



CASE STUDY

Membership Demographics: the obvious uncovered

**The Chartered Institute of
Logistics and Transport (UK)**



AGENDA

- > intros
- > how we got started
- > what we learned
- > what we've done since
- > what you could do



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KIRSTEN TISDALE

- > CMILT, MloD
 - > member of CILT(UK) since 1988 - active member, customer and supplier
- > previous employers include M&S, TNT, NFC (now DHL Exel)
- > trained on a variety of leading GIS (Geographic Information Systems), depot location optimisation and logistics modelling/mapping tools
- > established Aricia Limited in 2001
 - > logistics consultancy including analysis – numerical, geographical
 - > clients include Primark, TNT, City Link, CILT(UK), IQPS...

MARKS &
SPENCER



Tel: 01295 758875



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lateral and logistical thinking



CILT(UK) – The Chartered Institute of Logistics and Transport in the UK

The Chartered Institute of
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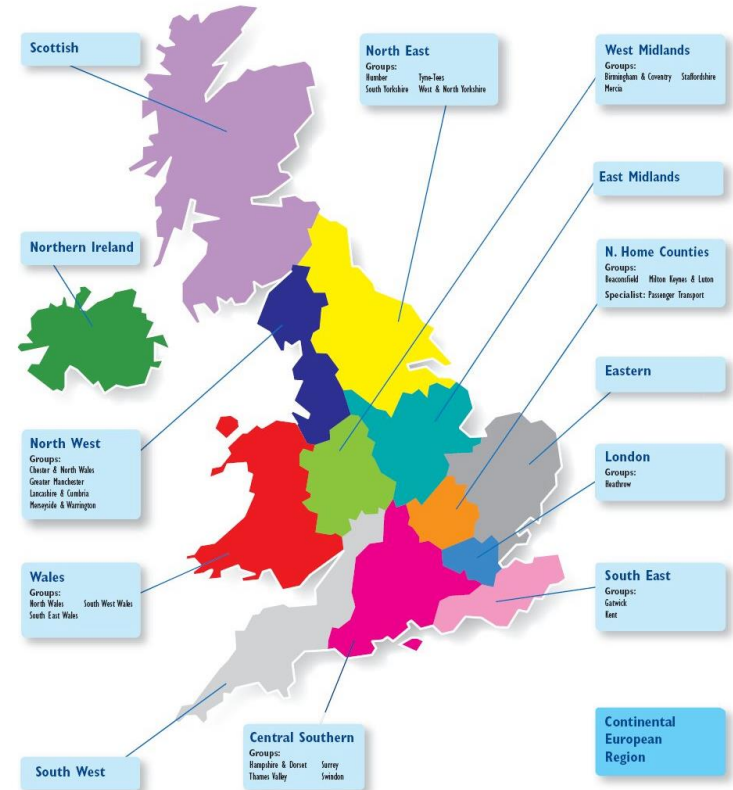
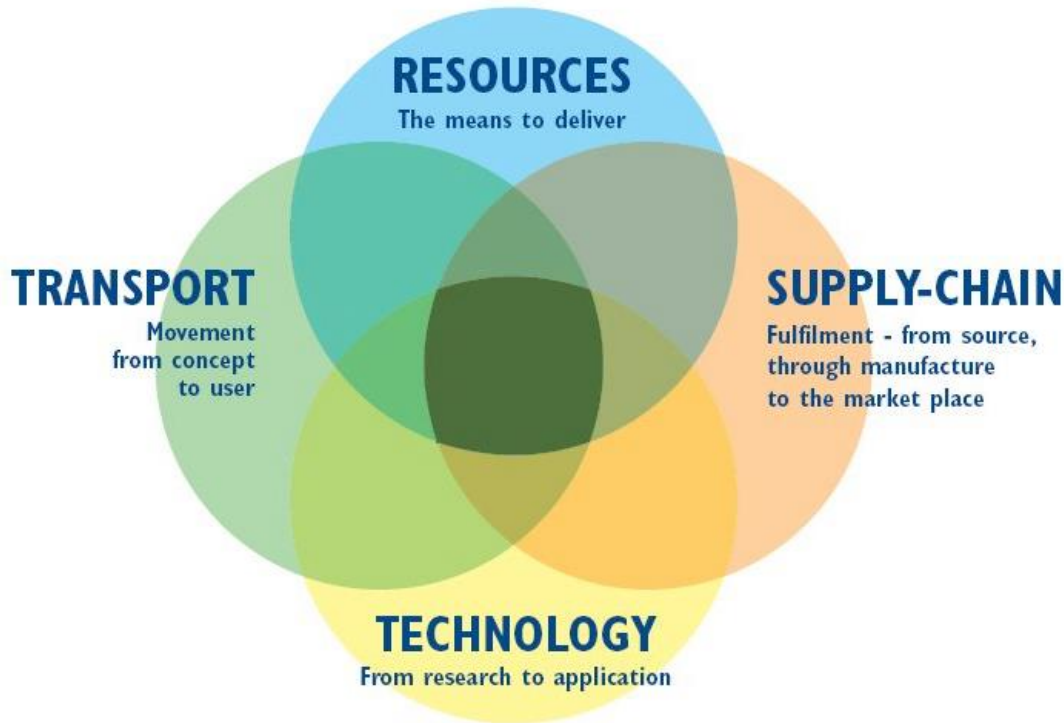


- > the pre-eminent independent professional body for individuals associated with logistics, supply chains and all transport throughout their careers
- > history includes various mergers of bodies with related interests – for example
 - > IMM in 1993
 - > ILDM became IoL and then merged with CIT in 1999
 - > most recently, individual members from BIFA in 2004 (BIFA remains a trade association)
- > currently
 - > 4 faculties and multiple forums represent member interests
 - > 13 regions in the UK (down from 29 branches)...



