

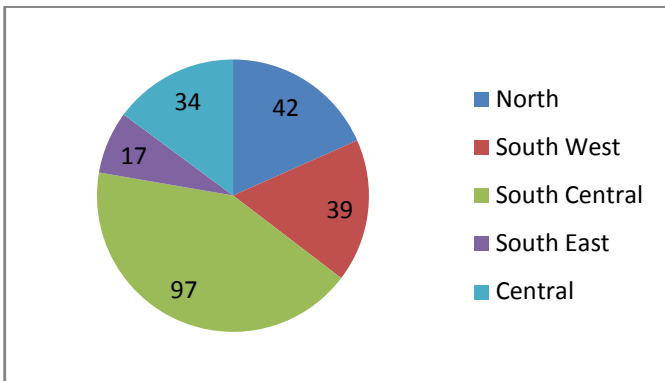
## North West Regional Questionnaire Report

In September we posted a questionnaire to all 1383 IEMA members in the North West region. With this we enclosed a stamped addressed envelope in the hope of getting the best response possible.

We received 238 completed questionnaires, which equates to a 17% return rate from the members.

Figure 1 below shows where the respondents are based in the N/W region.

**Figure 1:**



- 64% of respondents were Associate members (although it is worth keeping in mind that 60% of all members in the North West are in fact Associates)
- 13.5% of respondents were Affiliate members, and 14.4% Full members
- 43% of respondents had been an IEMA member for less than 3 years

### **Attendance**

We asked the members to answer what they see as the most important factor when considering attending an event. The options we gave them were location, content, time of day and day of the week. We used a scale of 1-5 (with 5 being what they consider as most important).

The results showed that the majority of people considered the content of the event and the location of the event as the most important factors when deciding whether or not they would attend. The least important factors were the day of the week and the time of day.

50% of members said they would travel up to 10 miles to an event, 36% said up to 40 miles and 14% said up to 100 miles. The distance that members are willing to travel is dependent on the relevance of the event to them.

The main reason that members would attend an event was to learn more about a subject, with 44% giving this as their priority. 28% said they use the events for networking opportunities and 22% use the events to gain CPD points. At present, 4.5% of those surveyed have not yet attended an IEMA regional event.

### **Content**

We asked members which subject areas they considered most important when they are looking to attend an event. A scale of 1 – 5 was again used, with 5 showing what they consider most important. The results showed the following subject areas as most important, in this order:

- New Legislation

- EMS
- Waste Control
- EIA
- Contaminated land
- Corporate issues
- Change management and behavioural outputs
- Educational matters
- SEA
- Engineered solutions
- LCA
- Geology
- Air quality
- Hydrology & Archaeology (joint last)

Other areas that were mentioned by more than 1 person were Auditing & Climate Change

### **Communication**

We asked if the members would be interested in communicating through a forum on the North West area of the IEMA web site, where we would also post minutes of the steering group meetings.

90% said that they would be interested, with 71% saying they would participate in discussions about local environmental concern. 39% replied that they would initiate discussions and 88% thought it would be a useful addition to the web site. This constitutes really positive feedback in this area.

### **Sector relevance**

We asked if the North West events programme includes events that are relevant to each employment sector (Business, Consultancy, Public and Education). 77% of respondents were satisfied that the programme did cater for the needs of their sector. Those that responded with 'no' mentioned a range of suggested topics, the most popular being Nuclear & New Regulations.

The most important issues the North West members feel are affecting their sectors are:

- Legislative changes (17 members)
- EMS ( 7 members)
- Waste management (6 members)
- Waste (5 members)
- Climate change (5 members)
- EIA (3 members)
- Energy (2 members)
- Contaminated land (2 members)

We asked if the members thought that allocation to a sector is relevant. 66% of members said that they thought it was and 73% said that their sector is adequately represented at a local level. 77% thought their sector was adequately represented at a national level (e.g. Representative Council).

Of those that responded saying that representation of the North West was not adequate at either regional or national level, only 9% said they would consider standing for election, mainly due to a lack of time or that they were unsure that they had the necessary levels of knowledge and experience.

### **Full membership**

53% of respondents are currently working towards being a Full Member. 47% of those that said they weren't working towards Full membership said that it was not relevant to them. Other reasons were that they didn't have the time, it isn't necessary for their jobs and that the benefits are not clear.

We asked if the members held Full Membership (or higher) of another Institute. There were 48 other Institutes mentioned, with the most common being:

- IOSH (15 members)
- CIWM (5 members)
- Royal Geographic Society (3 members)
- Institution of Environmental Science (2 members)
- Society for the Environment - CEnv (2 members)
- Royal Society of Chemistry (2 members)
- Chartered Institute of Logistics & Transport (2 members)
- CIWEM (2 members)

### **North West Steering Group**

Only 51% of respondents were already aware that there is a steering group for the North West region. Of those that did know about it, only 35% knew the main functions of the group. 58% of respondents did know where to find more information if they wanted to.

### **Events Programme**

We asked if the members thought there was anything missing from the events programme. The results were quite varied and are listed in full within the questionnaire results. Only 18% would be willing to help organise the event they had suggested.

We also asked members if the questionnaire and report had not covered something that it should have. These results are also listed in the questionnaire results as they are quite varied.

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