

30th Anniversary Conference

How did it go?

Who came?

- **135 members and their families**
- **5 VIPs**
- **22 Ecology Directors, staff members and their families**
- **Including**
 - **18 children**
 - **At least 3 founder members**
 - **3 former Chairs**

Who gave feedback?

- **82 members completed feedback form and some sent cards and emails**
- **Staff fed back at debrief meeting**
- **Directors fed back by email**

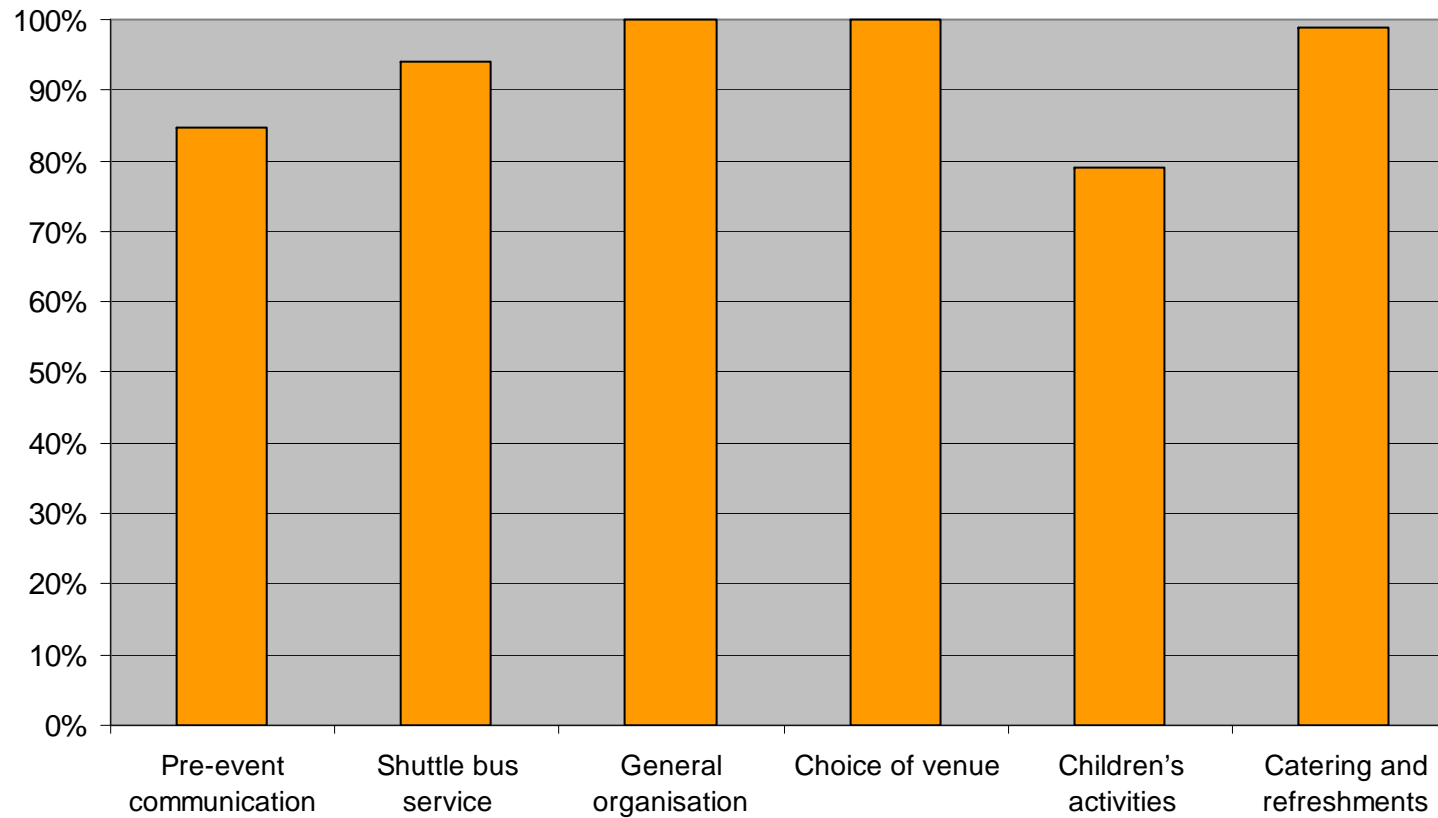
This summary focuses on member feedback, but also draws on staff and Director perspectives

What did they think?