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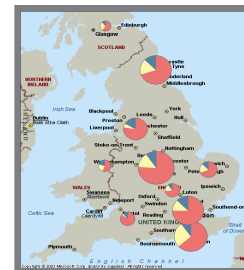
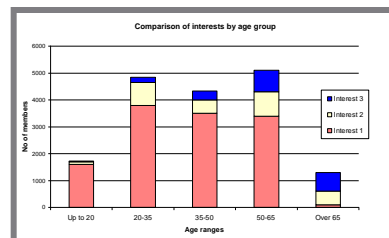
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HOW WE GOT STARTED

- > Question from Marketing Department
- > ...can CILT(UK) learn anything about its members from the types of analysis that you use in logistics consultancy?
- > **yes!**
- > ...but there isn't too much money to spare, and we want to be able to repeat the exercise
- > **ok - we'll use Excel and MapPoint to slice, dice and display**



WHAT'S POSSIBLE?

- > the more information stored in your database, the more that can be represented as snapshots and/or trends
 - > regions, age groups, interest groups, sex, length of membership, qualifications, level of responsibility...
- > anything that relates to geography/regions can be presented on a map...
- > and anything that doesn't relate to geography can be represented as a graph

- > comparative analysis of members who have joined and stayed, versus those who have lapsed
- > analysis of home versus work addresses can help to identify sensible meeting points
- > training of staff for future interrogation of data



SLICING AND DICING EVERY WHICH WAY

What else?

| | regional groups | interest groups | membership grades | age | sex | length of membership | qualifications | other memberships | level of responsibility | principal activity of employer | organisation size | budget responsibility | turnover |
|--------------------------------|-----------------|-----------------|-------------------|-----|-----|----------------------|----------------|-------------------|-------------------------|--------------------------------|-------------------|-----------------------|----------|
| regional groups | x | x | x | x | x | x | x | x | x | x | x | x | x |
| interest groups | | x | x | x | x | x | x | x | x | x | x | x | x |
| membership grades | | | x | x | x | x | x | x | x | x | x | x | x |
| age | | | | x | x | x | x | x | x | x | x | x | x |
| sex | | | | | x | x | x | x | x | x | x | x | x |
| length of membership | | | | | | x | x | x | x | x | x | x | x |
| qualifications | | | | | | | x | x | x | x | x | x | x |
| other memberships | | | | | | | | x | x | x | x | x | x |
| level of responsibility | | | | | | | | | x | x | x | x | x |
| principal activity of employer | | | | | | | | | | x | x | x | x |
| organisation size | | | | | | | | | | | x | x | x |
| budget responsibility | | | | | | | | | | | | x | x |
| turnover | | | | | | | | | | | | | x |



Maps – 12+



Graphs – 66!



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WHAT WE LEARNED

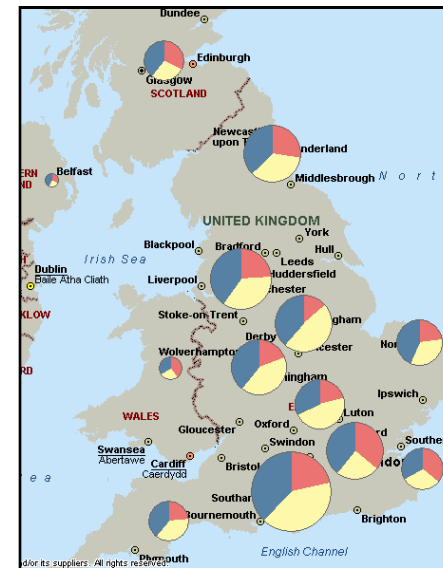
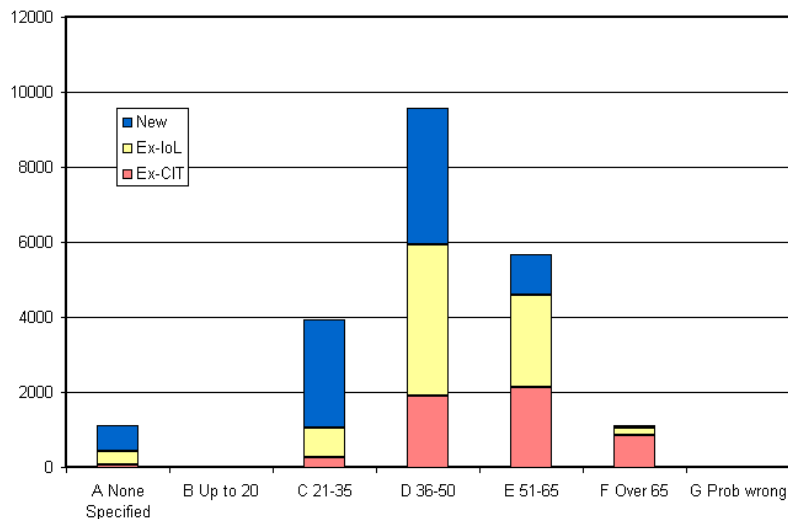
- > confirmed many assumptions...
- > but refuted others, with some surprises
- > enabled better targeting of meeting places and mailshots

- > NB in the following slides, if you see the institute logo top right (like this one), the maps, graphs or conclusions are directly from internal CILT(UK) presentations



CONFIRMING ASSUMPTIONS

- > many assumptions are common sense
 - > we have comparatively more new members among the younger age group
 - > there are comparatively more ex-CIT members in London...



