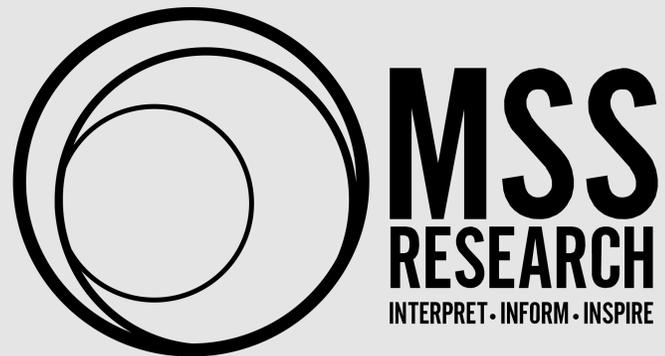


# The Future of Birdcage Walk – Indicative Poll

Online interviews  
January/February 2022

Institution of  
**MECHANICAL  
ENGINEERS**

Results  
presentation





Institution of  
**MECHANICAL  
ENGINEERS**

## The Future of Birdcage Walk Indicative Poll

Online interviews

January/February 2022

# Background and objectives

## Background

- IMechE is currently undertaking a consultation and review process regarding the future of its headquarters at 1-3 Birdcage Walk in central London
- As part of this process, IMechE wished to invite its voting members' views on possible strategy options
- The format for this feedback from members was through a **confidential Indicative Poll**
- MSS Research was commissioned to design, administer and analyse this Indicative Poll

## Main objectives of the Indicative Poll

- To provide IMechE's voting membership with information relating to the five strategy options for the future of its HQ
- To ascertain the relative degree of support for each of these options through a robust and representative quantitative sample of its voting membership

# Indicative Poll methodology

## Overall methodology

Online self-completion Indicative Poll, with a target of a minimum of 5,000 completed interviews

**Total achieved sample = 10,313 completed interviews**, which represents a **17.2% response rate** (based on the overall sample frame of 59,832 members provided on the IMechE database)

Overall design, hosting, analysis and reporting was by MSS using SNAP software; all responses were submitted direct to MSS

Members were invited to participate via a clearly branded IMechE email invitation offering a direct link to the Indicative Poll

In the email invitation there was also a link to further information available on IMechE's website about the future of Birdcage Walk

The email invitation was sent by MSS to all UK and International members on the supplied IMechE database (all being qualified to vote in IMechE elections and with a valid email address)

The Indicative Poll was clearly identified at the outset to be on behalf of IMechE and to be independently administered and reported upon by MSS

The Indicative Poll was live online to members between 20<sup>th</sup> January and 3<sup>rd</sup> February 2022; a reminder invitation was automatically sent to those members who had not responded to, nor opted-out from, the first email invitation

No incentive was offered to members for participation

All members were assured of the confidentiality of their responses, in line with GDPR and the Market Research Society Code of Conduct

## Indicative Poll content/questions

The Indicative Poll content was designed by IMechE and MSS

Within the Indicative Poll, members were presented with the following:

1. A background to the issues relating to IMechE's HQ at Birdcage Walk, and further detailed information relating to the five options being considered, including IMechE's recommendations relating to each option
2. A single question inviting members to allocate a total of 100 points between the five options to show their degree of support for each option

## Sampling, reweighting of data and statistical margin of error

Respondents were self-selecting

No quotas were set for those participating in the Indicative Poll

The final data in this presentation is shown as both **unweighted** and **reweighted** data

Reweighting has been based upon the actual profile of the IMechE membership entitled to vote in IMechE elections, using an interlocking reweight of **membership type** (Associate Member, Full Member and Fellow/Honorary Fellow) for both **UK and International members**

The total sample of 10,313 completed interviews has an associated **error margin of +/-0.97%** (at worst possible case, 95% confidence interval, excluding any design factor)



### Indicative poll - The future of Birdcage Walk

Dear Mr Groves-Hill

IMEchE is currently undertaking a consultation and review process regarding the future of its headquarters at 8-9 Birdcage Walk in central London. As part of this process, we are inviting members' views on possible strategic options for the future of our HQ through a **confidential indicative poll**. We would stress that this is an **internal** opportunity for members to express their preferences for the options for Birdcage Walk. It is important that the confidentiality of your input, innovation, integrity, and inclusivity are the core of our approach. Publishing the results of this confidential poll and our future review stages, IMechE will be holding a vote on 8th February 2022 inviting all voting members to vote on the future of IMechE's use of the building. Your feedback in this indicative poll will be an invaluable part of IMechE's review process. We would therefore very much appreciate if you would take a moment to view the various options and rank your preference within the **single question** listing these options. A summary of the five possible options is shown within the indicative poll which can be accessed via the link at the top of this email. You can also find full details of the options on IMechE's website <https://www.imeche.org/about-us/imeche-research>.

If you have already voted, the previous strategy recommendation option to start the 200-year leasehold on 8 Birdcage Walk. You can access the indicative poll by clicking the link below. The indicative poll can be completed on all types of devices including smartphones, although you may find using larger devices easier to view the details of the options. The indicative poll is being conducted and independently validated by MSS Research, a professional market research agency and member of the Market Research Society. Your participation and feedback are completely confidential, and no data is linked to you in any way in MSS's reporting to IMechE. You have the right to withdraw from the indicative poll at any time and there will be no follow-up calls by any third party. All these conditions are in accordance with GDPR rules and the Code of Conduct of the Market Research Society. IMechE appreciates that these are very sensitive times and therefore we fully understand that you may well not participate should you or your family be affected adversely by the impact of COVID-19. Thank you in advance for your help with this vital indicative poll. To access the indicative poll, please [click here](#). To opt out of the indicative poll, please [click here](#). MSS best wishes.

Dr John Groves-Hill, IMechE (FRAeS)  
Chief Executive Officer  
Institution of Mechanical Engineers

## Online Surveys



# Executive summary

## Preference for the five options (Unweighted)

Overall preference for the options

Breakdown of points allocation for Option 1a

### Overview

- Five detailed options for the future of Birdcage Walk were presented to members within the Indicative Poll
- Members were asked to allocate 100 points in total between the options to reflect their degree of support for each option
- Each option had to be allocated between 0-100 points from each member

### Overall preference for the options

- Overall, **Option 1a** (Sell 250-year leasehold on 3 Birdcage Walk) achieved **49.75%** of the total points allocated from the 10,313 members in the Indicative Poll
- The next most supported option overall was **Option 2b** (Sell all of Birdcage Walk and relocate to a small London HQ with small regional offices) achieving **19.07%**
- **Option 2a** (Sell all of Birdcage Walk and relocate to a new smaller HQ in London) achieved **17.10%**
- **Option 1b** (Raise a mortgage) achieved **8.67%**
- **Option 3** (Sell all of Birdcage Walk and become a fully virtual organisation with no HQ) was the least supported overall achieving **5.41%**

### Breakdown of points allocation for Option 1a

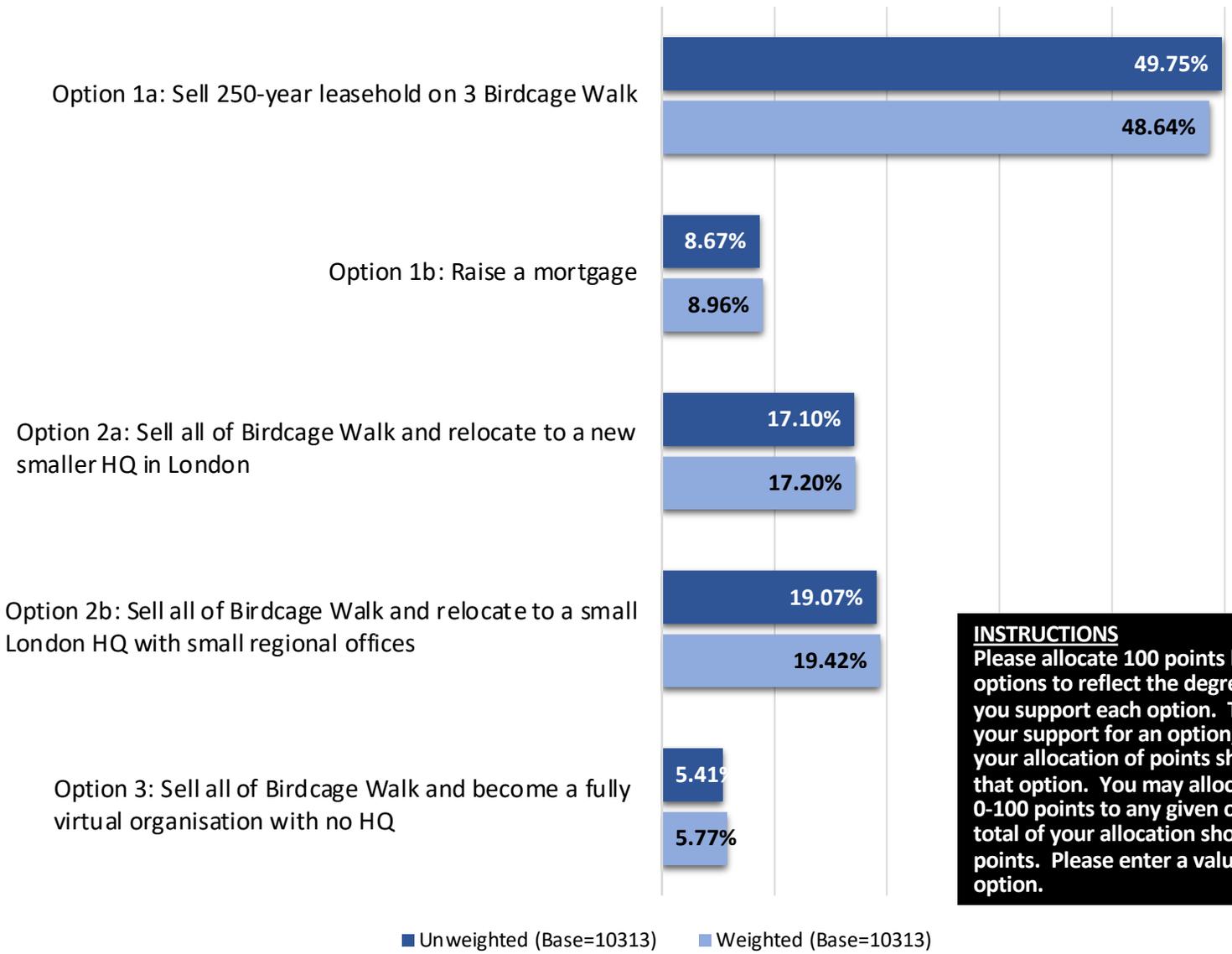
- Of the total sample, Option 1a scored the lowest % of 0 points allocated (20.2%) and the highest % of 91-100 points allocated (18.3%), compared to the other options
- The points allocation breakdown (by points band) for Option 1a was:
  - 20.2% scored 0 points
  - 31.1% scored between 1-50 points
  - 48.7% scored between 51-100 points
- Option 1a was the preferred option within each of the following sub-groups, based on the total points allocated:
 

• UK members	49.64% share
• Int members	50.70%
• Associates	46.43%
• Full Members	47.98%
• Fellows/Hon	56.62%
• UK Associates	46.02%
• Int Associates	50.38%
• UK Full Members	47.88%
• Int Full Members	48.81%
• UK Fellows/Hon	56.58%
• Int Fellows/Hon	56.94%
• Males	49.87%
• Females	47.94%

# Overall % share of preference for the five options for Birdcage Walk

Share of allocation of 100 points  
Base=total sample

Q1: SHARE OF PREFERENCE FOR THE FIVE OPTIONS (100 POINTS ALLOCATED PER MEMBER) (PROMPTED)  
Base=All respondents, 10313 (Unweighted and weighted)



**INSTRUCTIONS**  
Please allocate 100 points between the options to reflect the degree to which you support each option. The stronger your support for an option, the higher your allocation of points should be to that option. You may allocate between 0-100 points to any given option. The total of your allocation should = 100 points. Please enter a value for each option.