- **High levels of satisfaction with the organisation, venue and catering**
- **Everyone enjoyed themselves; most people learnt something and felt able to take part**
- **44% of people will stay in touch with someone they met at the Conference**

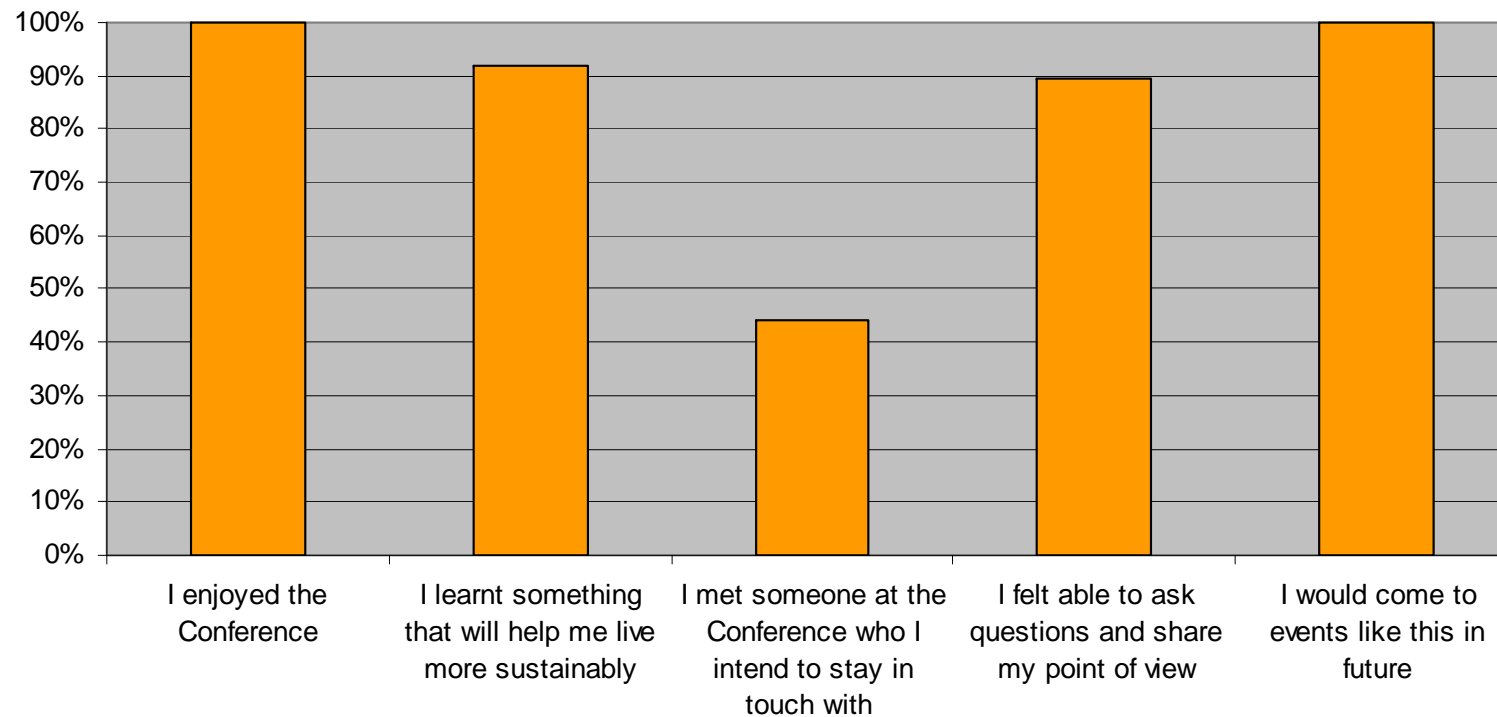
What did they think?

% Satisfied/Very Satisfied (excludes 'Not Applicable' responses)



What did they think?

% Agree/Agree Strongly



What was most interesting or enjoyable?



Very consistent responses:

- **The speakers**
- **The venue (including tours)**
- **The ethos and mix of people**
- **All of it!**

What was most interesting or enjoyable?

““ The speakers were all individually very interesting and in total were really informative. I’m glad I didn’t miss any of them.””

