

# MEMBERSHIP SURVEY RESULTS



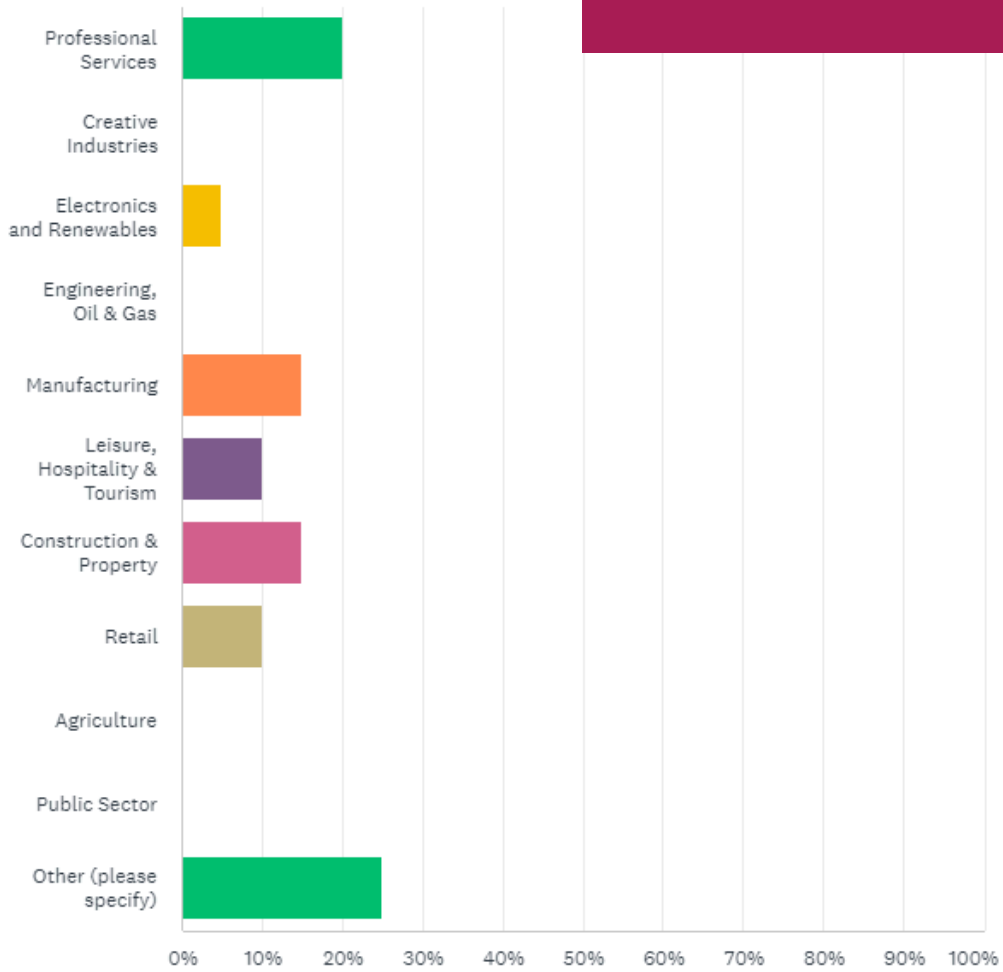
**OCTOBER 2024**



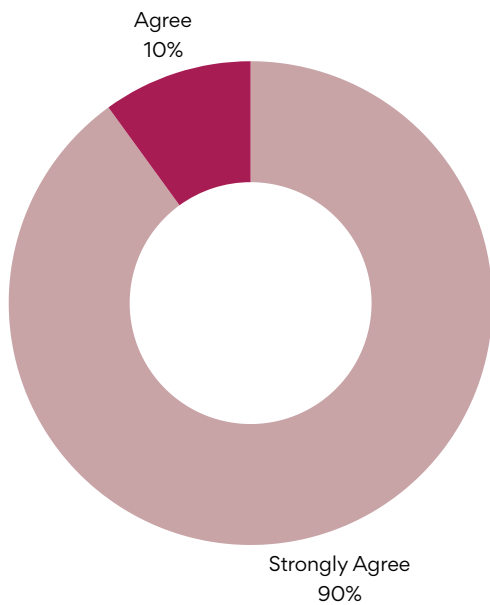
**MORAY**  
CHAMBER OF  
COMMERCE