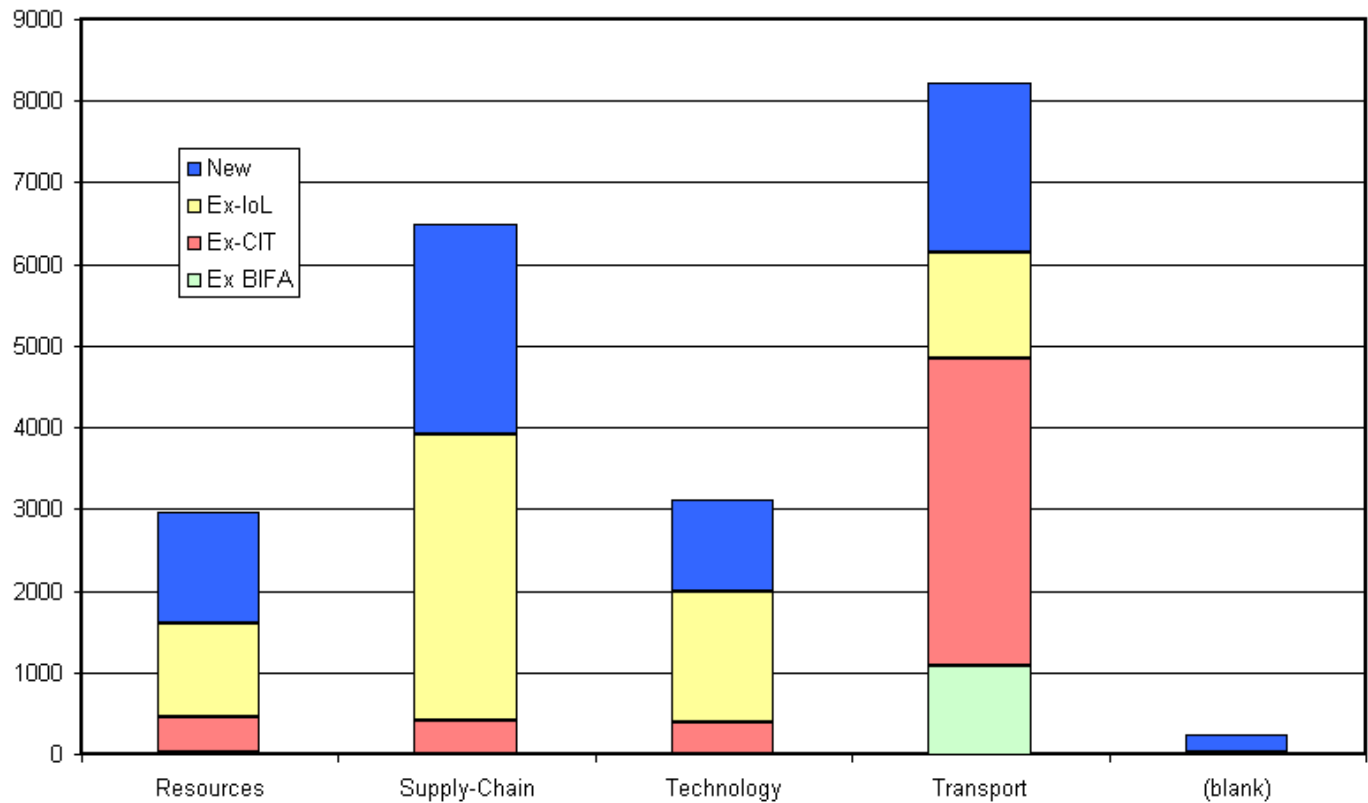
SOME SURPRISES



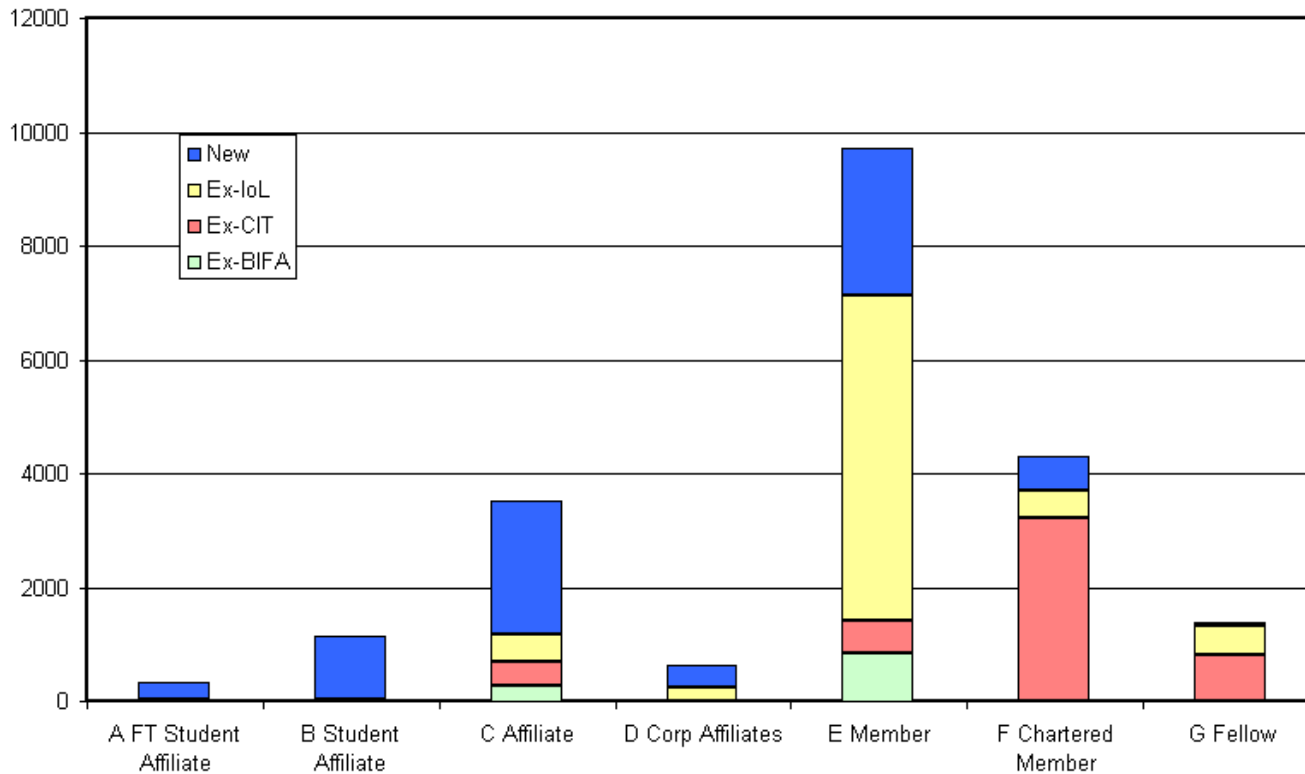
- > not a surprise to CILT(UK) staff, but a surprise to members of the Marketing Committee, who were both ex-CIT and ex-loL (and in some cases ex-both)
- > because ex-CIT members tended to be in the Transport faculty and were chartered members (through qualification)...
