

# EOA ANNUAL REVIEW 2017

# MAINSTREAMING EO IN 2017

## CAMPAIGNING & CELEBRATING

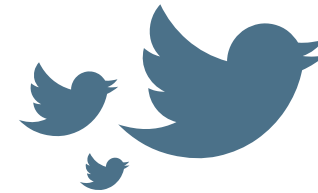
### THE EOA HAS REACHED OUT TO HELP MAINSTREAM EMPLOYEE OWNERSHIP IN 2017

- Leading biggest ever review of UK employee ownership via the Ownership Effect Inquiry
- Hosting events and campaigns including – EO Day, UK Employee Ownership Awards, EOA Conference, Robert Oakeshott Lecture and EOA Summer Dinner
- By being relevant commenting on the big macro issues, publishing research and attracting inspiring keynote speakers
- Connecting with key influencers in government, business organisations and media

1,950

PEOPLE ATTEND  
EOA EVENTS  
IN 2017

↑↑ 30%  
INCREASE



1.3M REACH  
EO DAY VIA TWITTER

10<sup>+</sup>  
CEO BLOGS



x118  
PIECES OF  
MEDIA COVERAGE

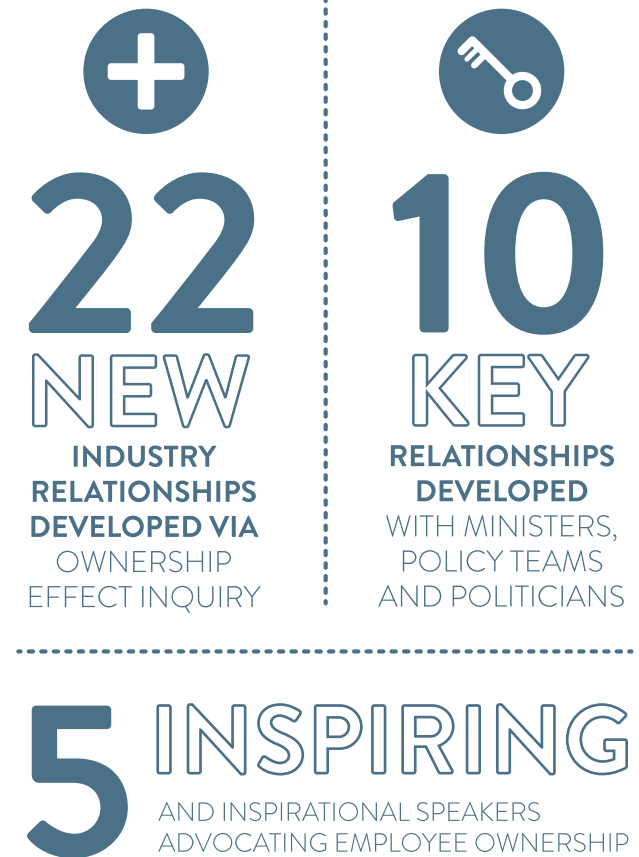
# MAINSTREAMING EO IN 2017

## GROWING THE EVIDENCE



2017 research includes 3 pieces of ongoing research published with partners including with RM2, the EOT Survey, and the UK Top 50 Employee Owned businesses and with the White Rose Centre for Employee Ownership, the update of their Annual Survey plus the YouGov Trust Survey commissioned with Scottish Enterprise.

## ENGAGING THE INFLUENCERS



# SUPPORTING, GROWING & EXCELLING

## EOA MEMBER PROPOSITION

### WE HAVE SUPPORTED AND ENGAGED MEMBERS TO HELP MAINSTREAM EMPLOYEE OWNERSHIP IN 2017:

- Welcoming new members, facilitating transitions and supporting members on their own employee ownership journey
- Developing the member proposition to include new mechanisms and opportunities to enable members to connect, to tell their EO story or to raise their profile through sponsorship opportunities
- Delivering networking and learning opportunities through our Regional Networks and other key events
- Establishing a new Membership Council to represent the views of all member types



14

**MEMBER REPRESENTATIVES**  
RECRUITED TO THE NEW EO  
MEMBERSHIP COUNCIL

10

**EOA MEMBERS  
SPONSORED**  
KEY ACTIVITY,  
PROJECTS  
& EVENTS

270+

**JOIN AND TEST**  
BETA EO HUB  
IN FIRST MONTH



100+

**MEMBER TO MEMBER**  
INTRODUCTIONS

1

**NEW ANNUAL  
TRUSTEE DINNER**  
HOSTED BY EOA  
PRESIDENT SIR  
CHARLIE MAYFIELD

# SUPPORTING, GROWING & EXCELLING

## MEMBER GROWTH

**186**

ENQUIRIES

RESULTING IN

**64**

NEW MEMBERS

**331**

MEMBERS  
AT THE END OF

**2017**



**3** NEW  
TRUSTEE  
MEMBERS

**15** MEMBERS SUPPORTED  
TO BECOME  
EMPLOYEE OWNED

## LEARN & NETWORK

**67%**

INCREASE

IN PARTICIPATION  
IN 20 REGIONAL  
NETWORK EVENTS

**55**

SESSIONS

TO LEARN AND  
NETWORK IN 2017

**10%**

INCREASE

IN ATTENDANCE AT  
EOA ANNUAL CONFERENCE  
TO 680+ DELEGATES