## UNWEIGHTED DATA

### Q1: Preference for the five prompted options

- Based upon the total allocation of points from the 10,313 members across the five prompted options, the clear overall majority of support was for:
  - Option 1a: Sell 250-year leasehold on 3 Birdcage Walk = 49.75% of total points**
- In ranked order of preference, the share of the total points allocated by members was:
  - Option 1a 49.75% of total points
  - Option 2b 19.07%
  - Option 2a 17.10%
  - Option 1b 8.67%
  - Option 3 5.41%

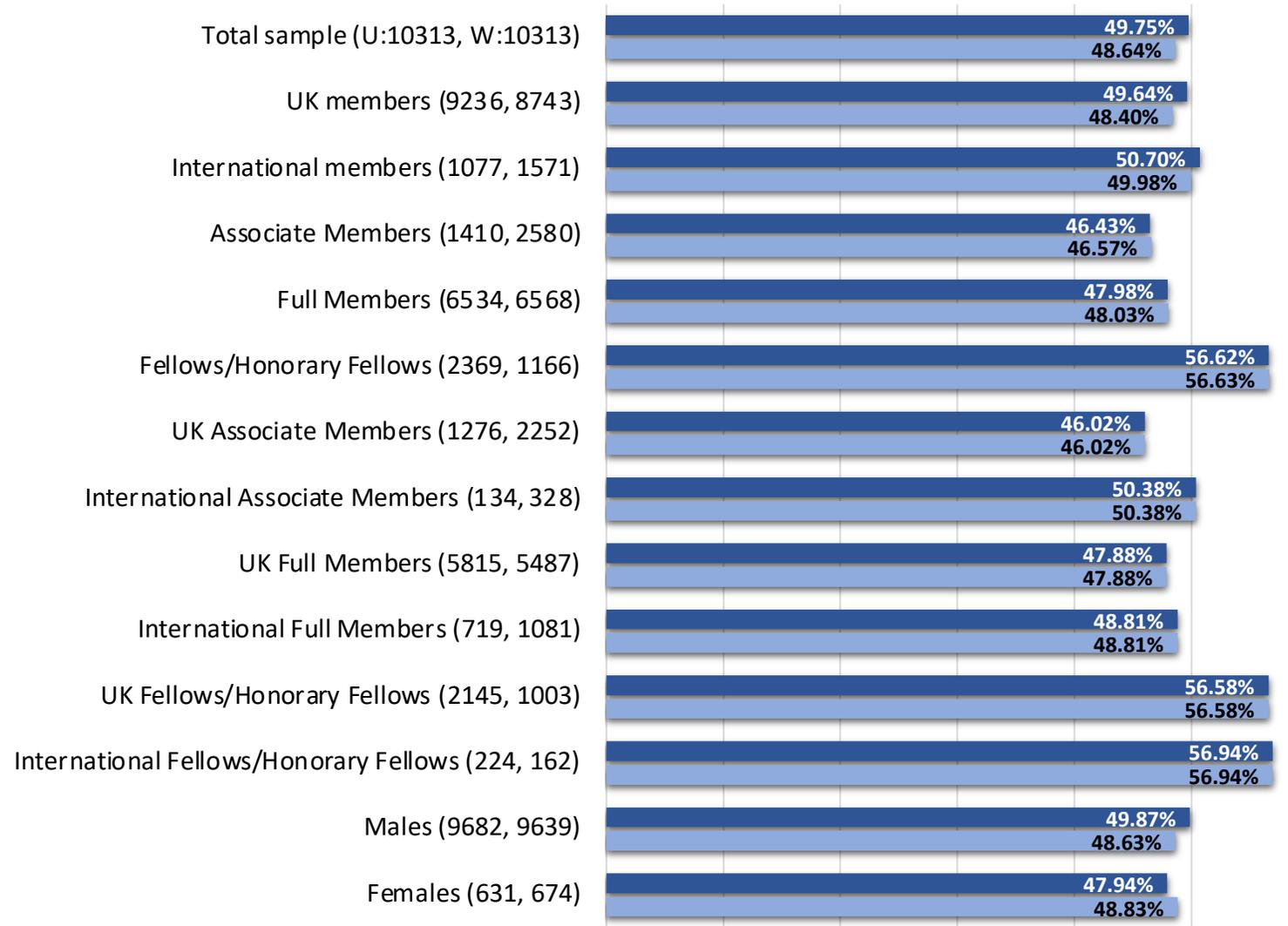
## WEIGHTED DATA

- NOTE: Reweighting the data to be representative of the actual IMechE voting member database (using Membership type x UK/International member) shows minimal change to the unweighted %s from the Indicative Poll**



# Overall % share of points allocated to Option 1a (Sell 250-year leasehold on 3 Birdcage Walk) % of each sub-group

Q1A: OVERALL SHARE OF POINTS FOR OPTION 1A: SELL 250-YEAR LEASEHOLD ON 3 BIRDCAGE WALK BY SUB-GROUP (Individual bases shown for each sub-group, unweighted and weighted)



■ Unweighted ■ Weighted

## UNWEIGHTED DATA

### Q1a: Overall share of points for Option 1a x key sub-groups

- Overall, Option 1a gained 49.75% of all points allocated from the total sample of 10,313 respondents
- **Within each key sub-group below, Option 1a was also the preferred option**
- Option 1a was the preferred option within each of the following sub-groups, based on the total points allocated by each sub-group:
  - UK members 49.64%
  - Int members 50.70%
  - Associates 46.43%
  - Full Members 47.98%
  - Fellows/Hon Fellows 56.62%
  - UK Associates 46.02%
  - Int Associates 50.38%
  - UK Full Members 47.88%
  - Int Full Members 48.81%
  - UK Fellows/Hon. Fellows 56.58%
  - Int Fellows/Hon. Fellows 56.94%
  - Males 49.87%
  - Females 47.94%



# Points allocation for Option 1a (Sell 250-year leasehold on 3 Birdcage Walk)

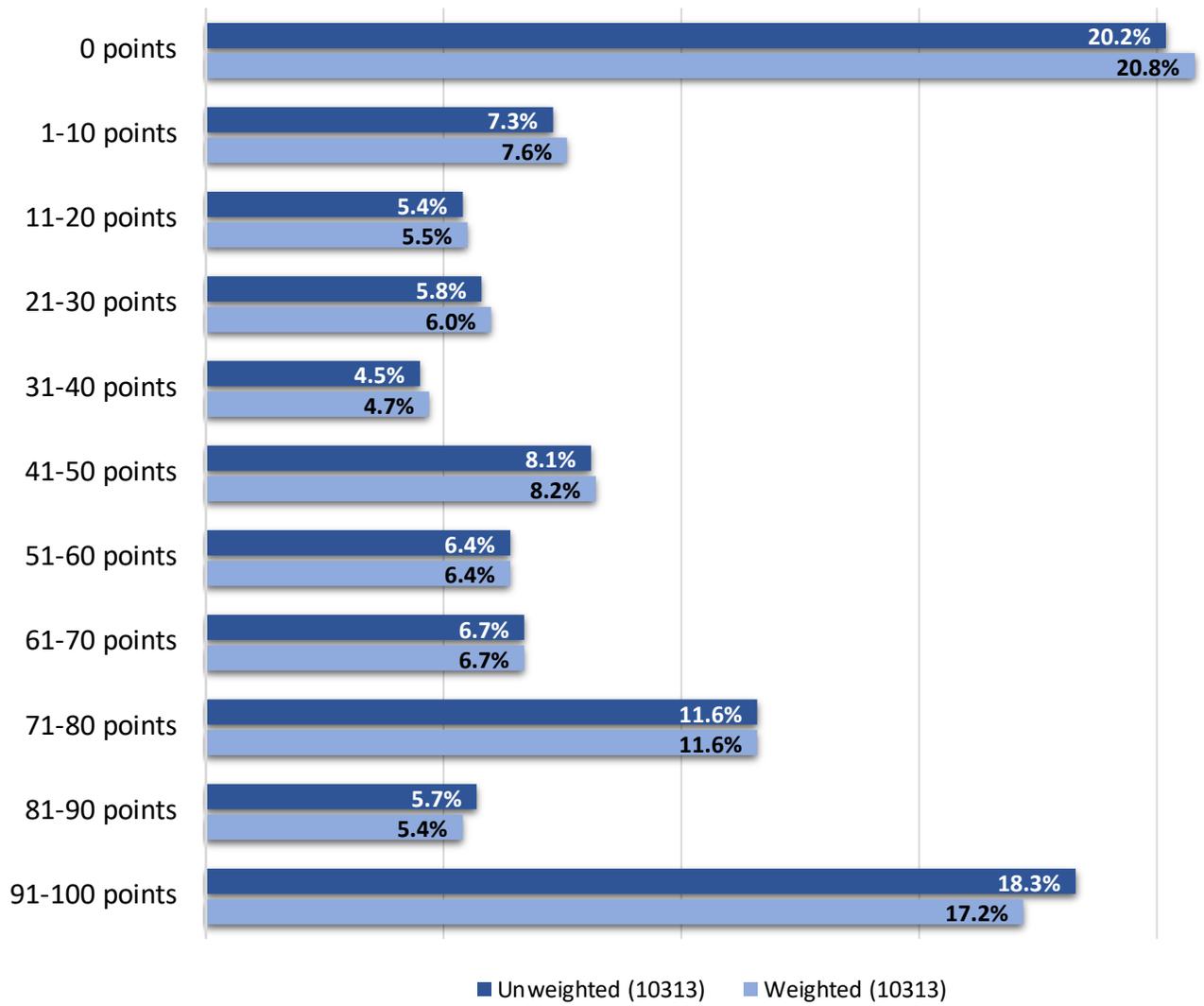
% breakdown of allocation of points (banded)  
Base=total sample

**UNWEIGHTED DATA**

**Q1a: Preference allocation of points for Option 1a**

- Overall, Option 1a gained 49.75% of all points allocated and was the clearly the preferred option overall
- Of the total sample, Option 1a scored the lowest % of 0 points allocated (20.2%) and the highest % of 91-100 points allocated (18.3%), compared to the other options
- The points allocation breakdown (by points band) for Option 1a was:
  - 20.2% scored 0 points
  - 31.1% scored between 1-50 points
  - 48.7% scored between 51-100 points

**Q1A: POINTS ALLOCATION FOR OPTION 1A (BY POINTS BAND): (SELL 250-YEAR LEASEHOLD ON 3 BIRDCAGE WALK)**  
Base=All respondents, 10313 (Unweighted and weighted)

