



# Summary of Regional Events Survey

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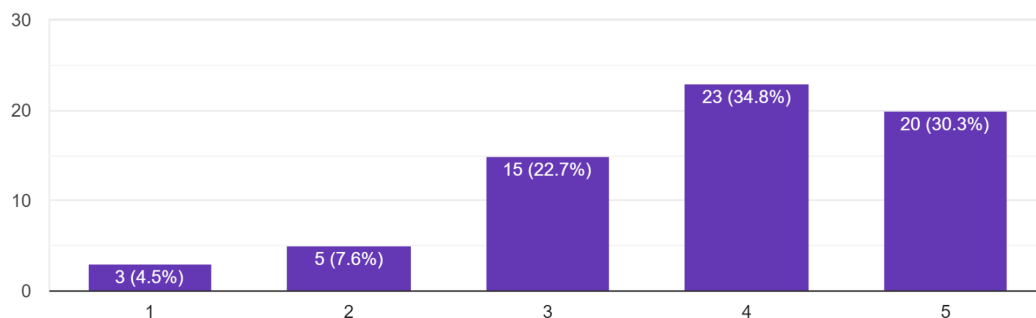
*Responses gathered online between 28.11.23 and 31.01.24*

## Summary

66 responses. The survey was sent to the IP Inclusive updates mailing list (1000+ recipients), the EDI Officers mailing list (165 recipients), regional networks mailing lists (298 recipients), as well as being included on the fortnightly update newsletter on multiple occasions (1000+ recipients) and shared on LinkedIn (794 followers). These recipients cannot be totaled as there will be considerable duplication, but taking the biggest mailshots of 1000+ that is a response rate of less than 6.6%.

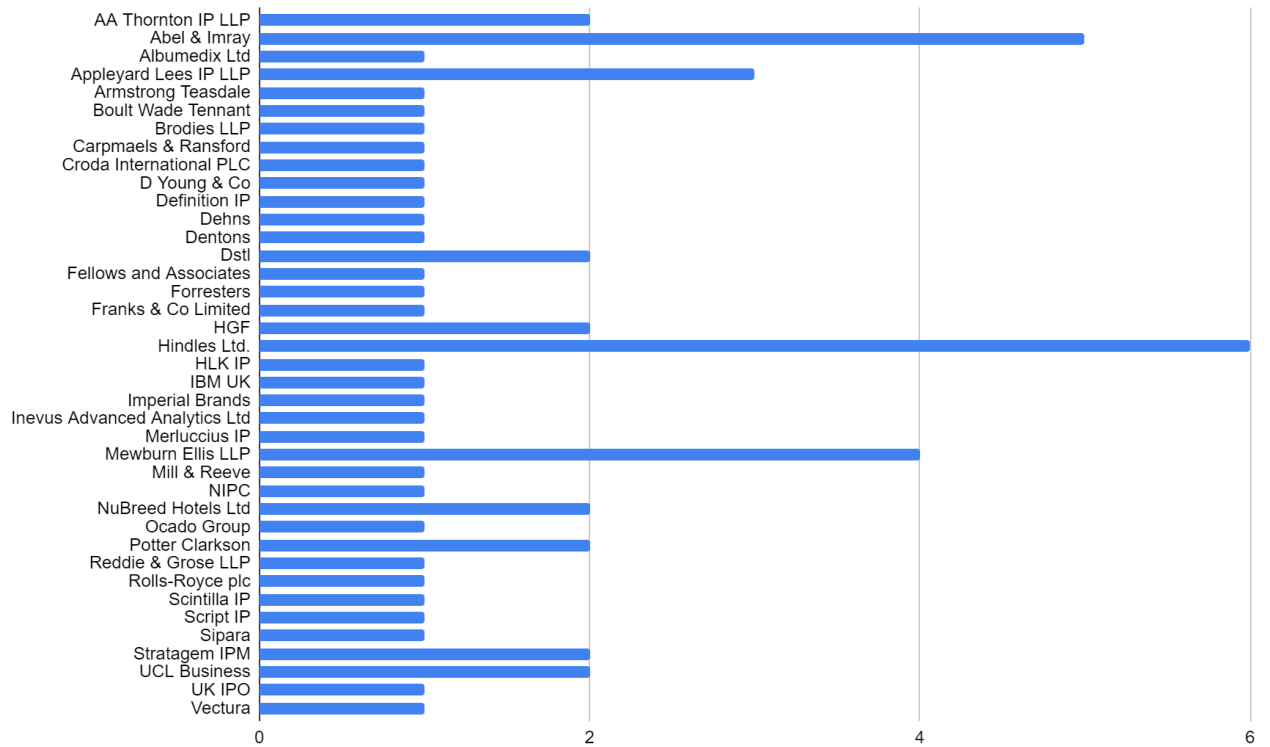
## How important are regional networking events to you?

