



Birmingham &
Black Country

Getting to Know You:

findings from our 2020 Audience Research Survey

A summary of audience views about
The Wildlife Trust for Birmingham
and the Black Country

'Getting to Know You' is a summary report of the findings from our 2020 Audience Research Survey which involved an online survey and optional additional focus groups.

We commissioned this survey to help better understand:

- the demographics of our audience and supporters
- what motivates our members and donors to support us (or not)
- what our audience think about our work
- what our audience think about our future priorities
- what our audience think about our communications
- what improvements we could make to encourage more people to connect with and support our work

Research Survey and information on how this is helping to shape improvements and developments to our work, especially around membership and communication. 615 respondents completed the online survey, comprising of 38% members and 62% non-members. These findings are a snapshot of our audience's views and we hope to increase our audience understanding through regular and improved surveys. Please note that the findings in this summary are a snapshot of our audience according to the respondents of the survey.

We would like to thank undergraduate student Alicia Hallatt for designing, delivering and compiling the results of the survey via Keele University's internship programme.

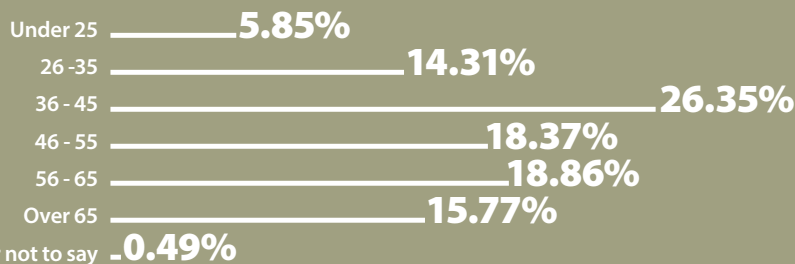
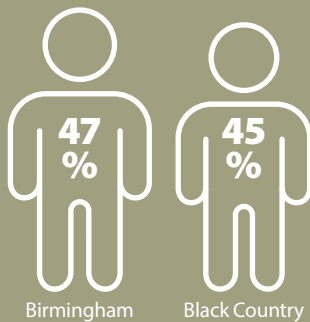


Who our audience are



You said...

“ Respondents living in Birmingham and across the Black Country were very equal, however we are representing fewer members from more urban areas.



You said...

“ Audiences under 25 years represented the smallest age group from the survey respondents.

“ The highest proportion of respondents who were members were aged over 65.

“ The highest proportion of respondents who were non-members were aged 36-45.

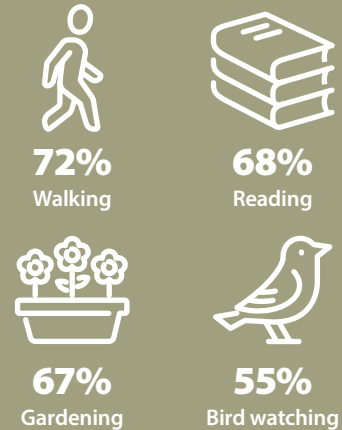
We did...

✓ Changing how we target our communications to reach as many people in urban areas as in sub-urban areas through digital advertising and localised project communication.

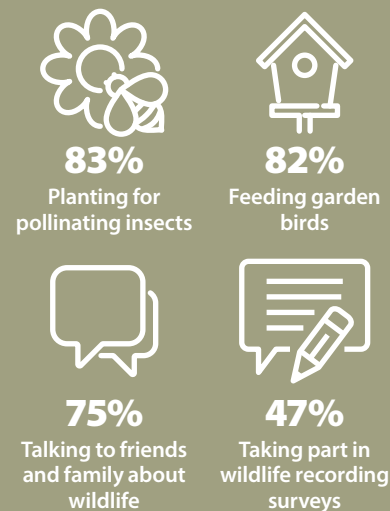
✓ Increasing localised communications with audiences adjacent to our nature conservation project areas, including membership recruitment.

You said...

“ The top 4 reported hobbies were:



“ The top 4 wildlife-related activities were:



We did...

✓ Delivering more events and activities for younger audiences including courses for 16-25 year olds.

✓ Launching an account on Instagram to help us connect with younger audiences.

✓ Increasing our digital membership promotion to attract younger audience.

✓ Our 2022-2030 strategy will include a significant focus on youth engagement activity.

We did...

✓ Planned our 3rd annual Wild Walk Week challenge to encourage our supporters to explore local wild spaces whilst fundraising for the Trust.

✓ Increased communication about taking part in City Nature Challenge.

✓ Launched a campaign to encourage more wildlife-friendly gardening (Be a Garden Wildlife Hero).

You said...

“ Nearly 88% of respondents stated their ethnicity as white.

“ 1.5% of respondents stated their ethnicity as Asian or Asian British – Indian.

We did...

✓ Developing an Equality, Diversity and Inclusion Strategy to help us connect with and better reflect the rich ethnic diversity of Birmingham and the Black Country.

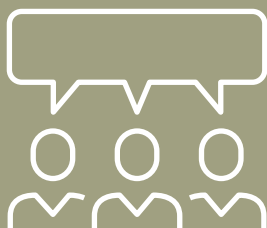
What motivates our audience to support us



You said...

“ Only 6% of members who responded had been a member for 10 or more years and 55% of members who responded had been a member between 1-5 years.

