



MEMBER SURVEY

Report of results from February/ March 2022
survey of SoLR members



ISSUE AND REVISION RECORD

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EXECUTIVE SUMMARY

The Society of Land Referencers (SoLR) Board and Community Committee conducted a survey of members between 22 February 2022 and 25 March 2022. The survey comprised:

1. Ranking of 14 proposed events for 2022
2. Request for interest in delivering a technical talk
3. Request for ideas for SoLR to lead on
4. Vote for a proposed charity to support, alternative suggestion and invitation to be involved
5. Invitation to suggest SoLR's priorities within its first years

The survey was created in MS Forms, with entry into a prize draw for a £25 Amazon voucher offered. The survey was advertised as follows:

- Email campaign to members, introducing the SoLR Community Committee and draft 2022 plans, on 22 February 2022
- Highlighted on SoLR homepage
- Reminder within email campaign on 14 March 2022

The information in this report has been anonymised, however all respondents opted to provide contact details for the purpose of the prize draw and to be contacted where they have offered to become involved with the SoLR activities.

The 6 members involved in preparing the survey did not respond.



1. RESPONSE RATE

Membership of SoLR stood at 127 when the survey was launched on 22 February 2022, and 151 when the survey closed on the 25 March 2022. Those 6 members involved in preparing the survey did not respond.

The total number of responses to the survey was 21 (17% of February membership/ 14% of March membership).

2. PROPOSED EVENTS

JANUARY	FEBRUARY	MARCH	APRIL
Newsletters for 2022	National Apprenticeship Week & Apprenticeship press release	The Nationally Significant Infrastructure Projects Forum 2022	GIS Day
Committee meetings commence		Networking Event - Birmingham	World Food networking event
		SoLR webinar 'Professional recognition: Chartered Geographer for Land Referencers'	
MAY	JUNE	JULY	AUGUST
Land Assembly and Compulsory Purchase for Major Infrastructure 2022	Company vs Company Referencing virtual Quiz	Sporting/ competition event (friendly rivalry)	Charity/Volunteering event
Networking Event - London		Virtual City Guides	SoLR Hackathon 'defining Land Referencing'
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Apprenticeship Launch event	Land Referencing city dash	Annual Industry Awards	AGM/ Year-end report
Networking Event - Manchester	Guest speaker event 'Land Referencing as a key component to the Planning process'	HMLR Engagement	Christmas Quiz

Q: Please score your interest in the proposed activities for 2022

21 People responded



3. IN-PERSON, SPONSORED NETWORKING EVENTS

The results for the in-person networking have been shown as a percentage of those respondents based in those regions:

	Location	Not interested	Easy either way	Slightly interested	Very interested	Very interested & would love to help
Birmingham	5	0%	0%	20%	60%	20%
Manchester	4	0%	0%	25%	0%	75%
London	11	0%	9%	0%	55%	36%

4. OTHER PROPOSED EVENTS

	Not interested	Easy either way	Slightly interested	Very interested	Very interested & would love to help
Coordinated 'GIS Day' activities	10%	19%	43%	24%	5%
SoLR Hackathon - Collectively Defining our Services	5%	38%	29%	19%	10%
Company vs Company Quiz (friendly competition)	0%	24%	24%	38%	14%
CPD to help become chartered (e.g. Chartered Geographer)	0%	10%	24%	52%	14%
Land Referencing City Dash	0%	19%	38%	33%	10%
Annual industry awards	5%	14%	52%	19%	10%
Collective HMLR engagement	0%	19%	43%	33%	5%
World food networking event (office based)	5%	19%	38%	38%	0%
Christmas quiz	10%	10%	14%	48%	19%
Coordinated charity/ volunteering	5%	10%	29%	33%	24%
Guest speaker/professional expert webinars	0%	5%	29%	62%	5%

5. DELIVERING A TALK

Q: *Would you or any of your professional contacts be interested in delivering a talk to the Land Referencing community?*

9 people responded to this question:

1. I am looking to becoming more integrated with SoLR as much as possible so I would be happy to put myself forwards for this
2. I believe colleagues within [Organisation] would be keen to engage and I would be happy to help with this greater engagement
3. I don't mind giving a talk on site inductions or work that is carried out in the field.



4. I feel this is all scenario based. It depends on who i am speaking to. But I have and can deliver talks
5. [Named person] - Delivery of land assembly, stakeholder and planning inputs on an Active Travel Scheme
6. Not currently, but possibly in the future.
7. Not me personally.
8. Yes, depending on what it is about, I'd happy be to talk and I am sure many of my colleagues would as well.
9. Yes. Happy to discuss

6. BECOMING INVOLVED WITH SOLR

Q: We would love as many people as possible to get involved with SoLR, to help form a community, volunteer for events, help us update our website, write articles, apply GIS skills, and more – all of which is great CPD!

Do you have any ideas that you would like to lead on?