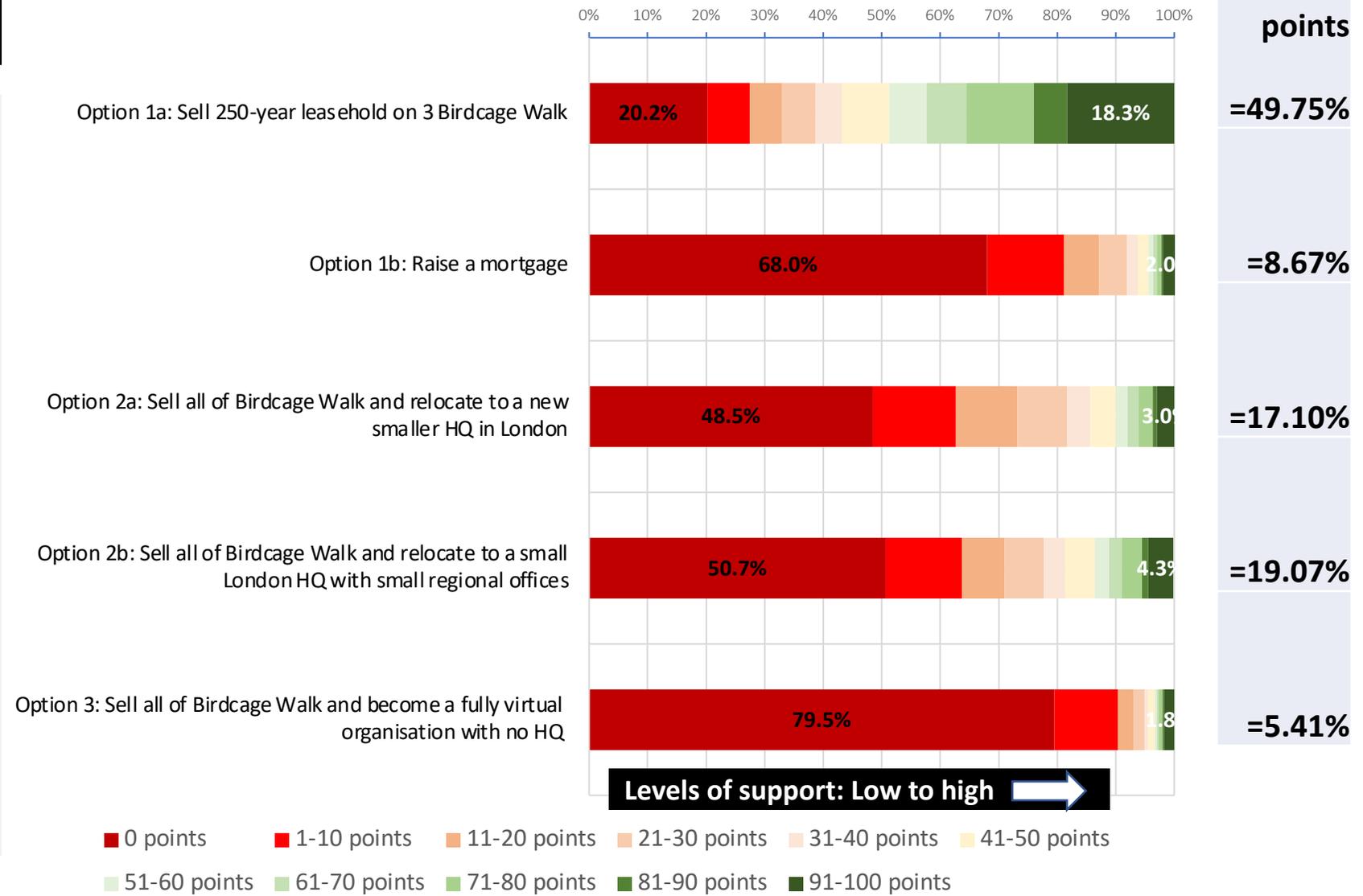


# Summary of preference allocation for all five options

% breakdown of allocation of points  
Base=total sample

- UNWEIGHTED DATA**
- Q1: Summary of points allocation for each option**
- The distribution of (banded) points allocated for each option is shown opposite (total=100% of the allocation of 100 points for each of the five options)
  - The %s of the total sample scoring the lower levels of support (e.g. 0 points, 1-10 points, etc.) are indicated by red/orange bars to the left of the chart; the %s of the total sample scoring higher levels of support (e.g. 81-90, 91-100 points) are indicated by green bars to the right of the chart
  - Option 1a** overall scored 49.75% share of all points allocated:
    - Lowest % of 0 points (20.2%) of the five options
    - Highest % of 91-100 points (18.3%) of the five options
  - By comparison, **Option 3** overall scored only a 5.41% share of all points allocated:
    - Highest % of 0 points (79.5%) of the five options
    - Lowest % of 91-100 points (1.8%) of the five options

**Q1: SUMMARY OF POINTS ALLOCATION FOR ALL FIVE OPTIONS (BANDED POINTS)**  
Base=All respondents, 10313



# Executive summary

## Member classification data (Unweighted)

Membership type and UK/International member

Age and gender

UK Region

International Country

IMEchE Divisions and Groups

### Overview

- **10,313 members** returned completed responses in the Indicative Poll
- Members' classification data (from the supplied IMechE database) was **automatically seeded** into each member's completed response for anonymised analysis purposes by MSS
- No data was linked to any individual member within MSS's reporting

### Membership type and UK/International member

- Unweighted, 63.4% were Full Members, 23.0% were Fellows/Honorary Fellows and 13.7% were Associate Members
- Associates were under-represented and Fellows over-represented in the Indicative Poll, when compared with the actual %s of IMechE eligible voters held on the IMechE database
- Unweighted, 89.6% were UK members and 10.4% were International members
- UK members were over-represented and International members under-represented in the Indicative Poll

### Age group and gender

- There was a wide spread of age groups represented, ranging from under 25 years (1.4%) to 85+ years (1.9%)
- The largest single age group was 55-64 years (21.2%)
- By gender, 93.9% were male and 6.1% were female

### UK Region and International Country

- All IMechE UK regions were represented, the largest single region being Western (12.1% of UK members)
- International members represented a wide range of countries, the highest % being USA (14.5% of International members)

### IMEchE Divisions and Groups

- All IMechE Divisions were represented, the largest single Division being Manufacturing (30.6%)
- All IMechE Groups were represented, the largest single Group being Management (46.3%)

# IMechE membership type and UK or International member

Base=total sample  
Seeded data

## UNWEIGHTED DATA

### Q3: IMechE membership type and Q6: UK or international member

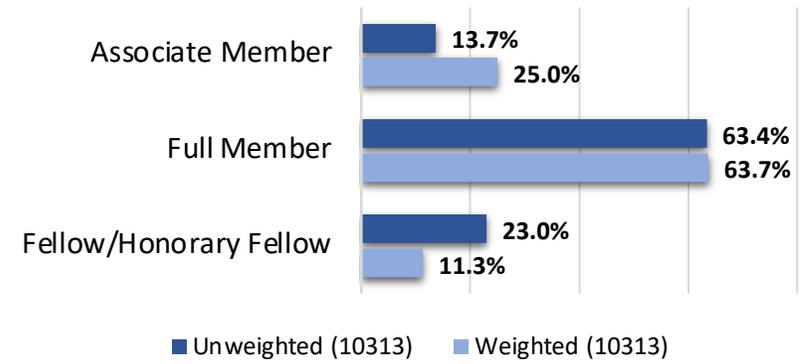
- The Indicative Poll was open to all those IMechE members who were entitled to vote in IMechE elections and were included on the supplied IMechE database with an email address
- Of the 10,313 members who took part in the Indicative Poll, the membership types were:
  - Associate Member 13.7%
  - Full Member 63.4%
  - Fellow/Honorary Fellow 23.0%
- Of the total sample, 89.6% were UK members and 10.4% International members

## WEIGHTED DATA

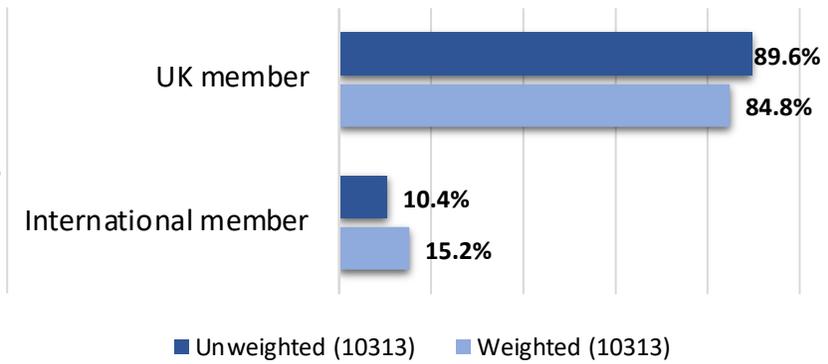
### Reweighting the data based on interlocking Membership type and UK/International member

- When comparing the % profile of those who **took part** in the Indicative Poll (dark blue bars) to the **actual** % profile of entitled voting members on IMechE's database, there was an over-representation of the % of Fellows/Honorary Fellows and an under-representation of the % of Associate Members in the Indicative Poll
- For comparison, reweighted data is shown (light blue bars) using an interlocking reweight of Membership type x UK or International member, this data based upon IMechE's voting member database counts

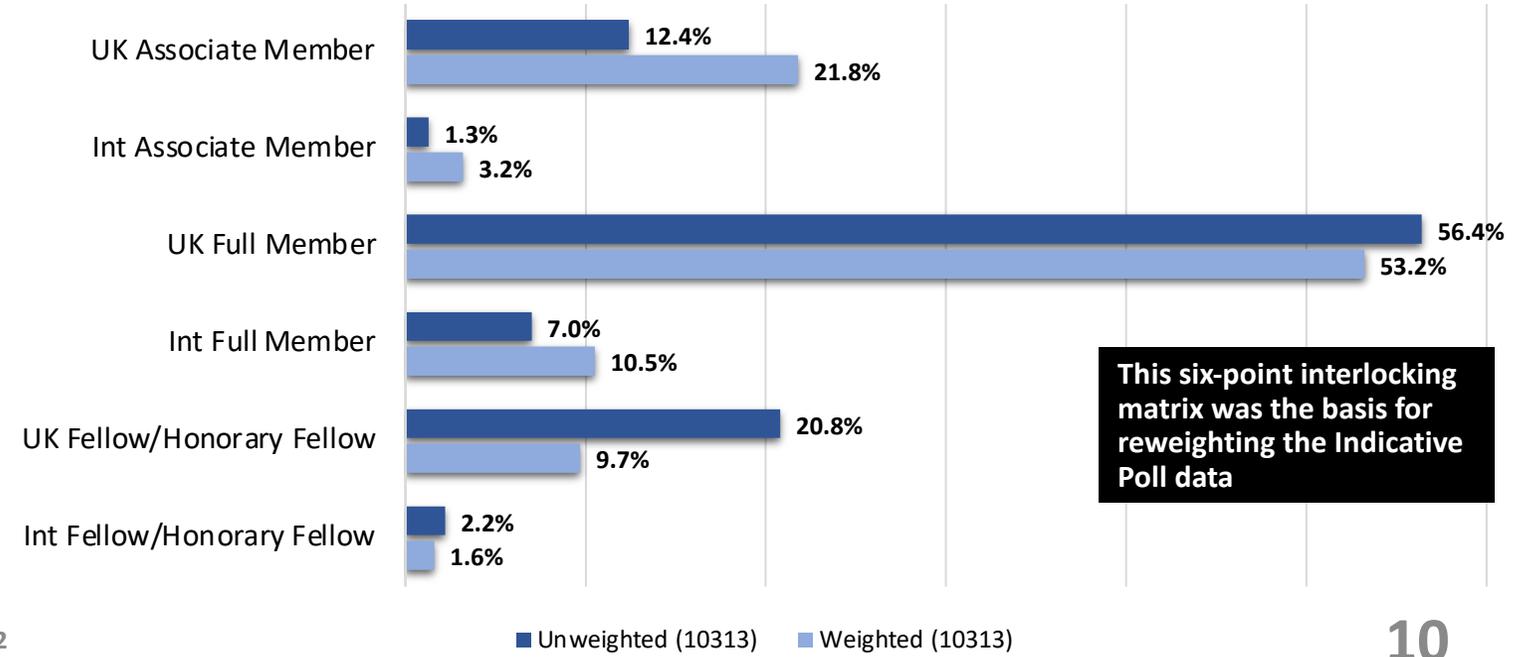
Q3: MEMBERSHIP TYPE  
Base=All respondents, 10313  
(Unweighted and weighted)