- > but ex-loL member were often in the Supply Chain faculty and were made ordinary members on the merger (their own membership often being on the basis of professional experience rather than formal qualification)...
- > the mix of membership grades in the different faculties were quite different...



FACULTY v. ORIGINAL INSTITUTE

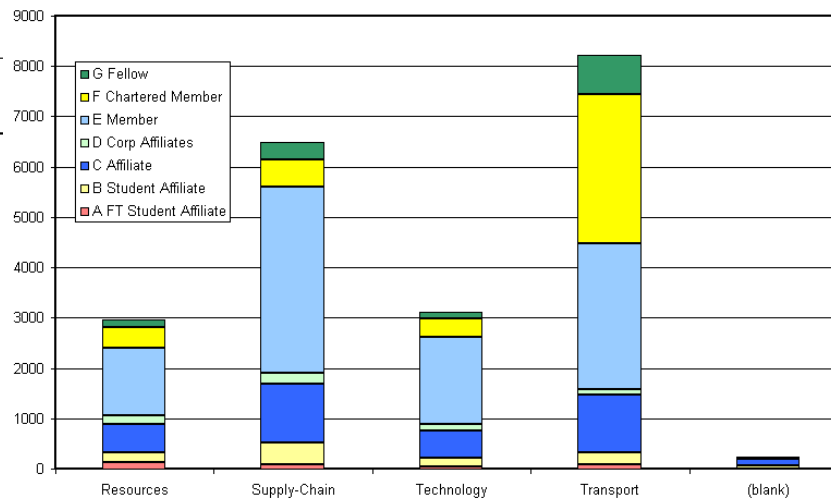
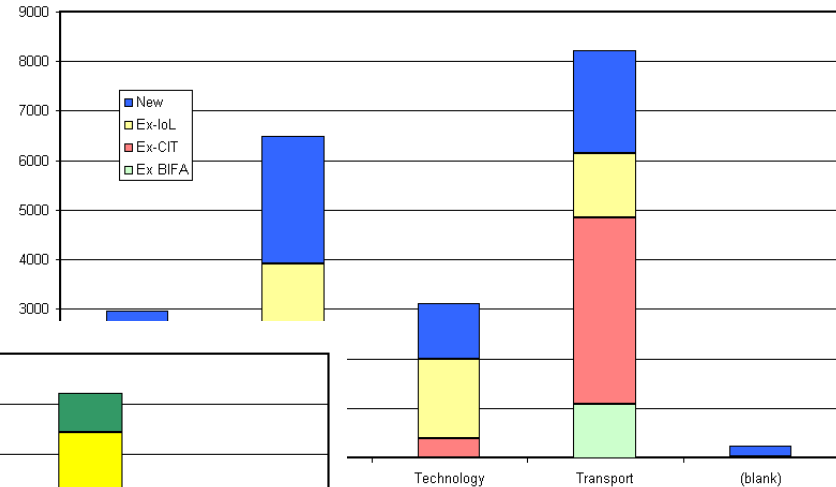
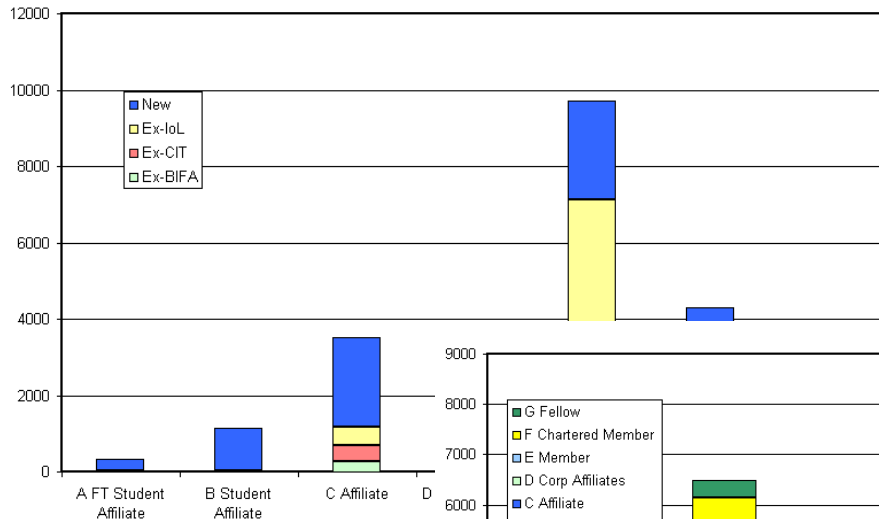