““ Sharing with like-minded people for a better future””

““ Being at CAT and taking inspiration from the location, adding to the excellent talks””

““ The openness and friendliness of everyone involved””

““ The fantastic care taken of my daughter – she will remember the weekend for a long time and I suspect it has been a big moment for her””

What could we have done differently?



- Communicate earlier with members
- Improve the acoustics

“ Having a mike is not a lifestyle choice of the speaker but a courtesy to the listener! ”

- Reduce the photography

“ Photographer was very intrusive and distracting ”

“ Were the photos all needed? ”

What could we have done differently?

- **Ensure we have female presenters**

“ Surely you could have found one female presenter, chair, compère or whatever! ”

- **Offer more tours and group discussion**

“ Possible smaller groups where people could feel ‘safe’ to share ideas ”

“ A little more forum activity... to utilise members’ various skills – perhaps with a limitation on how long each member can speak ”

What could we have done differently?

- Involve all Directors in the Open Forum
- Focus on Ecology Building Society, as well as green building issues

“

Was there an EBS presentation? We missed the intro. Would be good to have history, facts and figures.

”

- Balance practical information with wider issues e.g. global economy

What could we have done differently?

- While the venue was popular, the location caused difficulties

“ Would the lack of public transport also have meant that more staff and visitors had to use their cars? Surely this isn't sustainable? ”

“ We were staying in Machynlleth – transport to/from CAT (no car!) was complicated – it would be helpful to have a shuttle bus (say) when the conference finished at 10.00 pm ”

Other words of praise



World cloud: "Do you have any other comments about the Conference?" excluding wider issues raised
Size of font indicates frequency of word.

Other words of praise

“ Thank you to everybody...
It was great –
inspirational. Makes use
realise we can do a lot
ourselves and that there
is help if needed.”

“ Loved meeting the
staff and feeling
more a part of this
mutual society that
I’ve been with for 23
or more years. A big
thank you.”

“ What more could
we ask for... free
beer?? ”

“ I’m sure it has
increased loyalty
among members.”

“ The conference... made
me feel more properly
part of the organisation.”

Other words of praise

“It is rewarding to be part of something that offers its members more ‘value’ with events such as this, and ways of interacting with the Society and other members, to gain inspiration and encouragement in trying to live more sustainably.”

“Including the children was perfect. Please continue to find more ways of including them in the Society.”

“It’s been useful, stimulating, entertaining and enlightening – thank you!”

“Woodland activities for the children were great...my 5 year old bonded immediately and really enjoyed himself.”

Should we charge for events?

- A wide range of arguments
- Many would be happy to pay themselves, but worried about the impact on others
 - Potential to deter people from coming, especially those on lower incomes
 - Cost of travel and accommodation is borne by members
 - Active participation is of value to EBS as well as members

Ideas for charging models

- Charge for food and accommodation only
- Sliding scale according to income
- Ask for donations at the end of the event (for EBS or for Charitable Foundation)
- Charge non-members only
- Offer a discount if arriving by public transport
- Operate a deposit system

Last but not least

Some stories from our members...



I joined the Society as a foundation shareholder in response to an appeal. I now have an ISA, which I will have to draw on to do an eco-refurb when I downsize in the near future. My aim is to achieve a home that suits my future needs and I hope to put in to practice what I have learnt this weekend. Thanks.

Thanks Ecology – you were the only organisation who could make our non-conventional building renovation possible. Newbie members of 18 months – soon to complete a far more energy efficient house.

Inspired by this Conference, we're going to do a refurb then a zero/carbon or 'Passiv' extension.



Last but not least

“ Ten years ago I bought a dilapidated, ex-multi-occupied house. With an EBS mortgage, a green architect and a modest but inspired builder, it was completely refurbished and has been a warm and happy home for my family... Needless to say, not other building society would have offered me a mortgage on such a house. Thanks, everybody.

16 years ago our local council gave us the choice of buying our grade II* listed house or moving out. It was structurally unsound and no one would give us a mortgage. Desperate, we rang EBS (mainly for its insurance for listed buildings) and explained the situation. Within an hour, EBS had rung us back and offered us a mortgage and the rest is history. We kept our home, fixed the structure and have lived happily ever after. A huge thank you, then now and forever, to EBS, for their foresight, help and support through the years. P.S. EBS have the best AGMs ever! And thank you for the Anniversary Conference – great!

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