# SECTOR

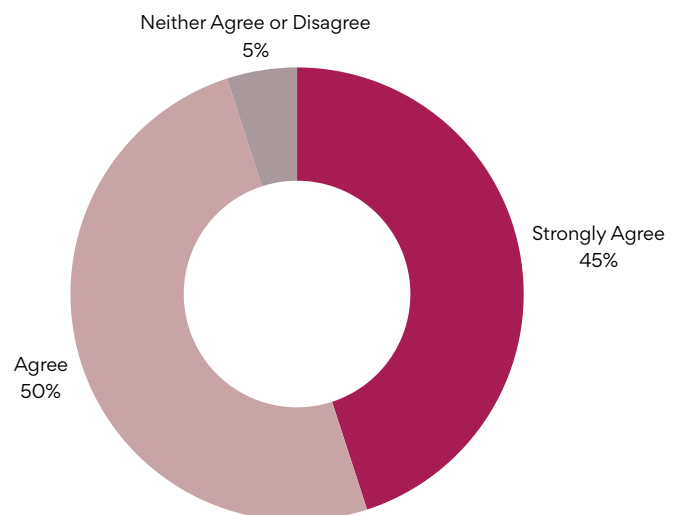
# 20 RESPONSES



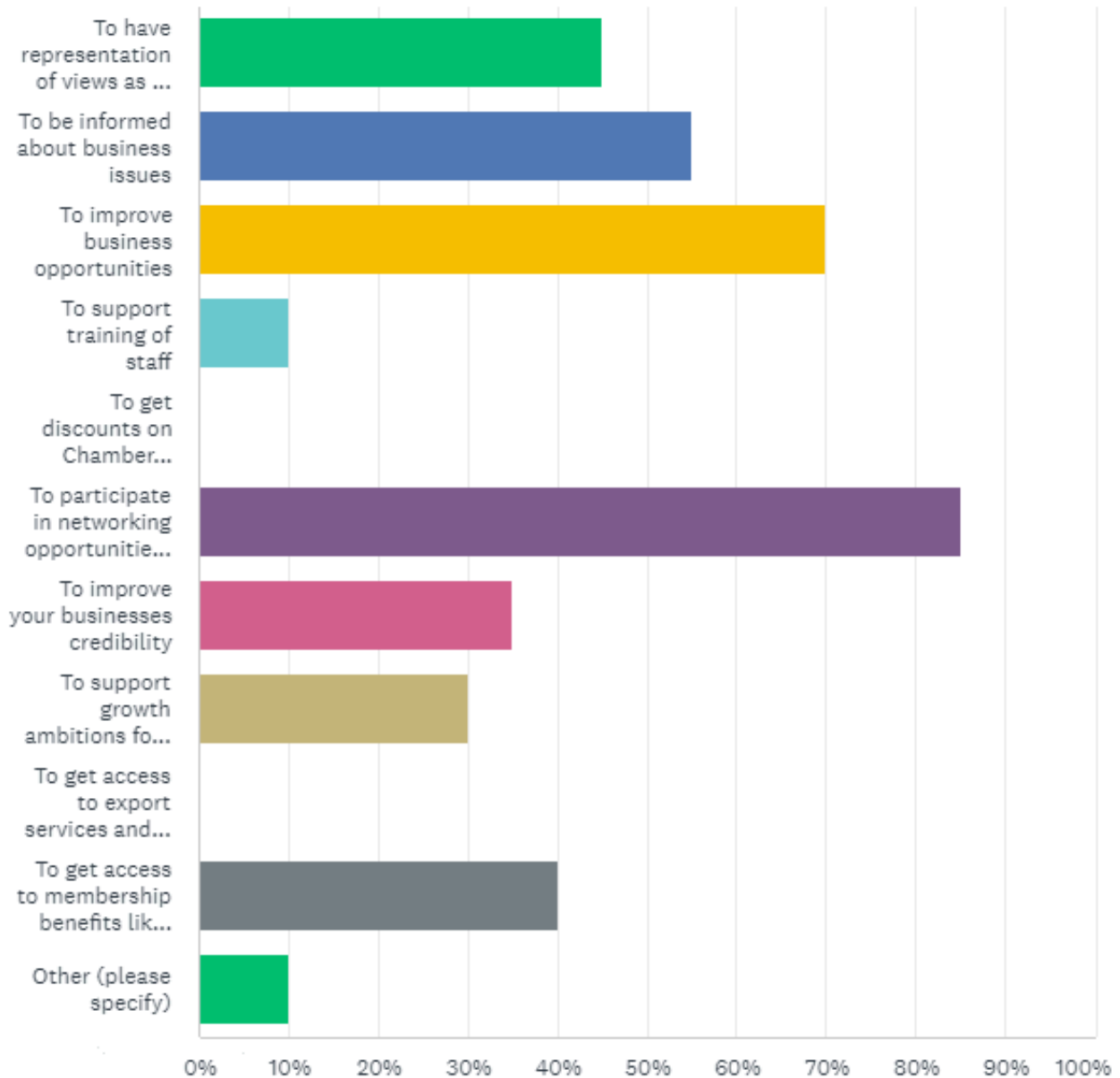
## MORAY CHAMBER OF COMMERCE HAS APPROACHABLE STAFF?