GRADE v. ORIGINAL INSTITUTE



...MOST CHARTERED MEMBERS ARE IN TRANSPORT FACULTY

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MORE SURPRISES

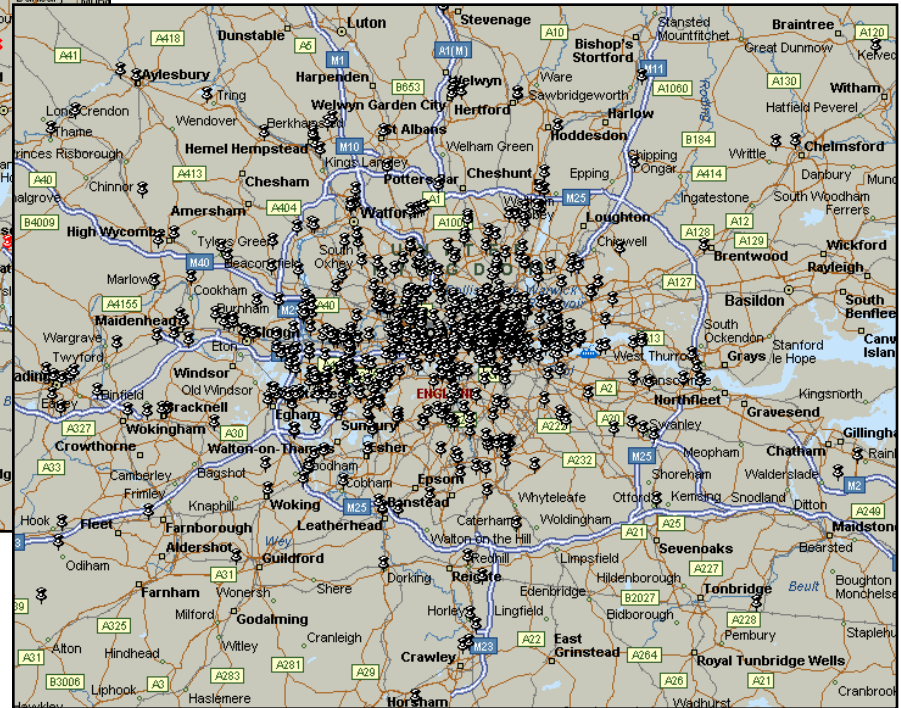
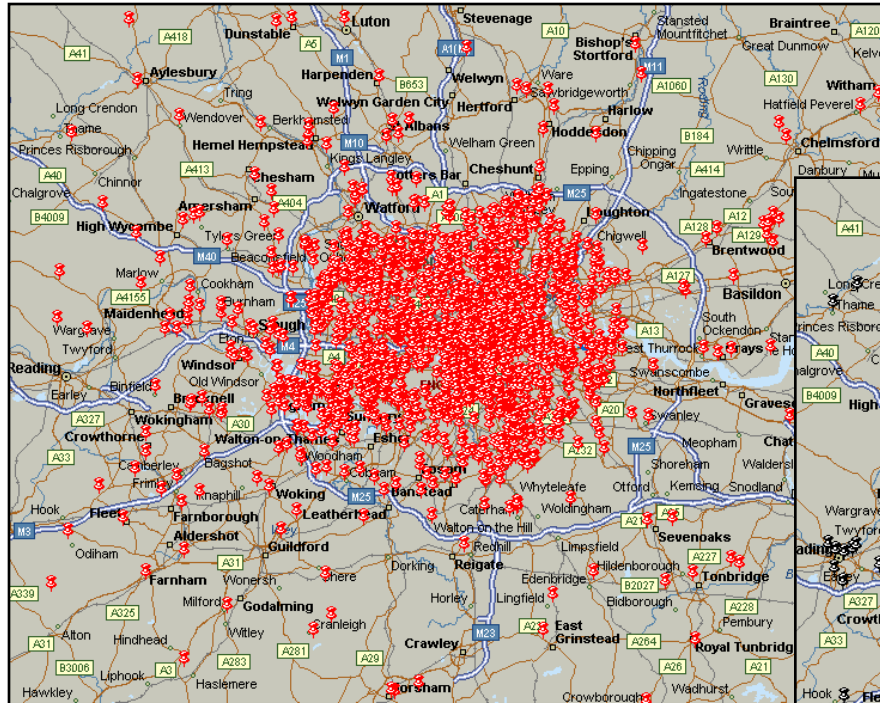
- > we're all used to the idea that people commute into London and other cities for work
- > but the extent to which some members travelled for work came as a bit of a surprise, along with the patterns
- > the following slides show members for a number of CILT(UK) regions - home addresses are in red, work addresses in black
- > NB not all members have work addresses and not all postcodes geocoded



