

Landscape Institute Member survey

December, 2016

Executive summary

Results a benchmark against which future progress can be assessed

In isolation, results can be interpreted subjectively

LI's strengths are focussed on the professional standards.

There are also calls for it to have a more prominent voice externally, to enhance the profession more widely and influence policy more extensively

It is seen as an organisation that is urban focussed and London-centric and doesn't fully represent its broad membership

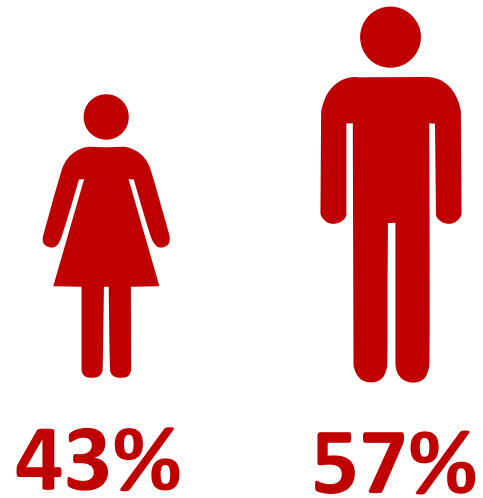
LI does a lot; much of which is not necessarily "core" to its function or of value to its Members

Response profile – demographics

Of the 5,278 individuals invited, 730 completed the questionnaire

Responses were captured between 13 and 22 December, 2016

Gender



Age

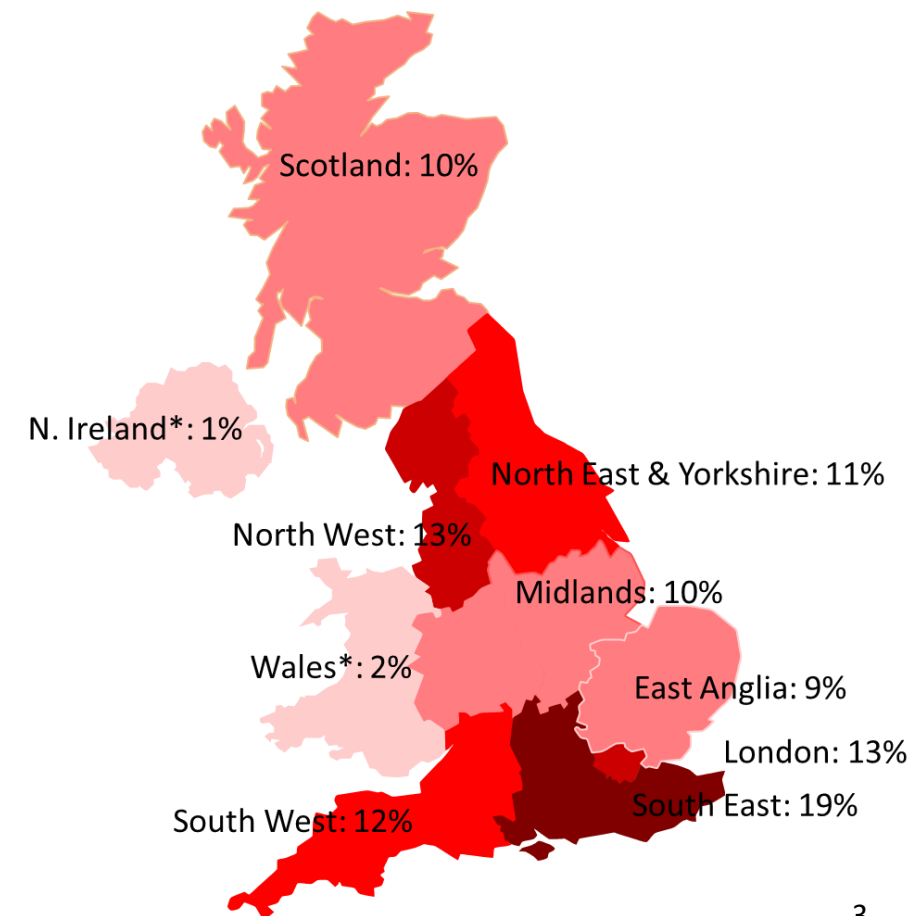
18-24*	25-44	45-64	65+*
1%	47%	46%	6%

*Caution low base sizes, indicative results only

Member type

Chartered CMLI	74%
Licentiate	15%
Fellow FLI*	3%
Retired*	3%
Student**	3%
Academic AMLI*	1%
Affiliate*	1%

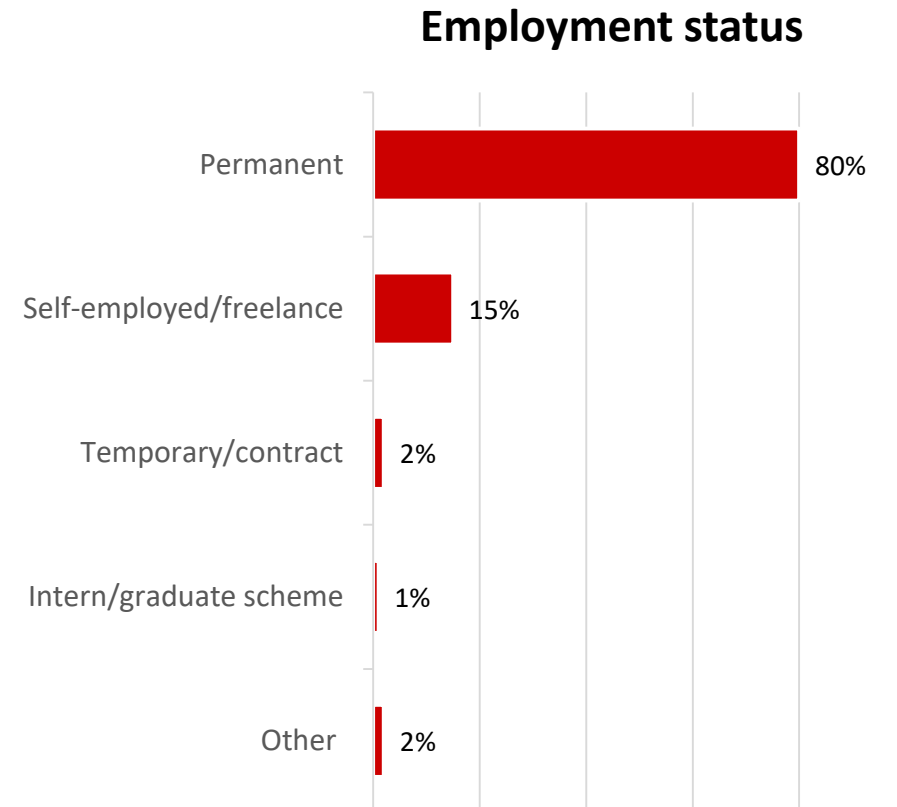
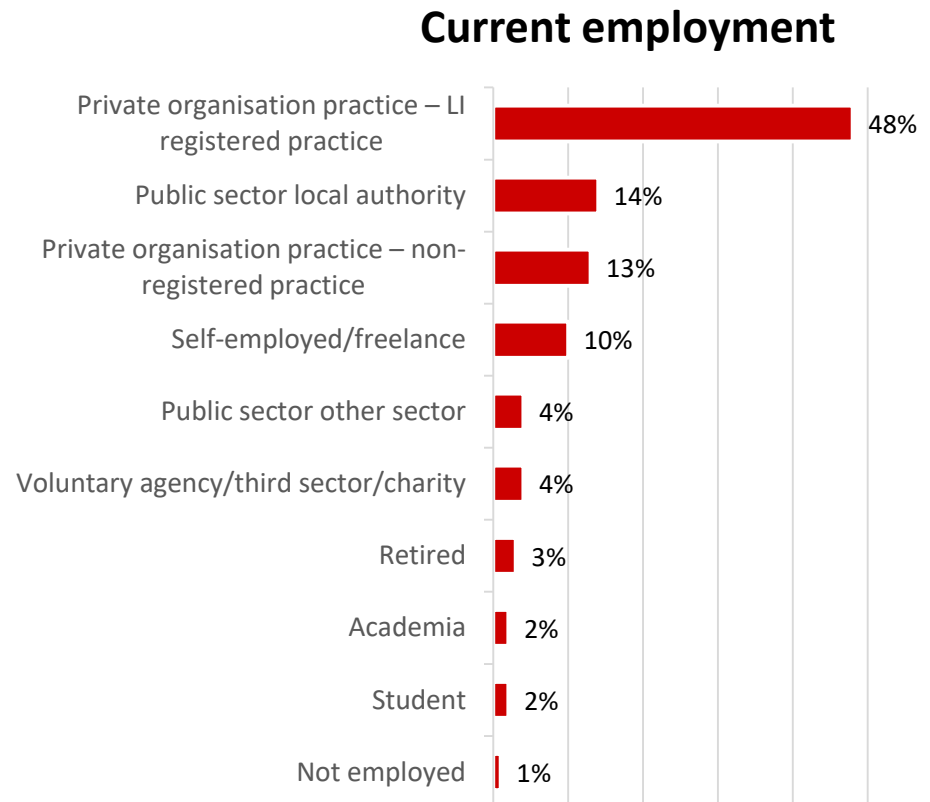
Region



Response profile – working status

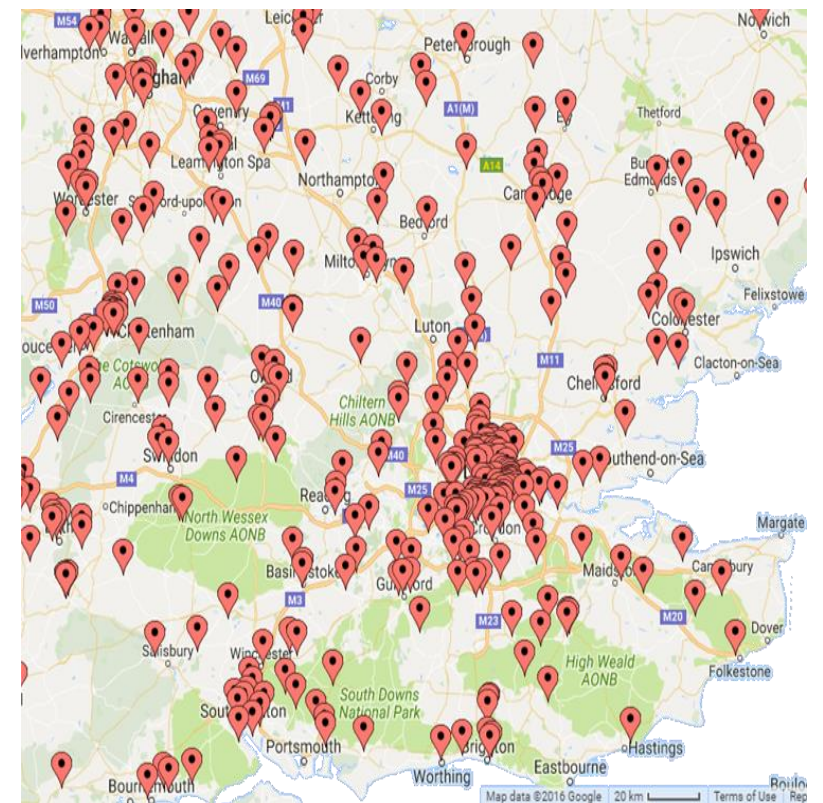
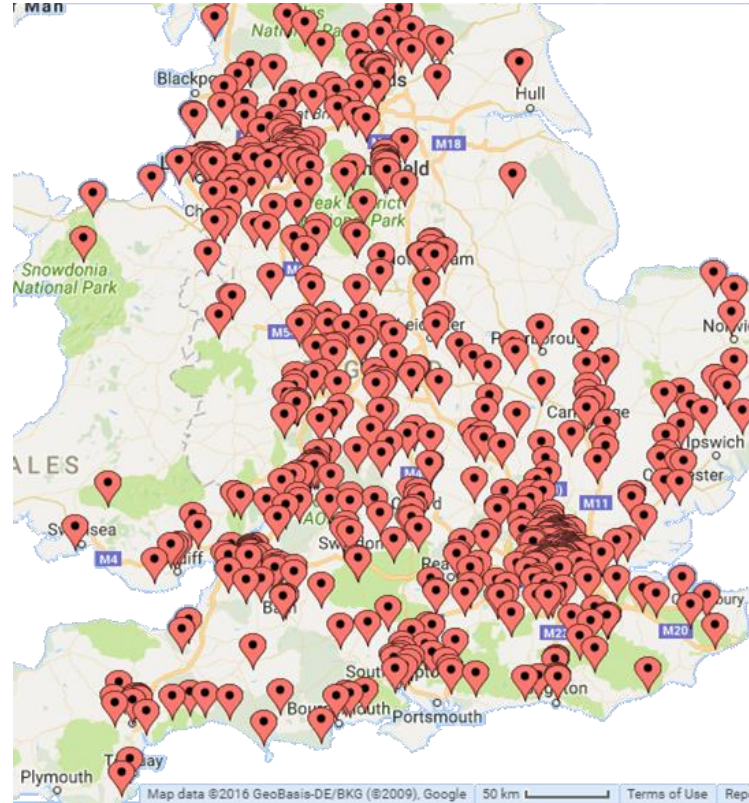
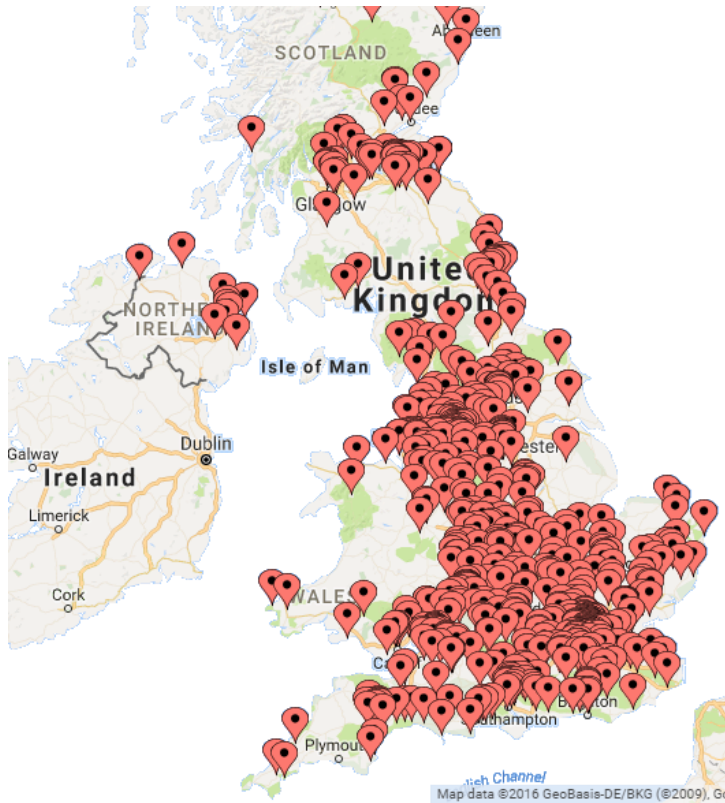
Q. Which of the following best describes your current employment?

