

The Institute of Place Management

2009/2010 Member Survey

This report provides an overview of Members' views regarding IPM's second year in operation.

Introduction

The following report contains a summary of the responses received from our second Membership annual satisfaction survey.

The information gathered by this survey helps us to understand what we're doing well, and what we aren't – as such it is an invaluable tool for us in terms of helping us plan developments over the coming year.

We have addressed issues raised throughout the report, commenting on the results and suggesting how we will act upon them. The results highlight a number of key points:

- Usage of the Place Bulletin, CPD Mail and Journal of Place Management & Development has increased by between 6% and 36% over the past year.
- Members stating that they are either 'satisfied or very satisfied' with IPM's CPD opportunities has increased from 52% to 72% over the past year.
- However, 59% of our Members are not confident banking CPD points.
- 93% of Members state that membership of IPM has met expectations, an increase of 19% on last year.
- 65% of Members feel that IPM offers 'good' or 'excellent' value for money. An increase of 9% on last year.
- 83% of Members are 'satisfied' or 'very satisfied', an increase of 17% on last year. Meanwhile, those stating they are 'dissatisfied' has decreased from 18% to 3%.

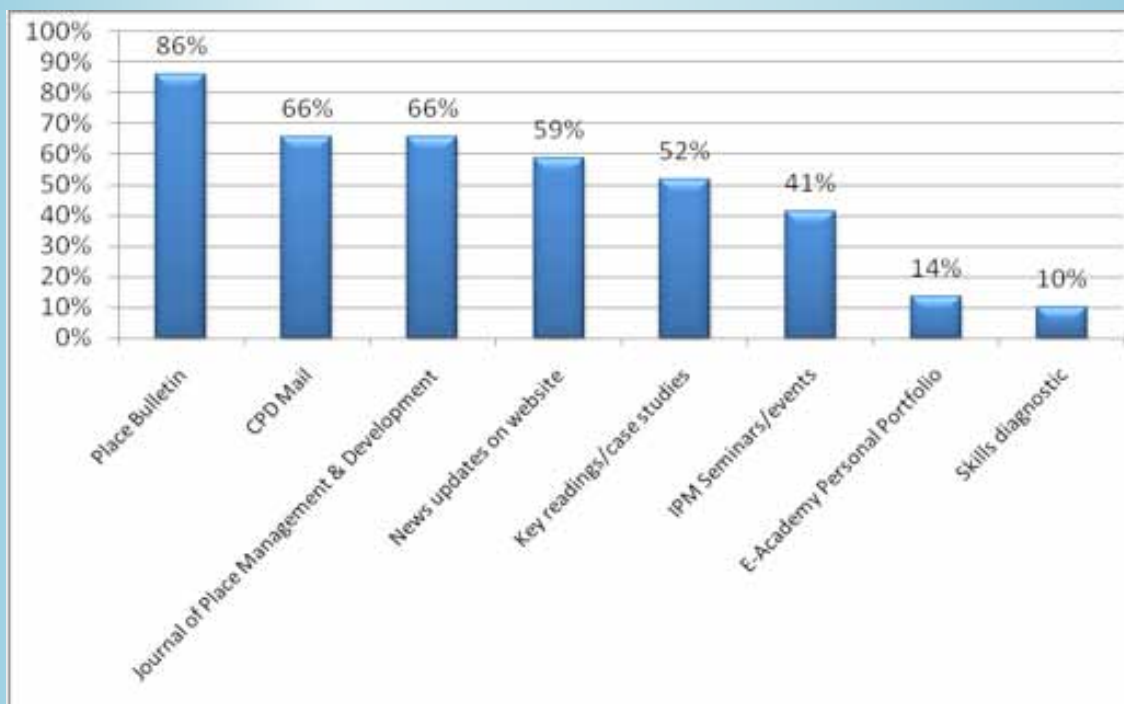
Overall general comments which we intend to action include:

- More events, including overseas
- Improved communication regarding the CPD banking process
- Increased practitioner focus in CPD material