## THE VARIETY OF SERVICES OFFERED BY THE CHAMBER FULLY MEETS THE NEEDS OF MY BUSINESS?



# WHAT WAS YOUR MAIN REASON(S) FOR JOINING THE CHAMBER/RENEWING YOUR MEMBERSHIP? (PLEASE SELECT ALL THAT APPLY)

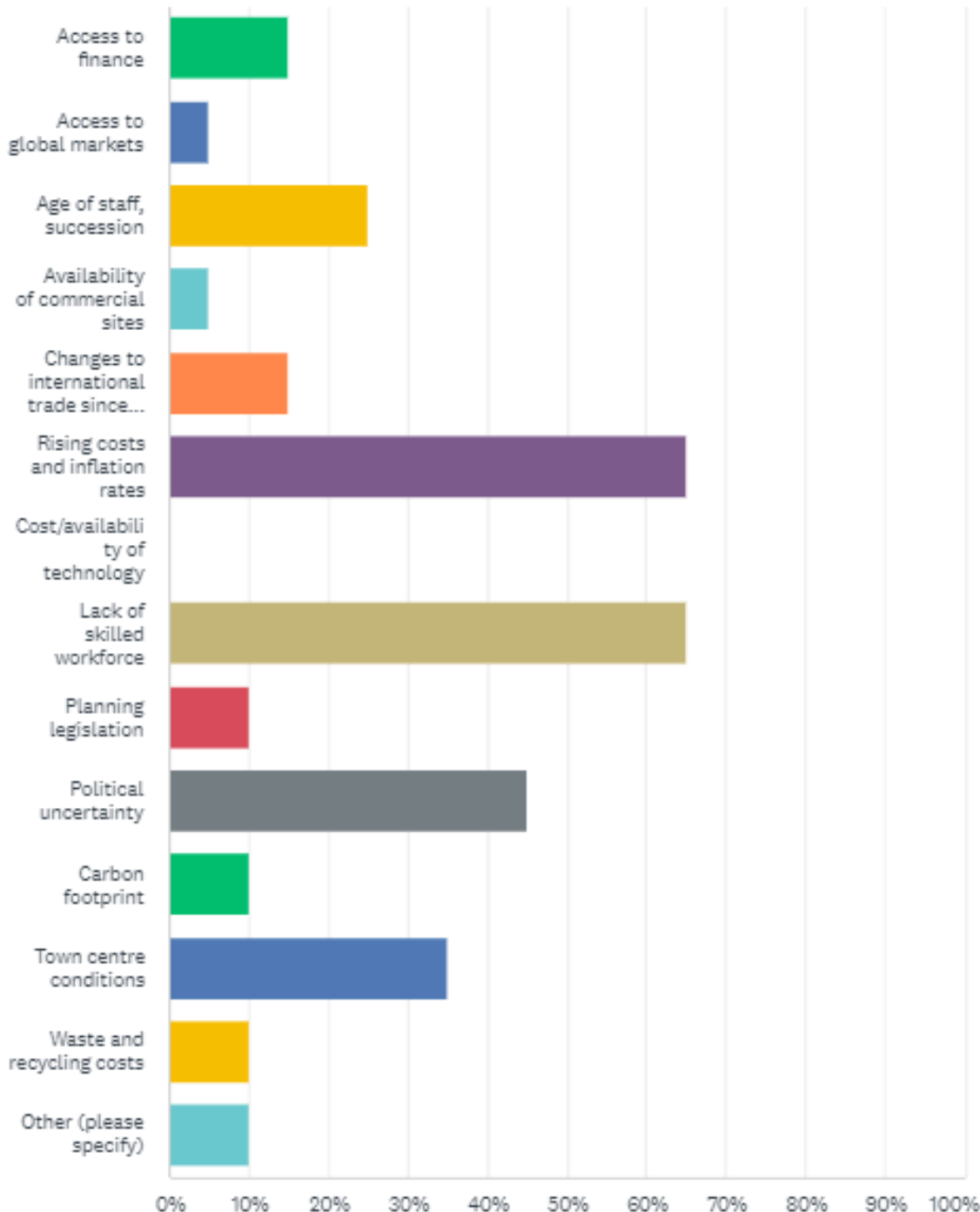


## OVERALL, HOW SATISFIED ARE YOU BEING A MEMBER OF MCC



4.6★  
Average rating

# WHICH AREAS ARE CURRENTLY OF MOST CONCERN TO YOUR BUSINESS? (PLEASE SELECT ALL THAT APPLY)

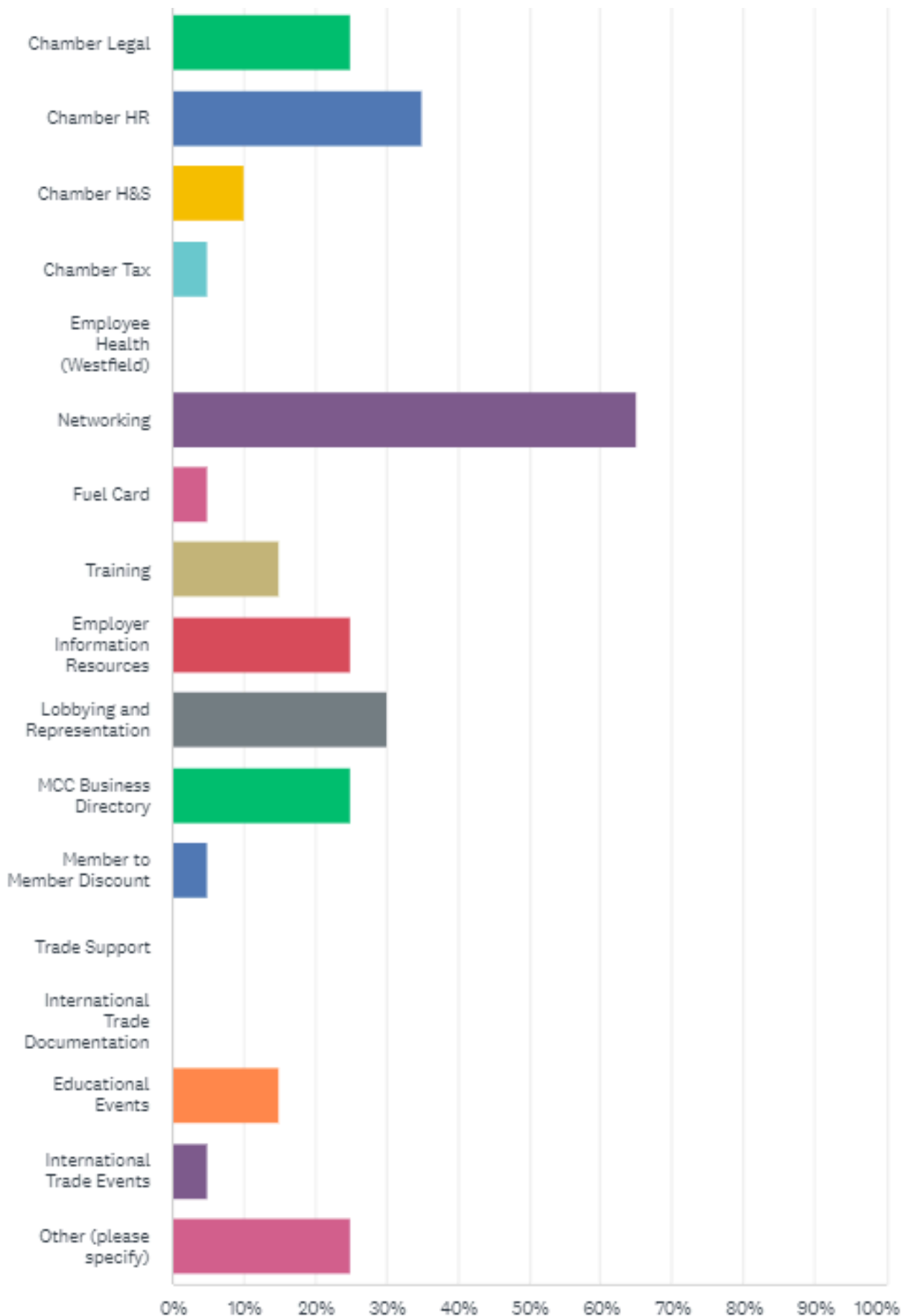