Q. Which of the following best describes your employment status?



Base: All members (730)

Response profile – geographic spread of individuals concentrated in southern England



Detailed findings

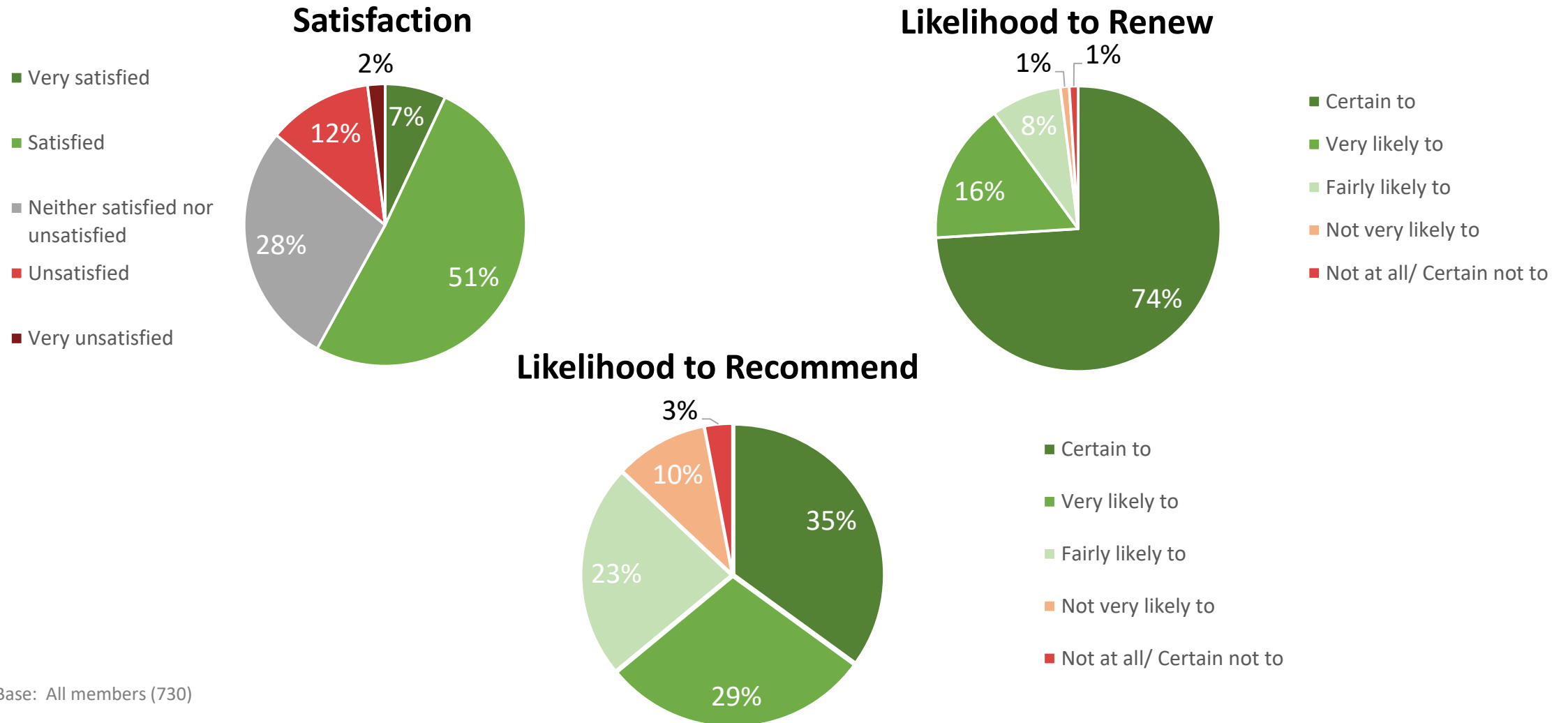
Reputation of the LI

Satisfaction rating: 58%. Higher in the South East/ home counties, among younger members and women

High renewal and advocacy ratings (90% and 64%), relatively consistent across the membership

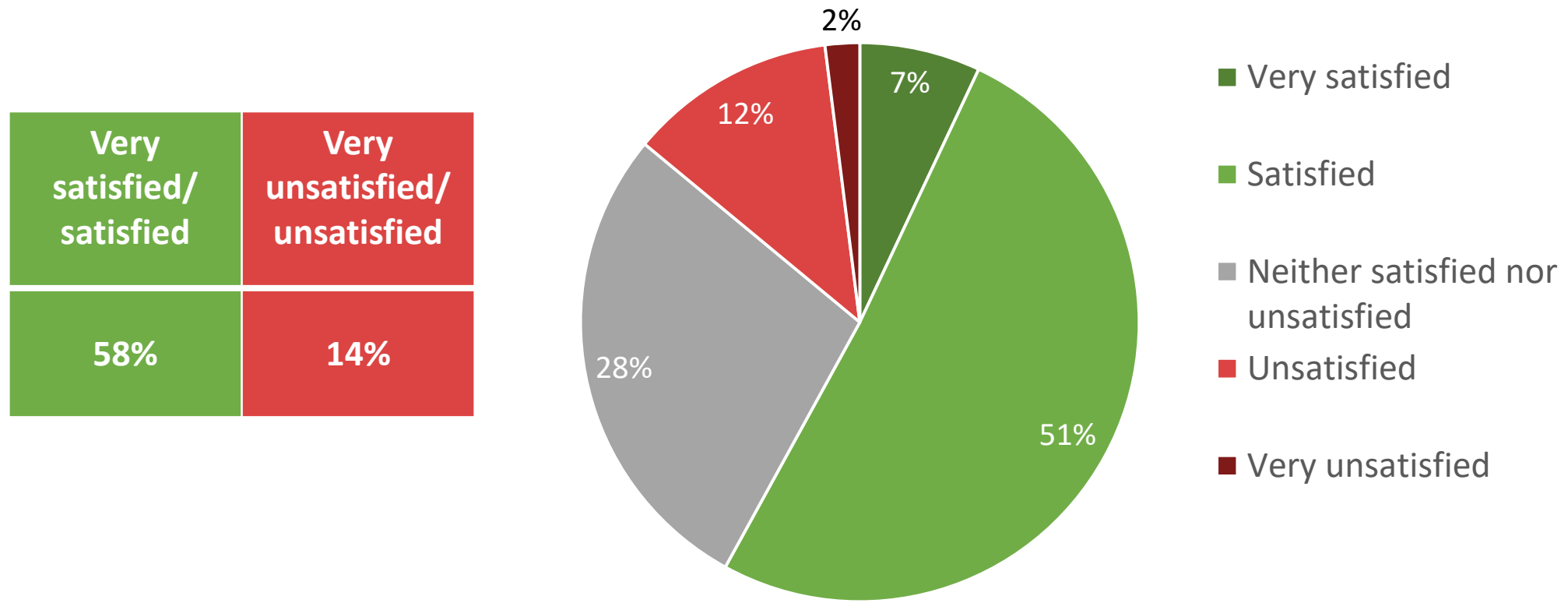
Three-quarters (74%) say they are proud to be a member of the LI

Reputation summary



Member satisfaction: Few are “very” satisfied with LI, with many claiming to be neutral overall

Q. How satisfied are you with the LI, overall?

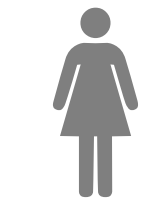


Base: All members (730)

Member satisfaction: detail

Q. How satisfied are you with the LI, overall?
Showing % very / satisfied and very/unsatisfied

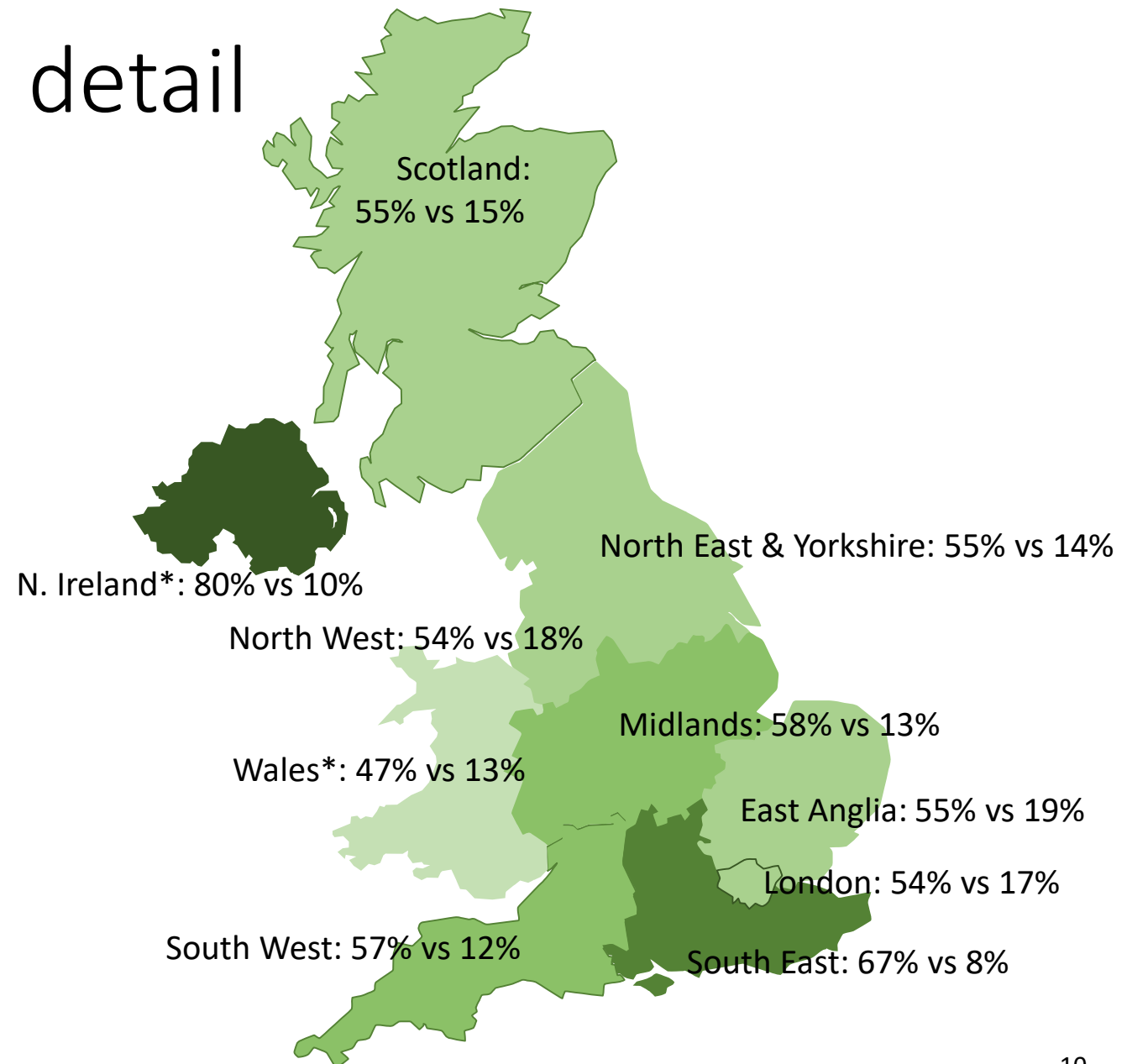
	Overall	18-24*	25-44	45-64	65+*
Very/satisfied	58%	78%	61%	56%	51%
Very/unsatisfied	14%	11%	13%	14%	23%



64%
9%



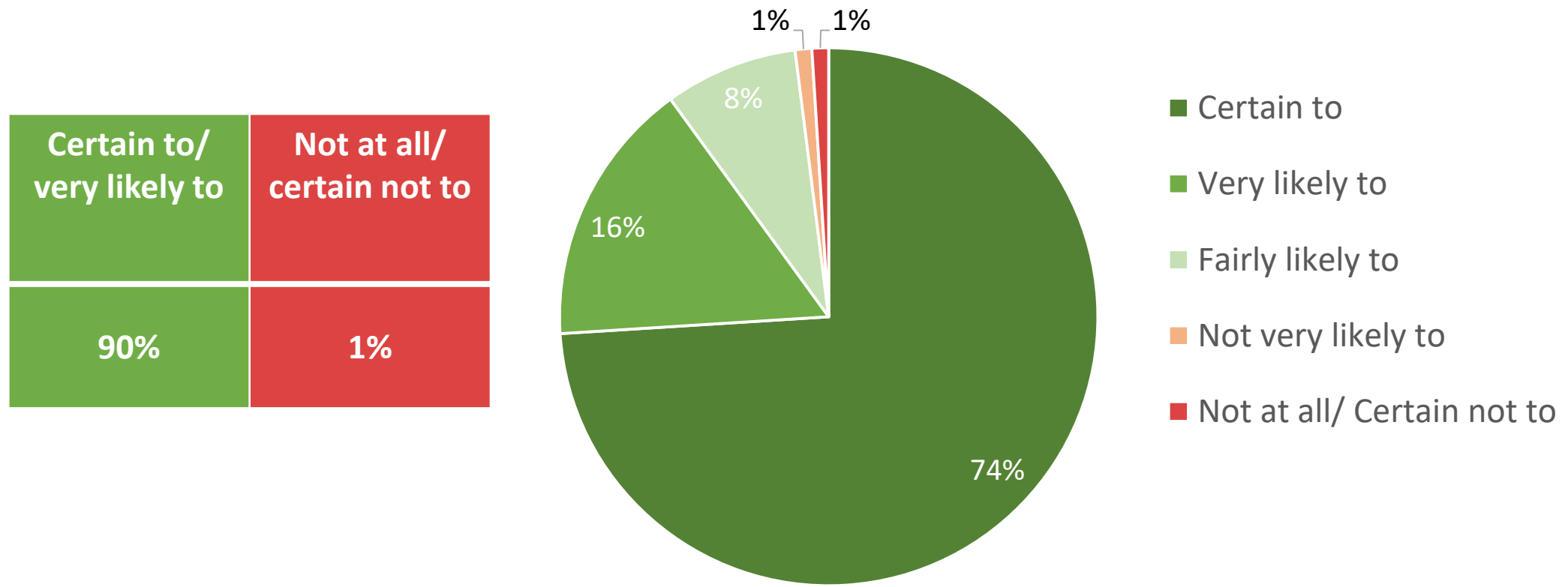
53%
18%



*Caution low base sizes, indicative results only

Member renewal: Three quarters certain to renew membership, very few unlikely to

Q. To what extent are you likely to renew your LI membership next year?

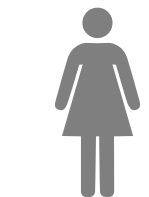


Base: All members (730)

Member renewal: detail

Q. To what extent are you likely to renew your LI membership next year? Showing % Certain to and Certain/ not at all likely to

	Overall	18-24*	25-44	45-64	65+*
Certain to	90%	89%	92%	88%	79%
Certain/ not at all likely to	1%	0%	1%	1%	2%