14 people responded to this question:

1. Efficiency
2. Happy to help out with anything that is needed, helping at events, bringing people together or writing an article
3. Happy to support if anything is needed. I could write articles or help organise events/ training sessions
4. I am happy to continue to support and promote SoLR through [organisation] involvement and encourage others to do the same
5. I don't mind volunteering for events - perhaps a breakfast club talk or interactive menti forum for possible dos and don't or multiple answers sessions regarding site work or land referencing in general
6. I would be happy to write an article or two. Might need to have a think on what though!
7. I would say having a badge or card that says I'm a member. That will make current members feel or have a sense of belonging in relation to the organization.
8. I'd be happy volunteering for events or to help organise events. Also happy to get involved with content e.g. articles, research etc. I am competent with some GIS so would be happy engaging with this, or anything to do with the [named] project.
9. Maybe training videos exclusive for members on GIS and other land referencing related skills.
10. Not currently, but will be open to ideas. I would be interested in volunteering and collaborating with other companies.
11. Possibly help update the website and event management. Need to sell the benefits of membership to young career professionals.



- 12. Promoting SoLR as a possible facilitating route to professional recognition via the RGS
- 13. Volunteering at charity events
- 14. When I was at [organisation] I taught the [project] new starters how to be a Land Consultant so I am sure that I could help lead on how to train people as a seminar or something like that.

7. SUPPORTING CHARITY

Q: SoLR are keen to support a charity with a national community focus. Please select your preference from the list below: Shelter, Calm, Map Action, Mind, Cleanup UK, Other (please specify)

21 people responded, with 36 choices:

Shelter	9
Calm	3
Map Action	6
Mind	8
Cleanup UK	5
Other:	5
Refugees	1
Canal and Rivers Trust	1
Alzheimer's Society	1
Other	1
Global Action Plan	1

Q: If you selected 'Other', do you have a connection with this charity which would help us engage with them?

4 people responded:

- 1. Could you have certain charities in focus for events throughout the year so change them every quarter or half a year? Gives opportunities for reaching a wider number of charities and people a chance to suggest ones important to them or that have a focus for a particular event.
- 2. CRT have national infrastructure and more canals in Birmingham than Venice
- 3. I previously completed an internship when they were previously called London Sustainability Exchange so know some contacts I believe still work there
- 4. Yes - my grandparents had dementia and I have run and raised money for Alzheimer's Society through running a half marathon.



8. PRIORITIES FOR SOLR

Q: As a professional involved in delivering land referencing services, what do you think our industry needs to prioritise for SoLR's first years?

20 people responded:

1. Locating and prioritising areas for all prospective Land Referencers to work and learn from, rather than keep the job within the niche category it's currently in (i.e. work on more varied bills or geographic locations; work on smaller scale local projects to increase LR skills and company presence within the public sphere)
2. Collaboration between land referencing professionals across companies to define and market the land referencing industry.
3. Communication
4. Connectivity between differing companies to understand the differing project which are available in the UK which your employer may not necessarily have got contracts to work on. This will help indicate to early career Land Consultants how big of a discipline this is. I am sure there are many Land Consultancy projects available in the UK which I may not be aware of as [Organisation] don't have a contract with them but a rival such as [organisations] etc may do.
5. Creating a group of collaborative like minded individuals to ensure we get the word out about what Land Referencing is
6. Defining methods of best practice, explaining the importance of the profession to stakeholders and investigating how we can integrate into project planning of infrastructure projects at the feasibility stages
7. Engagement with future talent and also other industries that may not be aware of us.
8. Expanding more and widespread knowledge on the role of land referencing.
9. Expanding the professional community and getting people across the companies involved
10. Exposing more people to the Land Referencing profession and possibly more exposure in universities and schools to promote the vocation
11. For the first few years, company wide collaboration.
12. I believe that often the work carried out by land referencing is potentially always disregarded or introduced at a later phase on projects where as it should stand on its own two feet and not be an add on to stakeholder engagement or trying to arrange access for surveys. I believe that the skills need to be progressed with work in the field as often our lands team can be the face of the project especially when dealing with land owners. I feel it is important if the lands team are used to co-ordinate all/most project communications so that a rapport can be built with affected landowners taking into account sensitives of infrastructure projects on interests especially individuals.
13. I think the branding of SOLR needs to be transparent to the public and the working professionals. For example, i was involved in the graduate scheme at Birmingham University. I noticed the easiest way for students and people to remember who SOLR was/is, was to have "physical" items to remember who and what SOLR are. I further



mentioned, putting SOLR's brand on Cups, USB sticks, pens, stress balls and possibly even T-shirts would all be sufficient items that will expose SOLR outside the venue. Next would be moving venues closer to the canteen at universities during lunch times, thus increase the amount of people we see at a time. (Scenario: Students seeing other students carrying bright noticeable shirts, pens ect ect coming out a room nearby. The word of mouth will direct students to the table – increase word of mouth – increasing exposure – signing more people up.

14. Legitimising SoLR. SoLR is nice but it doesn't carry any industry weight
15. Networking and getting SoLR brand established.
16. Networking and Learning/professional development opportunities
17. Outreach throughout the industry, aiming to increase numbers and reputation
18. Qualifications
19. Raising awareness of land referencing, supporting the apprenticeship scheme and hosting events and developing networks.
20. Widest possible beneficial offering to appeal to new members (all levels, grades, length of experience, locations, etc)

9. PRIZE DRAW

The prize draw was conducted at the online Board meeting held on Monday 28 March with Simon Harth, Lynn Arthurs and Trevor Wilding present. The draw was conducted using randomchoicegenerator.com and an anonymised reference number for each survey respondent. SoLR member JQ was successful and was sent a £25 Amazon voucher on Tuesday 29 March 2022.