Q6: UK OR INTERNATIONAL MEMBER  
Base=All respondents, 10313  
(Unweighted and weighted)



Q3/Q6: MEMBERSHIP TYPE X UK/INTERNATIONAL MEMBER  
Base=All respondents, 10313 (Unweighted and weighted)



This six-point interlocking matrix was the basis for reweighting the Indicative Poll data

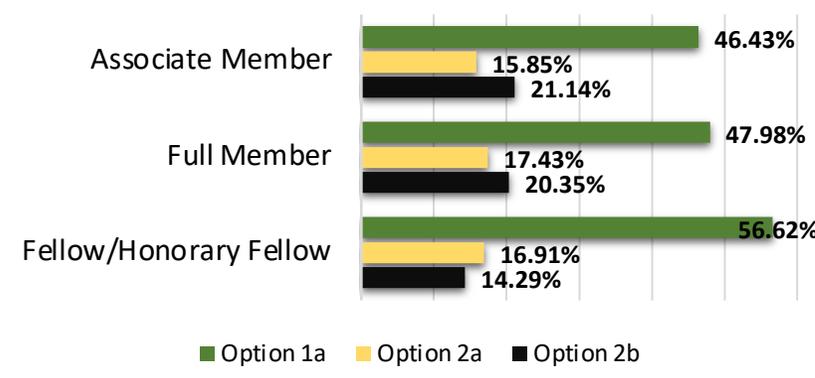
# % share of points allocated for Options 1a, 2a and 2b by IMechE membership type and UK or International member Base=total sample

## UNWEIGHTED DATA

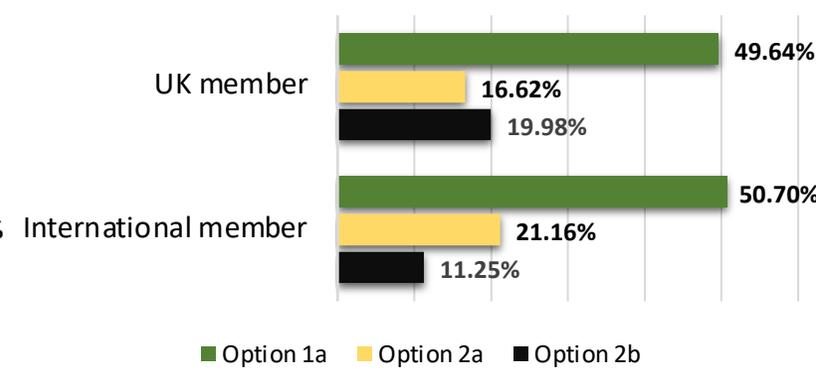
### Comparison - % share of points allocated for Options 1a, 2a and 2b

- The overall % share of total points allocated is shown with a breakdown for each respondent category within:
  - Membership type
  - UK and International member
  - Membership type x UK/International member
- NOTE: The overall % share of the total points allocated by all members (10,313) in the Indicative Poll was:
  - Option 1a 49.75% of total points
  - Option 1b 8.67%
  - Option 2a 17.10%
  - Option 2b 19.07%
  - Option 3 5.41%

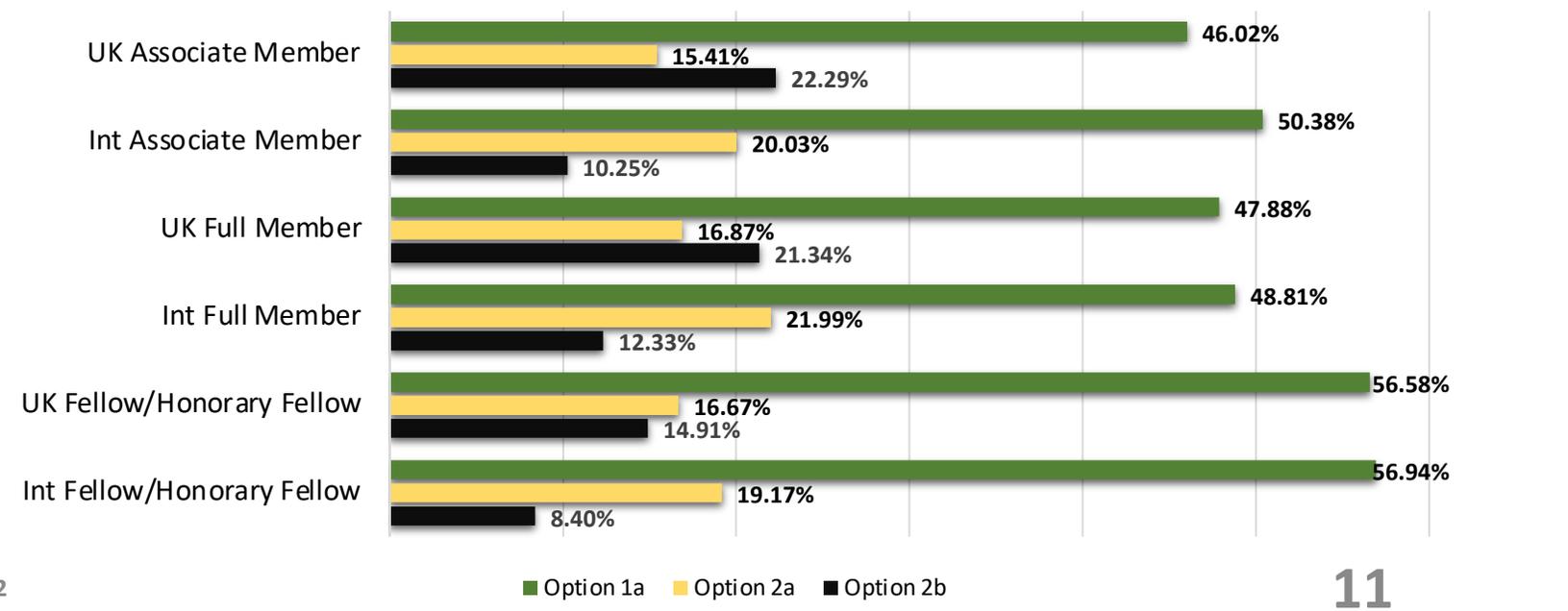
**% SHARE OF POINTS ALLOCATED FOR OPTIONS 1A, 2A, 2B BY MEMBERSHIP TYPE**  
Base=All respondents, 10313 (Unweighted)



**% SHARE OF POINTS ALLOCATED FOR OPTIONS 1A, 2A, 2B BY UK/INTERNATIONAL MEMBER**  
Base=All respondents, 10313 (Unweighted)



**% SHARE OF POINTS ALLOCATED FOR OPTIONS 1A, 2A, 2B BY MEMBERSHIP TYPE X UK/INTERNATIONAL MEMBER**  
Base=All respondents, 10313 (Unweighted)