How important are regional networking events to you  
66 responses



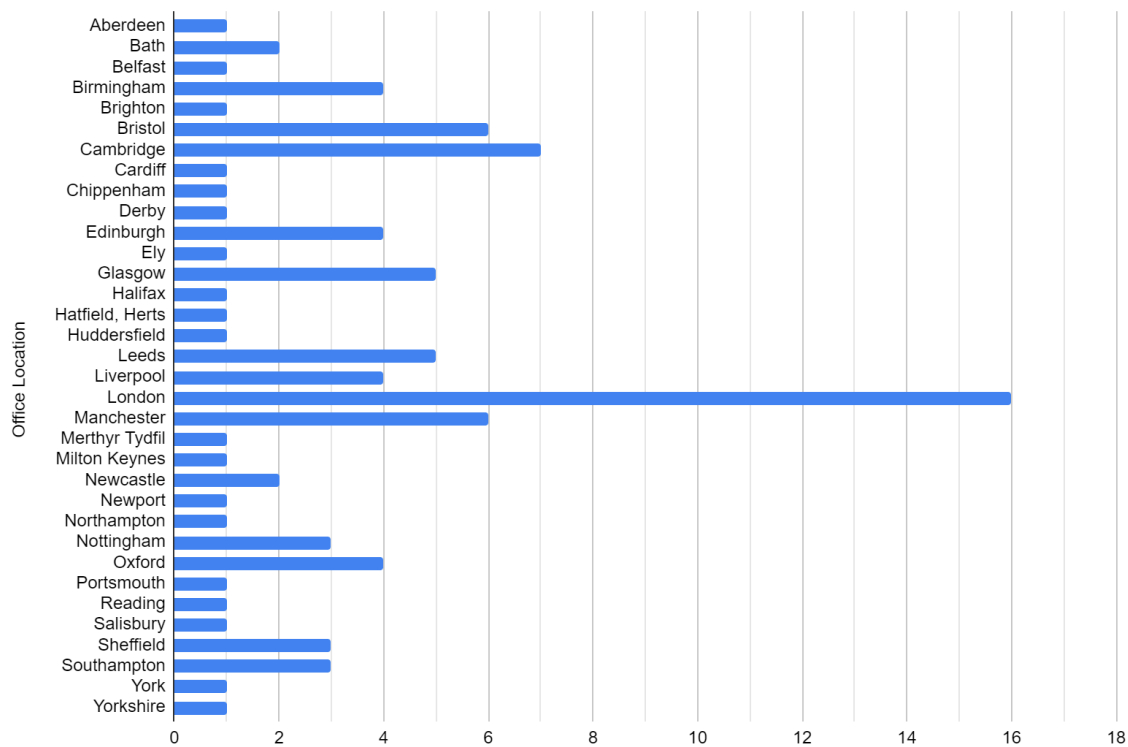
Offered a scale of 1 (not very important) to 5 (very important) of 66 responders the most selected response was 4, with 87.8% of respondents choosing 3 or more.