Contents

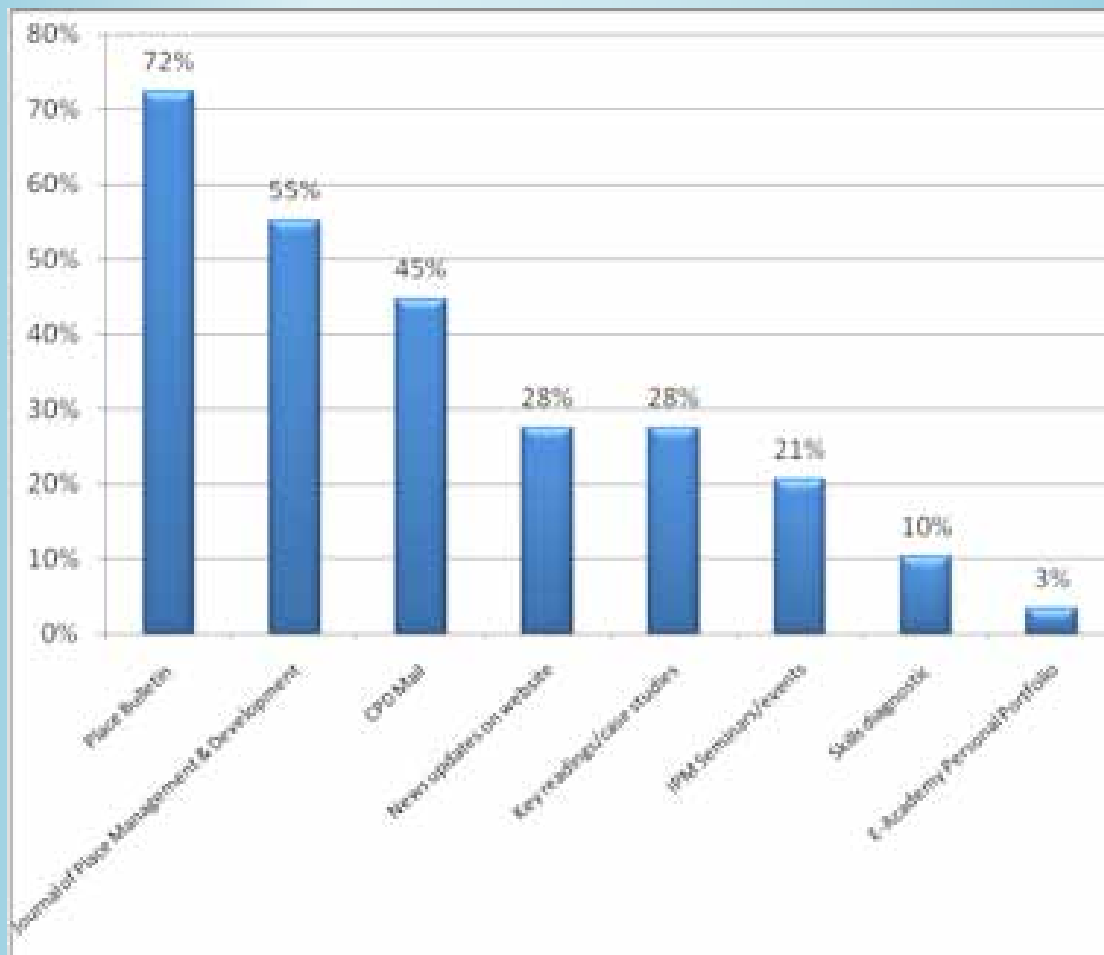
01	Which of the following resources do you use?
02	And which of these Membership resources would you rate as being the most useful to you?
03	What is your opinion regarding the frequency at which the following resources are updated/disseminated?
04	Considering all of the learning and development opportunities offered by IPM, how satisfied are you with the range of CPD opportunities provided?
05	Do you feel confident banking CPD points?
06	Has Membership of IPM met your expectations?
07	Do you feel Membership of IPM has offered...?
08	Overall, how satisfied are you with your Membership of IPM?
09	What do you feel would improve IPM's Membership offer?