LONDON REGION



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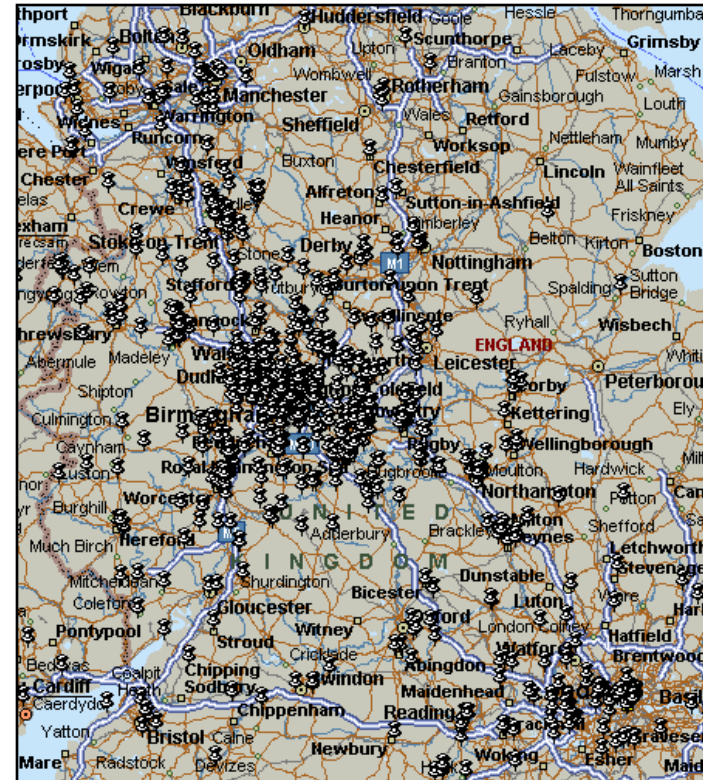
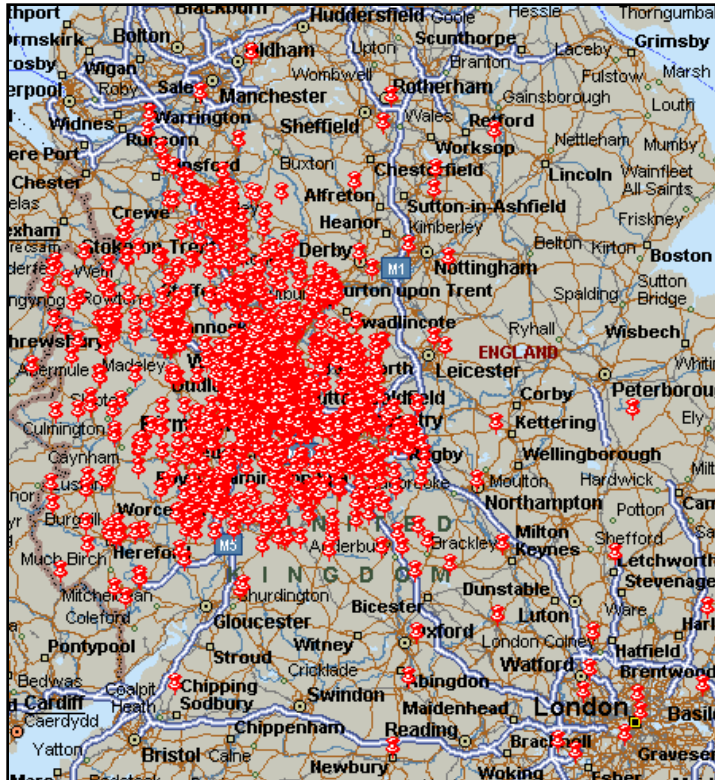
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