## What is the name of your organisation?



60 responses, from 40 companies.

## Where does your company have offices?



Office Location	Organisation																
Aberdeen	HGF																
Bath	Abel & Imray	Script IP															
Belfast	HGF																
Birmingham	Dehns	Forresters	HGF	Mill & Reeve													
Brighton	Dehns																
Bristol	Dehns	HLK IP	Imperial Brands	Mewburn Ellis LLP	Rolls-Royce plc	Stratagem IPM Limited											
Cambridge	Appleyard Lees	Boult Wade Tennant	Mewburn Ellis LLP	Mill & Reeve	Reddie & Grose LLP	Stratagem IPM Limited	Vectura										
Cardiff	Abel & Imray																
Chippenham	Vectura																
Derby	Rolls-Royce plc																
Edinburgh	Brodies LLP	Dentons	HGF	Hindles Ltd.													
Ely	Merluccius IP																
Glasgow	Brodies LLP	Dentons	HGF	HLK IP	Scintilla IP												

Halifax	Appleyard Lees															
Hatfield, Herts	Ocado Group															
Huddersfield	Fellows and Associates															
Leeds	Appleyard Lees	Fellows and Associates	HGF	HLK IP	Mill & Reeve											
Liverpool	Fellows and Associates	Forresters	Hindles Ltd.	Imperial Brands												
London	AA Thornton IP LLP	Abel & Imray	Armstrong Teasdale	Boult Wade Tennant	Carpmaels & Ransford	D Young & Co	Dehns	Dentons	Forresters	HGF	HLK IP	Mewburn Ellis LLP	Potter Clarkson	Reddie & Grose LLP	UCL Business	UK IPO
Manchester	Appleyard Lees	Dehns	Franks & Co Limited	HGF	Mewburn Ellis LLP	Scintilla IP										