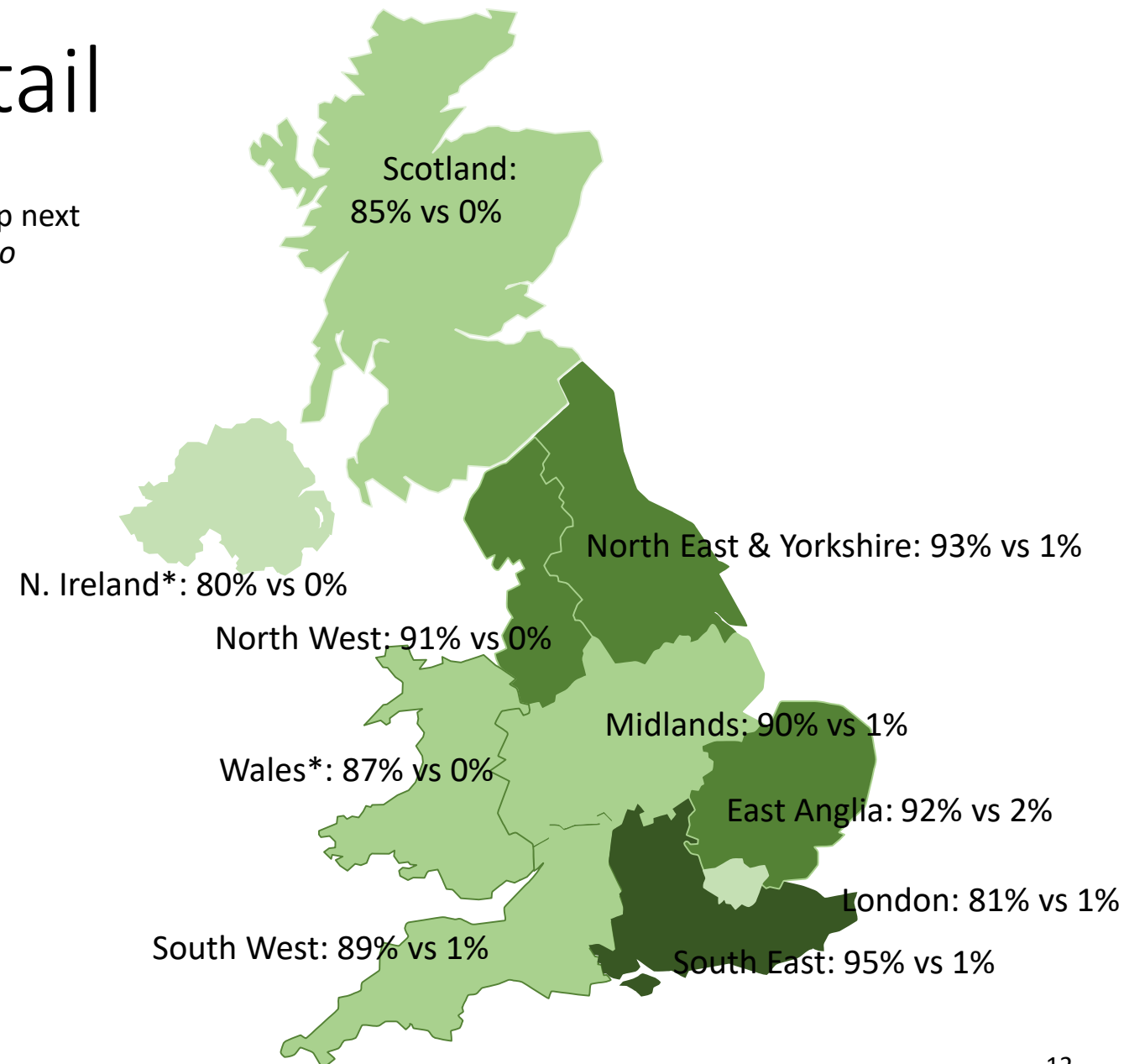
90%

0%



89%

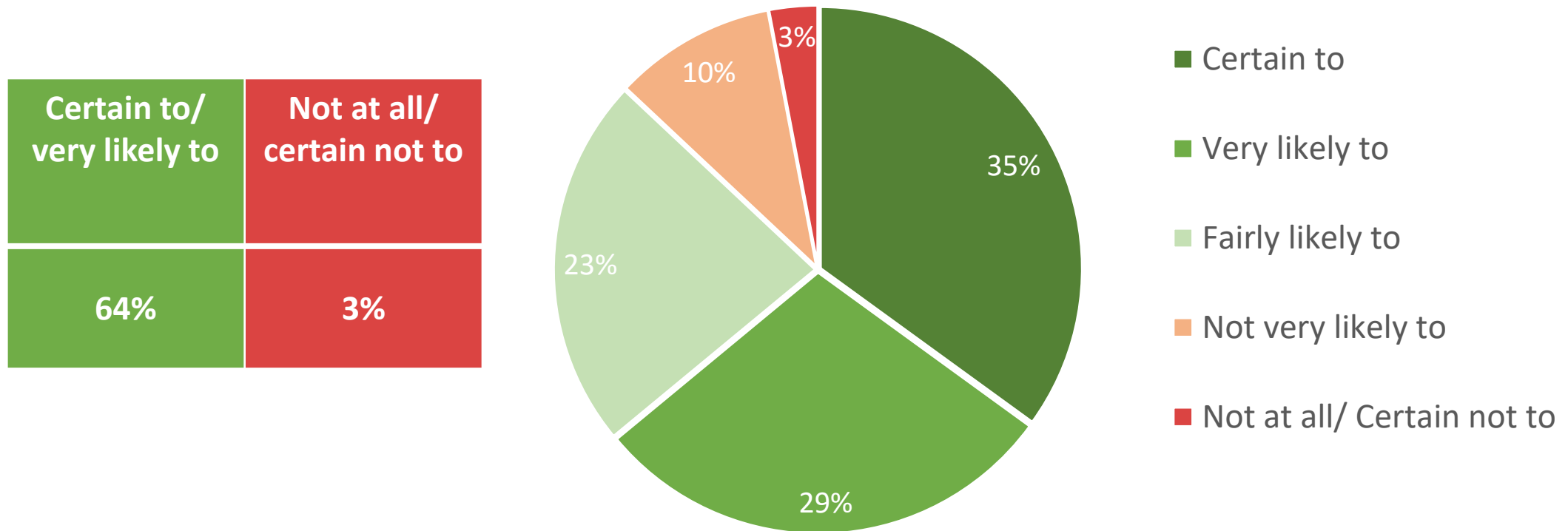
1%



*Caution low base sizes, indicative results only

Member advocacy: two thirds are “very likely” or “certain” to recommend the LI to their peers

Q. How likely are you to recommend joining the LI to a colleague or a student?



Base: All members (730)

Member advocacy: detail

Q. How likely are you to recommend joining the LI to a colleague or a student? *Showing % Certain to and Certain/ not at all likely to*

	Overall	18-24*	25-44	45-64	65+*
Certain to	64%	67%	68%	60%	60%
Certain/ not at all likely to	3%	0%	3%	3%	11%

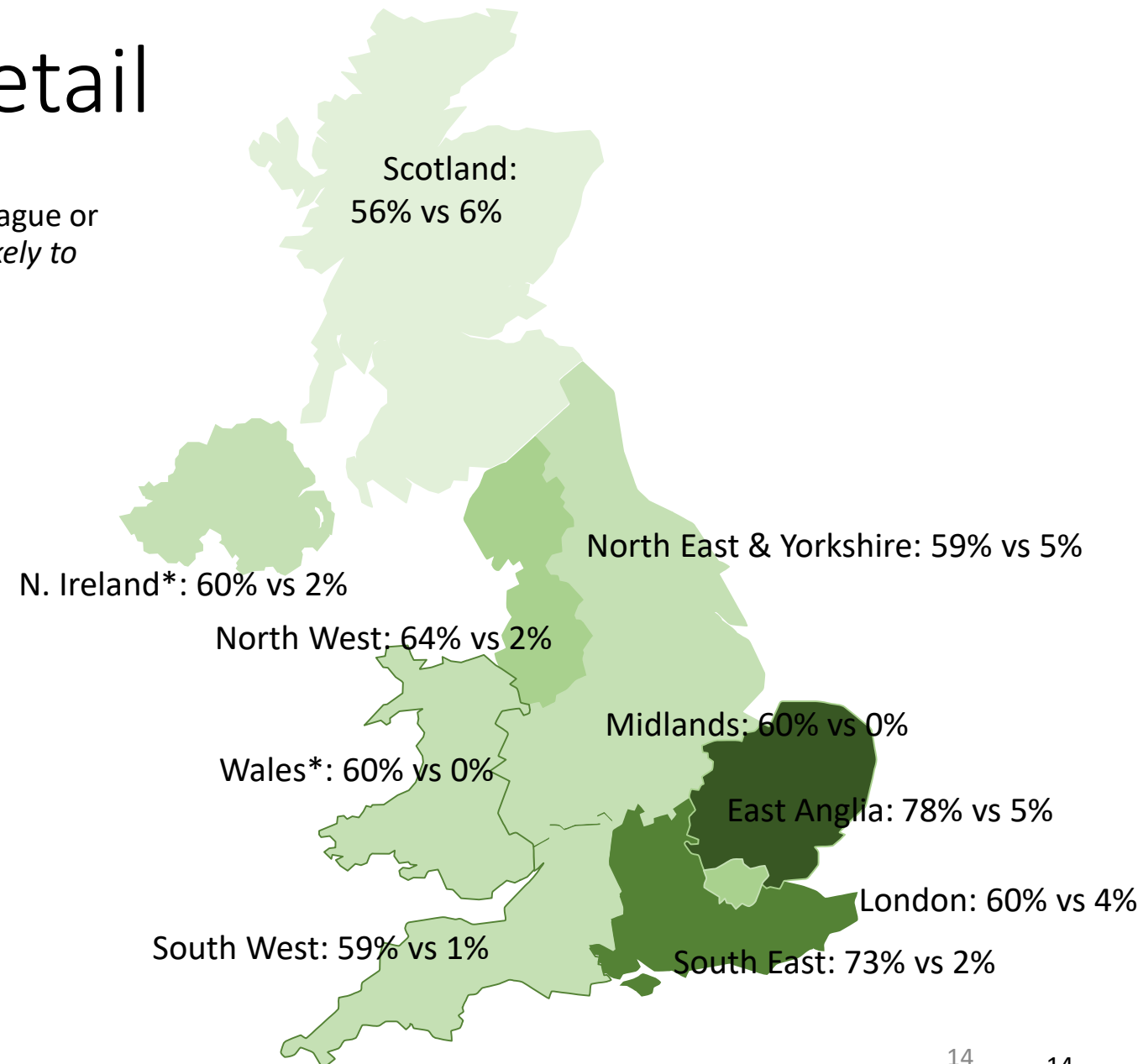


65%
3%



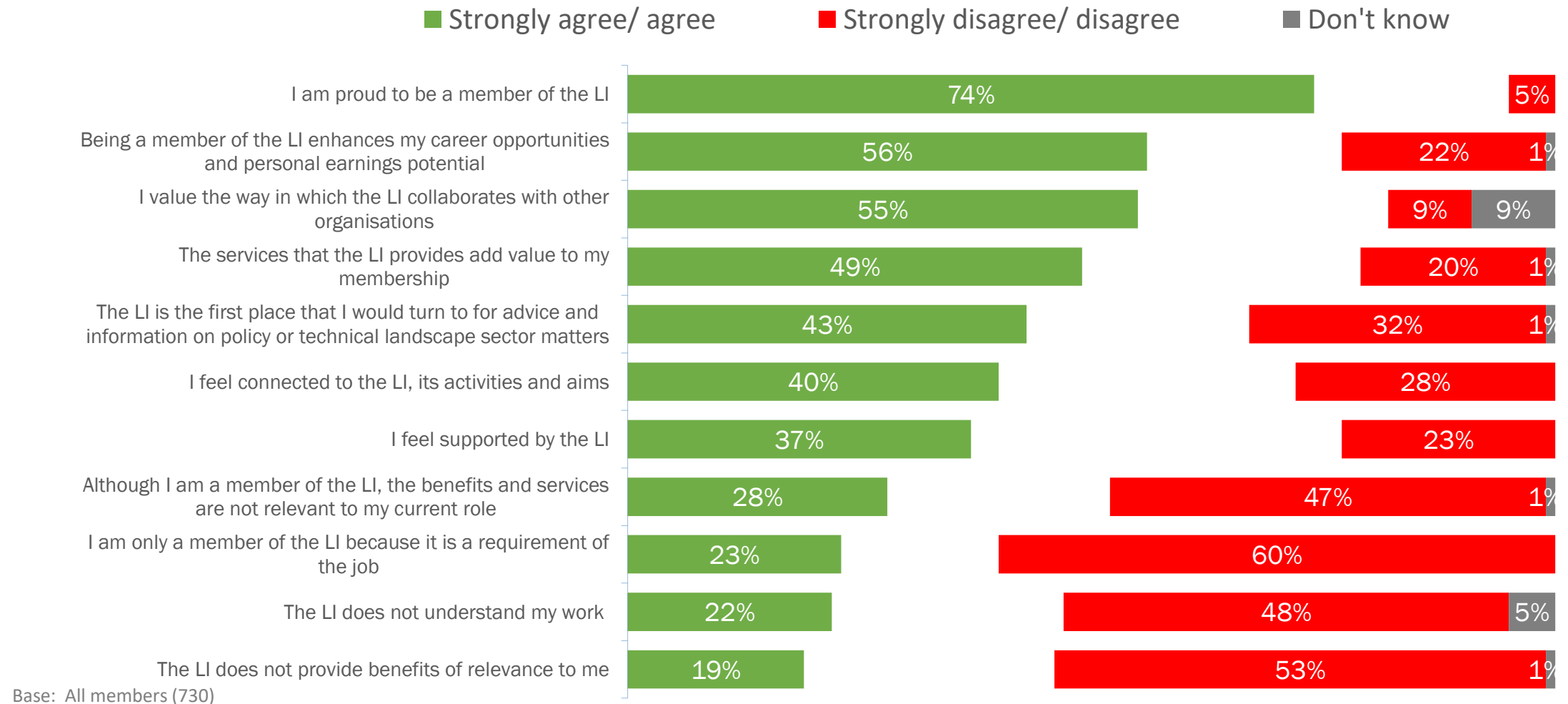
64%
4%

*Caution low base sizes, indicative results only



LI Profile: Members are proud, the LI lacks relevant benefits possibly due to lack of understanding of members' work

Q. To what extent do you agree or disagree with the following statements.



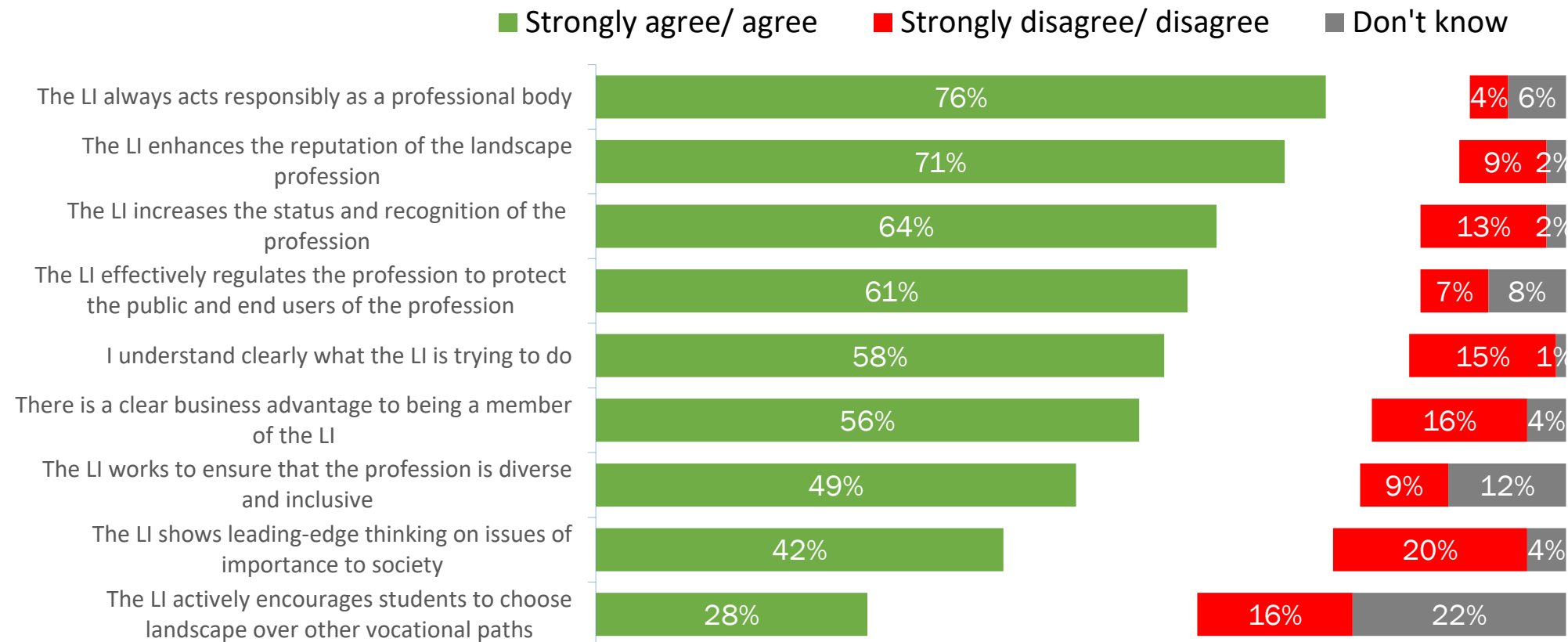
Roles and responsibilities of the LI

LI's strongest contribution is through technical guidance and modelling to its own members, whilst wider public and economic benefits lag