## HOW SATISFIED ARE YOU WITH MCC AS A SOURCE OF USEFUL BUSINESS INFORMATION?

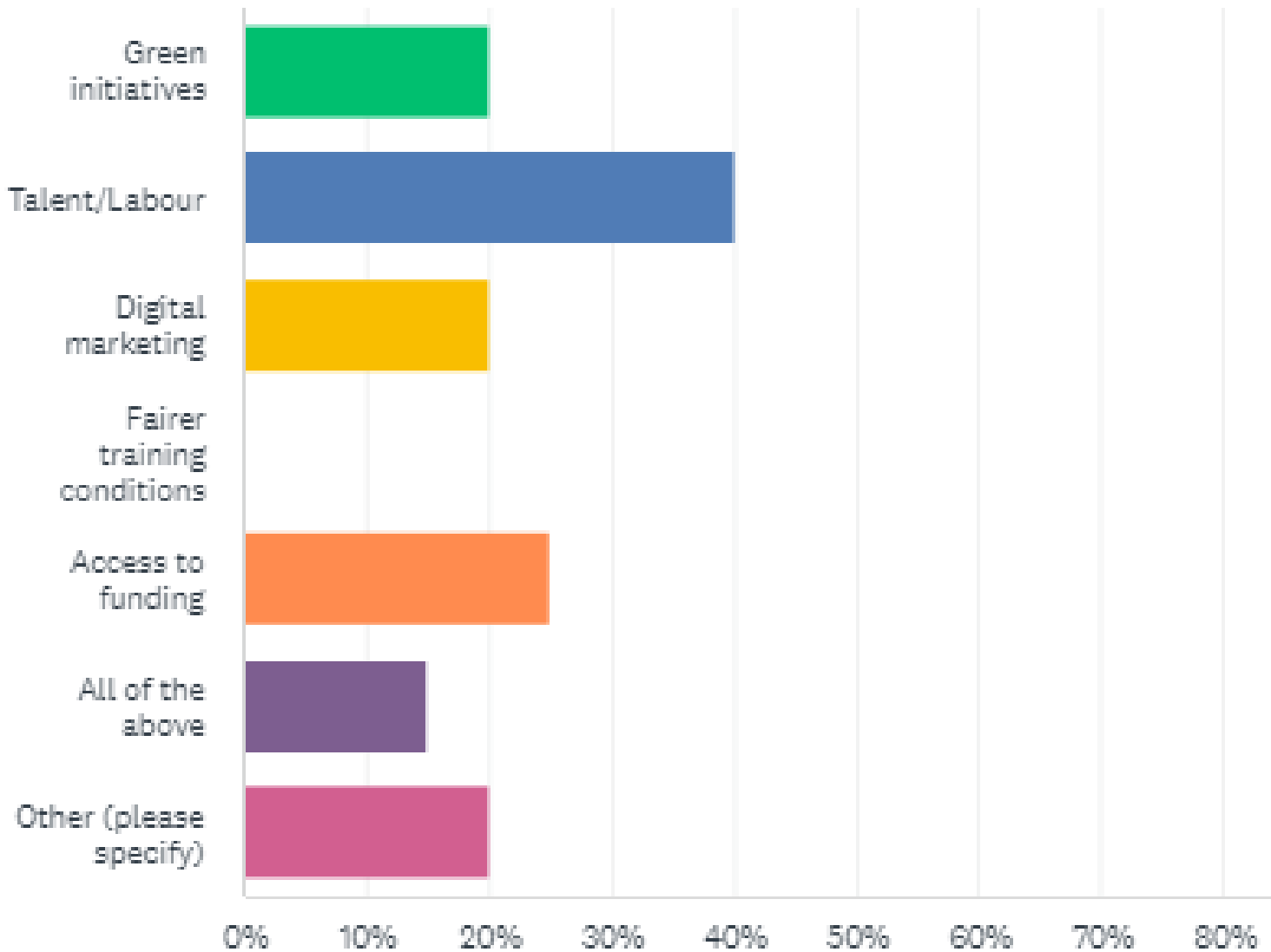


4.7★  
Average rating

# WHICH OF THE FOLLOWING MEMBER SERVICES DO YOU USE OR ARE IMPORTANT TO YOUR BUSINESS? (PLEASE SELECT ALL THAT APPLY)



# GOING FORWARD, WHAT SUPPORT DOES YOUR BUSINESS NEED NOW?



Exposure to other local businesses

Delivery charges addressed and a more vibrant welcoming town centre