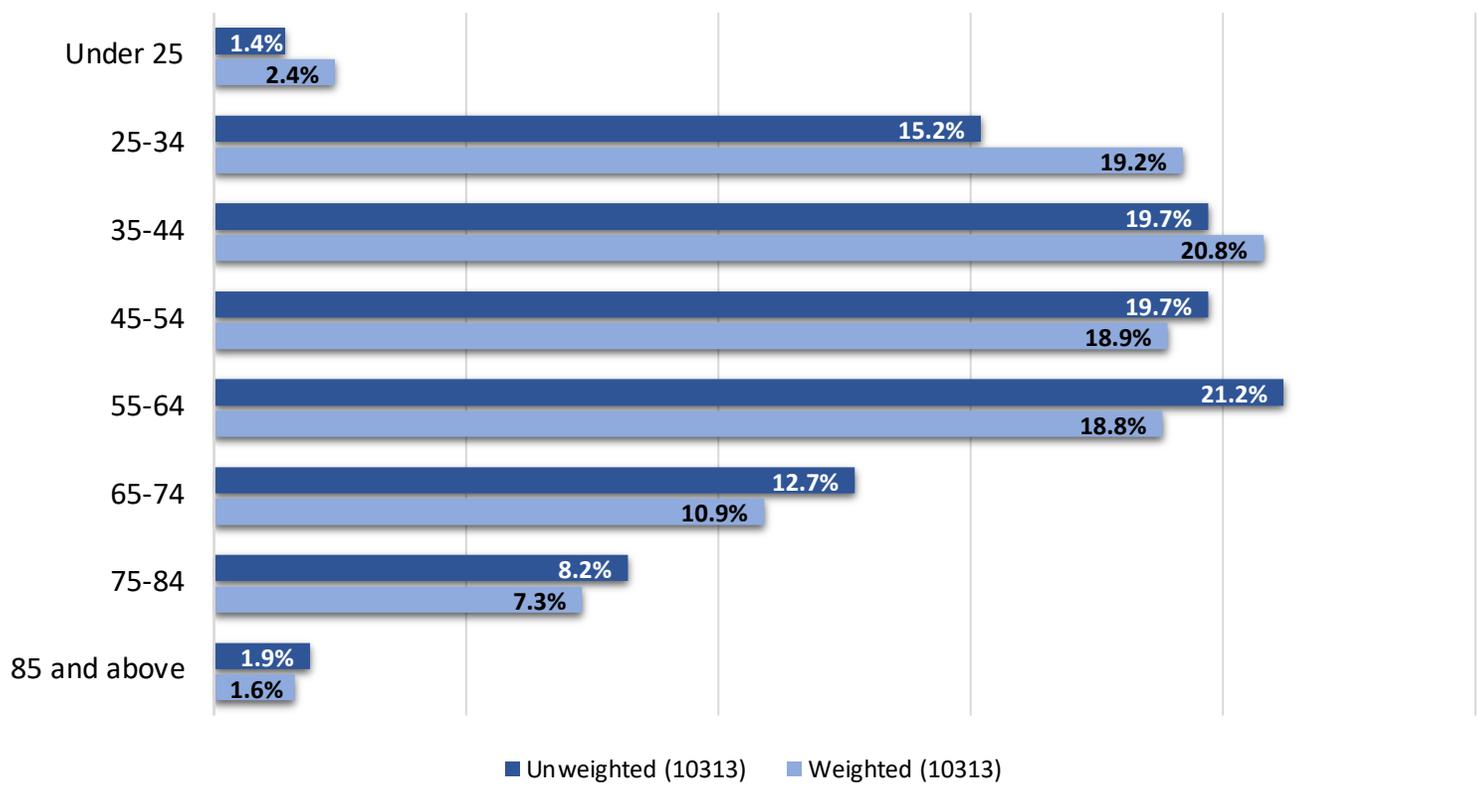


# Member demographics: Age group and gender

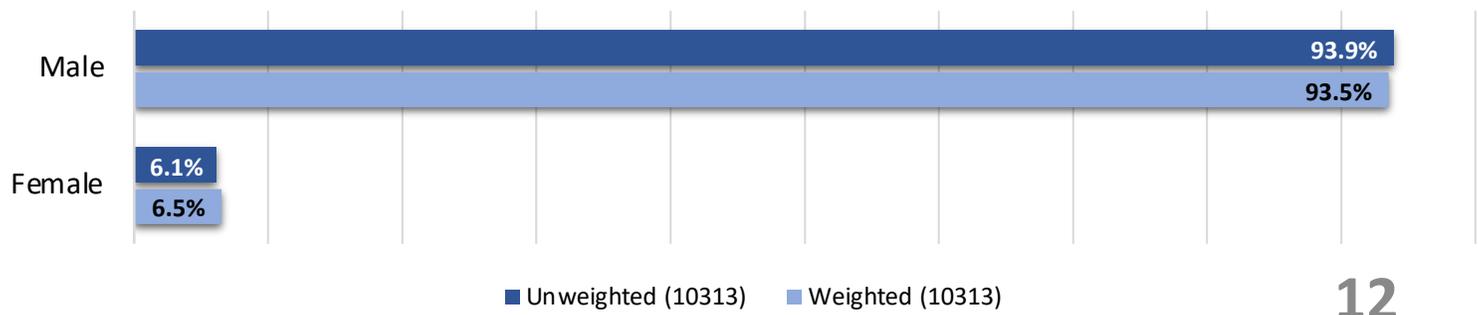
Base=total sample  
Seeded data

- ### UNWEIGHTED DATA
- #### Q4: Age group
- Those taking part in the Indicative Poll represented a full range of age groups from under 25, to over 85, years of age
  - The largest single age group was 55-64 years (21.2%)
  - 1.4% of all respondents were under 25 and 1.9% were 85 years or above
- #### Q5: Gender
- 93.9% of those taking part were male (93.7% of UK members and 95.7% of International members)
  - 6.1% were female (6.3% of UK members and 4.3% of International members)

**Q4: AGE GROUP**  
Base=All respondents, 10313 (Unweighted and weighted)



**Q5: GENDER**  
Base=All respondents, 10313 (Unweighted and weighted)



# % share of points allocated for Options 1a, 2a and 2b by age group and gender

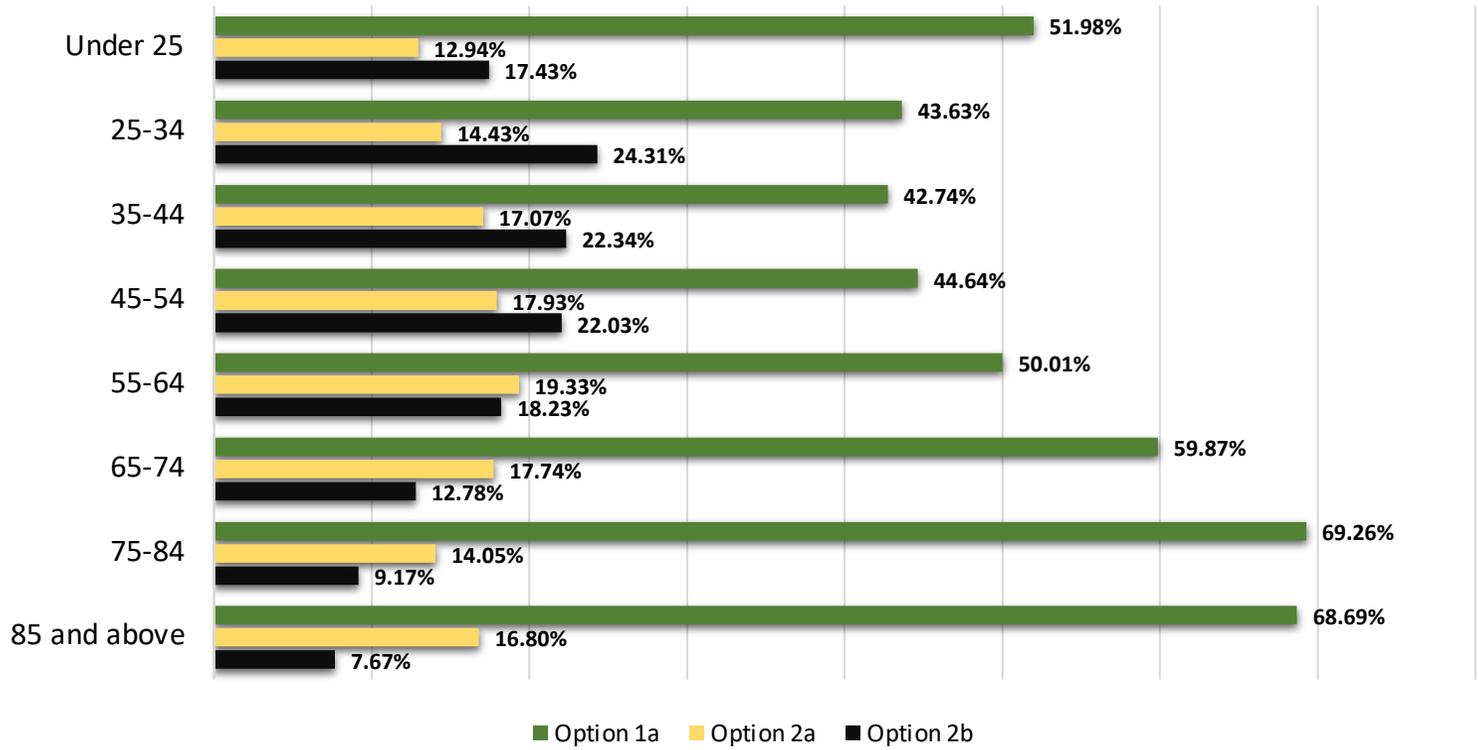
Base=total sample

**UNWEIGHTED DATA**

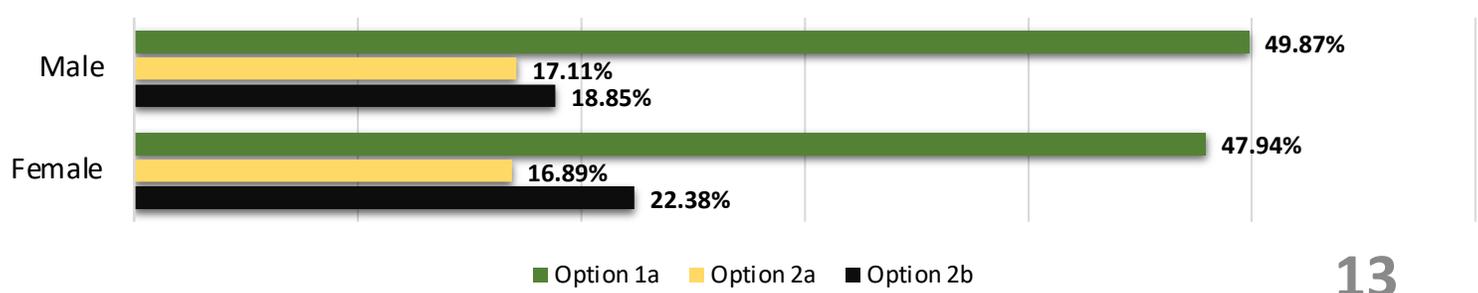
**Comparison - % share of points allocated for Options 1a, 2a and 2b**

- The overall % share of total points allocated is shown with a breakdown for each respondent category within:
  - Member age group**
  - Membership gender**
- NOTE: The overall % share of the total points allocated by all members (10,313) in the Indicative Poll was:
  - Option 1a 49.75% of total points
  - Option 1b 8.67%
  - Option 2a 17.10%
  - Option 2b 19.07%
  - Option 3 5.41%

**% SHARE OF POINTS ALLOCATED FOR OPTIONS 1A, 2A, 2B BY AGE GROUP**  
Base=All respondents, 10313 (Unweighted)



**% SHARE OF POINTS ALLOCATED FOR OPTIONS 1A, 2A, 2B BY GENDER**  
Base=All respondents, 10313 (Unweighted)

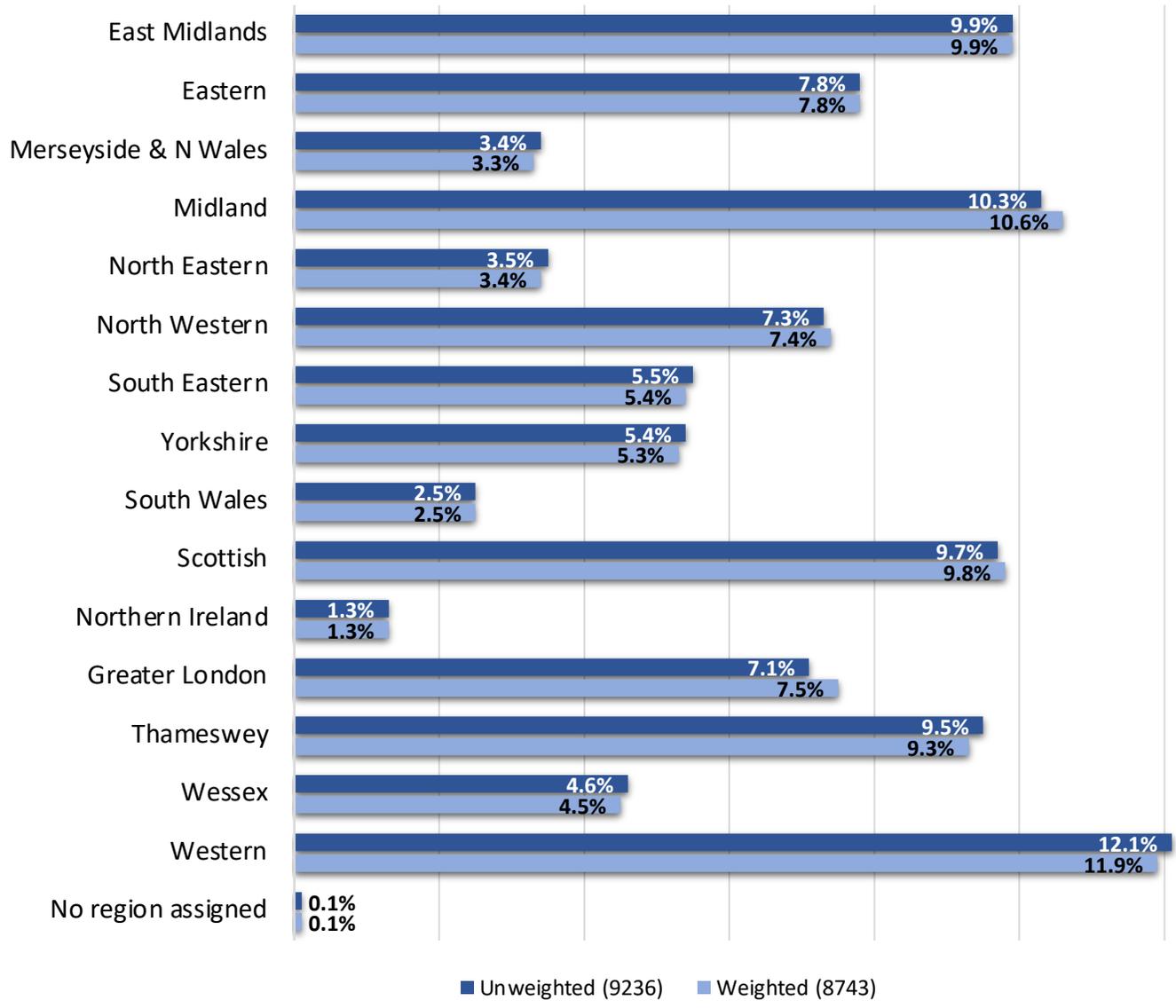


# IMechE UK Region

Base=UK members only  
Seeded data

- ### UNWEIGHTED DATA
- #### Q7: UK Region
- Those UK members taking part in the Indicative Poll represented a full range of IMechE UK regions
  - The largest single UK region was Western (12.1% of UK members)
  - The top five UK regions represented were:
    - Western 12.1% of UK members
    - Midland 10.3%
    - East Midlands 9.9%
    - Scottish 9.7%
    - Thameswey 9.5%