As a result, it is an organisation more closely linked with successfully and responsibly maintaining the standards of its own professionals than having wider benefits or influence

LI profile: Responsible and beneficial to the reputation of the profession over its contribution to society

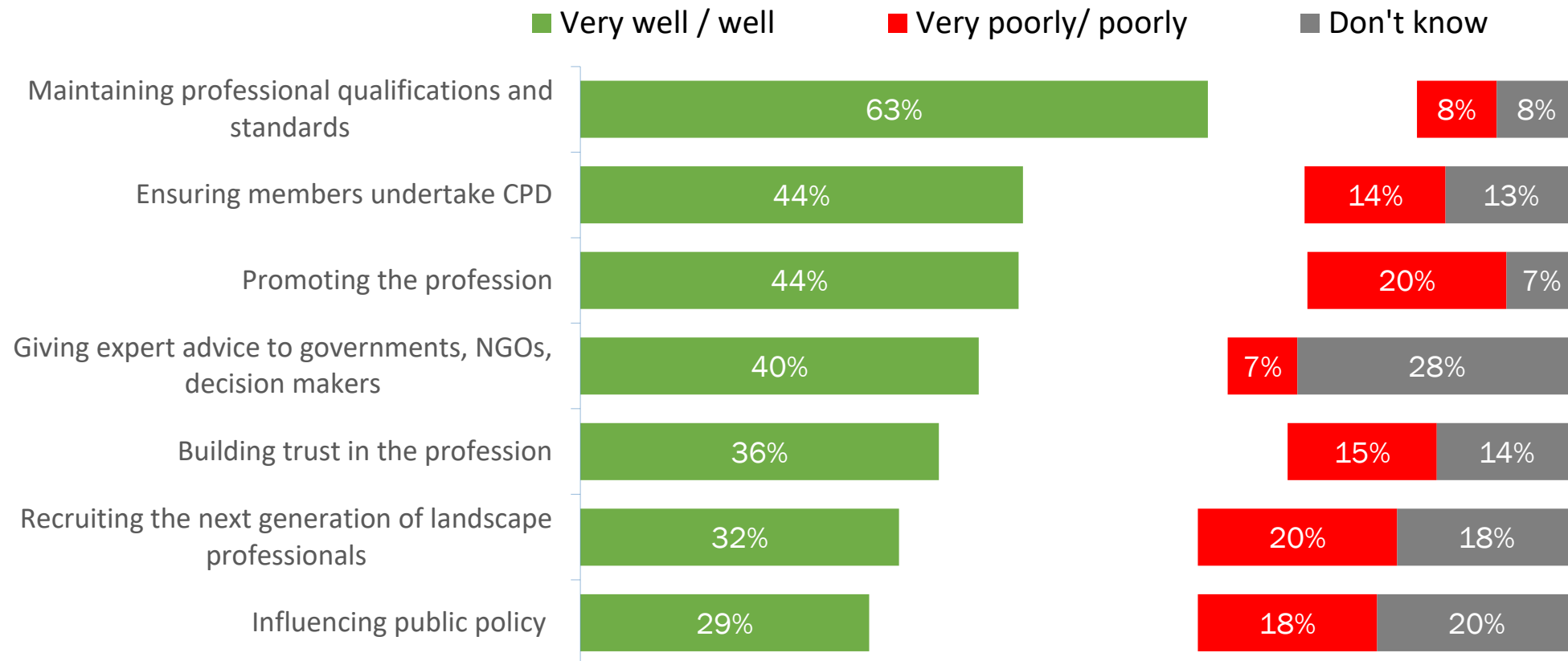
Q. Please indicate how much you agree or disagree with the following statements about the LI:



Base: All members (730)

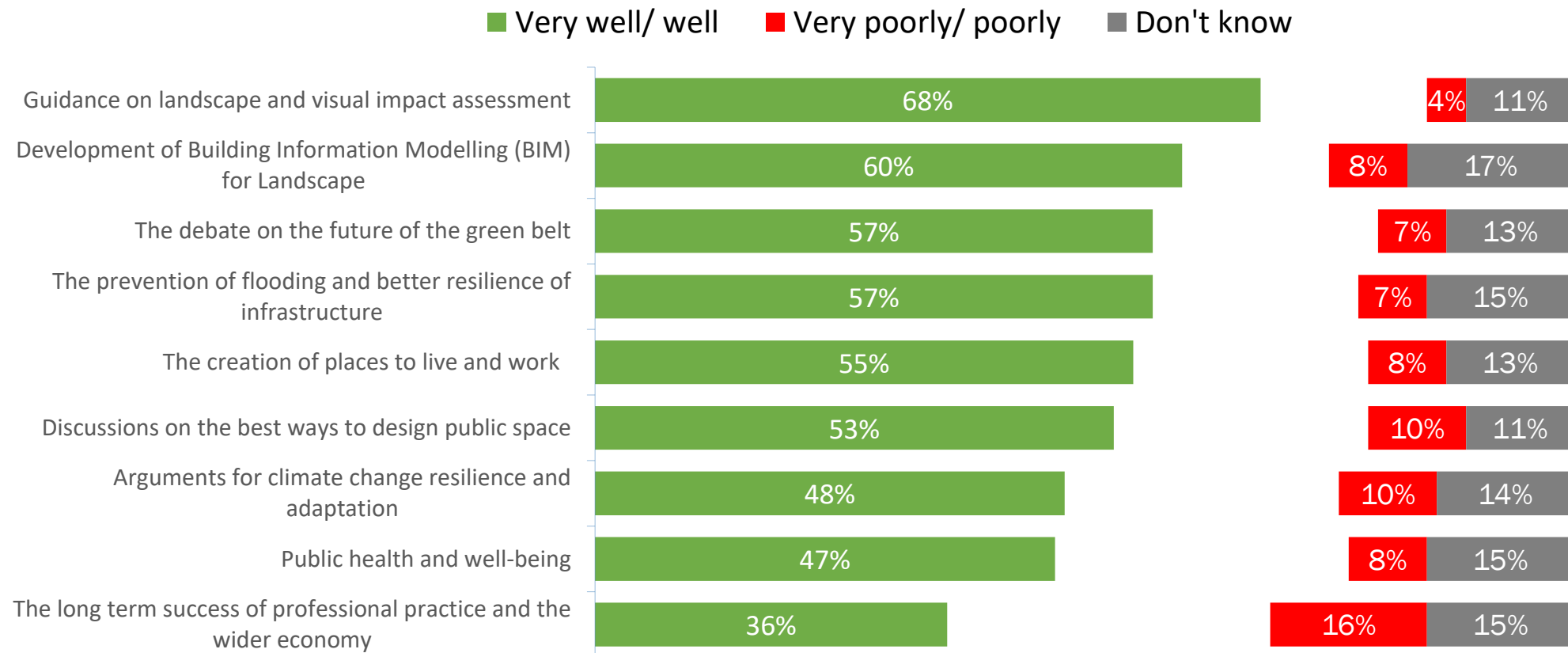
LI Roles: Maintaining standards is LI's perceived greatest contribution, there are questions over its external influence and advice

Q. The LI is a professional body. Following are a list of statements which describe some of the roles that the LI seeks to play. Please rate the performance of the LI over the past 12 months on each of the following:



LI Mission: Technical guidance and modelling are key strengths, public health and the wider economy lag

Q. The LI's mission and Royal Charter seeks to promote the profession for the benefit of society. How well in the last 12 months has the work of the LI contributed to...



Base: All members (730)

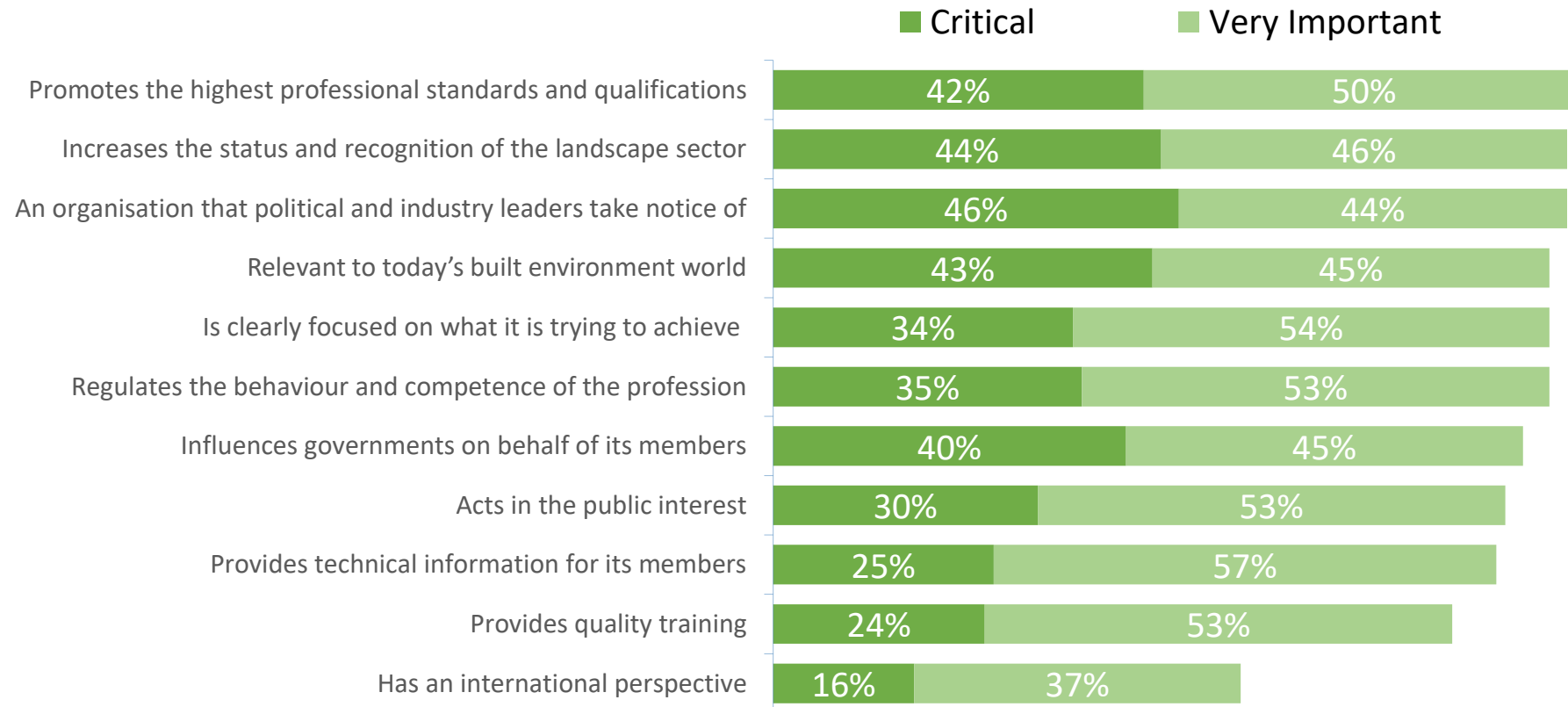
Priority focus areas

Members want the LI to be both a standards organisation and one of influence in political and business spheres to the benefit of the sector and its members

Currently, its external outreach, influence and importance beyond standards is relative weak

Priorities: Professional standards, the sector's reputation and external influence are key

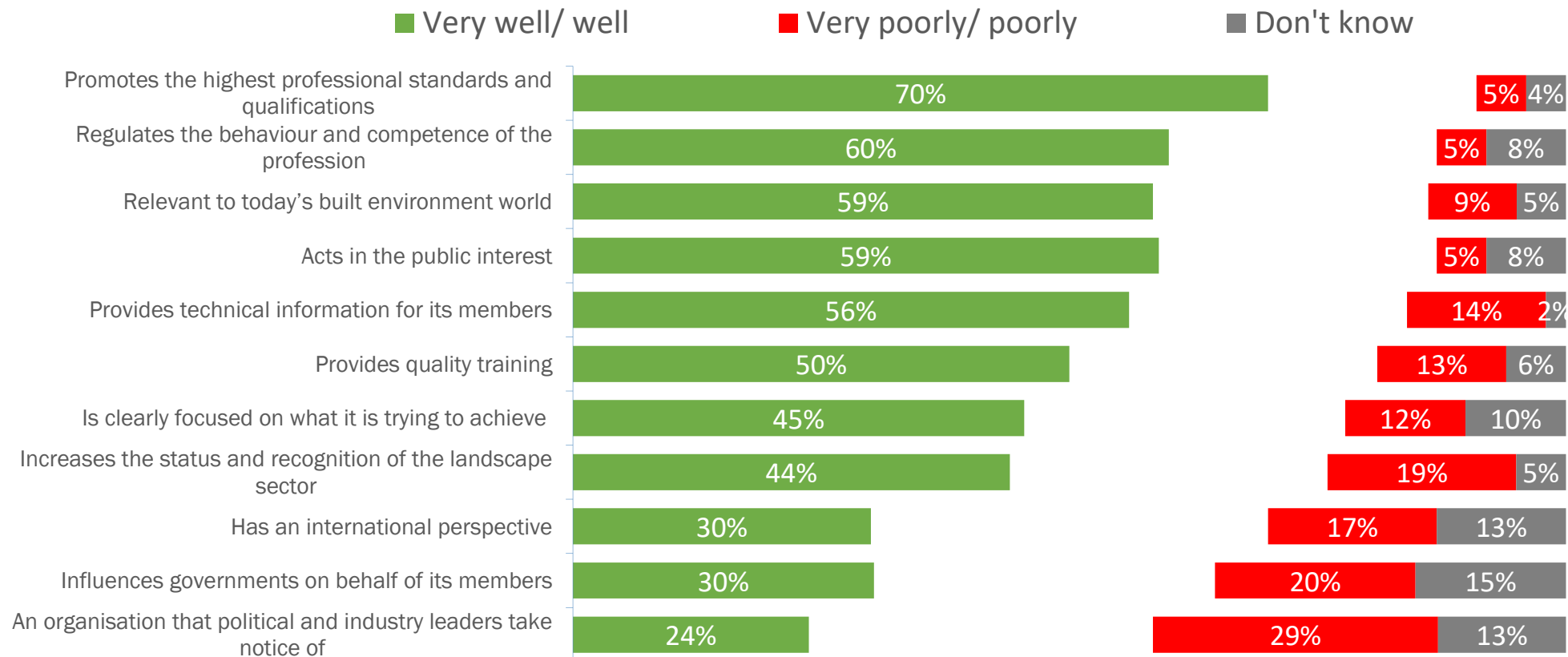
Q. Considering the LI overall, how important to you are each of the following?



