



## Key Findings from IRDG Members Survey

September 2011

Thursday, 10<sup>th</sup> November, 2011

Dear Members,

I would like to thank all of you who participated in our Members Survey recently. The primary purpose of our survey was to understand what you, the members, think of IRDG and your expectations of us as an organisation. This information is critical to us as we are currently building our strategy for 2012. It ensures we can be better equipped to meet your needs for the future and to develop our Enterprise Innovation Network (EIN) linkages.

Over 40% of members responded to the survey which is considered a very good response rate by comparison with similar surveys conducted by a range of research agencies and we are very confident that the views and opinions expressed are representative. The independent organisation who facilitated the survey also clarified that they achieved a good spread of respondents from the perspectives of geography, size of company and duration of involvement with IRDG.

The summary of key outcomes from the survey is as follows:

- 64% of members are satisfied with IRDG at an overall level, with 91% stating they would recommend IRDG to another organisation.
- Members are most positive about the level of advice and support received from IRDG in relation to accessing funds, grants and tax credits, and its lobbying capabilities.
- Only 50% of members feel informed about the role and remit of IRDG and many are unaware of the EIN operated by IRDG.
- Over 33% of members identified that communication is neither satisfactory nor frequent enough. LinkedIn, Members Newsletter and One-to-One contact were identified as the preferred forms of ongoing communications.
- Valuable member insight was provided around priority areas, including key areas of focus for lobbying, which the IRDG will now build into its strategic plan for 2012.

In overall terms, communication across a number of different fronts is the primary area for improvement. As a result, over the coming weeks and months you will begin to see some changes in how we communicate with you. We are about to launch IRDG on LinkedIn and look forward to members joining our private online forum to participate in the IRDG community, be up to date with IRDG activity, share information or requests with fellow members, and be informed about Research, Development and Innovation initiatives in general – more on this shortly! (If you are not on LinkedIn, don't worry, we can help you with that, or ensure, by other means, that you are not out of the loop). We are also working on a Members Newsletter and on revitalising our Website, all of which will come early in the New Year.

We look forward to keeping you up to date with ongoing developments as we improve our service to you. We also welcome your feedback, and in the event that you were not able to participate in the survey, you should feel free to email or phone us to share your views or requests for improvement.

With every good wish.

A handwritten signature in blue ink that reads 'Denis'.

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Denis Hayes  
MD-Designate