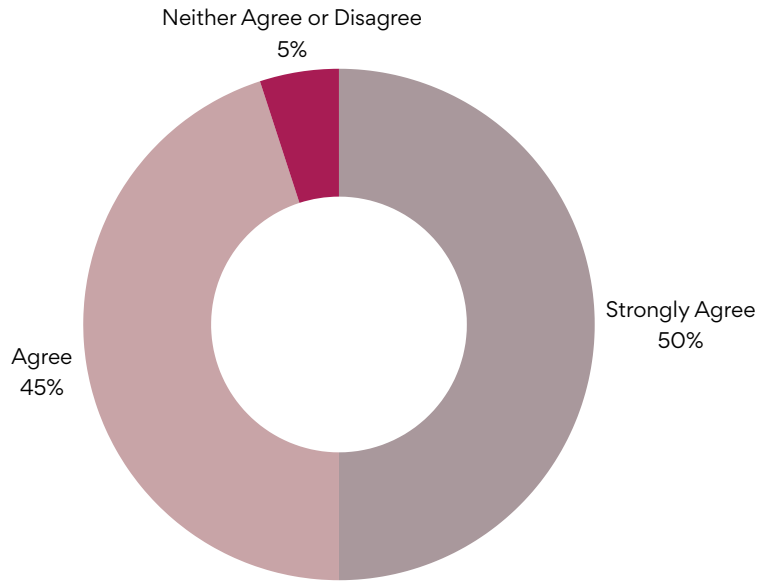
Driving member to member networking - for business opps and introductions

OVERALL, HOW SATISFIED ARE YOU WITH THE MEMBER SERVICES THE CHAMBER PROVIDE?

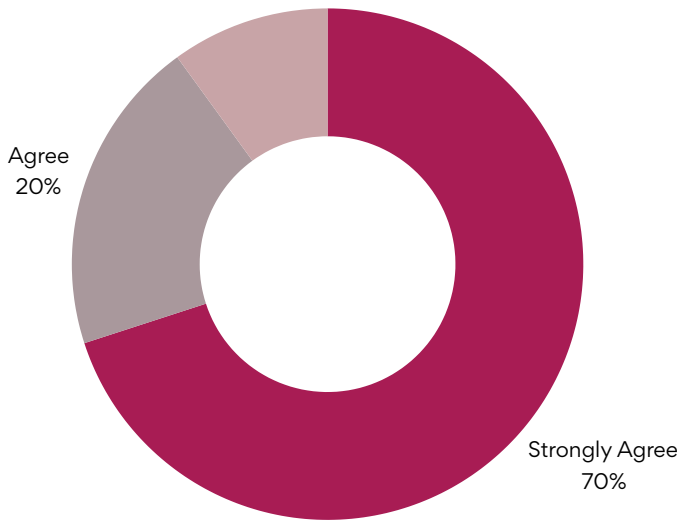


4.6★  
Average rating

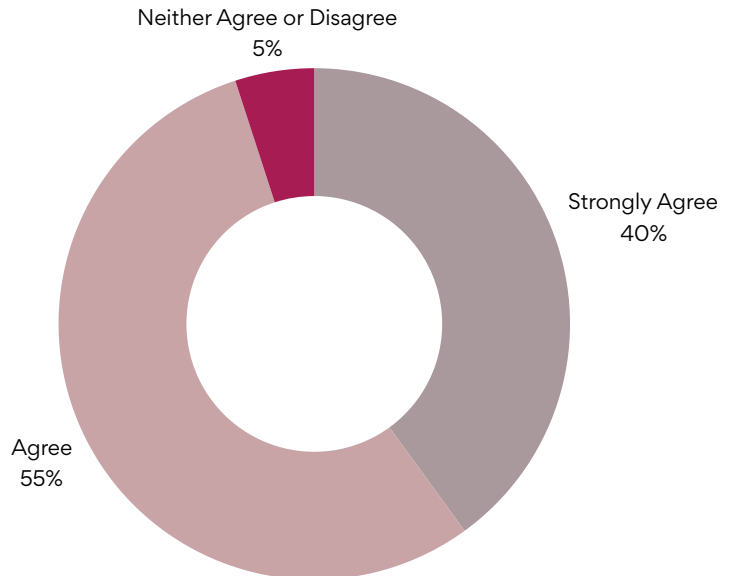
**OVERALL, THE CHAMBER MEMBERSHIP BENEFITS AND SERVICES PACKAGE REPRESENTS VALUE FOR MONEY?**



