



# 2016 membership survey results

Following the 2015 membership survey, English UK commissioned Alterline, in partnership with Able Communications, to conduct further research to better understand the needs and perceptions of English UK members.

The second English UK membership survey was completed in October 2016 with input from 38% of the membership.

The findings of this research are shaping the development of a new membership offer to better suit member needs.



## Perceptions of English UK

Six out of ten members scored 9 or 10 out of 10 when asked about their likelihood of recommending English UK to others, resulting in a Net Promoter Score (NPS) of +48.

When members were asked to provide reasons for their score, the following themes emerged:

- professional advice and training
- adding credibility
- networking opportunities
- representation and providing a unified voice.

9 in 10 agree English UK supports professional development (88%); and excellence and improvement (87%).

44% disagree or 'neither agree nor disagree' that English UK offers value for money.

Those working with English UK partner agents were more likely to agree that they understand the benefits of membership, that it is value for money and that the English UK brand is valuable to their centre, than those who don't work with them.

## Benefits of membership

The English UK brand emerged as being the most important reason for being a member, with 57% of members ranking this as one of their top three reasons.

Nearly half of English UK members (48%) stated that the available professional support and activities were important.

56% feel the current offer meets their needs.

Members rated the following as essential:

- regular industry updates (80%)
- access to British Council Marque (78%)
- the partnership with Accreditation UK (77%).

57% felt all three of the above were an essential part of the English UK membership offer.

**+48**  
**NPS**

**9/10**

agree English UK  
supports CPD  
and excellence

“ **Membership adds credibility and provides access to various marketing and other services.** ”

**ENGLISHUK** 

57% rank brand in top 3

 **BRITISH  
COUNCIL**

78% British Council  
marque is essential

## Top challenges for members

Two-thirds (65%) of members felt that one of the most important challenges currently facing them was the government's attitude towards immigration and immigration policy, with 42% ranking this as their most important challenge.

Nearly a third (31%) also said that agents losing interest in the UK or their centres was important.

65%

UK Government  
on immigration  
a top challenge

## Ideal membership

Members suggested their ideal membership offer would:

- attract more students
- provide commercial opportunities
- represent member interests
- provide professional advice
- provide brand recognition.

63% of members agreed that English UK should offer a range of different membership packages, based on a menu of services, allowing them to choose the one which best suits their needs.

43% agreed members should automatically join a regional group, while 14% that all should automatically join a special interest group.

63%

want range of  
membership  
packages

“ It's essential to maintain solidarity in the sector. English UK should be seen as *the* representative of the industry. ”

## Segmentation

Survey results were then analysed by Able Communications, who grouped members into three distinct segments. Telephone interviews were then held with selected members to test the validity of the segmentation.

### Segment one

Prioritises promotion and the Accreditation UK partnership over business support.

Positive NPS score but not as positive as segment two.

### Segment two

Prioritises business support and professional development over other services.

Most likely to think English UK is value for money and meets their needs.

The most positive NPS score of all three segments.

### Segment three

Prioritises professional or business support, intelligence and discounts over the Accreditation UK partnership.

Less likely to think English UK is value for money and meets their needs.

Positive NPS score but lower than other segments.

## New membership concept

This survey then informed a new potential membership model, designed to help English UK members get the most appropriate mix of services and best value for money for their organisation.

This model included a common basic core service supplemented by a number of flexible bolt-on services and was introduced via a second survey for members.



core plus flexible  
bolt-on service

## Concept testing

A 'core service plus bolt-on' model met widespread approval. Comments revealed that many feel the 'one-size-fits-all' model is outdated and inappropriate, and tailored, flexible, pay as you use services would be better value.

- Over 75% preferred the proposed model, 44% 'much more preferable.'
- Most opted for four supplementary bolt-ons as ideal number.
- 48% saw new dedicated account managers as desirable.
- 61% would pay more for more comprehensive, frequent data.
- 47% would welcome English UK taking a more active role in standardising the brand identities of subgroups.
- 54% would like a discount for full subscription paid in advance.
- 48% would like discounts for multiple bolt-ons.
- 78% would value to specify their own mix of services.
- Members want more: personalisation; flexibility; industry-wide campaigning; innovation; help with promotion; and greater value.
- Members want less (of): what they can get from elsewhere; rigidity; complexity; waste; London/ South East bias.

75%

would prefer core  
offer with flexible  
bolt-on services

48%

would prefer core  
offer with flexible  
bolt-on services

78%

would value  
specifying a  
service mix

## Next steps

**May 2017:** survey results and new strategy presented at the English UK annual conference.

**June 2017:** development of new membership offer, including member interviews and surveys.

**Autumn 2017:** new offer to be presented to English UK members.