policy through the events they have attended and the consultations they have responded to, 42.9% agreed, 35.7% neither agreed nor disagreed and 21.4% did not know.

14.3% strongly agreed that their organisation is routinely consulted and valued by the public sector in policy development and service design and delivery, 57.1% agreed, 7.1% neither agreed nor disagreed and 21.4% disagreed.

When asked if One EM had helped them shape public policy in the region, 28.6% agreed, 50% neither agreed nor disagreed, 7.1% disagreed and 14.3% did not know.

Finally, 21.4% strongly agreed that One EM had made them aware of opportunities to shape public policy in the region, 57.1% agreed, 14.3% neither agreed nor disagreed and 7.1% disagreed.



The following comments were given by respondents in regard to influencing policy.

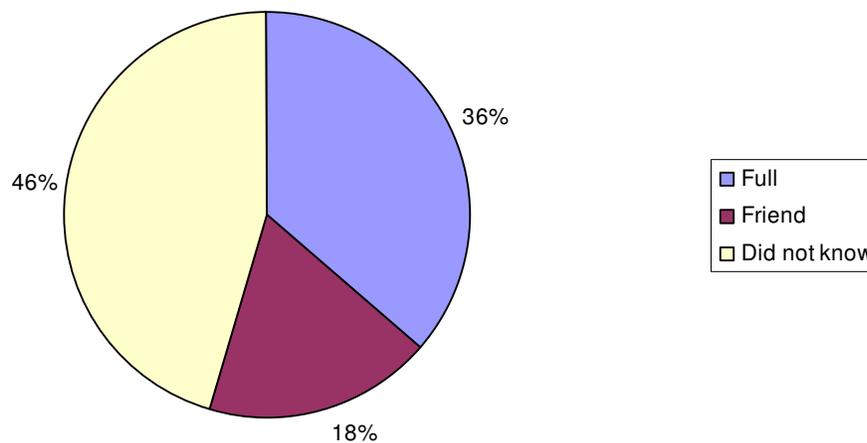
- Some more feedback on the impact and effort of consultation might help
- One EM policy work supported and influenced the direction of travel in Nottingham city Health and Wellbeing Board. We are able to demonstrate the validity of our assertion to the local authority that there was a rational behind third sector representation on the HWB by presenting the paper developed by the H&SC

network on the issue. I think this added weight and validity to our argument for inclusion on the board.

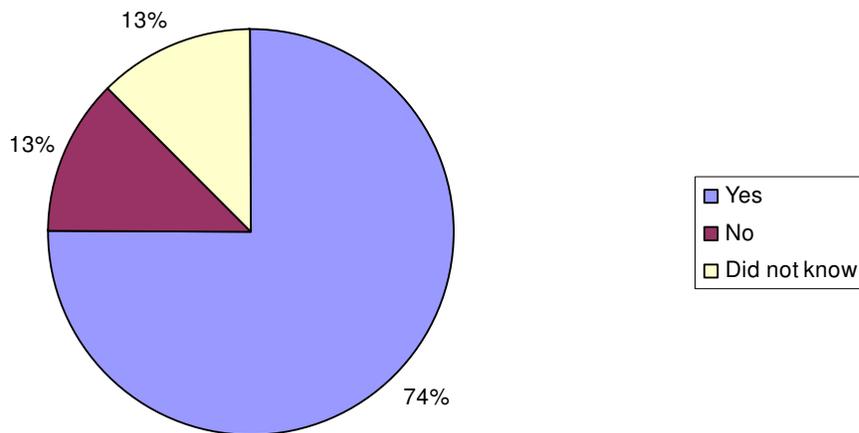
- There are opportunities to influence policy around joint working between statutory bodies, and even achieve savings through shared management costs and admin costs. This can happen by bringing organisations together in the region, which One EM is in a unique position to do. The one thing stopping them is a continuing parochial attitude by some organisations that their area is somehow different and therefore a special case. More networking events might help dispel this myth and encourage partnership working in future. It might also reduce the threat of inappropriate privatisation.
- Policy is driven by London, we need to be aware that the localism agenda is a fig leaf to cover increased centralism and privatisation. We, as people who stand up to be counted may influence the colour of the fringe, but not the substance. Yet our involvement becomes part of the fig leaf. We feel so pleased that we have been notices, whilst being complicit in the plundering of civic society.