Which of the following resources do you use? (please tick all that apply)



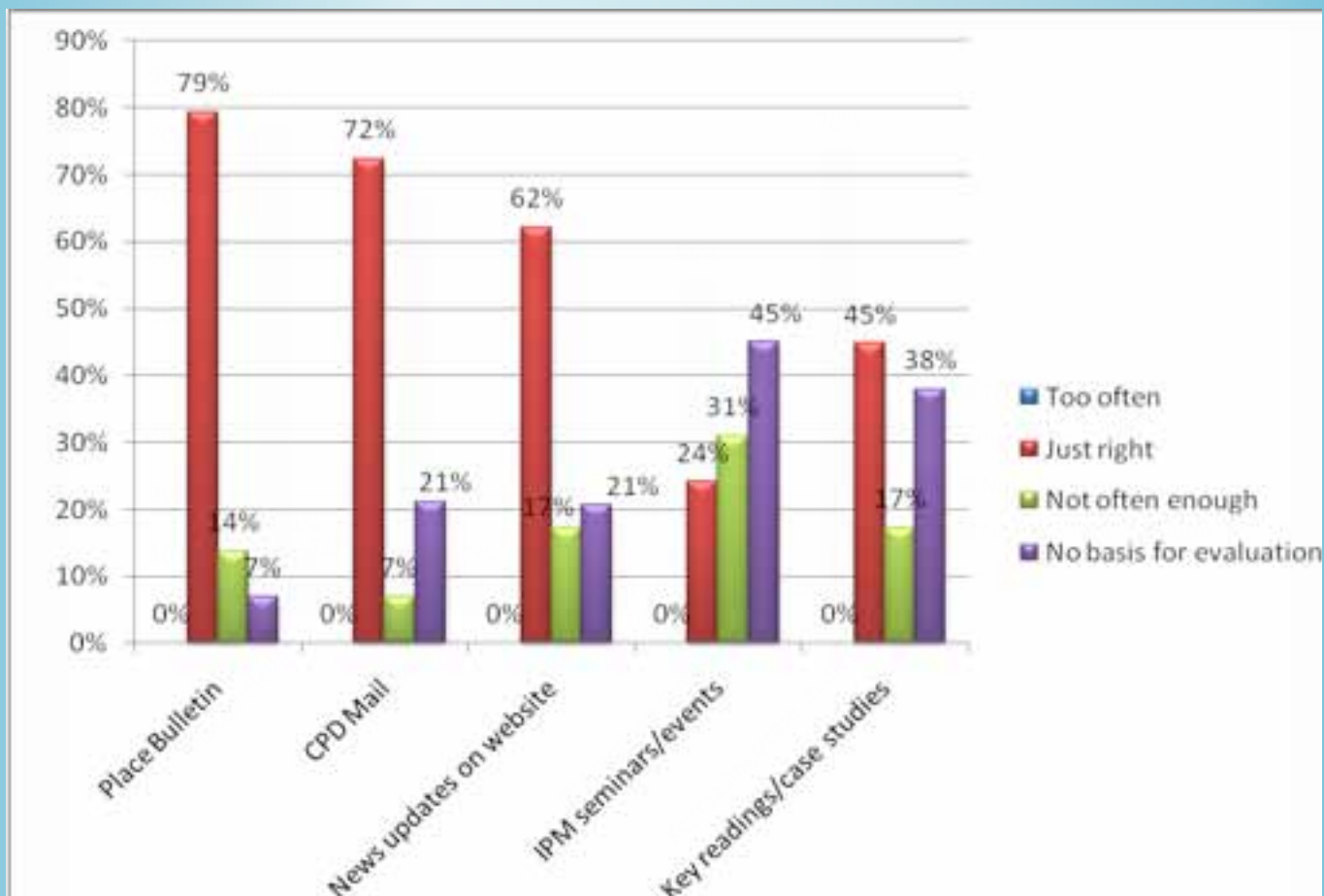
- The Place Bulletin, the CPD Mail and the Journal of Place Management & Development are all used regularly by our Members.
- The Place Bulletin format was updated recently, the new look format seems to have had a positive effect on readership figures.
- The Journal continues to be an important focus of our attention, as it allows us to disseminate knowledge from all over the World. Plans for the coming year include a special issue featuring papers from the 2010 World Congress on Town Centre Management, which will feature papers from around the World. As always, we encourage our Members, both academic and practitioner, to get involved and submit papers to the Journal – it is an excellent way to disseminate your research and experiences whilst gaining a valuable addition to your CV at the same time.
- As with our first year in operation, we are concerned at the lack of usage of the online E-academy. Of particular concern is that this area of the website relates directly to the banking of CPD points, we will cover this later in the report.