Base: All members (730)

Performance: Professional standards is believed strong; influence weak

Q. And how well do you think the LI performs on each of the following...



Base: All members (730)

Products and services

Though awareness of a range of LI's products and services is high, many services are used by only a fraction

Most common are those directly available to all: the Journal, the main website and Vista

However, the services at the heart of LI (or “core”) are related to guidance, and, as mentioned previously professional standards and external influence

Product awareness: Very high awareness of core products and services

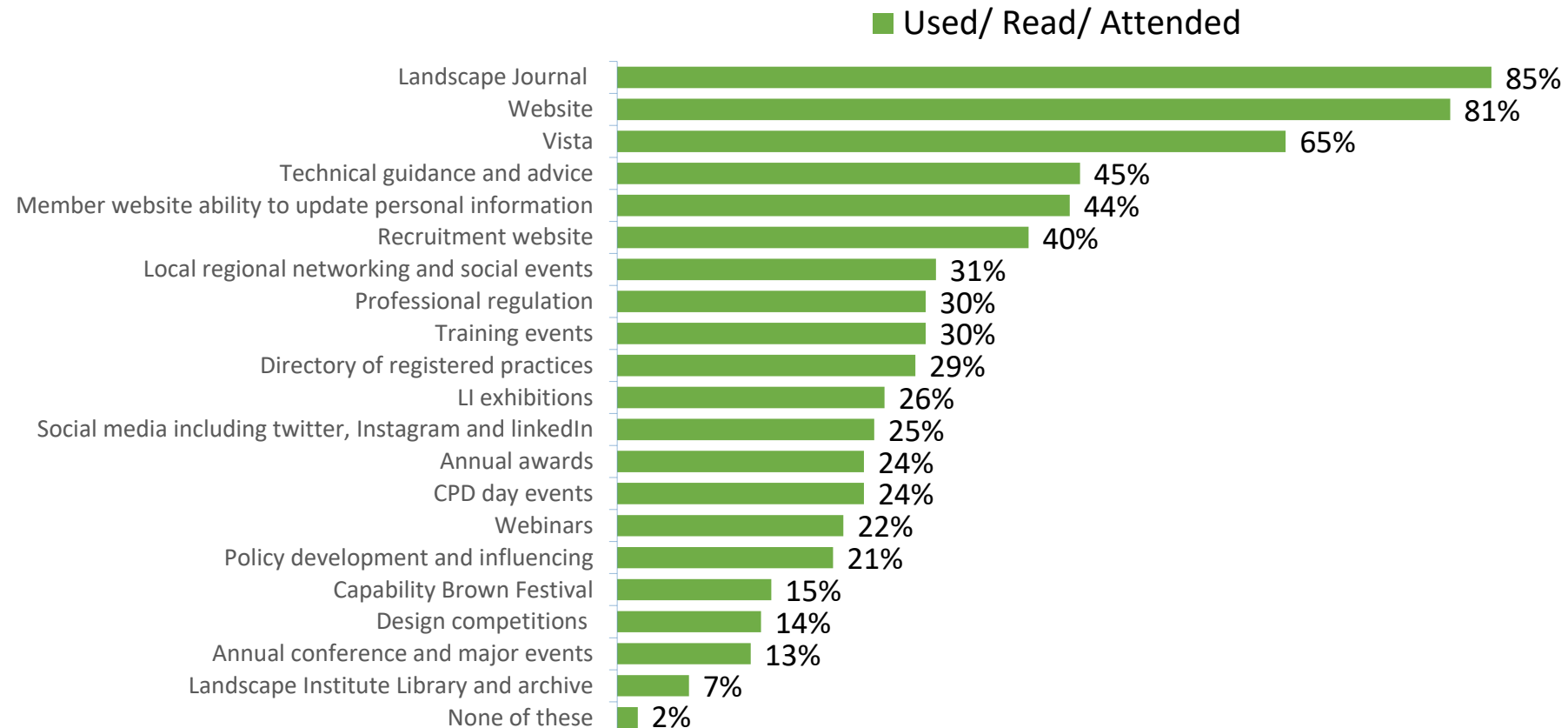
Q. For each of the following, please indicate whether or not you have **heard** of it before today



Base: All members (730)

Product usage: Both the Journal and website used by over four in five. However, majority of activities used by less than one in three

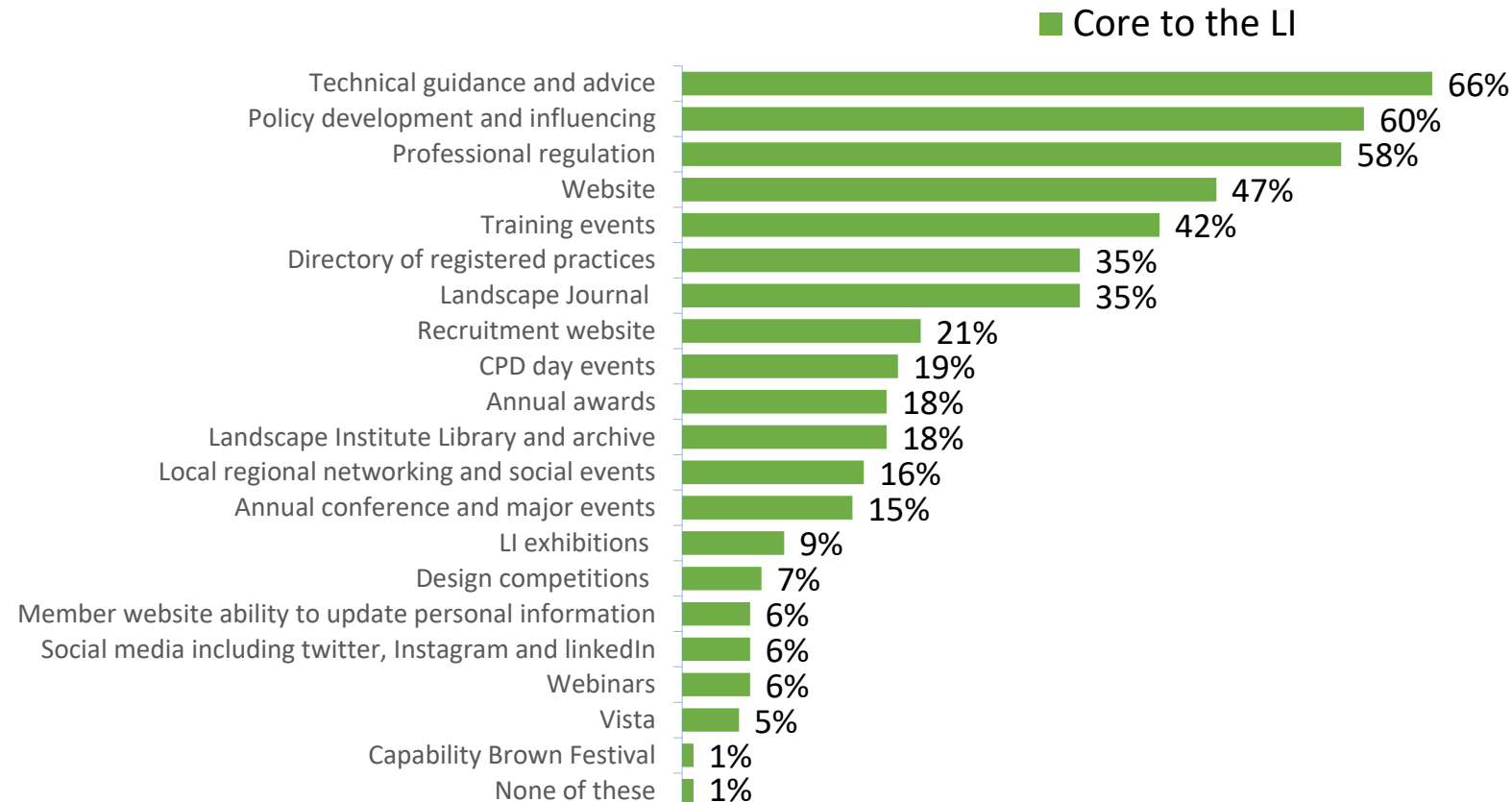
Q. For each of the following, please indicate whether or not you have whether or not you have **used, read or attended it in the last 12 months**



Base: All members (730)

Core products and services: “Core” services are focused around technical guidance, influence and professional regulation. Many current activities are not seen to be “core”

Q. For each of the following, please indicate whether or not you have whether or not it is **core to the LI** as a professional body (maximum of five)

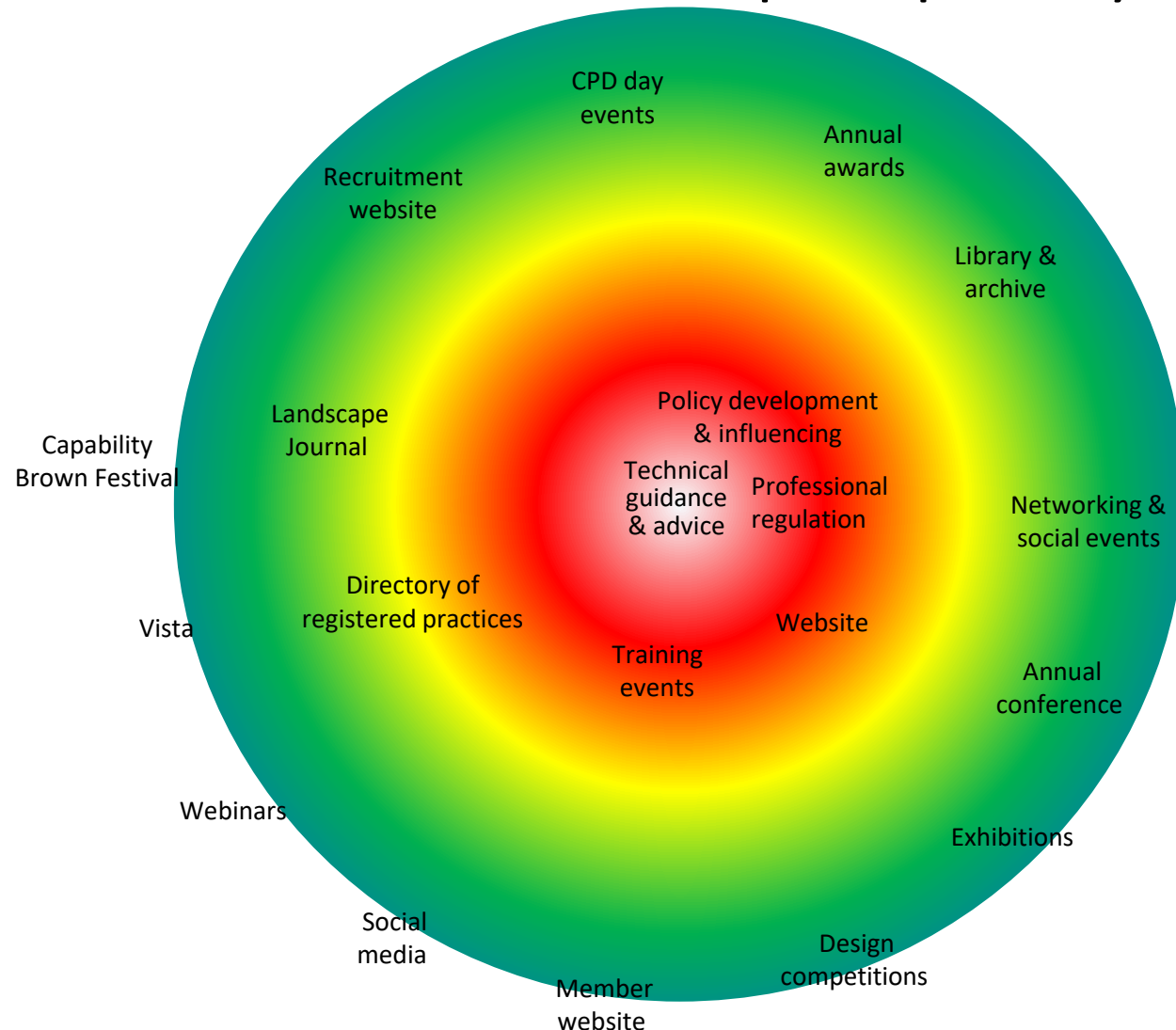


Base: All members (730)

Core products and services: As the heat map shows, many LI activities are on the periphery

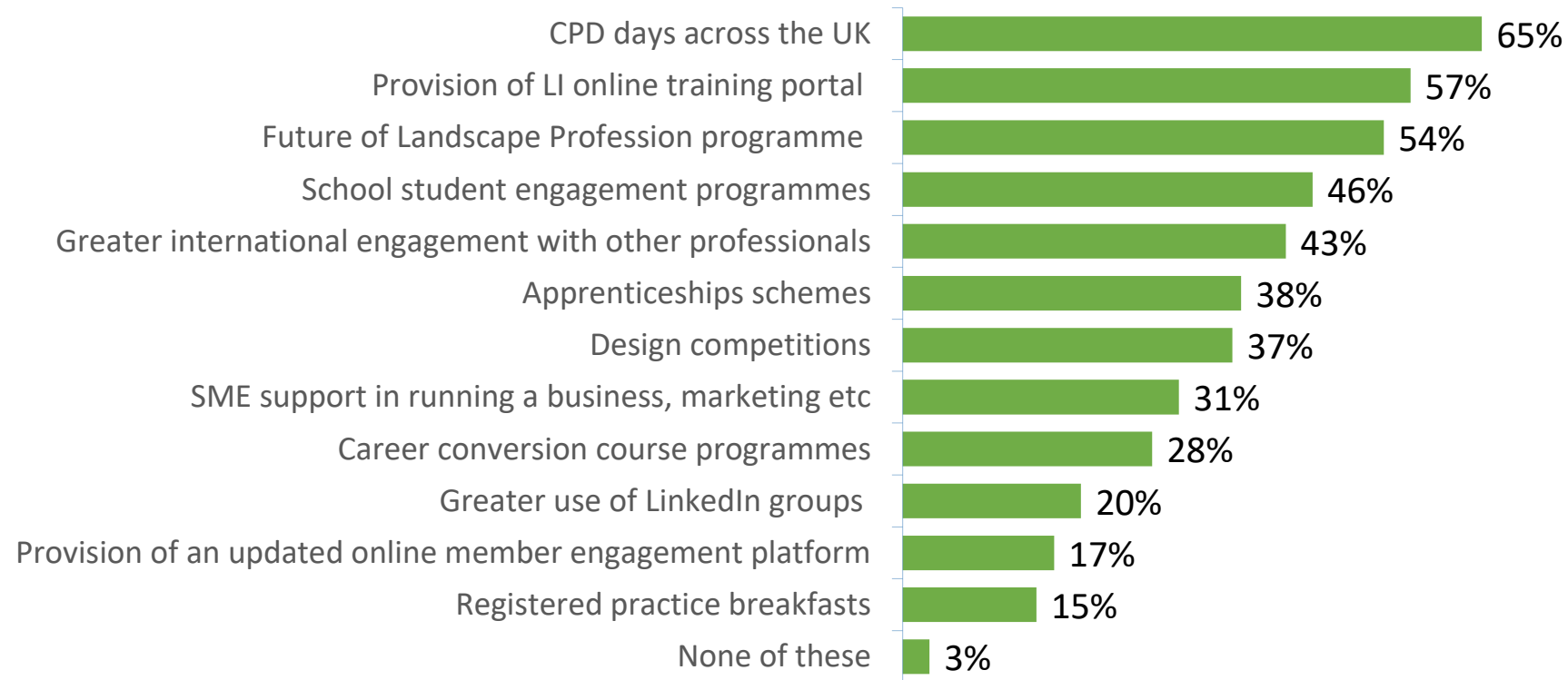
Heat map showing relatively how “core” LI activities are perceived to be by members

- Technical guidance rated “core” by 66%, followed by policy development & influence, and professional regulation (60% and 58% respectively)
- Conversely, Capability Brown festival is “core” to just 1%, Vista 5% and webinars 6%



Future focus: Members would appreciate a greater future focus on training: through CPD days, an online portal or dedicated programmes