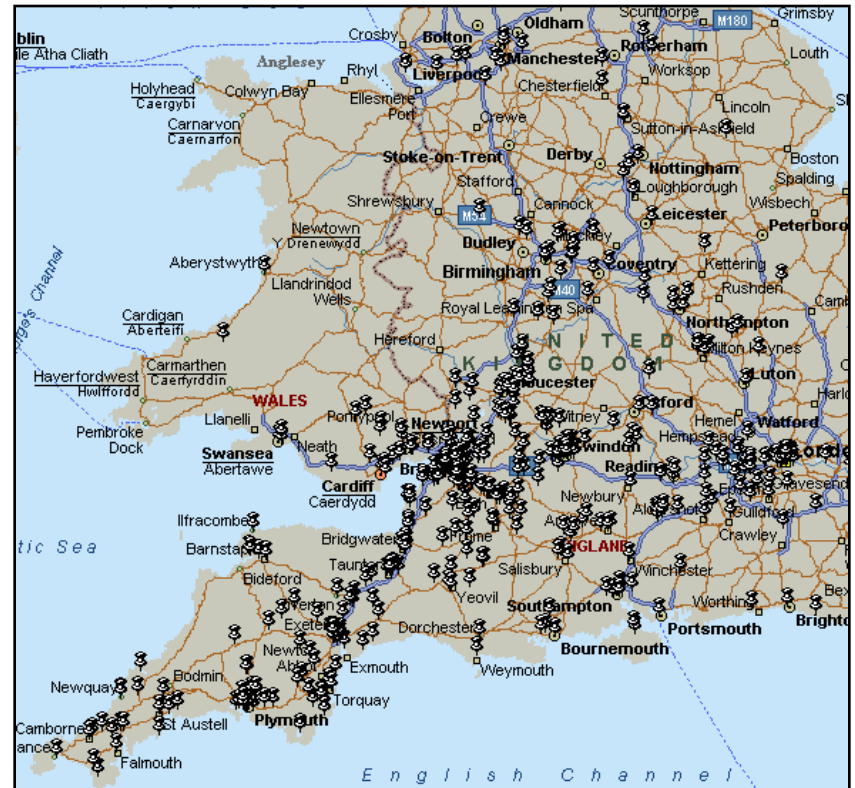
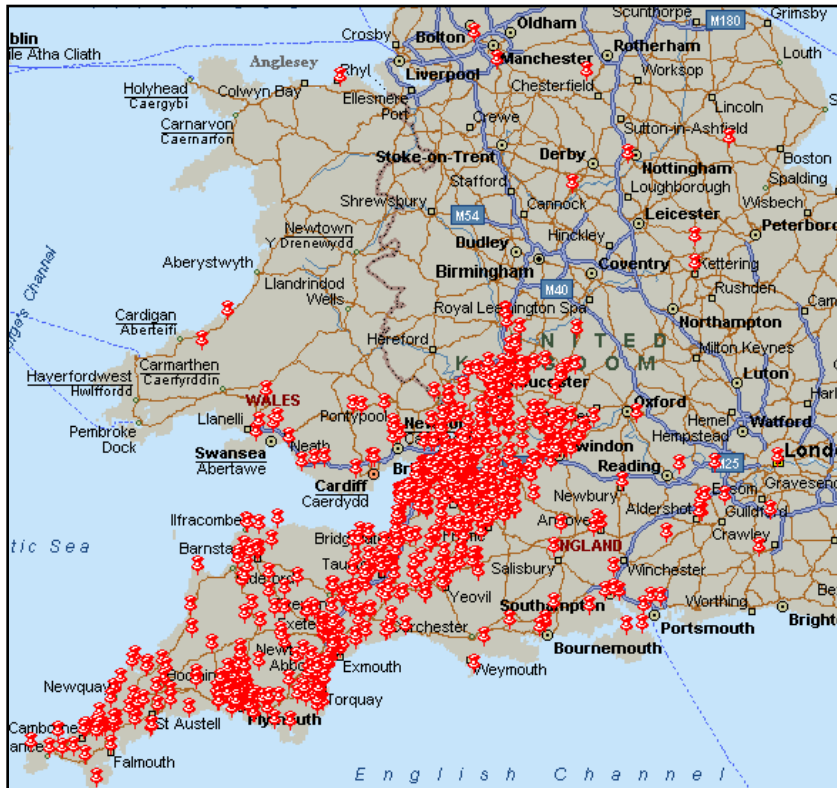
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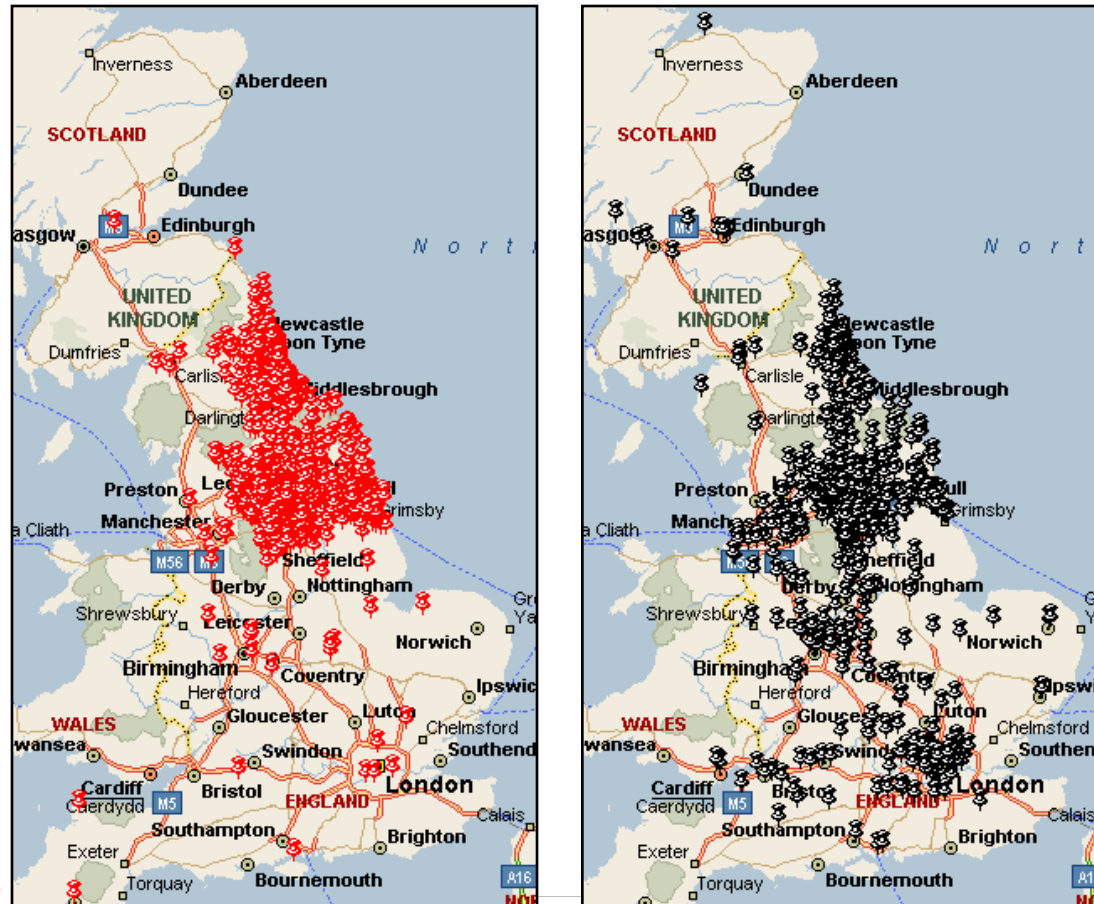
WEST MIDLANDS REGION



