Membership Survey

by Brian Hargreaves

Members will be aware of the Chairman's recent request for help in responding to a market research questionnaire. It was put together by the Marketing Team, and is intended to provide actionable information to the Board. It is hoped that new strategies can be then developed to help UKSA move forward, and of course become larger and more influential.

Brian Hargreaves is a new-ish member with a background in advertising and communications specialising in aerospace - with clients like Boeing, GE, Safran and Sukhoi. He has just recently retired.

The Marketing Team will be preparing a report for the Directors with an analysis of the results – with conclusions and possible recommendations for the future. May I say first of all that I was extremely pleased at the high level of response - just over 30%! (I can tell you that I have been involved in many many market surveys in my working life, and usual response rates are more often in the 5-10% range.) So thank you everybody for taking the trouble to reply.

Your comments and input will be carefully studied, because it is only by listening to its members that the Board can build on the strengths of the organisation, so that UKSA can really say that it is 'Standing Up for Private Investors'.

The survey generated a lot of data which I will be sifting through over the coming weeks. I look forward to sharing these results with you in a future issue of The Private Investor.