Neither Agree or Disagree  
10%



**MORAY CHAMBER OF COMMERCE IS MEMBER FOCUSED?**



**THE CHAMBER PROMOTES ISSUES THAT ARE IMPORTANT TO ME?**

**HOW WOULD YOU RATE [WWW.MORAYCHAMBER.CO.UK](http://WWW.MORAYCHAMBER.CO.UK)?**

**90% VERY GOOD  
10% GOOD**

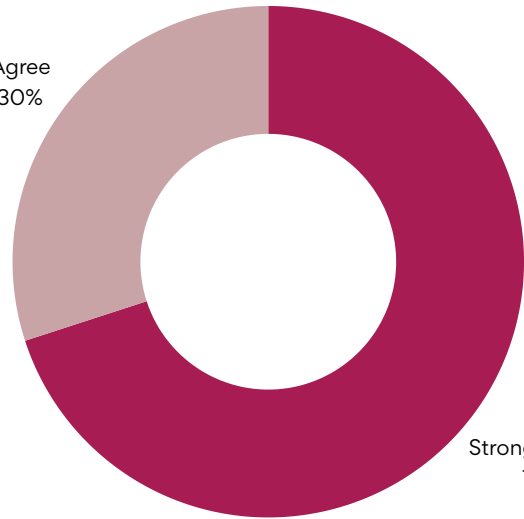
**ON A SCALE OF 0 TO 10, HOW LIKELY ARE YOU TO RECOMMEND MORAY CHAMBER TO A FRIEND OR BUSINESS CONTACT?**



**9.6/10**

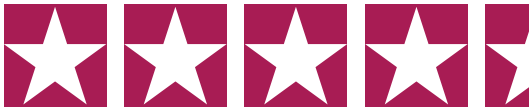
**I BELIEVE THE CHAMBER ACTIVELY LOOK OUT FOR THE INTERESTS OF ITS MEMBERS?**

Agree  
30%



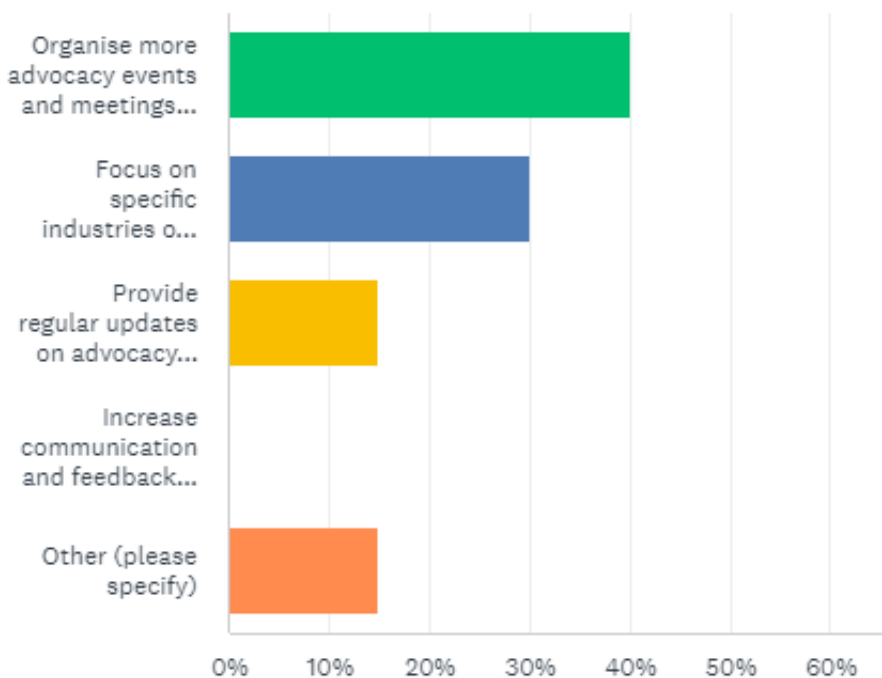
Strongly Agree  
70%

**HOW SATISFIED ARE YOU WITH HOW THE CHAMBER REPRESENTS YOUR NEEDS ON LEGISLATIVE AND REGULATORY ISSUES?**



4.3★  
Average rating

**IN WHAT AREAS DO YOU BELIEVE THE MORAY CHAMBER OF COMMERCE CAN FURTHER AMPLIFY ITS EFFORTS TO SUPPORT AND ADVOCATE FOR YOUR BUSINESS?**



**OTHER**

As above, driving member to member interactions and helping to ensure chamber members get a chance to tender for work from other members.

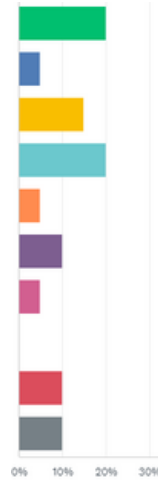
I don't really know. The problem is that the way we are all working isn't working, and the apart from a number of very large organisations (mainly wind power) the North of Scotland is in decline and has been for years. The SNP Government can't fix it, nor can Moray Council or Highland Council, it is the local business that will create any real significant change, we need to find a way to do that!