And which of these Membership resources would you rate as being the most useful to you? (please tick 3 only)



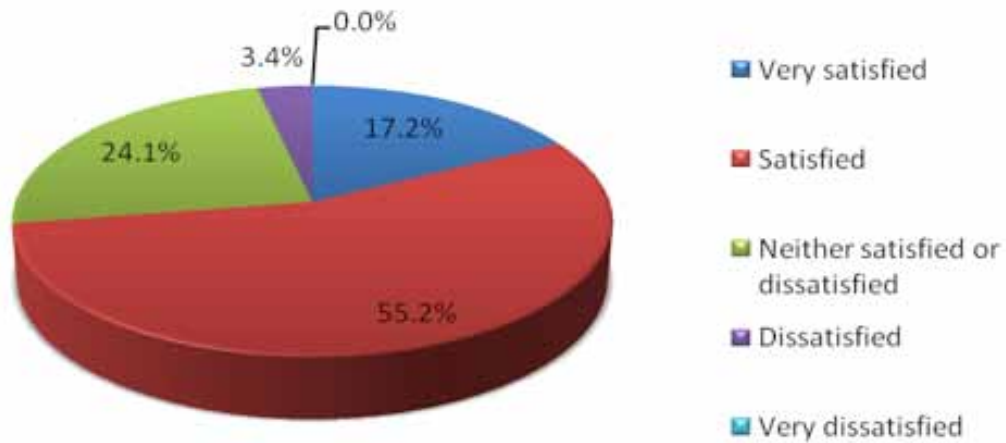
- Again, the Place Bulletin & the Journal received positive results in terms of their usefulness.
- Our efforts to improve the applicability of resources to a wide range of Members has been successful over the past year, we will continue to utilise practitioner focussed resources in conjunction with our more academic features.

What is your opinion regarding the frequency at which the following resources are updated/disseminated?



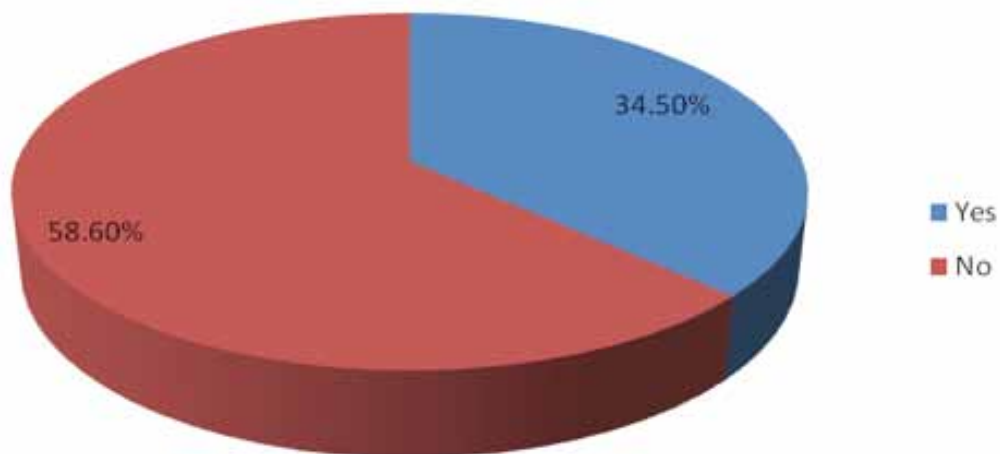
- Again, feedback indicates that a particular area of focus for us should be an increased provision of seminars/events something which we will be seeking to address towards the end of the year.
- On the whole, it appears that our resource provision is largely adequate at present, however we will continue our efforts to provide as many resource updates as we can throughout 2010/11.