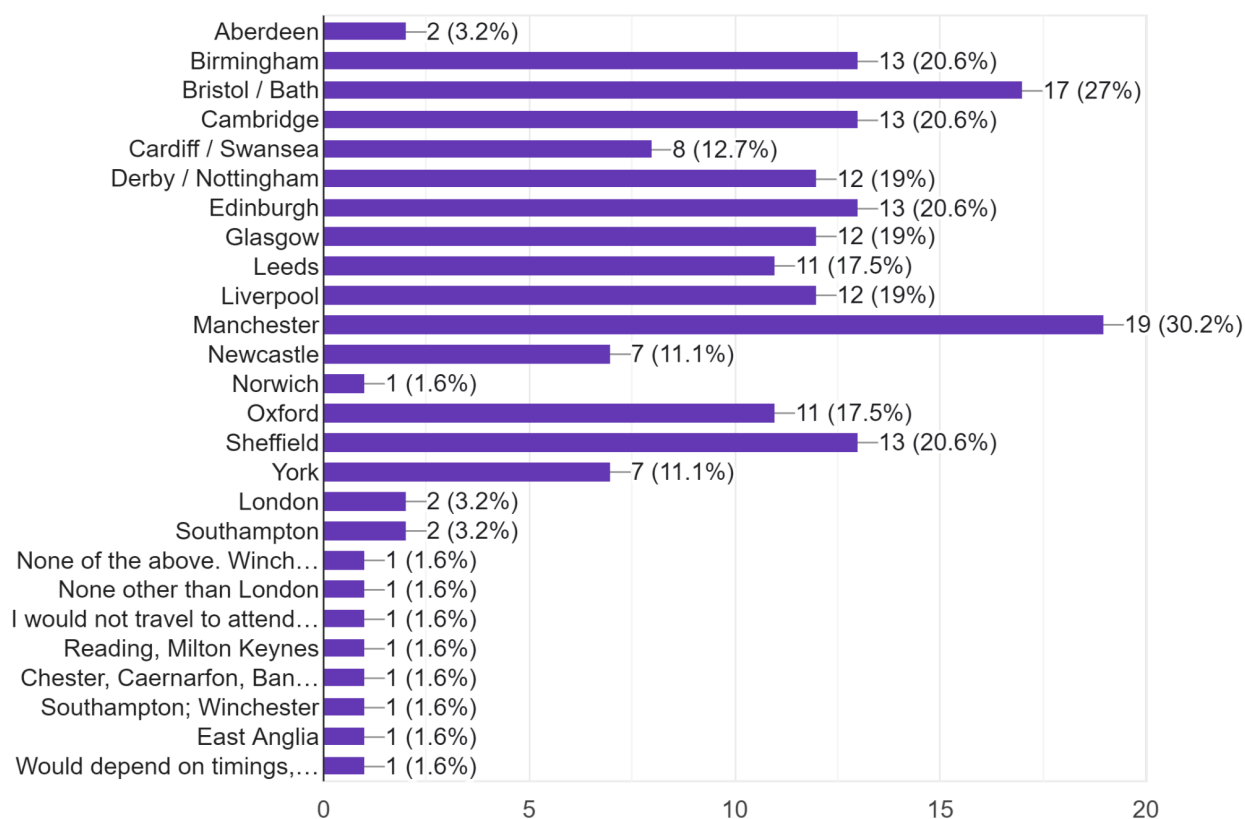


This heat map shows the densest concentration of offices are in London, then Cambridge, but also significant concentrations in Glasgow, Manchester, Leeds and Bristol. This data is not definitive and reflects only those who completed the survey.

### Which towns/cities would you travel to, to attend an in-person event?

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63 responses



Over 20 % of respondents would travel to Birmingham, Bristol, Cambridge, Edinburgh, Manchester or Sheffield.

### What would entice you to attend an in-person event?

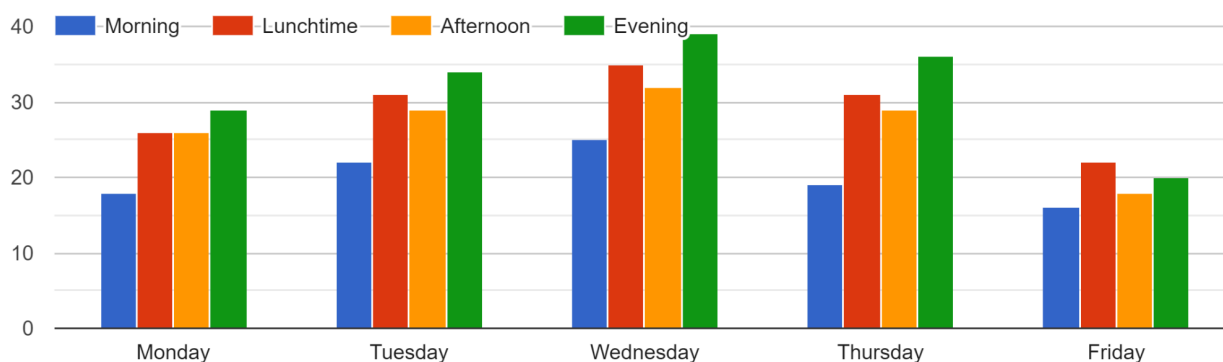
There were 51 responses, with varying answers. 20 mentioned interesting or relevant subject matter, 11 mentioned an interesting speaker, 9 mentioned free food and drink, 8 mentioned networking opportunities, 5 said timing was important, but they differed on when was most convenient, 4 said they just preferred online events for a variety of reasons, 3 mentioned interactive discussions/workshops and 2 said they liked large numbers of people attending.

### What would put you off attending an event?

There were 51 responses. Many responses focussed on travel time and the timing of the event, though again the responses were very varied as to what time of day would work. Of those, 2 mentioned the balance of travel time vs event length (i.e. they did not want to travel 1 hour each way for a 1 hour event). 8 people also mentioned lack of easily accessible public transport would put them off, and 8 would be discouraged by lack of parking. 4 mentioned childcare, 3 mentioned cost and 2 mentioned disability accessibility or poor health.