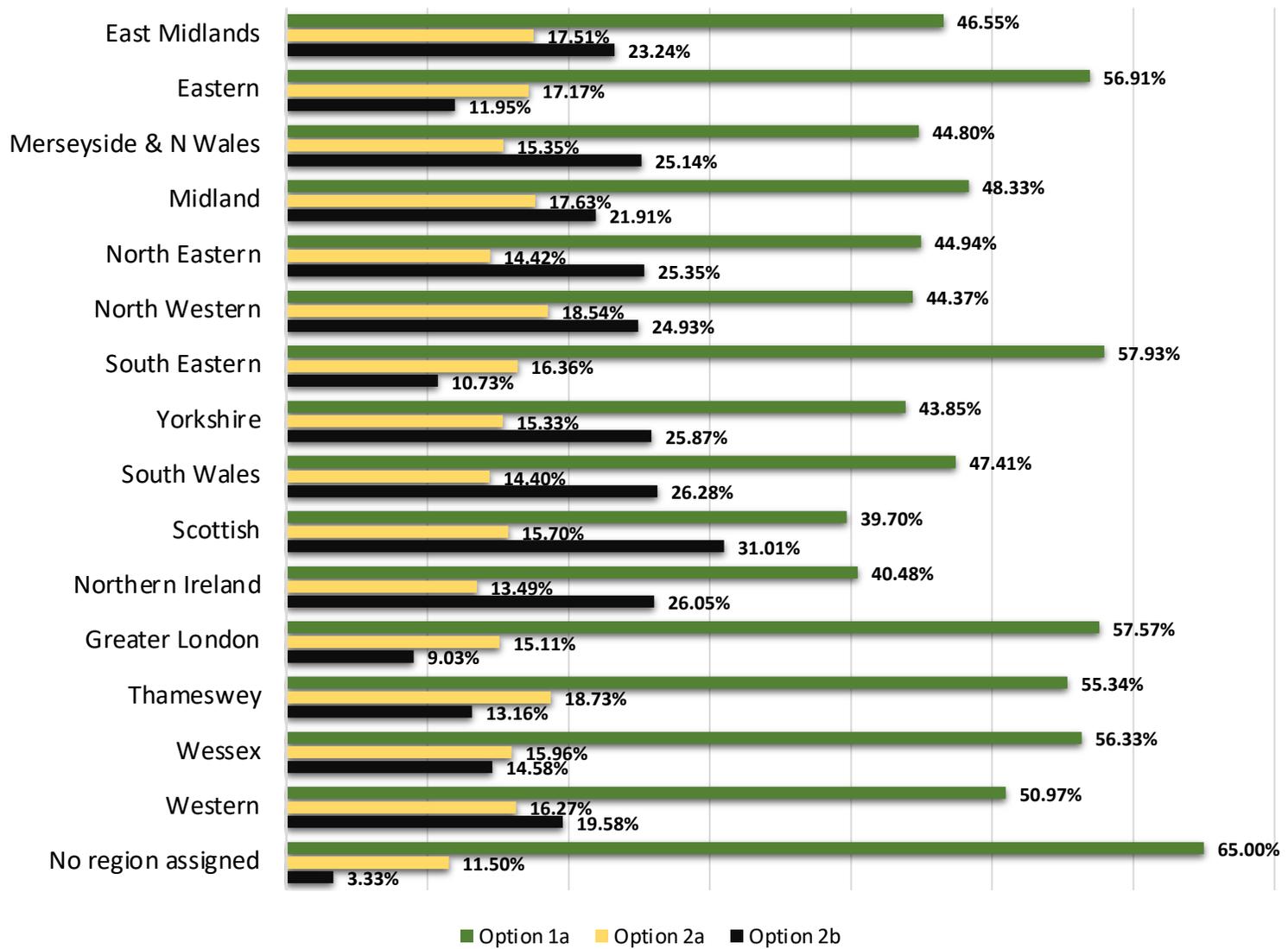
**Q7: IMECHE UK REGION**  
Base=All UK members, 9236 (Unweighted), 8743 (Weighted)



# % share of points allocated for Options 1a, 2a and 2b by IMechE UK Region

Base=UK members only

**% SHARE OF POINTS ALLOCATED FOR OPTIONS 1A, 2A, 2B BY IMECHE UK REGION**  
Base=All UK members, 9236 (Unweighted)



## UNWEIGHTED DATA

### Comparison - % share of points allocated for Options 1a, 2a and 2b

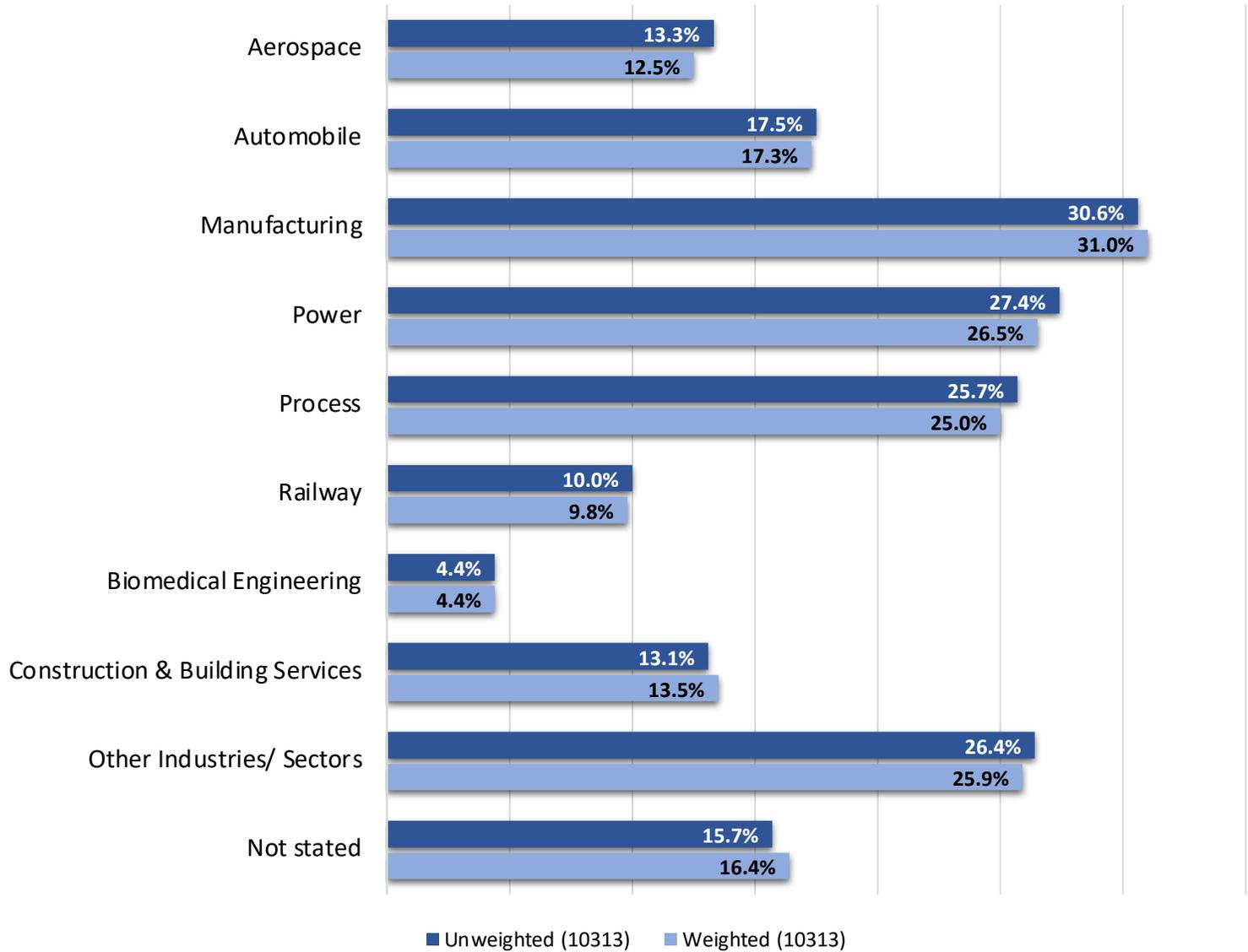
- The overall % share of total points allocated is shown with a breakdown for each respondent category within:
  - **IMechE UK Region**
- NOTE: The overall % share of the total points allocated by all members (10,313) in the Indicative Poll was:
  - Option 1a      49.75% of total points
  - Option 1b      8.67%
  - Option 2a      17.10%
  - Option 2b      19.07%
  - Option 3      5.41%

# Membership of IMechE Division(s)

Base=total sample  
Seeded data

- ## UNWEIGHTED DATA
- ### Q8: IMechE Division(s)
- Those taking part in the Indicative Poll represented a full range of IMechE Divisions
  - Members could belong to more than one Division
  - The largest single Division was Manufacturing (30.6% of all members)
  - The top five Divisions represented were:
    - Manufacturing 30.6%
    - Power 27.4%
    - Other Industries/Sectors 26.4%
    - Process 25.7%
    - Automobile 17.5%

Q8: IMECHE DIVISION(S)  
Base=All respondents, 10313 (Unweighted and weighted)



