

LEADER Steering Group Questionnaire

The purpose of this questionnaire is to determine what value you add to LEADER, what benefits you get from being part of LEADER and which networks you will be responsible for marketing LEADER to going forward

NOTE: You must be a fully paid member to sit on the Steering Group

1. What do you feel LEADER has achieved in the past two years?
 - Identified a real need for local businesses to improve their people policies and realised that this could be done with intelligent collaboration with public sector.
 - More importantly LEADER has understood that this education must be done in a practical way so policies can be translated into good practice painlessly. LEADER's work so far is based on this sound strategic direction.
 - Achieved the foundations of a good reputation amongst local businesses in a way that can be built on.
 - Galvanised a good group of like-minded members whose participation has got LEADER off to a good start.
 - Run some effective workshops in key issues relating to diversity and equality. While on a fairly small scale, these have had real outcomes in educating local businesspeople, who can become advocates of this movement

2. What do you feel you and your organisation have gained from your membership?
 - a. Wider knowledge of diversity issues from the public sector experts
 - b. A great sounding board when it comes to our own policies. Opportunities for discussing personal experiences and getting useful feedback from peers as well as experts.
 - c. Examples of how to avoid particularly challenging scenarios in employment practices.
 - d. Opinions from a number of leading specialists put into context of the local business environment
 - e. Networking with like-minded people across both business and public sector has been good for Blue Rocket's reputation

3. What do you feel you and or your organisation been able to contributed to LEADER since joining the Steering Group?
 - a. Helped to raise the profile of LEADER through publicity, for example writing press releases for The Argus and LEADER website and arranged photography

- b. Helped with odd jobs related to copywriting and marketing, such as producing the LEADER banner and attending events on LEADER's behalf
 - c. Input into workshops from a small business perspective.
 - d. Provided a PR perspective on strategic decisions at steering group meetings
 - e. Worked with Claire to re-evaluate the messaging of LEADER to attract more members and achieve its mission (work in progress!)
4. Can you continue to make the commitment needed as an active member of the steering group, or would you rather take a role as a LEADER member?

YES / NO (If you have circled NO please answer question 5)

5. Will you be joining LEADER quarterly seminars in the future?

YES / NO

5. What business/organisational networks will you take responsibility for marketing LEADER too?

* *Responsibility in this context means the following things:*

- *Marketing Events*
- *Promote Membership*
- *Feedback to Steering Group any news and information from these Groups*

- a. Blue Rocket and Green Rocket
- b. Also responsible for writing press releases about events and sending to local press
- c. BCP

Name:

Vicky Hood

Organisation:

Blue Rocket

Position:

Account Director

Please ensure we have your current contact details.

* *Please complete this questionnaire by the 26th May 2009. There will be no reminders to collect this information. If we don't hear from you we will have to presume you no longer wish to be part of the LEADER Steering Group.*