### What days and times would generally be best for you to attend an event?

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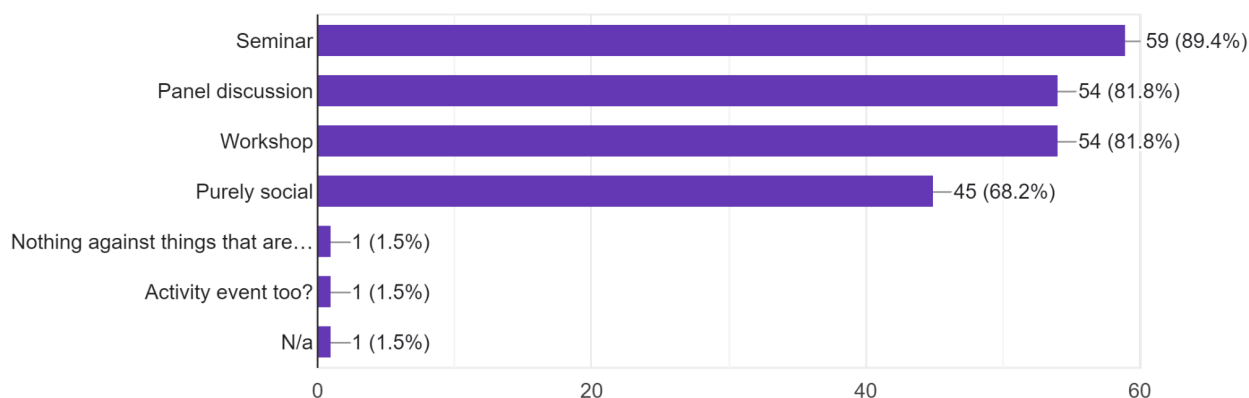
Wednesday evenings are the most popular choice, with evening in general being preferred except on Friday. Mornings are least popular on all days, and lunchtimes are second most popular.



## What type of event would you be interested in attending?

Which type of in-person events would you be interested in attending?

66 responses



## Is there anything else you would like to add about IP Inclusive's engagement with supporters outside of London?

- Great idea. Geography is another aspect of diversity.
- Needs more focus and direction on how the Regional Networks fit into the whole IP Inclusive ecosystem
- Tendency to organise in big cities rather than smaller towns & cities, which may be more accessible.
- It would be great if you had a presence as the regional CIPA meetings routinely. It does still feel like this a London centric group and networks in the regions would really benefit from a person here to facilitate face to face networking/introductions until the regions have better established groups of their own. People in the regions feel very strongly about ED&I but we feel more out of the loop on CIPA and IP Inclusive activities. We really need regional "hubs" of people who are reaching out locally and establishing the network to give it solid foundations.
- I appreciate that there's not many people in the Midlands (and especially in Derby), but being grouped together with Nottingham in the list above is frustrating - it's not always easy to get to Nottingham for events, and this is compounded by disability and other factors. Also, I've seen recently that a form is available to sign up to events instead of emailing people directly - I want to mention what a helpful and inclusive idea this is, thank you.
- The current webinars work really well - great that you already plan to continue.

- Repeats of the best received events in London in the regions are helpful
- Keep it going - we'll miss it if it ceases.

## **Conclusion**

As we return to in-person events it is important for the sake of inclusivity to hold in person events across the country with a view to repeating them in the most popular locations.

Manchester and Bristol/Bath were the most popular locations people would travel to for an event, with Birmingham, Sheffield and Cambridge tying for third place in popularity.

Timing seems to be a major concern in whether people would attend, but there is no consensus about when is the most convenient. Whilst Wednesday evenings were the most popular it would be best to provide events at a range of times to accommodate more people's lifestyle.

Seminars or panel discussion with an interesting speaker or relevant subject are the most popular type of event.