Considering all of the learning and development opportunities offered by IPM, how satisfied are you with the range of CPD opportunities provided?



- Only 3% of Members have been dissatisfied with the learning and development opportunities we provide. The CPD self-assessment accreditation process has helped us reduce this figure, whilst efforts to improve the range of CPD resources has also helped us to appeal to a wider range of Members.

Do you feel confident banking CPD points?



- It is concerning that 59% of Members are not confident banking CPD points. If you are having problems or would like us to talk you through the process, we are more than happy to assist you. Please call us on 0161 247 6041. In addition, if you have any suggestions as to how we can improve our CPD processing, then please get in touch and let us know your thoughts.

How to Bank CPD Points

Step 1

To bank your CPD points, log in to the E-Academy area of www.placemanagement.org

Step 2

Click the link on the left hand menu entitled 'Bank your CPD'.

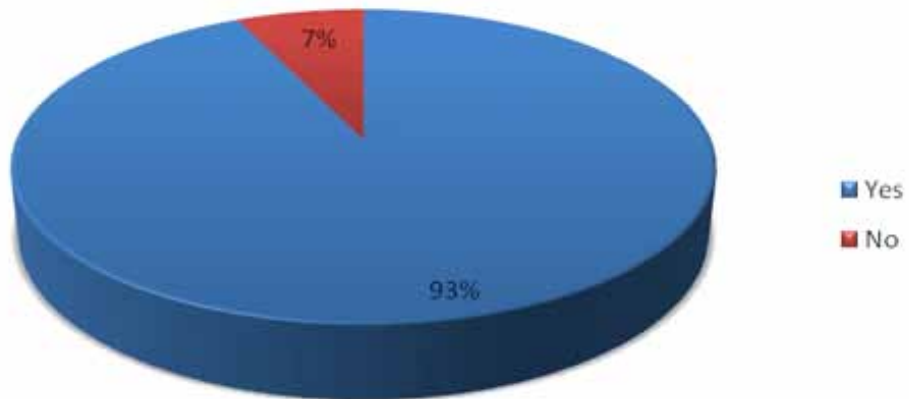
Step 3

To verify that the CPD activity being banked has been fulfilled, you will need to answer three set questions concerning the given CPD activity. You will be granted three opportunities to answer all three questions correctly, answer incorrectly three times and you will be blocked from banking points for this CPD resource.

Step 4

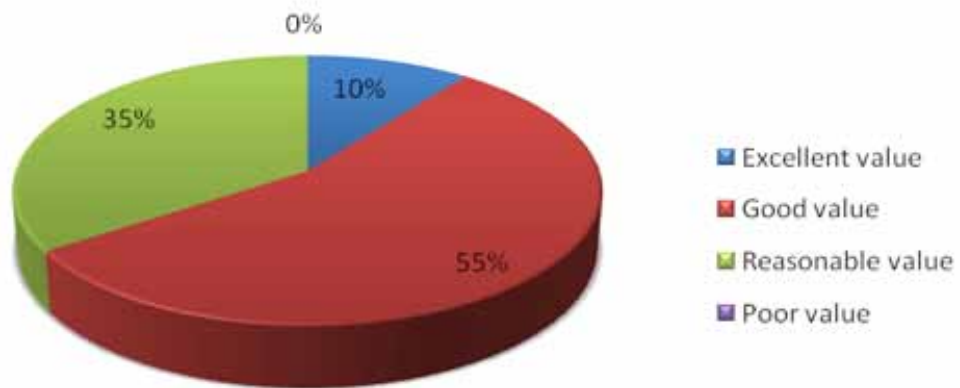
If the CPD activity being banked is an event, you will also be requested to answer some short questions concerning the quality of the session itself.

Has Membership of IPM met your expectations?



