

Management response to the Members' Survey 2009

A message from Jonathan Potter, Executive Director, People In Aid

May I thank all those members who kindly responded to the 2009 Members' Survey.

Much of the survey consists of our Board of Trustees measuring the organisation's performance through agreed indicators. We also placed some extra questions at the end in order to gather your reaction to our recent work on communications and certification.

At the AGM on November 25th, the Chair of the Board highlighted one answer in particular as showing the high esteem in which you hold us: 96% of respondents would recommend People In Aid to another agency.

Overall we were very pleased with the responses. You told us that

- You place considerable value in our output which is high quality and practical
- Our recent investments in communications have been effective (eg the newsletter is much appreciated and being passed on widely in your organisations)
- The network provided by People In Aid is valued (one comment was 'helpful networking organisation with good facilities for learning')
- The organisation and the staff are appreciated (eg no-one disagreed with the statement that they felt well treated as a member. One comment was 'a great organisation with a really positive and can-do attitude').

Only two answers decreased more than 5% from last year's survey.

1. Nonetheless 72% of you agree that "The Code is a valuable resource for our organisation'. We would hope that the Code has perhaps subliminally entered each of our members' psyche and practices sufficiently for a 72% 'agree' response to be satisfactory. This was, however, in a year in which record numbers of members received a quality mark and 14 respondents to the survey asked for a direct contact on how to implement the Code. Nevertheless we need to ensure the Code, as the basis of our work and of much of the sector's good practice, is as well known and referred to as our other output. Looking forward, we will build on 2009 certification numbers and encourage all members to use the Code as a way of measuring HR performance and effectiveness.
2. 'People In Aid's work has caused us to place more emphasis on people and management issues'. One of our strategic priorities is to 'advocate good practice' and many of the activities are about spreading the word widely (the newsletter, conference-speaking, media work). This low response (just under half not able to agree with it) implies, though, that we need to do more inside your organisation. This is a challenge when resources in the sector are being cut however we will try and reach deeper into your organisation to support your efforts, using our materials or others', to promote good practice.

We are pleased that 70% of survey respondents agreed that we 'listen to your views and needs', however, we would like this percentage to be higher. We would like to hear from any or all of you at any time: our aim is always to respond to what our members need. We speak and listen a great deal, and will be trying to contact every member each year – but if we are not doing what you wish us to do please do contact me personally: jonathan@peopleinaid.org or 07795 972580