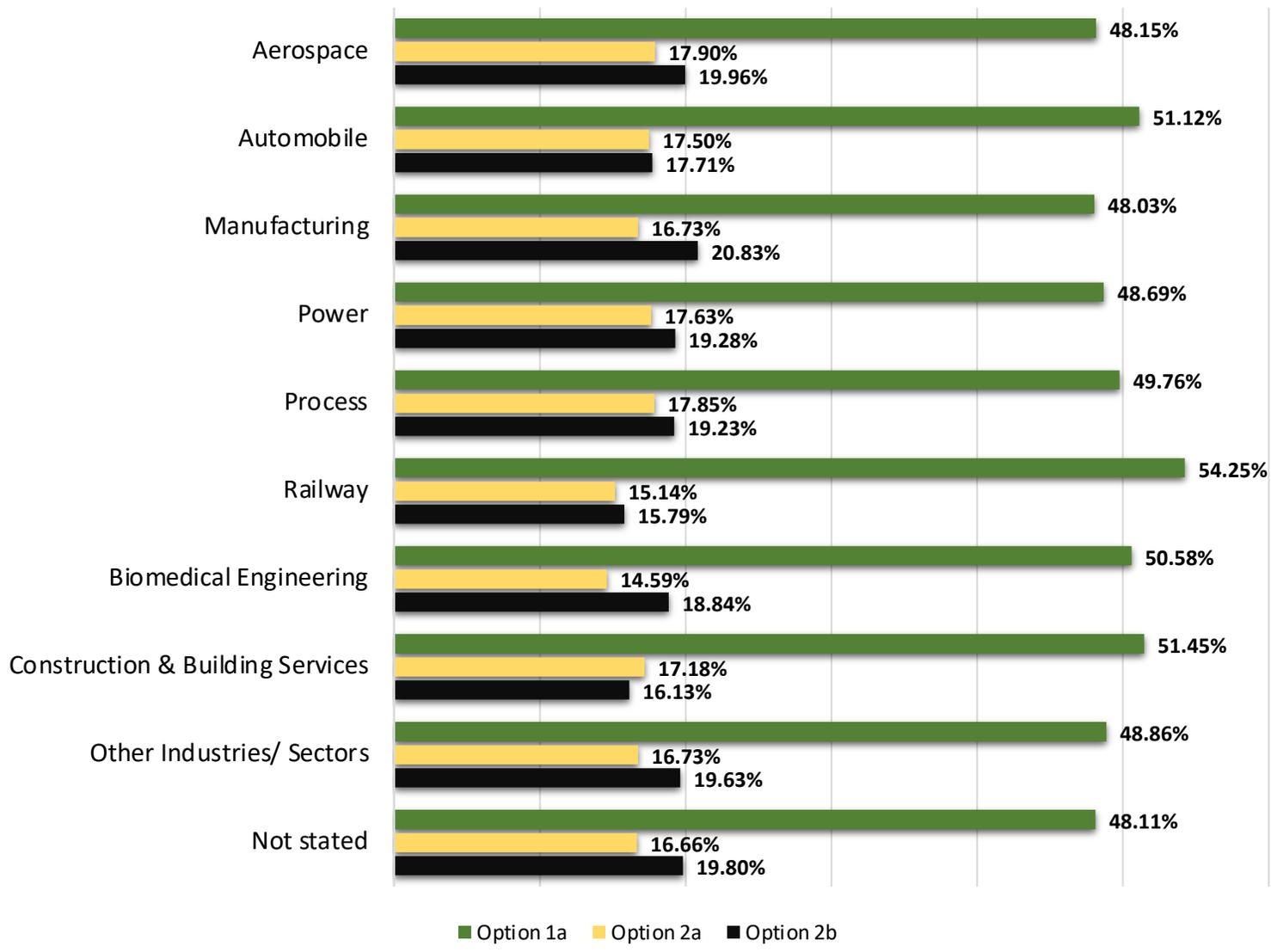
# % share of points allocated for Options 1a, 2a and 2b by IMechE Division(s) Base=total sample

**UNWEIGHTED DATA**

**Comparison - % share of points allocated for Options 1a, 2a and 2b**

- The overall % share of total points allocated is shown with a breakdown for each respondent category within:
  - IMechE Division(s)**
- NOTE: The overall % share of the total points allocated by all members (10,313) in the Indicative Poll was:
  - Option 1a 49.75% of total points
  - Option 1b 8.67%
  - Option 2a 17.10%
  - Option 2b 19.07%
  - Option 3 5.41%

**% SHARE OF POINTS ALLOCATED FOR OPTIONS 1A, 2A, 2B BY IMECHE DIVISION(S)**  
Base=All respondents, 10313 (Unweighted)

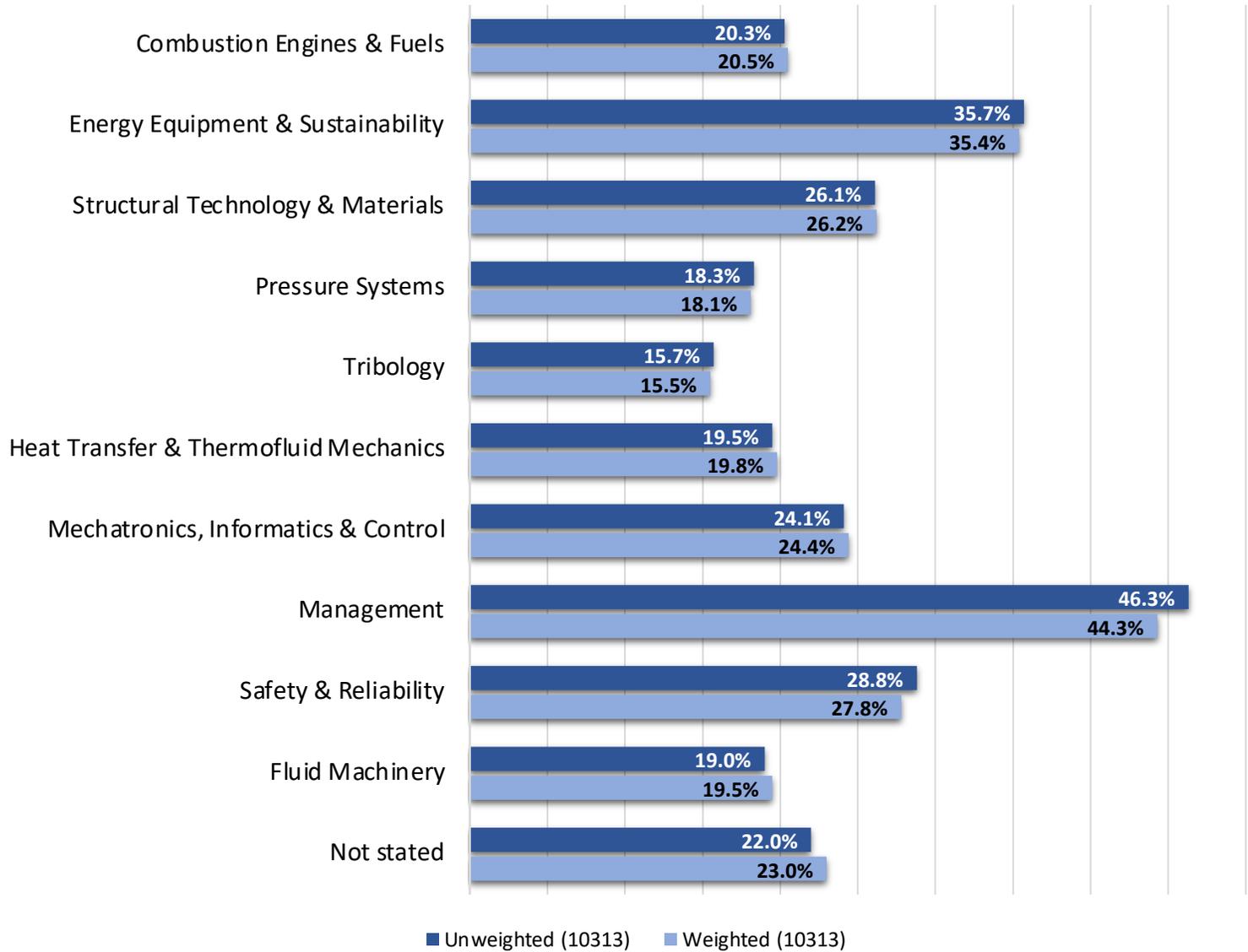


# Membership of IMechE Group(s)

Base=total sample  
Seeded data

- ### UNWEIGHTED DATA
- #### Q9: IMechE Group(s)
- Those taking part in the Indicative Poll represented a full range of IMechE Groups
  - Members could belong to more than one Group
  - The largest single IMechE Group was Management (46.3% of all members)
  - The top five Groups represented were:
    - Management 46.3%
    - Energy Equipment & Sustainability 35.7%
    - Safety & Reliability 28.8%
    - Structural Technology & Materials 26.1%
    - Mechatronics, Informatics & Control 24.1%

**Q9: IMECHE GROUP(S)**  
Base=All respondents, 10313 (Unweighted and weighted)



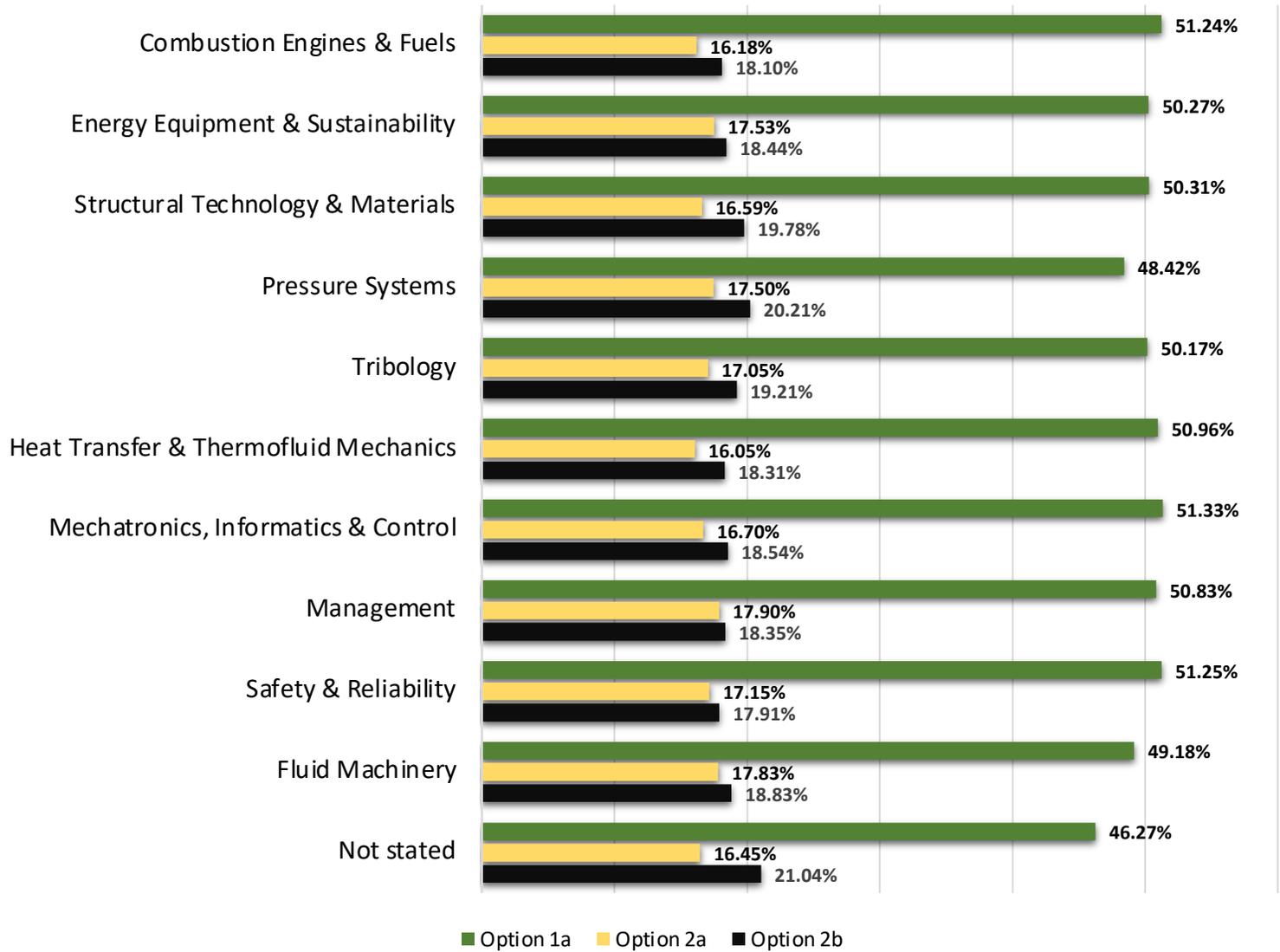
# % share of points allocated for Options 1a, 2a and 2b by IMechE Group(s) Base=total sample