Membership - detailed

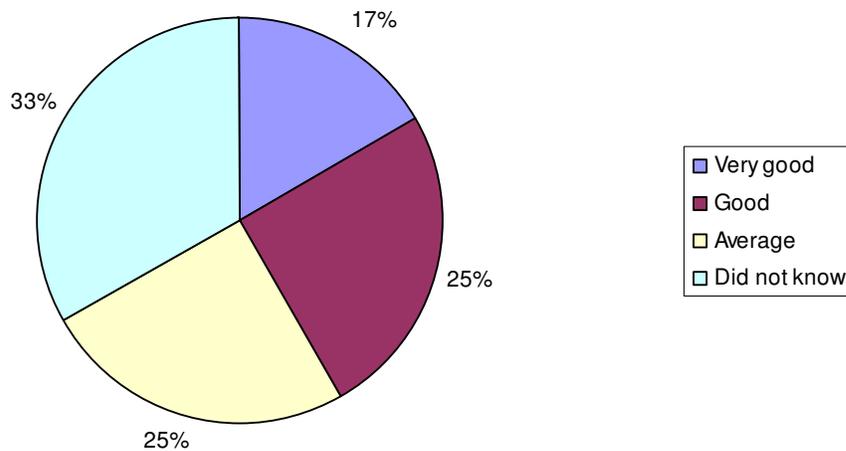
The final section of the survey was completed by Full and Friend members of One EM only, included those organisations that had not yet renewed their 2012/13 membership. When asked what category of membership their organisation had of One EM, 36.4% stated that they were Full members, 18.2% Friend members and 45.5% did not know what category of membership their organisation had.



Of those who had not yet renewed their annual membership of One EM, 75% said they were going to renew their membership, 12.5% were not going to and 12.5% did not know.



When asked if they thought membership of One EM was value for money, 16.7% considered it to be very good value, 25% good value, 25% average value and 33.3% did not know if it was value for money.



There are several benefits of becoming a member of One EM. The last section of the survey looked at which of the benefits members were aware of, use or would use in future.

100% of responding members were aware of the benefit of the free weekly e-bulletins One EM produces and circulated and 100% would continue to use them in the future.

Only 58.3% were aware that they would receive free copies of all One EM publications, 27.3% of respondents currently use them and a further 36.4% would use them in future.

In regard to receiving free policy briefings on current policy areas affecting the VCS, 66.7% were aware of this membership benefit, 77.8% currently use them and 11.1% would use them in future.

83.3% were aware of the free networking events One EM organises for members and 70% currently use them, with 20% planning to use them in the future.

The free access to all policy networks was a membership benefit that 72.7% of responding members were aware of, with 44.4% currently using them and 22.2% planning to use them in the future.