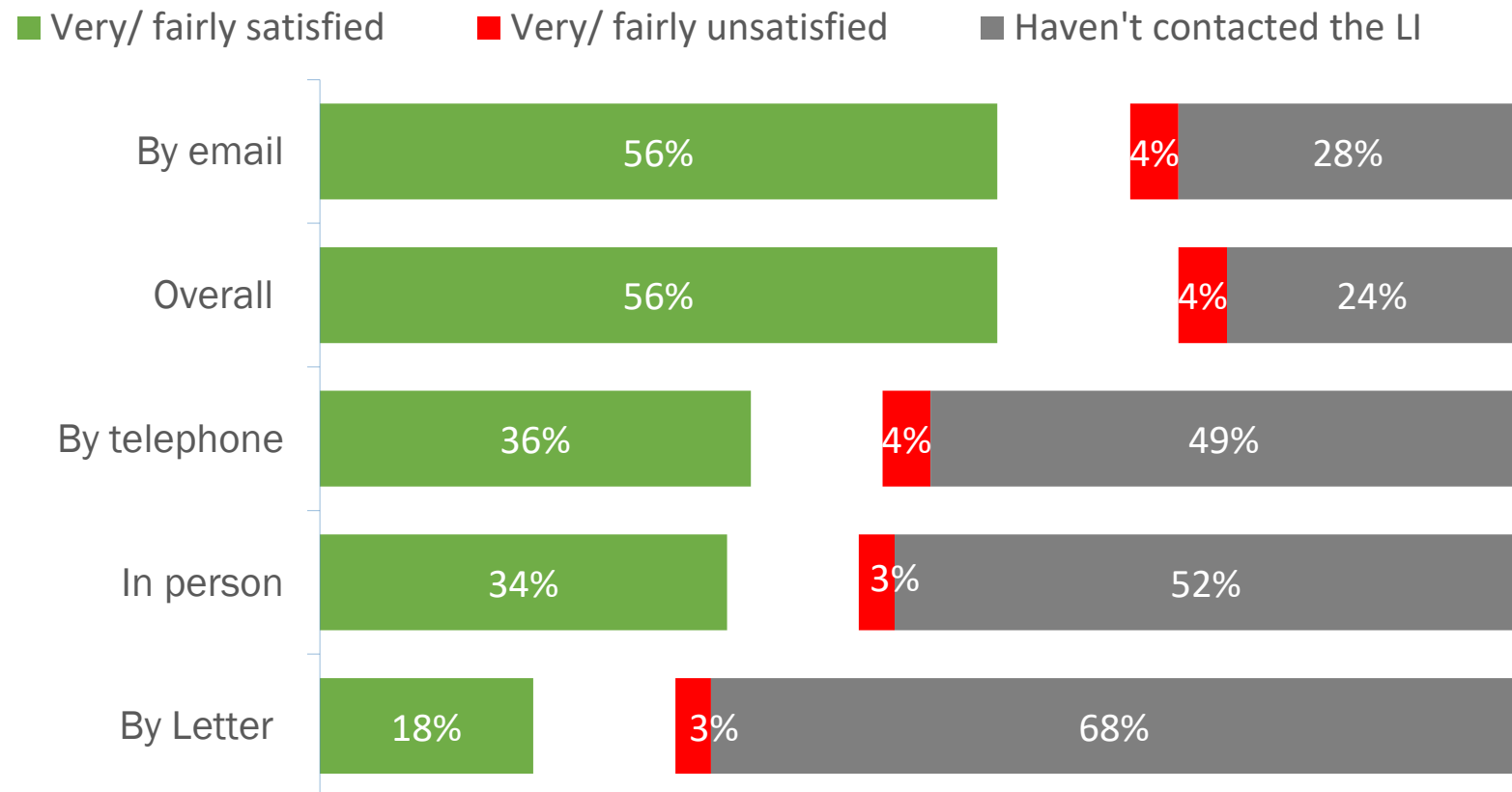
Q The LI is considering its future range of activities. Which of the following possible activities would you like to see the LI focus on in the future?



Base: All members (730)

Satisfaction with LI contact: where relevant, the service has been overwhelmingly positive

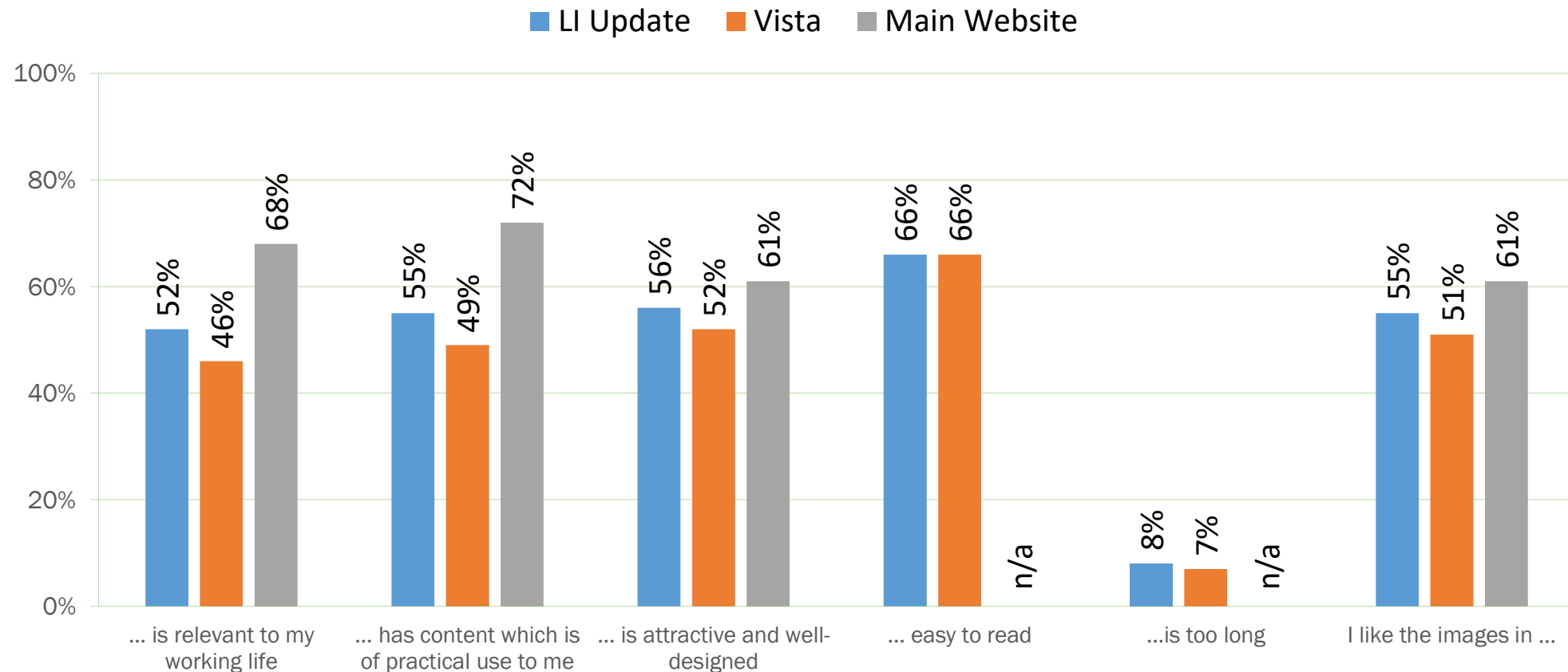
Q. How satisfied or unsatisfied were you with the service you received when you contacted the LI within the last twelve months ...



Base: All members (730)

Comms channels: Main website well regarded, being relevant and of use, more so than the LI Update or Vista

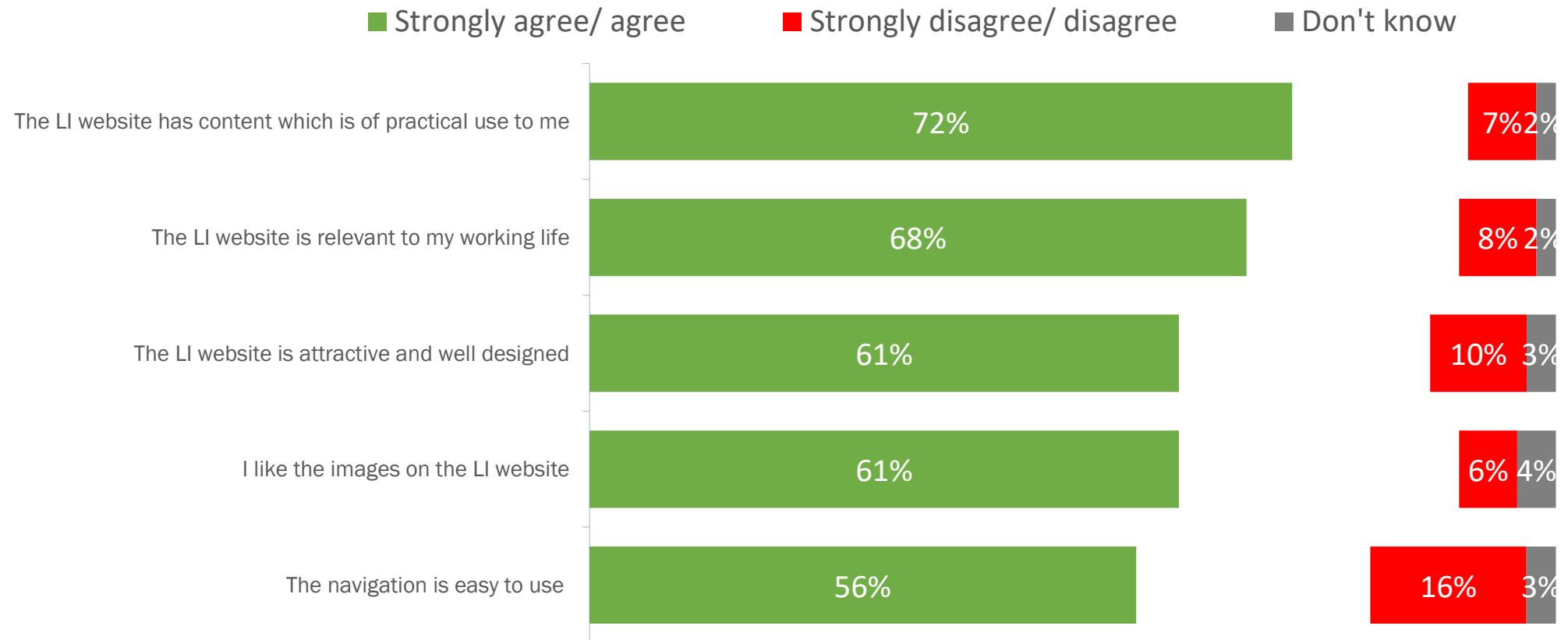
Q. To what extent do you agree or disagree with each of the following about the LI Channels of communication? % saying *Strongly agree/ agree*



Base: All members (730)

Main LI website: scores positively across content and design. Navigation is a relatively weak area

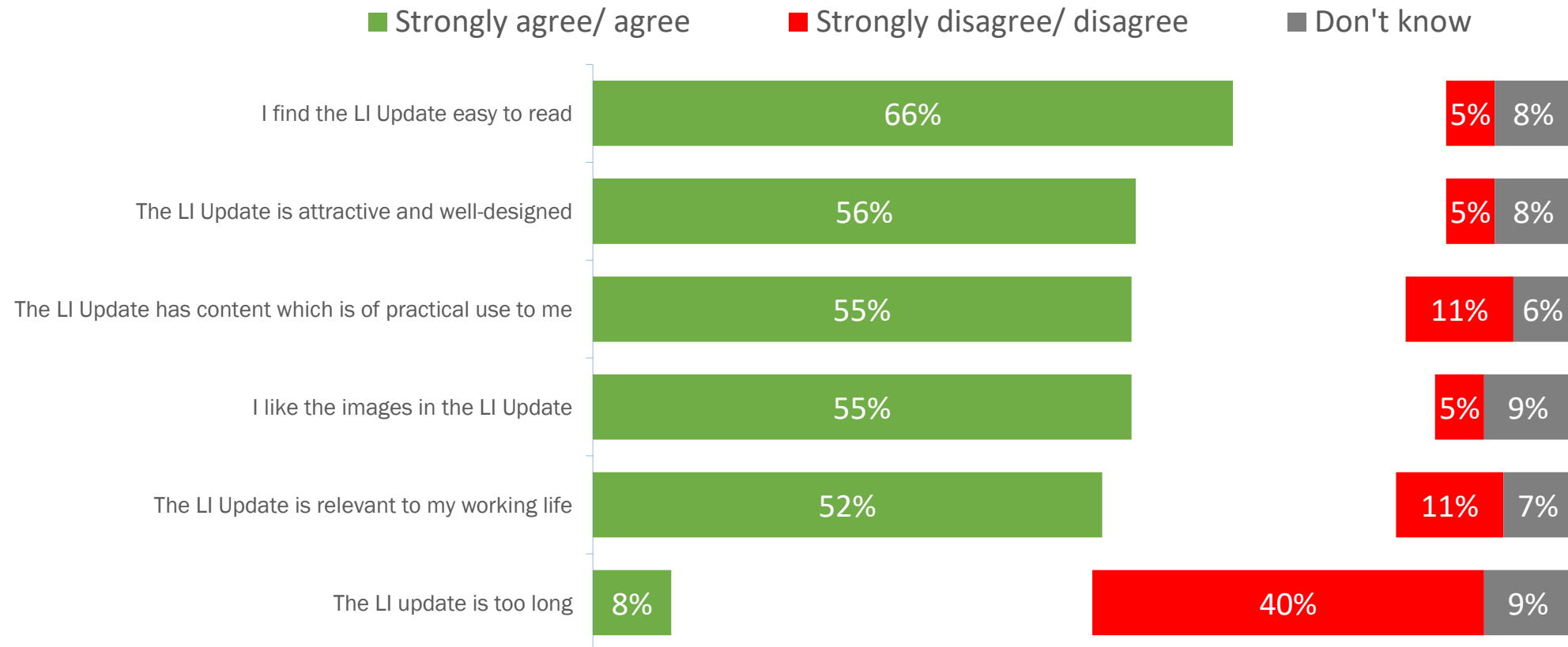
Q. To what extent to you agree or disagree with each of the following about the main LI website.