SOUTH WEST REGION



NORTH EAST REGION



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IDENTIFIED MEETING POINTS...

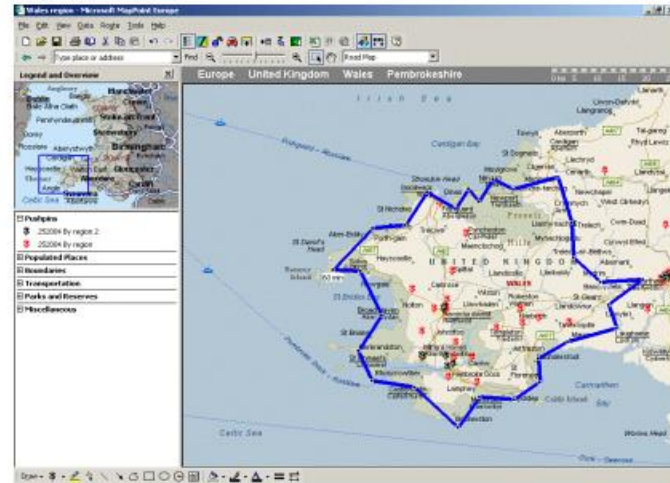
- > facility in MapPoint for drive-time zones (better in 2004 than 2006 version)
- > training was provided to a member of CILT(UK) staff in how to use this and other features
- > identifying meeting points for regional committee queries is now the feature for which MapPoint is most often used
- > member details can then be exported to Excel...



...TO GENERATE MAILSHOTS

- > example of training material on how to create a mailshot list for a particular meeting

You will get a map that looks like this:



Click on the blue line so that it is marked with blue dots:



Right click and select Export to Excel



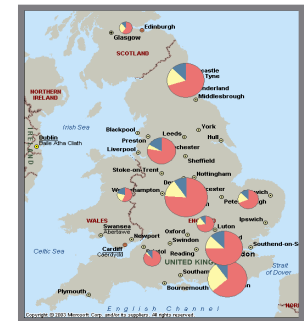
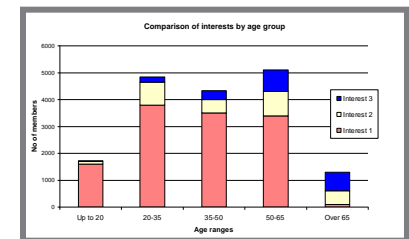
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WHAT YOU COULD DO

- > any data that doesn't relate to geography can be represented as a graph
- > anything that relates to geography/regions can be presented on a map...
- > look for trends, patterns, contrasts – between regions, age ranges, membership grades, remaining and recently lapsed members...
- > examine density of membership and proximity of home / work addresses to potential meeting points
- > don't be too focused – it's often the areas you *don't* consider where you'll discover something



WHAT INSTITUTES SAY

- > Kevin Shoemake, *Sales Manager*, Chartered Institute of Logistics & Transport (UK)
- > "Kirsten's in-depth analysis of our database and presentation of the results gave us a real insight into the composition and geography of our membership. I'd like to thank Kirsten for her time and expertise on a project which gave us strategic information that was better than I and colleagues had expected."
- > Allison Glandfield, *Network Liaison Manager*, Institute of Qualified Professional Secretaries
- > "Through working with Aricia Limited and receiving training from Kirsten Tisdale, IQPS has been able to optimise the data contained in its membership database, an invaluable tool in gaining new members and retaining existing ones."



CONTACT DETAILS

- > if you would like further information, please drop me an email: kirstenATaricia.ltd.uk – please replace AT with @