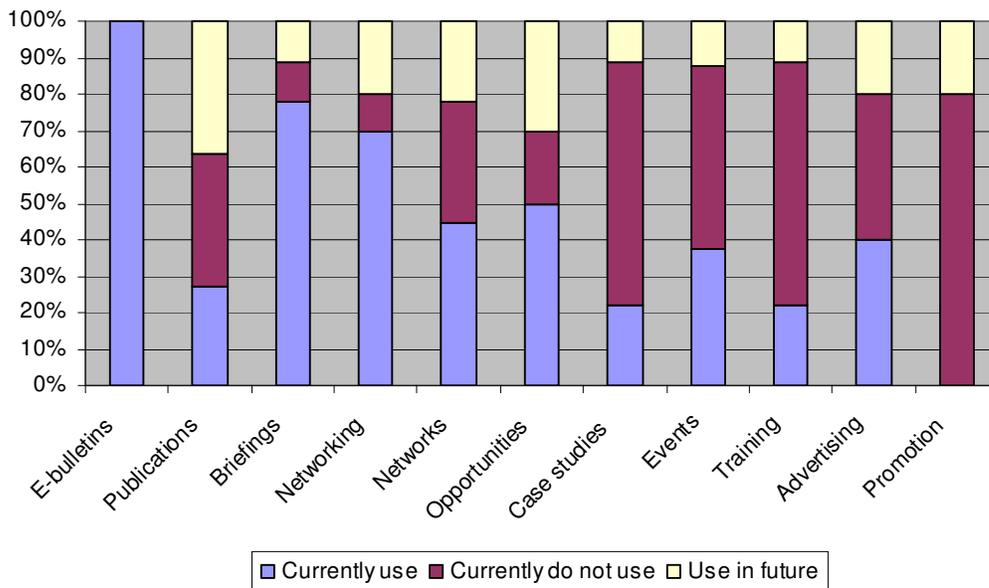
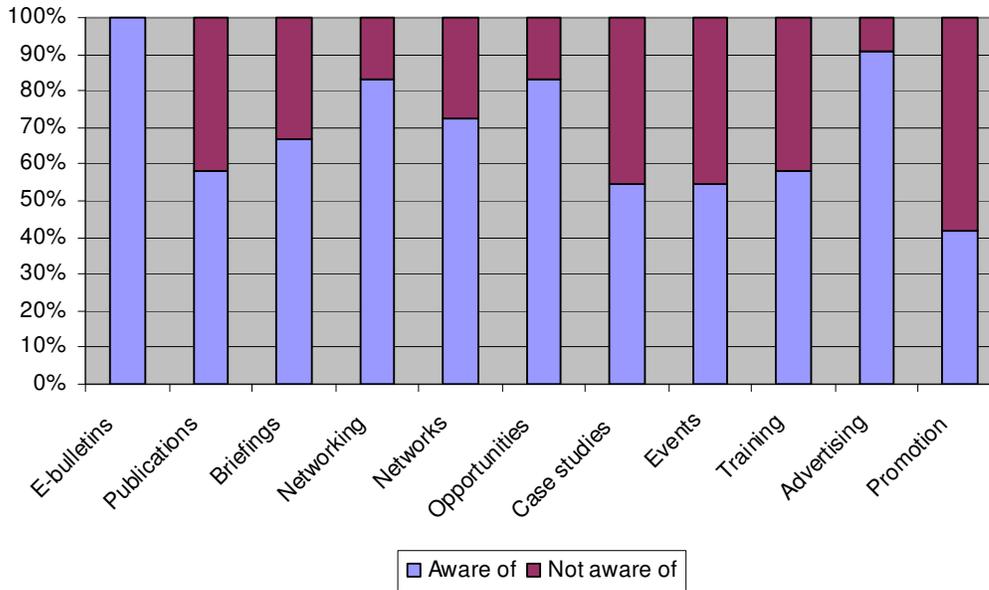
83.3% of responding members were aware that One EM provided them with opportunities to meet, influence and work with regional and national decision makers, 50% currently made use of these opportunities and 30% would use them in the future.

In regard to One EM offering to produce free case studies of its members, 54.5% were aware of this, 22.2% currently made use of them and 11.1 would use them in the future.

54.5% were aware that their membership provided them with free attendance at the One EM annual policy conference and a 25% discount and priority access to all other One EM events, with 37.5% currently making use of this benefit and 12.5% planning to use it in the future.

On the subject of training and events, 58.3% were aware that as members their organisation was eligible for priority access and discounts on training opportunities, 22.2% currently made use of this and 11.1% were planning to make use of it in the future.

Finally, in regard to advertising and promotion, 90.9% of responding members were aware that they could benefit from free event and job advertising on the One EM website and e-bulletins, 40% currently made use of this benefit and 20% would use it in future. In addition, 41.7% were aware that they were eligible to a 25% discount on promoting their organisation through the One EM website and e-bulletins and although none of the respondents currently used this benefit 20% were planning to use it in future.



The following further comments and suggestions were given by responding members in regard to One EM membership.

- Not sure if Friend or Full. My letter doesn't say. Happy to be a full friend! Well done you lot. Thx.

The following further comments and suggestions were given by respondents in regard to One EM and our work.

- You're all brill!
- More widely publicise it.

Comparisons with 2011 Members Survey

Identical questions were asked in the 2011 and 2013 One EM members surveys, apart from the final detailed sections on membership, as the updated membership scheme was not introduced until the beginning of 2012, which means that key comparisons can be made between One EM's 2013 and 2011 members' surveys include:

- 73.3% of respondents in 2013 were members of One EM compared with 76% in 2011, a small decrease of 2.7%.
- 60% of respondents in 2013 were members of at least of One EM's specialist networks compared with 59.4% in 2011, a small increase of 0.6%.
- 93.2% of respondents in 2013 stated that One EM delivered information very well or well compared with 95.7% in 2011, a small decrease of 2.5%. In both surveys, delivering information was closely followed by advocating in the region and developing and maintaining regional networks.
- 60% of respondents in 2013 rated the One EM events they attended in the last year as excellent or good compared with 71% in 2011, a decrease of 11%.
- 81.3% of respondents in 2013 rated our website and e-bulletins as good or very good compared with 91% in 2011, a decrease of 9.7%.
- 83.3% of respondents in 2013 strongly agreed or agreed that One EM fulfilled its purpose within its core values compared with just over 60% in 2011, an increase of over 20%.
- 78.5% of respondents in 2013 strongly agreed or agreed that One EM had made them aware of opportunities to shape public policy in the region compared with 75% in 2011, a small increase of 3.5%.
- In 2011 40% of respondents stated that they would preferred paid membership of One EM to be on a sliding scale with smaller organisations paying less. In 2013, a year on from the introduction of paid membership, 41% of respondents thought membership of One EM was very good or good value, with the rest of the respondents considering it to be average value.

Please note that only 16 responses were received to the 2013 One EM members survey, less than a third of the 50 responses to the 2011 survey, which means that the figures cannot be accurately compared but can provide a general overview.

Actions from 2013 Members' Survey

Actions to be taken from One EM's 2013 members' survey, broken down by survey section, include:

Membership

- To inform those respondents who were unsure if they were members of One EM and/or the various networks of their membership status.
- To remind members of their membership and network membership status on an annual basis.

One EMs work

- To continue to develop and improve upon and promote our work delivering information; advocated in the region; developing and maintaining regional networks; campaigning on behalf of the sector nationally; increasing the visibility of the sector; influencing policy that impacts on VCS organisations in the East Midlands; and improving relations between the sector and regional stakeholders.
- To work to ensure more VCS organisations in the region are represented on the Health & Wellbeing Boards.
- To work to have more impact on the LEPs.

One EMs events

- To continue to develop and improve our events, including making more of them half a day in duration and with an interactive format that includes more workshops and guest speakers and presenters.
- To combine the 2013 AGM with another event and have it focussed on groups or networks that have directly benefited from One EM support.
- To organise more events in Lincolnshire and to research the needs of our members who are based in that county.
- If there are the resources available to do so, organise events that cover member organisation best practice; localism; working in partnership with local authorities; EU funding opportunities; LEP engagement; social finance; mental health and learning disability awareness; fighting the cuts; the welfare state; and the state of civil society.
- To look at providing subsidies for travel for organisations who are not based close to the event venues.

One EMs communications

- To continue to develop and improve our communications, with a particular focus on promoting our social media outlets and printed materials.
- To ensure our communications are easy to read and lead to an increased reader reaction.
- To make clear who are various communications are aimed at and their intended functions.

One EMs purpose and values

- To continue to fulfil One EM's purpose through our core values and be more accountable to our members, and provide evidence of this.
- To work towards having more influence by expanding our membership to reach a wider and more connected and active range of VCS organisations in the region.

- To ensure we support VCS organisations in both rural and urban areas of the region.

One EM's future priorities

- To prioritise during the next 12 months in the order listed, providing information, advocating, and developing and maintaining the regional networks.
- In addition and if resources are available to do so, to also focus on getting funding and finance in the region; developing a wider and more active membership; developing resources for VCS infrastructure organisations to support local VCS organisations to assert the impact of their work; establishing close working relationships with local HealthWatch and Health and Wellbeing Boards; and fill gaps in the market left by VCS infrastructure organisations that have closed.

Influence

- To regularly provide and promote opportunities, via events and consultations, for the VCS in the region to help shape policy.
- To encourage the public sector to routinely consult and value VCS organisations in the region, whether directly or through One EM.
- To continue to make aware and help VCS organisations in the region to shape public.
- To provide feedback on the input and effort of any consultations we ask to VCS in the region to feed into.
- If the resources are available to do so, to organise networking events to encourage partnership working and policy influencing for the VCS in the region.

Membership - detailed

- To inform those respondents who were unsure if they were members of One EM and/or the various networks of their membership status.
- To remind members of their membership and network membership status on an annual basis.
- To continue to encourage organisations whose membership of One EM has expired to renew their membership.
- To survey those organisations who have not renewed their membership to discover their reasons for not doing so.
- To continue to promote the benefits of One EM membership to potential, new and existing members, especially the free copies of One EM publications; free networking events; case studies; free attendance at the One EM annual policy conference; 25% discount and priority access to events; discounts and priority access to training; free event and job advertising; and 25% discount on promotion through the One EM website and e-bulletins.