Base: All members (730)

LI Update: Easy to read, well designed and of use. Importantly, it is not too long

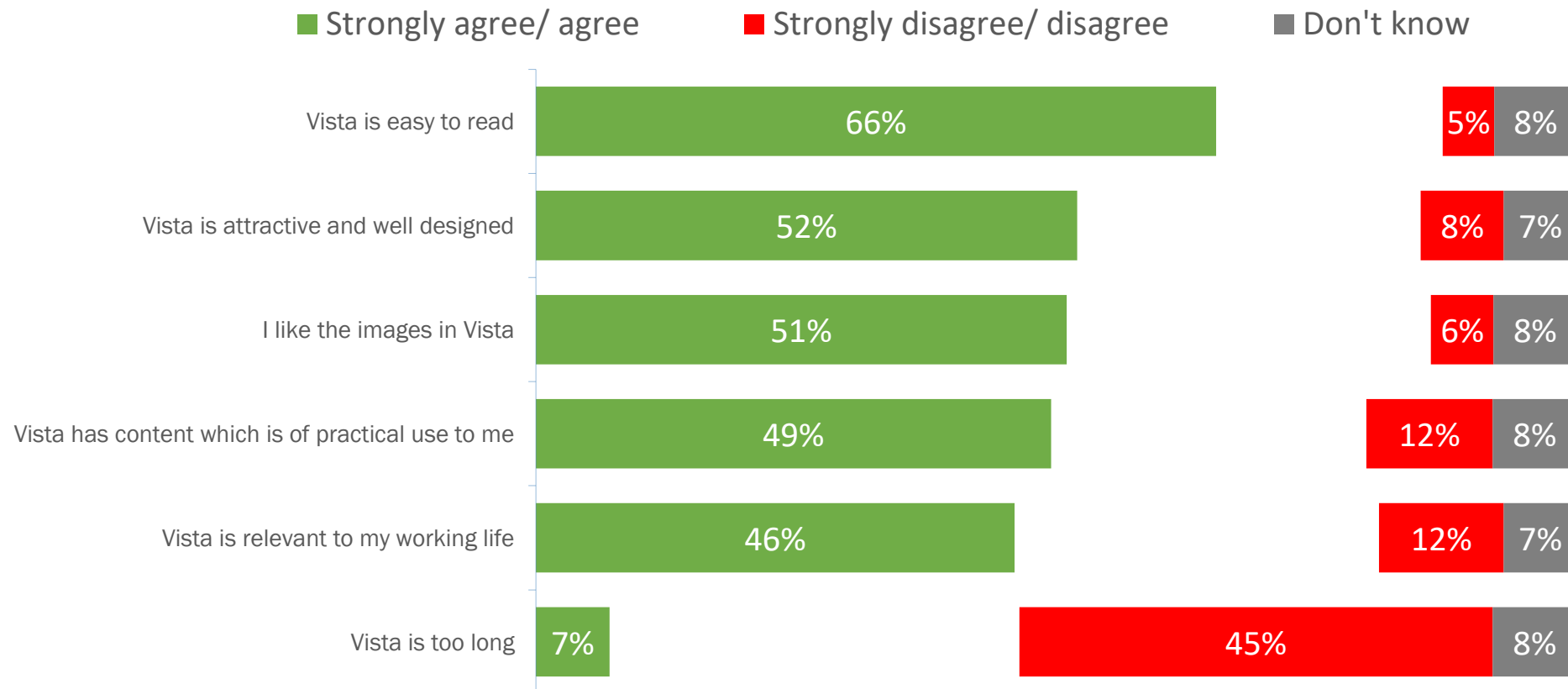
Q. To what extent to you agree or disagree with each of the following about the LI Update.



Base: All members (730)

Vista: Similarly to the LI Update, Vista is easy to read, though rated lower for being of practical use or relevant

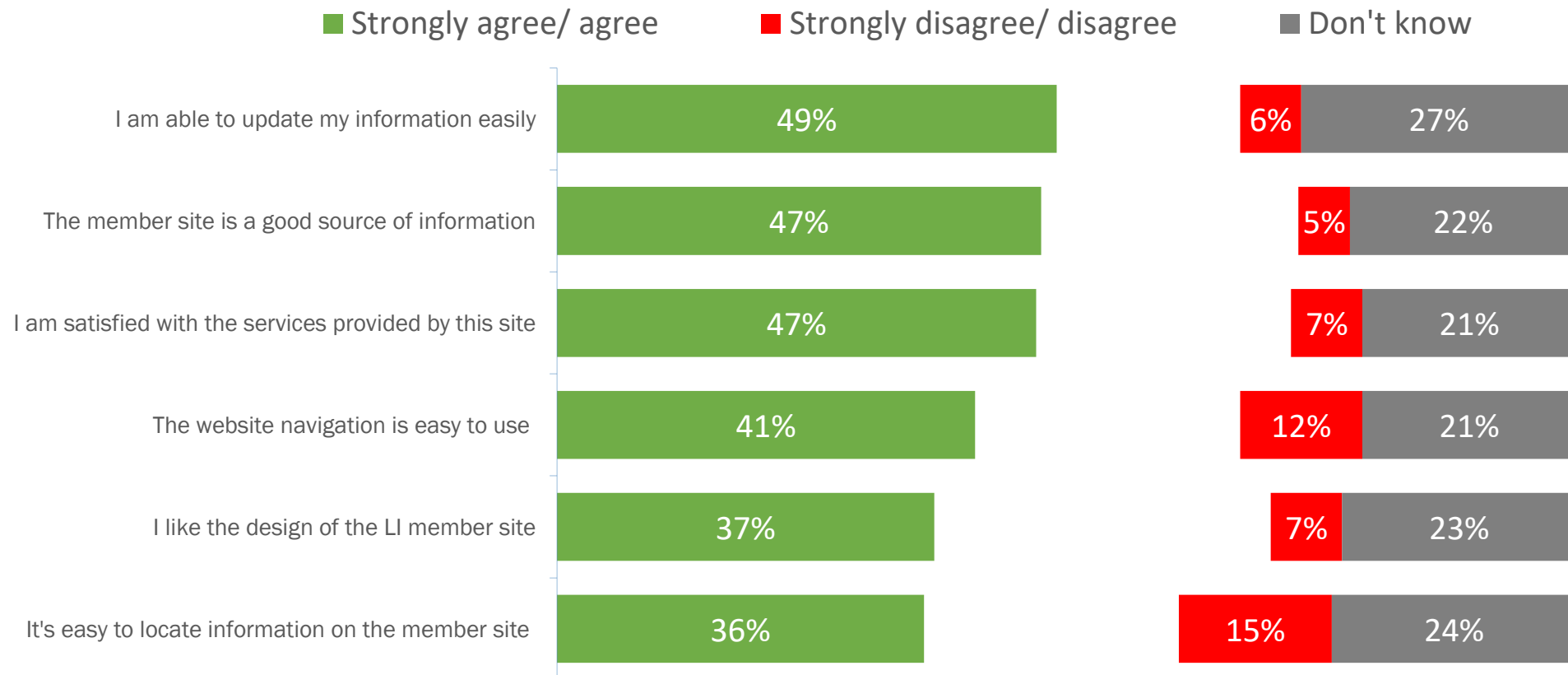
Q. To what extent to you agree or disagree with each of the following about Vista.



Base: All members (730)

New member site: Those that can rate it, are generally supportive, though there is room for improvement

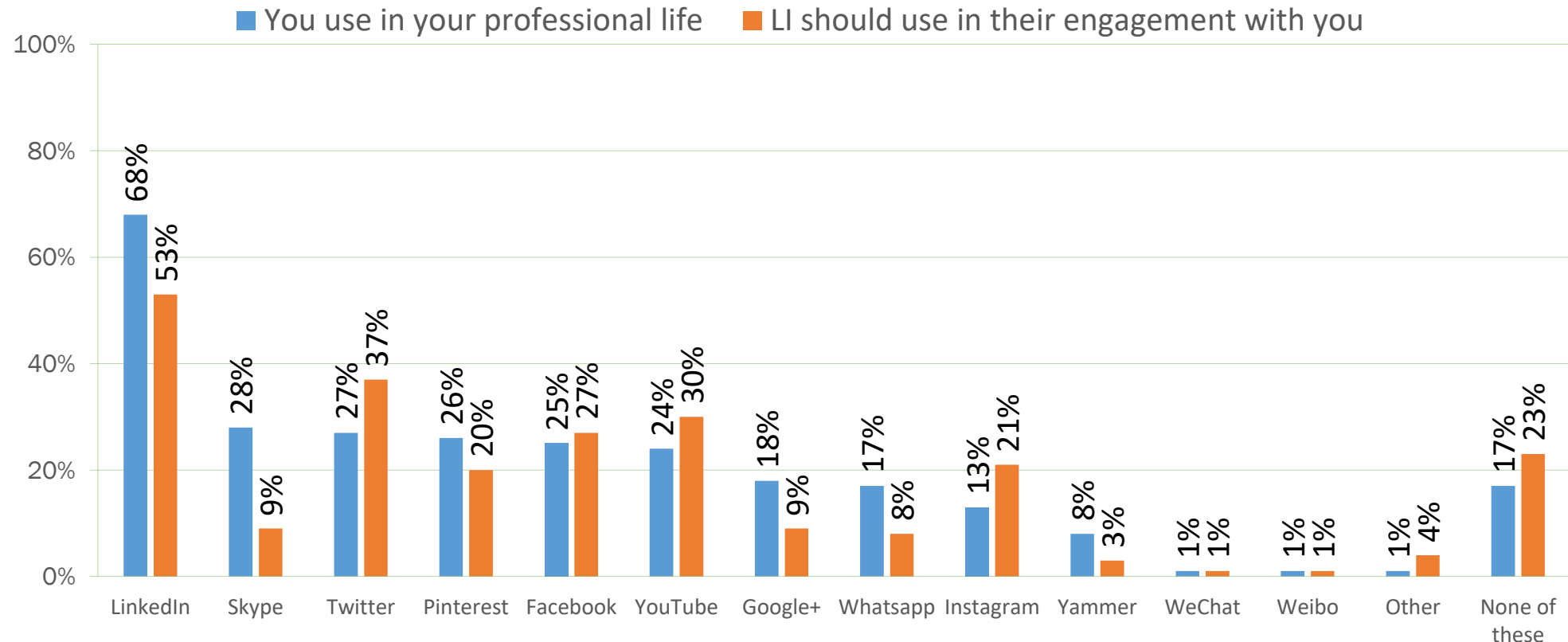
Q. To what extent to you agree or disagree with each of the following about the new member site?



Base: All members (730)

Social Media: LinkedIn is the channel of choice for LI members. Others have less relevance, there are calls for LI to use a range of social channels especially twitter and YouTube

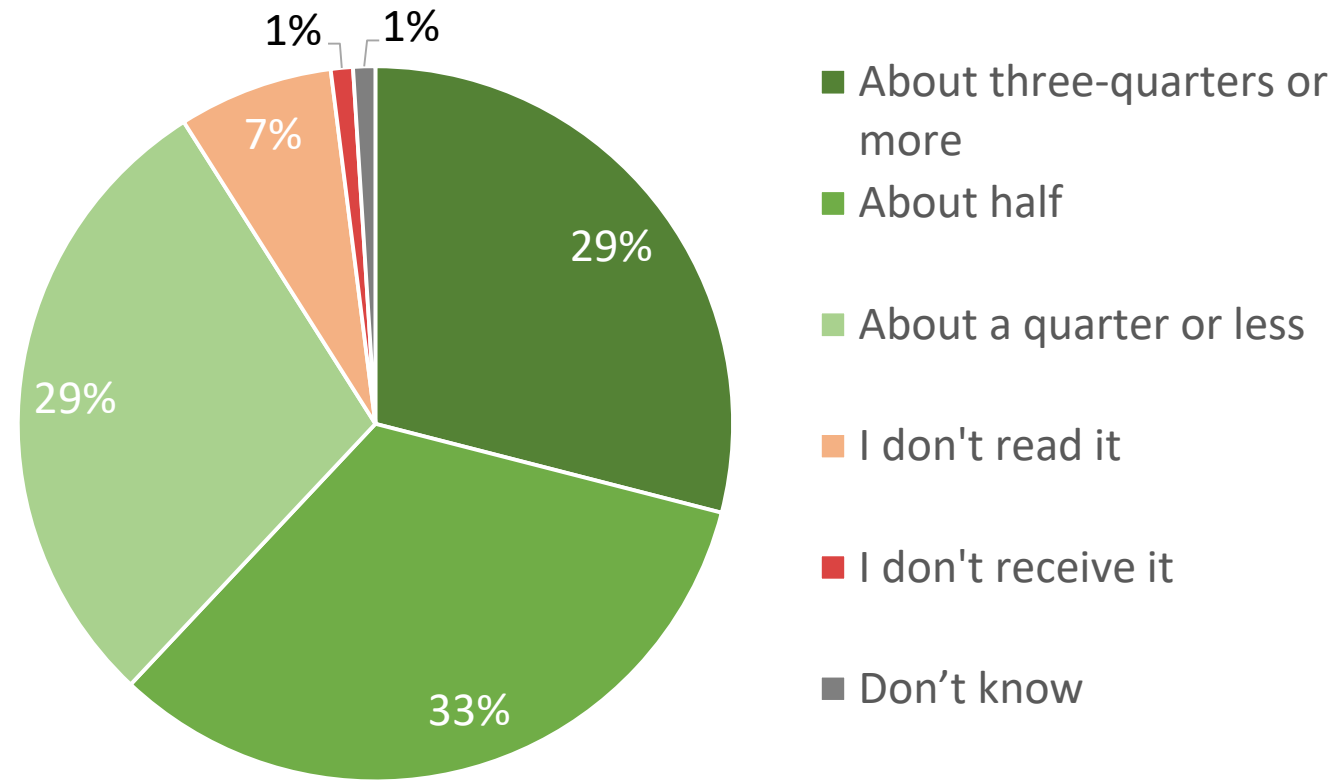
Q. Please indicate the channels that you use in your professional life and the ones that you believe the LI should use in their engagement with you:



Base: All members (730)

Landscape Journal: read by over 90% of members. Many read it all.

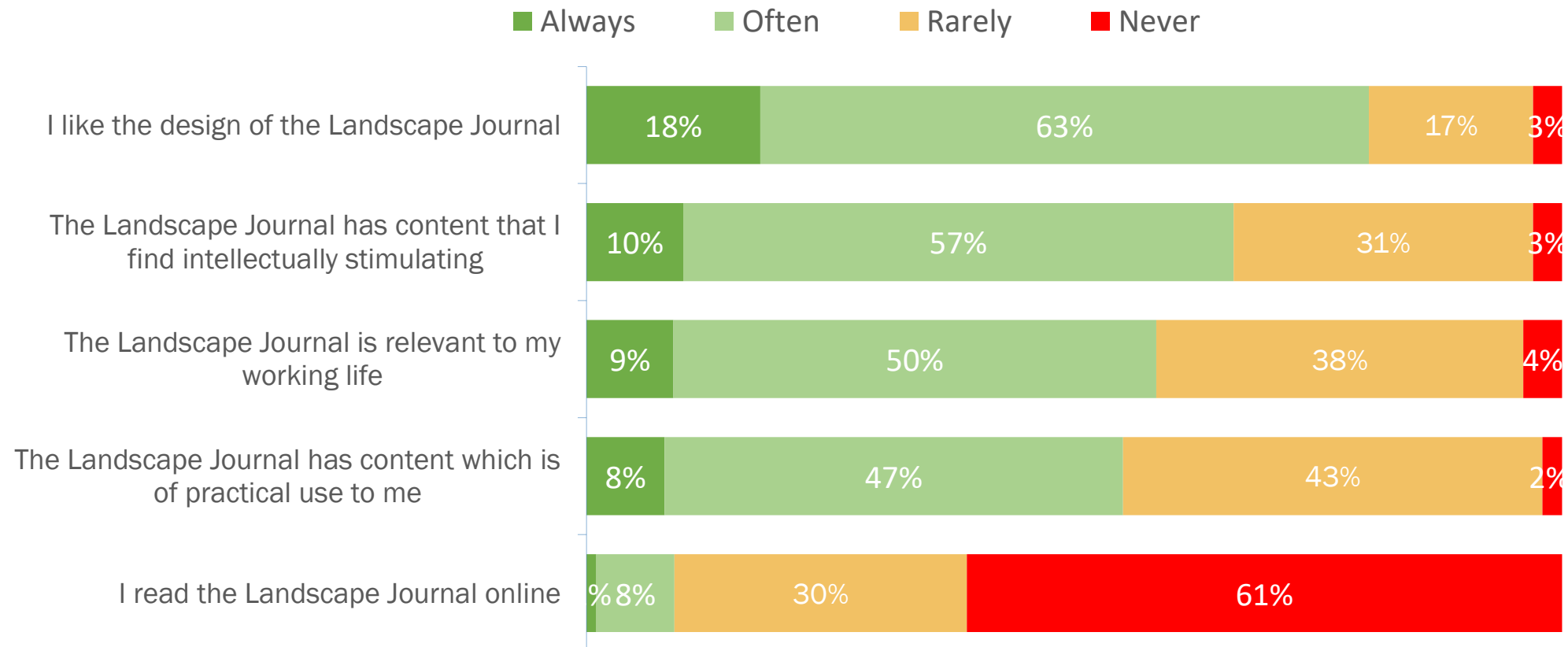
Q. How much of each print issue of the Landscape Journal do you typically read?