I dont think there is anything specific.



# WHAT KEY AREA OF ECONOMIC DEVELOPMENT DO YOU BELIEVE MORAY CHAMBER OF COMMERCE SHOULD PRIORITISE TO SUPPORT THE GROWTH AND COMPETITIVENESS OF LOCAL BUSINESSES OVER THE NEXT 3-5 YEARS?

- Infrastructure improvements (e.g., transportation, broadband)
- Expanding local business support programmes (e.g., training, mentorship)
- Labour and skills development
- Business incentives (e.g., funding, tax incentives)
- Innovation and technology adoption
- Sustainable development and green initiatives
- Access to financing and investment
- Collaboration with educational institutions
- Continuation of work with strategic partners to enhance access to childcare options
- Other (please specify)

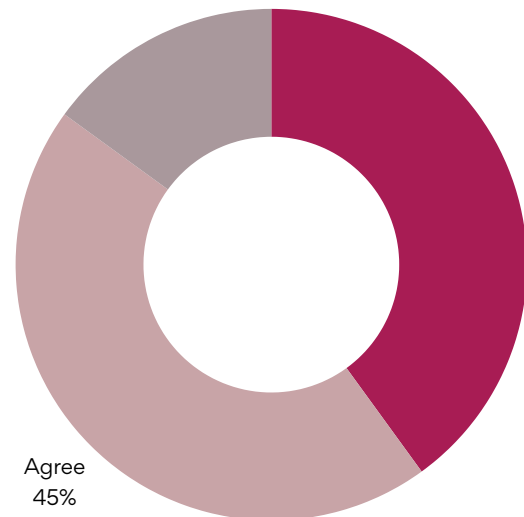


## OTHER

All but we can't rely on government or universities or colleges to help with this, they are out of ideas and out of money.