“ 36% of members who responded reported joining as a member via a Face-to-Face recruiter and comments from a focus group identified a preference for volunteer recruiters at community events.



“ 70% of non-members reported that if they were to become a member they would be most likely to join online.



“ 89% of respondents stated they felt the biggest value to their membership was ‘helping to protect local wildlife’.

“ Only 4% reported being motivated to join the Trust as a member to benefit from partner discounts.



“ 25% of respondents felt they did not have enough information about the Trust to become a member.

Focus group conversations highlighted the view that the Trust’s minimum membership rates were acceptable with one respondent choosing to donate more than the minimum to support the Trust’s growth.

A higher proportion of non-members had made a separate donation e.g. to a special appeal than members.

83 respondents reported wanting the Trust to create more activities they can get involved in.

We did...

✓ Increased our on online membership recruitment.



✓ Planned to develop training for volunteers to support Face-to-Face membership recruitment.



✓ Continue to issue pin badges to celebrate 10-year and 20-year membership anniversaries and roll out pin badges to celebrate 5-year membership anniversaries to encourage members to remain members for longer.

✓ Continue to demonstrate to our existing and prospective supporters how their membership supports our work for nature’s recovery.

✓ Offer some partner discounts without this having a core focus on membership advantages.



✓ Increasing our public awareness through press interviews and increased social media presence.

✓ Promoting fundraising initiatives such as special appeals to non-member audiences as much as member audiences.

What our audience think about our communications



You said...

“ The top four social media platforms used by respondents was Facebook, YouTube, Twitter and Instagram.



“ Respondents reported that the Trust’s website was the social media platform they engaged with most and Trust’s YouTube account was the social platform they engaged with the least.

“ 80% of respondents reported that the frequency of the Trust’s communication was appropriate.



“ During one of the focus groups it was suggested that audiences would benefit from being more familiar with key colleagues at the Trust.

“ The Trust was described as ‘a well-kept secret’ by participants of one of the focus groups, encouraging the Trust to increase marketing and communication expenditure.



“ The top three methods for first hearing about the Trust were via a recruiter at a local venue, social media and the Trust’s website.

“ Respondents believed the Trust could improve its communications strategy to: better promote the Trust’s existence to a wider audience; be more transparent about its aims and objectives; highlight achievements and better reflect societal diversity.



“ Positive feedback was received about *Wildlife* magazine including that it was informative and interesting, with an enjoyable range of topics, both local and national.

“ Suggestions were made for *Wildlife* magazine to include more localised content, more ideas for ways to get involved and for a digital version to be available.

“ 22% of respondents reported not knowing about EcoRecord.



ecoRecord

We did...

✓ Added a member’s page to *Wildlife* magazine to help share information about how our members are working for nature’s recovery.

✓ Delivered a marketing preferences project to improve what we communicate and how.



✓ Developing a digital magazine for those who prefer not to receive a postal copy.

✓ Website review project in development to improve functionality and quality of content.



✓ Increased and improved the frequency and quality of our social media content, signposting people to our YouTube channel from Facebook.

✓ Developing a communication strategy to better promote the Trust’s existence to a wider audience; be more transparent about its aims, objectives and achievements.

✓ Working more closely with colleagues from EcoRecord to improve awareness of presence, purpose and achievements through media coverage, magazine articles and social media.



What our audience think about our core activities and future direction



You said...

“ When asked about perceptions of the Trust’s core activities, 91% of respondents identified ‘habitat conservation’ and ‘protecting wildlife’ as the two primary activities, with ‘improving wild spaces’ being identified by 81% and ‘education and raising awareness’ by 79% .

“ 15 respondents suggested that we should be more involved in active campaigns that lobby businesses, central and local government.



“ The top 3 Trust activities that respondents identified as being the most important were:



34%
Managing nature reserves



26%
Defending wildlife against harmful development plans



10%
Inspiring the next generation to engage in wildlife-related activities

“ The five most concerning local wildlife issues as identified by respondents were: ‘the decline of pollinating insects’, ‘loss of wildlife and habitats due to housing development and road building’, ‘climate change’, ‘plastics in the environment’ and ‘the disconnection between society and nature’.

“ The 5 activities that respondents identified as being the Trust’s top strengths were:



68%
Helping people enjoy nature



67%
Species and habitat protection



62%
Enhancing and creating habitats for wildlife



60%
Educating children about nature



55%
Campaigning on wildlife and environmental issues

We did...

✓ Our audience views have helped shape the evolution of our Organisational Strategy, with three core elements being proposed for our core activities between 2022 – 2030:

Nature’s recovery across Birmingham and the Black Country

Empowering people to take action for nature and wildlife

Nature playing an important role in addressing local and global issues



✓ Through our Manifesto for Green Recovery, we engaged with candidates for the Mayoral Election with a campaign calling for nature and wildlife to be at the heart of plans for the West Midlands.

✓ Planned a digital event celebrating actions young people are taking action for nature and climate.

✓ Submitted evidence for the Black Country Plan and encouraging audience to support our response to ensure that high ecological value areas are protected from harmful housing developments.

✓ Celebrated our local wild spaces with stories in *Wildlife* magazine, press interviews and articles on social media.

✓ More activities to educate young people about nature at our Environmental Education Centres.