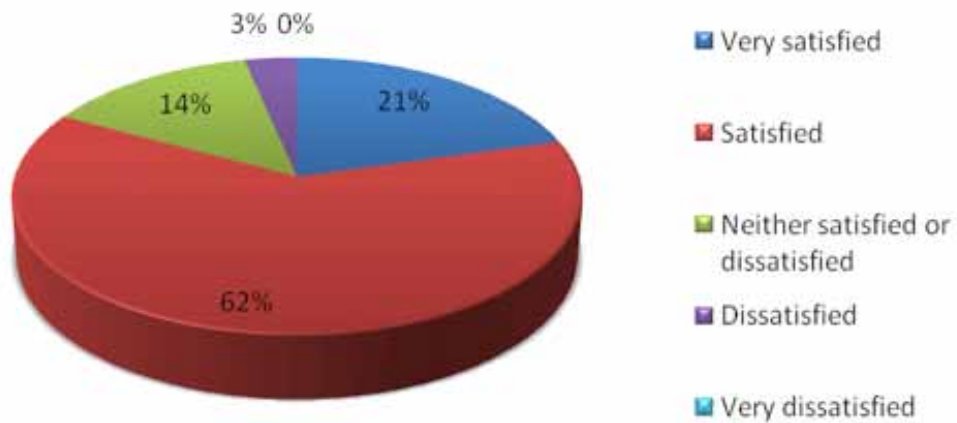
- We are very pleased that Membership of IPM has met the expectations of 93% of our Members, however we will aim to improve this figure over the next year.

Do you feel membership of IPM has offered...?



- We are pleased that 65% of our Members deemed that IPM Membership provides excellent or good value for money, whilst a further 35% felt that their membership represented reasonable value. None of our Members believe membership offers poor value.

Overall, how satisfied are you with your membership of IPM?



- Overall, 83% of our Members were satisfied or very satisfied, whilst 3% felt they were dissatisfied with their Membership. We are pleased with these figures, as they represent a significant improvement on last years results.

What do you feel would improve IPM's Membership offer?

Below are a list of some of the comments we received, they have been annotated to include our response. On the whole, comments received could be grouped into three key areas; Events, CPD, and Practitioner Focus.

Events

- “Encourage/facilitate networking between Members”
- “More international events available for Members outside of the UK”
- “Present or sponsor speakers at major conferences like BCSC, World Congress”
- “More opportunity for face-to-face networking/events/seminars”
- “Being overseas based I think more events, through affiliate organisations overseas would be beneficial”
- “More workshops in different areas of the country”

We are looking at ways of increasing the frequency of our events, as alluded to earlier in the report, we plan to continue our programme of free to attend seminars. We are also looking into the feasibility of providing workshop style events on a more regular basis, as well as pursuing the aim of holding an annual conference - and working with Partners in other countries to put on local events in other locations.

CPD

- “Closer link with ATCM communications and CPD points for some of their articles”
- “Offer a professional development plan service”
- “Clear info on what the points actually deliver to your membership as you collect them - what is the added value, why should members bank points - points chart system might be useful here, indicating how many points equals what benefit”
- “Make systems clearer and keep reminding us what we need to do”
- “Maybe a self assessment statement could be considered? Once a year statement of learning might work?”

The CPD self assessment system has helped those who have undertaken unaccredited CPD to bank points for their activity. Despite this there is still room for improvement in our CPD system. We particularly like the suggestions relating to keeping Members informed of their points totals and producing information indicating the benefits of accruing points on an incremental scale. These are certainly suggestions we would like to look into and if possible implement into our system over the coming months.

Practitioner Focus

- “Closer work with central Government departments”
- “Joint research projects to improve international community relations and gather research”
- “more articles on international best and worst practice”
- “A bit less theoretical and more practical solutions”

Over the past year we have concentrated on providing resources which are applicable to our practitioner Members through news items, the Place Bulletin, the CPD Mail and the Journal of Place Management and Development. We have to strike a balance between the amount of academic and practitioner content we provide, and results this year suggest we are well on the way to achieving this, however there is room for improvement, and we will continue to endeavour to provide resources which possess a real-world relevance, as well as more theoretically orientated materials.