Base: All members (730)

Landscape Journal: Two-thirds do not read the Journal online; most like the design and content, 59% say it is relevant to working life

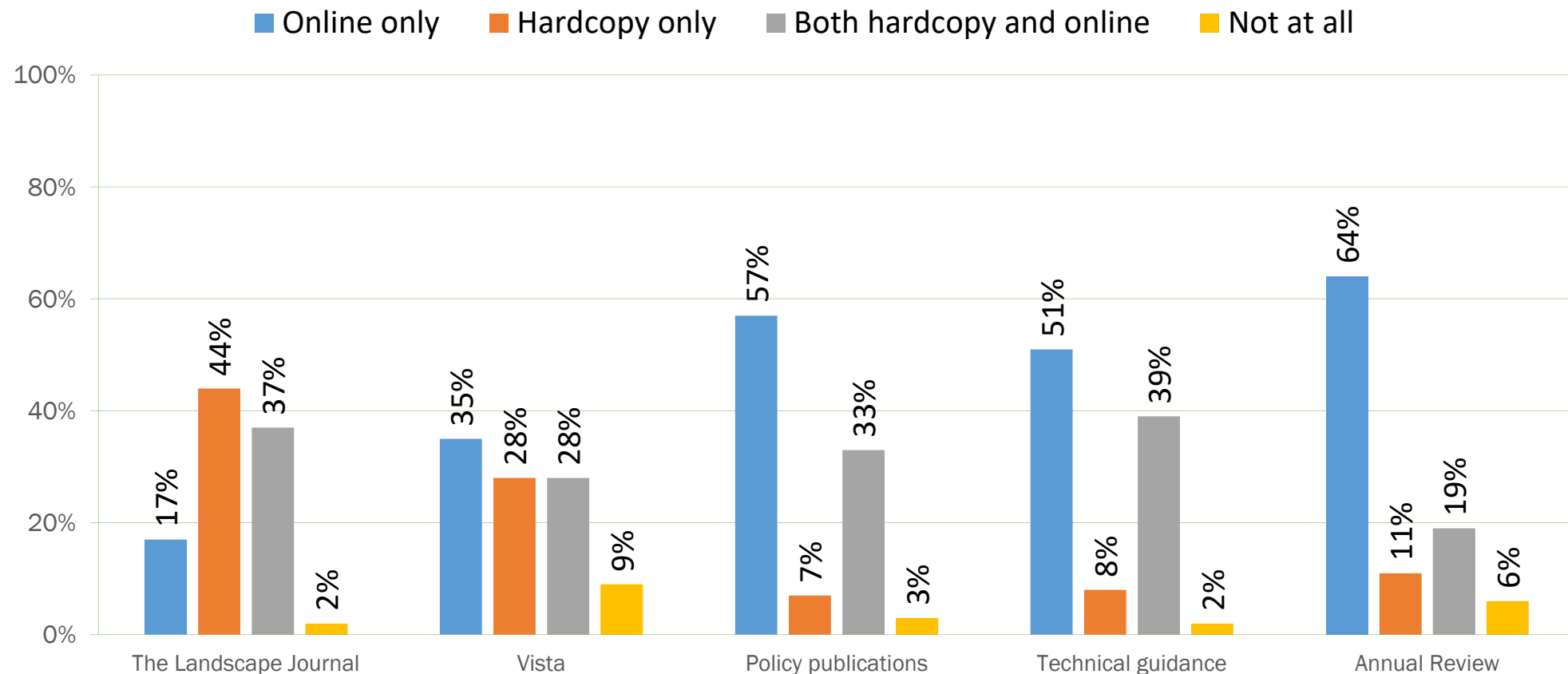
Q. Please describe the following statements with the choice that best represents your view of the Landscape Journal



Base: All members who receive the Landscape Journal (716)

Hard or soft copy: Preference for much content – including the annual review – to be online only. Hard copies of the Journal is preferred

Q. What is your preference for receiving each of the following?



Base: All members (730)

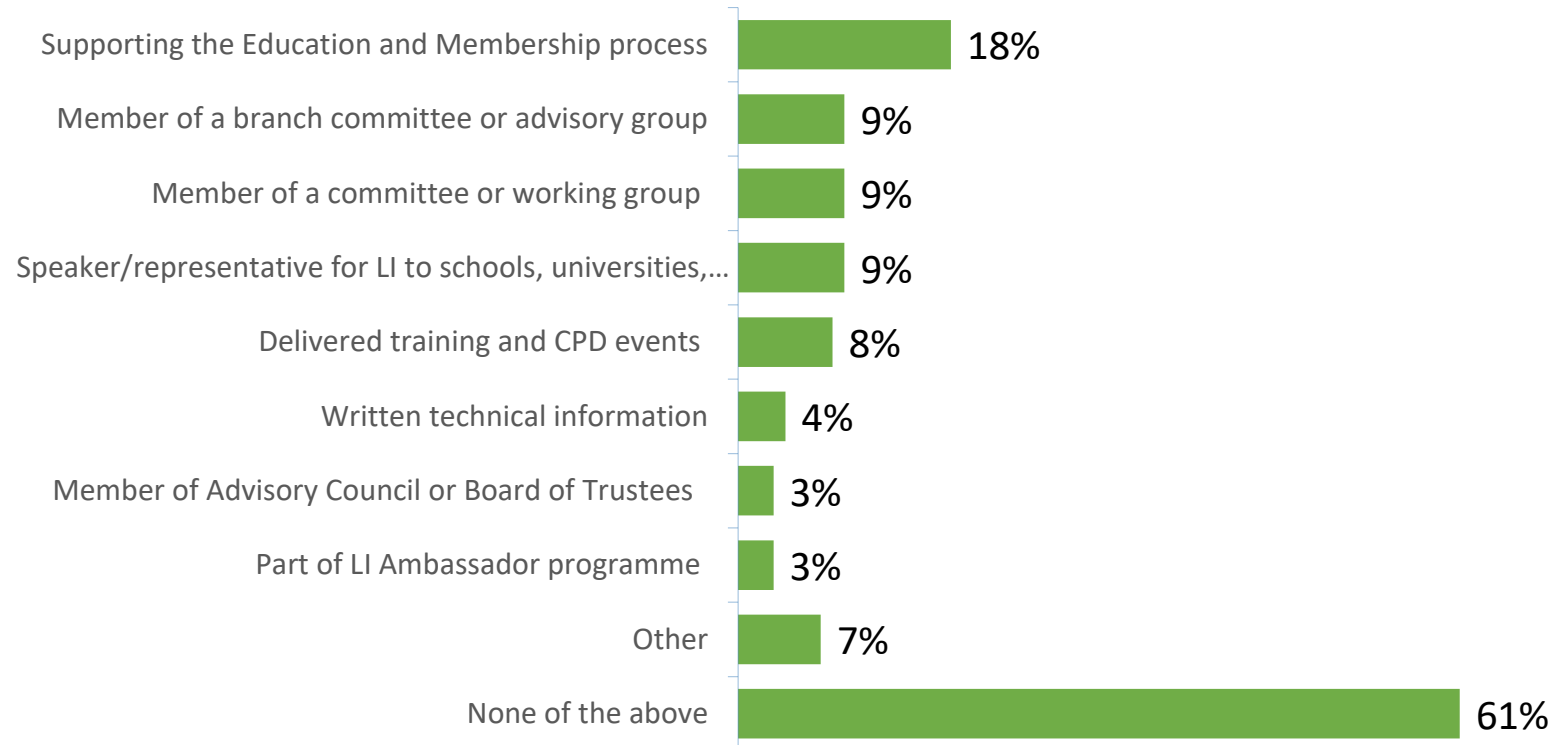
Working with LI

Around two-fifths of members claim to have worked with the LI over the past year – the same proportion who want to volunteer their time in the future

When working with the LI, members perceive a lot of value in it, though they don't always feel valued by the LI for doing so

Working with LI: Two in five members have worked with the LI over the past year, mostly in supporting education and membership processes

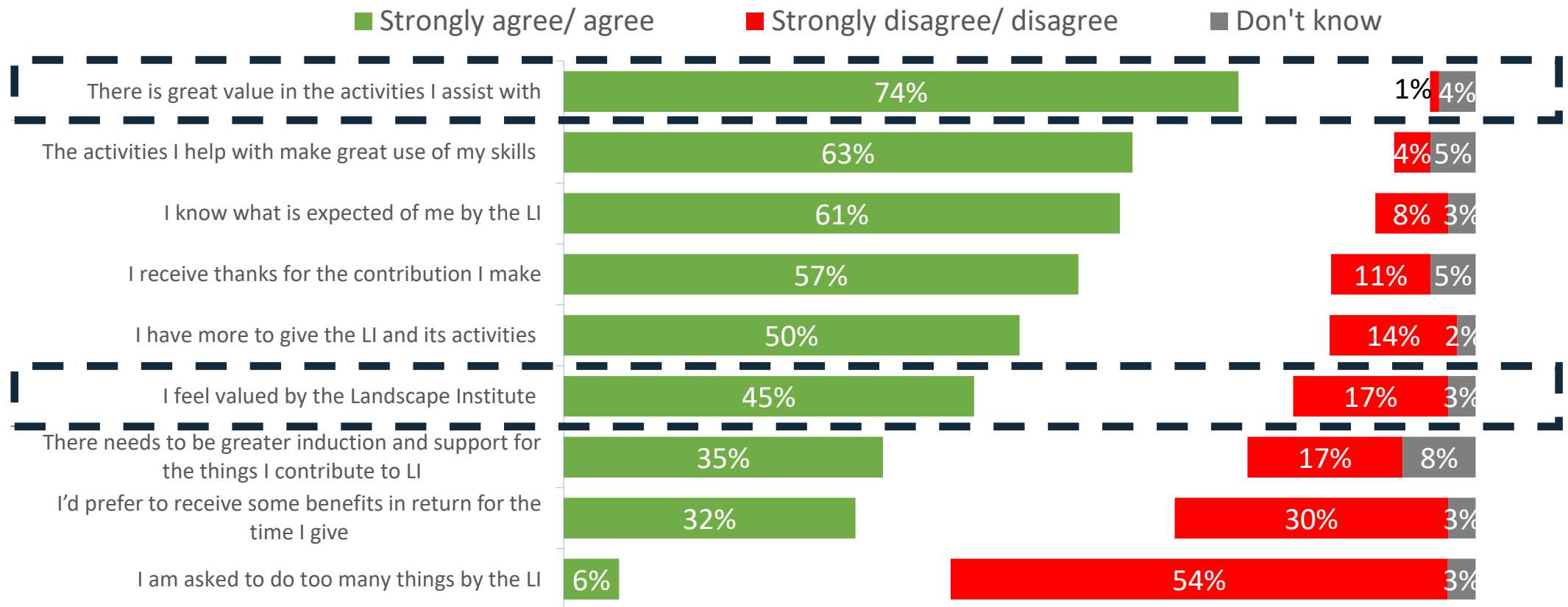
Q. In which of the following ways have you worked with the LI over the past 12 months?



Base: All members (730)

Working with LI: Of those who have worked with the LI recently, members place great value in it, though this value is not always felt to be appreciated by LI

Q. How much do you agree or disagree with each of the following:



Base: All members who have worked with the LI over the last 12 months (288)

Volunteering: detail

Q. Would you like to be involved with volunteering your time to help deliver the activities of the LI in the future?
% Yes and no

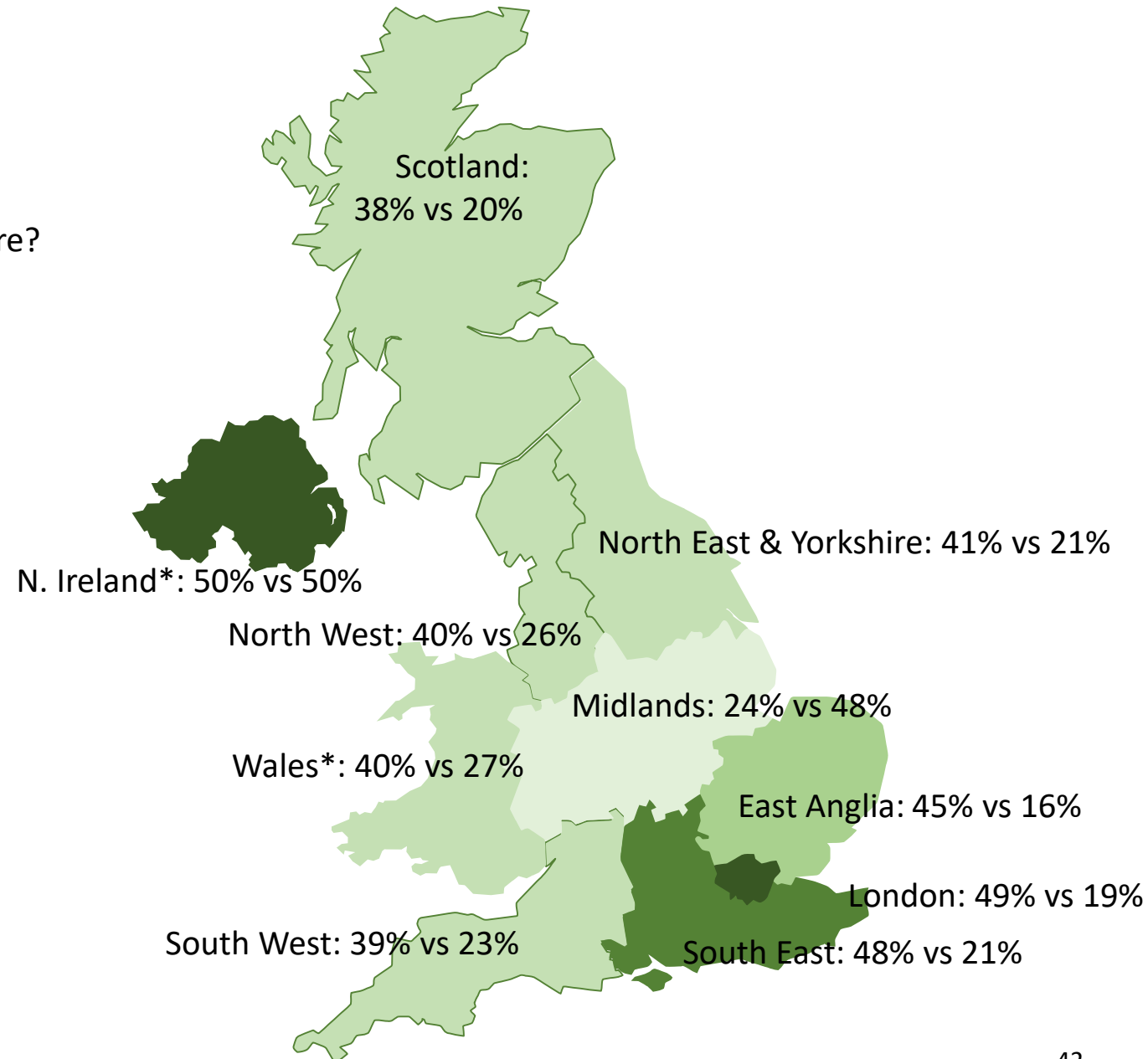
	Overall	18-24*	25-44	45-64	65+*
Yes	41%	63%	48%	33%	45%
No	25%	0%	19%	31%	34%



38%
25%



43%
25%



*Caution low base sizes, indicative results only

Landscape Institute Member survey

December 2016