**UNWEIGHTED DATA**

**Comparison - % share of points allocated for Options 1a, 2a and 2b**

- The overall % share of total points allocated is shown with a breakdown for each respondent category within:
  - IMechE Group(s)**
- NOTE: The overall % share of the total points allocated by all members (10,313) in the Indicative Poll was:
  - Option 1a 49.75% of total points
  - Option 1b 8.67%
  - Option 2a 17.10%
  - Option 2b 19.07%
  - Option 3 5.41%

**% SHARE OF POINTS ALLOCATED FOR OPTIONS 1A, 2A, 2B BY IMECHE GROUP(S)**  
Base=All respondents, 10313 (Unweighted)

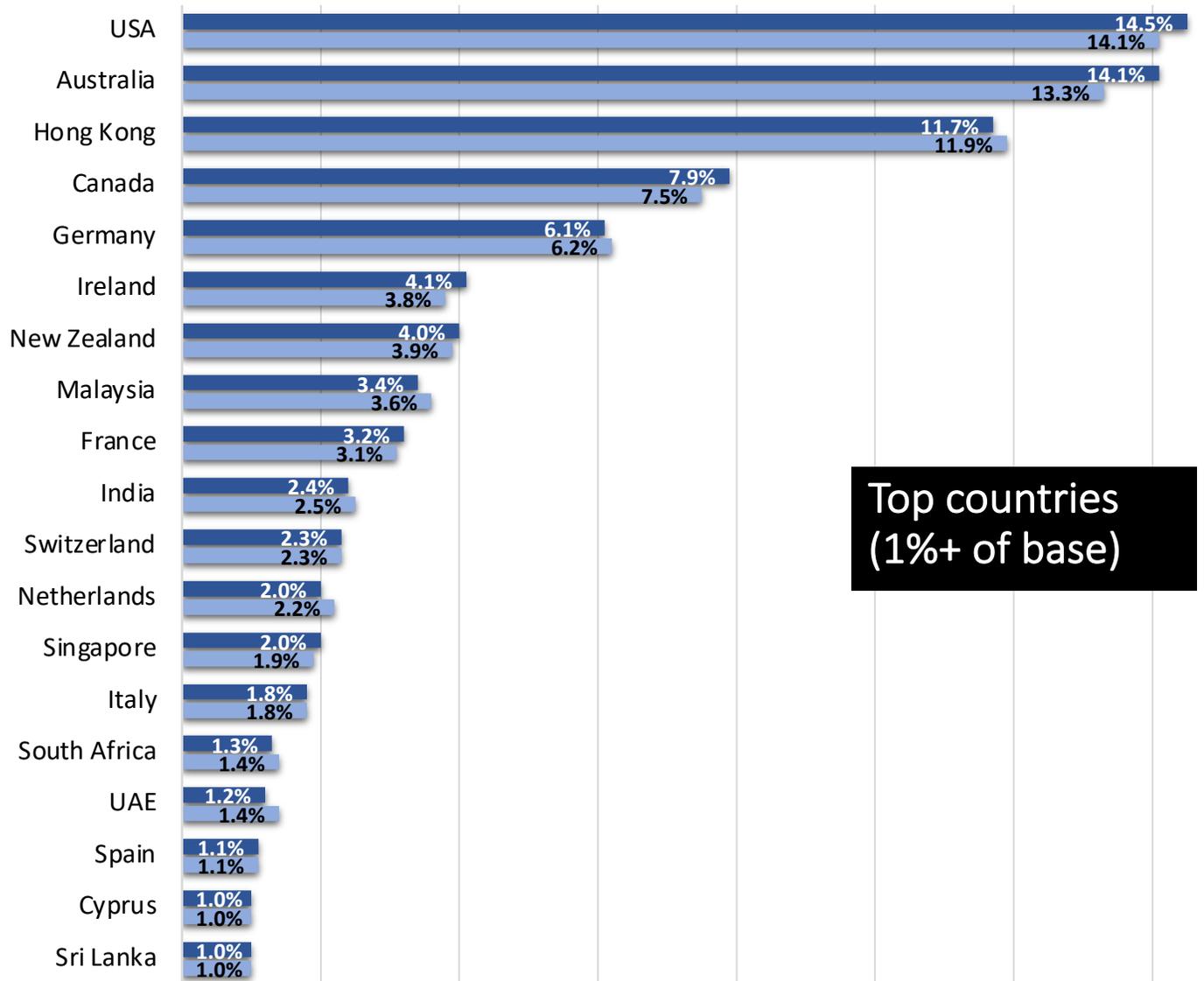


# International Country (exc. UK)

Top countries (1%+ of base)  
Base=International members only  
Seeded data

- UNWEIGHTED DATA**
- Q10: International Country (exc. UK)**
- Those International members taking part in the Indicative Poll were from a wide range of countries
  - By International member participation (1%+), the top International countries are shown
  - The largest single International country was USA (14.5% of International members)
  - The top five International countries represented were:
    - USA 14.5% of International
    - Australia 14.1%
    - Hong Kong 11.7%
    - Canada 7.9%
    - Germany 6.1%

**Q10: INTERNATIONAL COUNTRY (EXC. UK)**  
Base=All International members, 1077 (Unweighted), 1571 (Weighted)



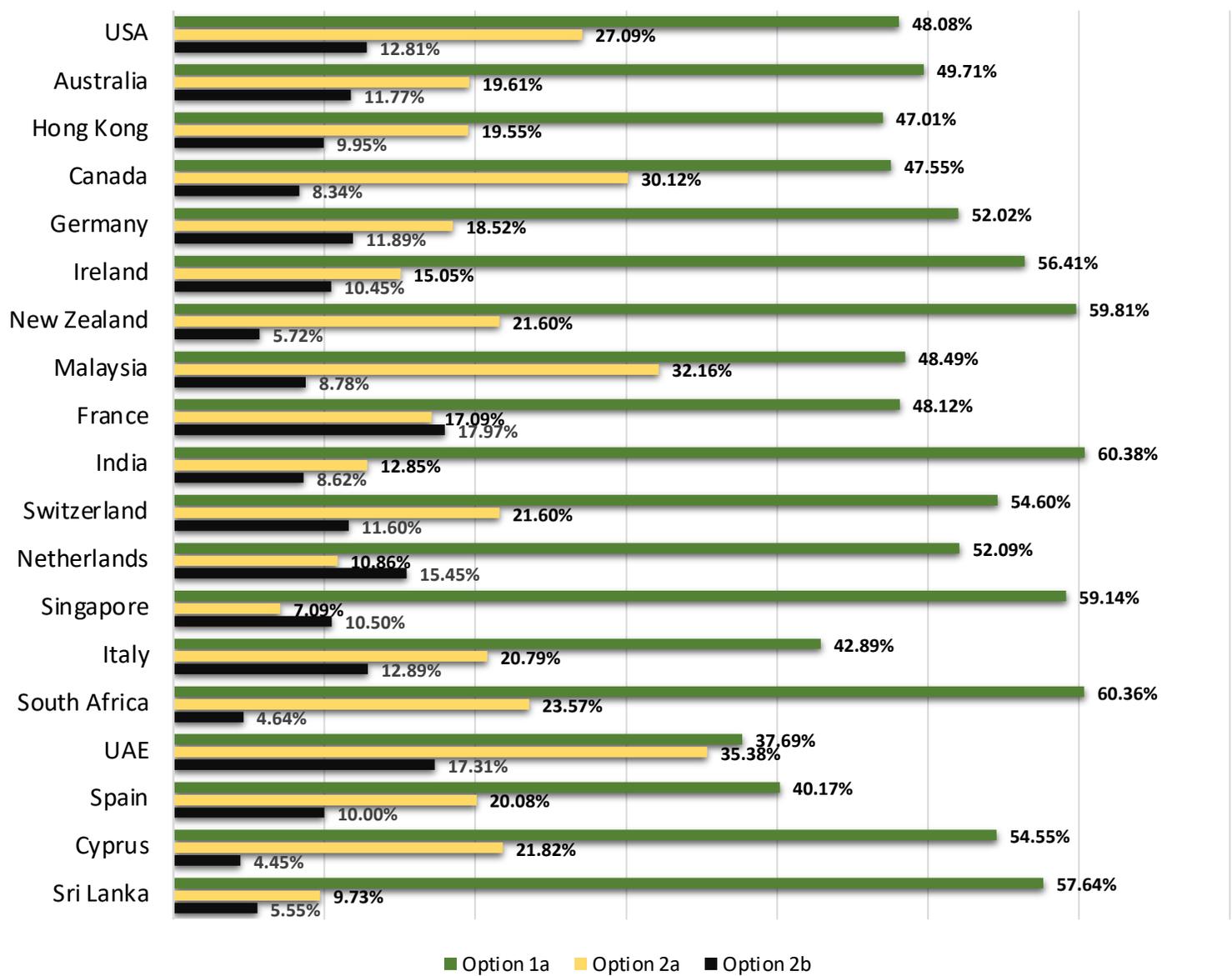
**Top countries (1%+ of base)**

■ Unweighted (1077) ■ Weighted (1571)

# % share of points allocated for Options 1a, 2a and 2b by International Country (exc. UK) Base=International members only

**Top countries (1%+ of base)**

**% SHARE OF POINTS ALLOCATED FOR OPTIONS 1A, 2A, 2B BY INTERNATIONAL COUNTRY (EXC. UK)**  
Base=All International members, 1077 (Unweighted)



## UNWEIGHTED DATA

### Comparison - % share of points allocated for Options 1a, 2a and 2b

- The overall % share of total points allocated is shown with a breakdown for each respondent category within:
  - **International Country (exc. UK)**
- NOTE: The overall % share of the total points allocated by all members (10,313) in the Indicative Poll was:
  - Option 1a      49.75% of total points
  - Option 1b      8.67%
  - Option 2a      17.10%
  - Option 2b      19.07%
  - Option 3      5.41%

# The Future of Birdcage Walk – Indicative Poll

Online interviews  
January/February 2022

Institution of  
**MECHANICAL  
ENGINEERS**

End of  
presentation

