Member Survey 2014

The UKSIF Member Survey 2014 gave us valuable insight into what mattered to members and played an important role in the redraft of our strategy.

The following results sum up what we learnt and sets the context for the 2015 survey due to go live in the new year.
The UKSIF Service

- Events, news, information and networking are the most used services.
- Events, news and information are currently most valuable to members.
- Publicity and marketing was found to be the least valuable service.
- Members like access to knowledge, networking and the friendly staff most about UKSIF.
- Members would most like to see improved access to events and UKSIF messaging. The next most desired change would be to see more effort to mainstream ESG/SRI and recruit more investors.
- The most popular additional service suggestions were promotion of new products, developing an asset owner strand, investor research and more focus on emerging issues.
- 83% of members are satisfied with the service, although 55% of these are only ‘somewhat’ satisfied.
- Members’ final thoughts on UKSIF included collaboration for big ‘wins’ that are visible in the public domain.

We have sought to reflect this feedback in our new, crisper strategy where we have renewed our commitment to growing the market, networking, and being the voice of the industry.

Specifically, we aim to grow and develop our Future of Investment series in 2015 to give greater focus to emerging issues and investor research while increasing opportunities for member thought leadership and exposure.

We are deepening our engagement with asset owners via activity such as the Red Line Voting Initiative with the Association of Member Nominated Trustees. Under the initiative, the AMNT aims to develop - in consultation with UKSIF members - a series of voting guidelines covering environmental, social and corporate governance issues. We hope that these will boost demand for fund management that reflects our aims and which will reflect the increasing richness of data available.

We are delighted that our new Chair, Lesley Alexander, has an asset owner background as CEO of HSBC Bank Pension Trust (UK) Limited and brings abundant knowledge and experience in this area. This, alongside our work with the AMNT and the EIA, supports our continued commitment to meaningful asset owner engagement.

- UKSIF team
Communications

- Email and events are the most useful sources of information. Most respondents said communications are ‘somewhat’ informative and motivating.

- Members want to hear more about new products, new themes, success stories and receive simple language reviews of reports.

> ‘[UKSIF should be] reinforcing its proposition. The top 3-5 things that UKSIF is wanting to achieve or be known for. Linking activities and projects back to some key messages or mission.’

> - UKSIF Member comment on communications, 2014

- Members think we should be communicating public policy better and covering less of what is already captured in Responsible Investor.

- Members like that UKSIF communications are short, clear, to the point and direct.

- Members want UKSIF to communicate more opportunities to get involved and take action on issues.

“it’s refreshing to have such well-written comms – not all bodies meet the standard!”

UKSIF Member, 2014

We are simplifying and clarifying our communications in both language and design to improve access and understanding. This can be seen in our new look newsletter, email communications and annual review as well as the redesign of Ownership Day and the rebrand of National Ethical Investment Week as Good Money Week.

We will continue working to improve design and content so that you receive relevant news which is concise and easy to digest.

Our newsletter is collaborative – so please do send us news on products, services, research and successes to share with the network.

We also have a survey asking for product information here: https://www.surveymonkey.com/s/J752G82

We plan to work on our website to make it simpler and easier to navigate – and better communicate what we are working on, how it benefits your business and how you can get involved.

- UKSIF team
Events

• 97% of respondents have attended an UKSIF event. Most described the event they attended as ‘learning and debate’ which 67% thought UKSIF delivered well.

• Members like that events are well-attended and feature well-informed, interesting speakers.

• Members want more audience engagement and want us to better communicate what UKSIF is doing to support members.

• Events are deemed too London-centric.

• Climate change and energy issues were the most popular topics for UKSIF to cover.

• Most members would like events to be held first thing (9am) in the morning or late in the day (3pm or 5pm). Mid-week is preferred – particularly Thursday.

We held our first ever Edinburgh Conference on 17th April 2014 and had very positive feedback. We will run another conference in the spring of 2015. We are also increasing our engagement with relevant Edinburgh based organisations such as Edinburgh Centre for Carbon Innovation on event partnership.

We have also increased our use of webinars (from 1 in 2012-13 to 8 in 2013-14) and will continue to explore new ways for technology to increase access to our events and improve communications.

The Analyst Committee has supported a review of the Analyst Programme’s aims and objectives to ensure they remain relevant and useful. We hope this exercise will refresh and refocus the Programme ensuring we deliver event formats, content and lasting outcomes that develop members’ practices, advance the integration of ESG into investment analysis and advance SRI more generally.

- UKSIF team
Public Policy

• Most members engage with UKSIF’s policy work through parliamentary receptions or consultation responses.

• Most respondents (31%) said consultation responses were most useful but 27% said they don’t engage with policy issues. Lack of resources is the most cited reason for non-engagement with policy issues.

• Members think UKSIF’s access, knowledge and quality of policy work is good, but that collaboration, wider engagement of membership and visibility of work could be improved.

“The potential for joint public policy action is a key reason to be a member of UKSIF”
UKSIF Member, 2014

We need to better articulate the member benefit of our policy work. It is an effective way to grow the market and members can influence policy and regulatory decisions as part of a unified sector voice with UKSIF. This is of benefit to those who do not currently have the means to engage or those who wish to boost their own policy efforts.

Over the past 12 months we engaged with policy makers and regulators through private meetings, consultation responses and member events. Our public policy work has had a significant and positive impact on many sustainable finance issues such as Fiduciary Duties.

Here, as a result of the Law Commission review with which we and members engaged, we expect aspects of the concept to be embedded in the pension regulations in 2015 putting our kind of investment firmly on the trustee governance agenda. Already there have been some changes to the Pension Regulator’s Trustee Toolkit and we are promised revised codes of practice in 2015.

Other policy work has addressed the LGPS, how the FCA should govern DC schemes and the law governing social investment by charities.

- UKSIF team
Sponsorship

• Of those that sponsored an UKSIF activity most sponsored a member facing event or campaign and were happy with the benefits received.

• Most would be more likely to sponsor a public facing event, campaign OR a piece of research.

• Media mentions, public communications and promotion of a recently launched product or service were of most value as sponsor benefits.

Headline events and campaigns such as Good Money Week, Ownership Day, and The Edinburgh Conference are made possible through sponsorship. We plan to extend the reach of our activities and hope even more members will partner with us on interesting, high profile activity - including thought leadership pieces - that show customers your expertise and commitment to sustainable and responsible investment and finance.

- UKSIF team
Members

- Big picture goals include ‘true’ integration and mainstreaming of the ideas behind SRI and participation in it.
- Main focuses for 2014 include ESG engagement, client acquisition and developing ESG products and services.

46 members with assets under management of £1.7tn plus responded to this survey.

Respondents came from a mix of member categories and answers were multi-choice and commentary.

Our (much shorter!) Member Survey 2015 will go live in the new year. However, you can speak to the UKSIF team about our service, the issues we are thinking about and your business or organisation anytime. Please contact Charlene Cranny on charlene.cranny@uksif.org for more information.