## THE BENEFITS ON OFFER TO CHAMBER MEMBERS IS A REASON I JOINED/RENEWED INTENDED TO RENEW?

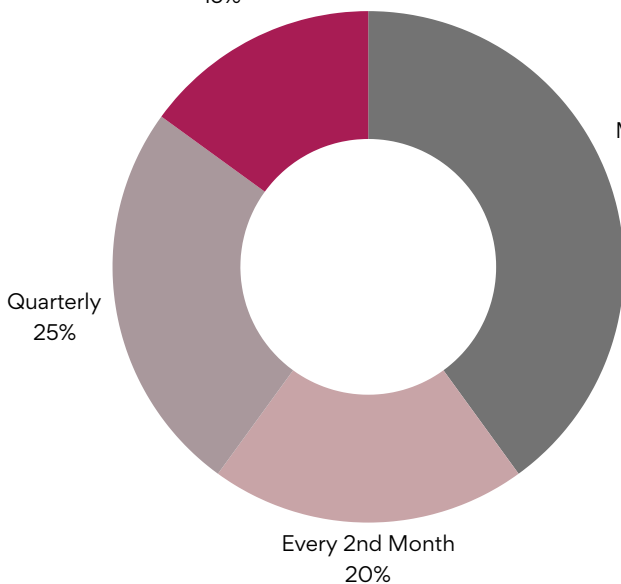
Neither Agree or Disagree  
15%



Strongly Agree  
40%

Agree  
45%

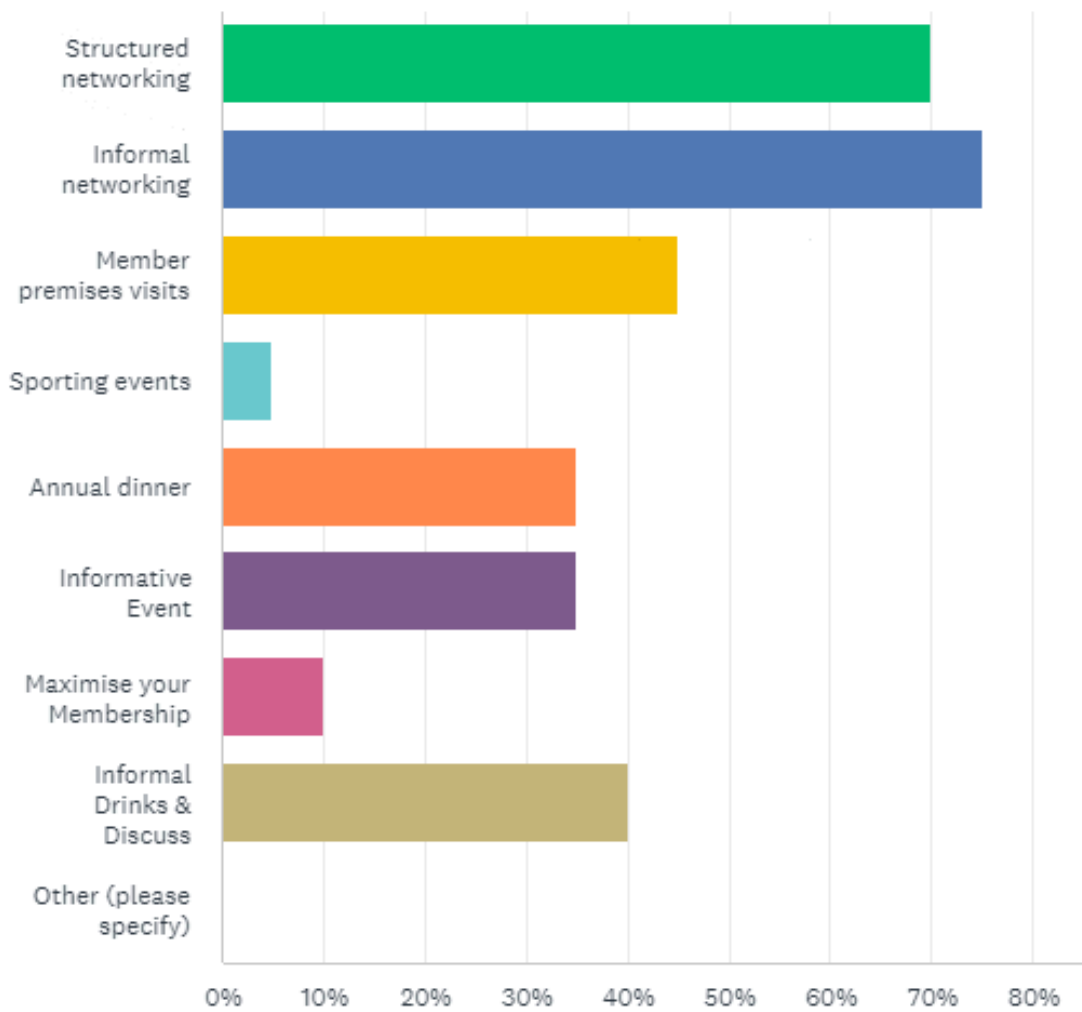
A few times per year  
15%



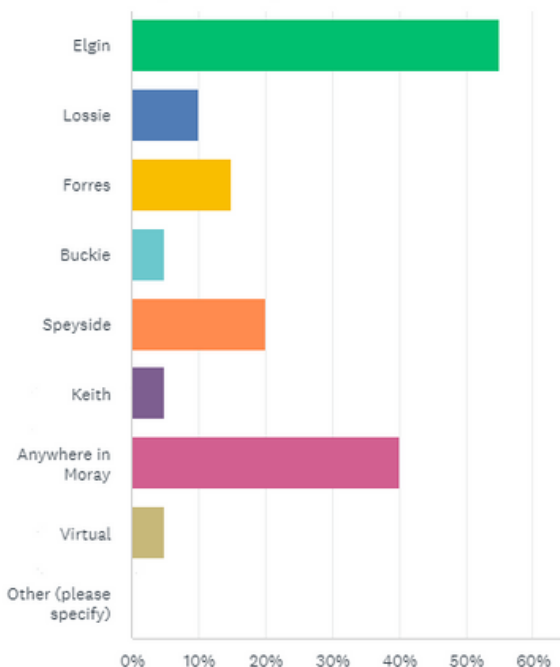
Monthly (Current Format)  
40%

## HOW FREQUENTLY WOULD YOU LIKE MORAY CHAMBER TO HOST INFORMAL DRINKS & DISCUSS EVENTS?

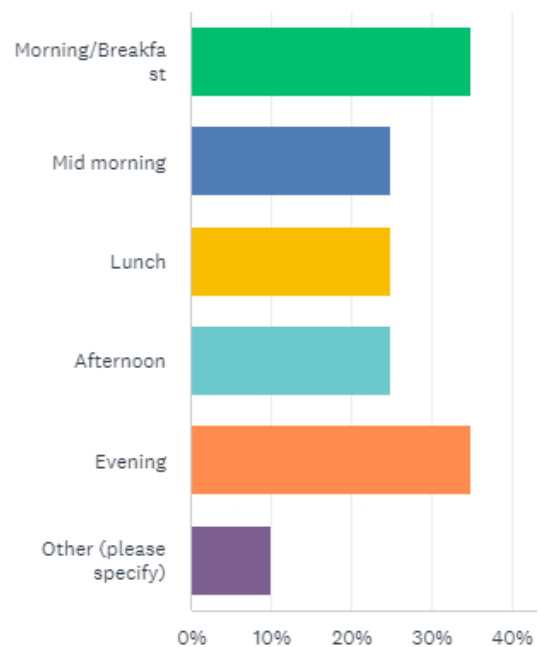
# WHICH EVENT TYPES ARE MOST BENEFICIAL TO YOU AS A MEMBER? (PLEASE SELECT ALL THAT APPLY)



## WHAT IS YOUR PREFERRED LOCATION FOR EVENTS?



## WHAT IS YOUR PREFERRED TIMING OF AN EVENT?



## WHAT ONE THING WOULD MAKE YOU MORE LIKELY TO RECOMMEND THE CHAMBER?

N/A 

Representation. **Grant funding support.**

*I would recommend regardless.*

**I think that if non members were able to see more of what happens they would be encouraged to join even more.**

I recommend and am proud to be a member  
- I cannot praise the team enough.

***Not at present as all is good***

**Nothing - already did an intro to Aimee for business based in Dundee.** Exposure to all industries..

*More facilitation from chamber for members to do business together.*

**Nothing - I recommend folk to join anyway.**

## DO YOU HAVE ANY OTHER SERVICE SUGGESTIONS FOR US?

NO 

Employability, Retention and Staff Development Organisational Development  
- understanding and supporting change.

**Support for marketing hospitality / tourism**