

# Small Business Survey 2012



Focus on mentoring

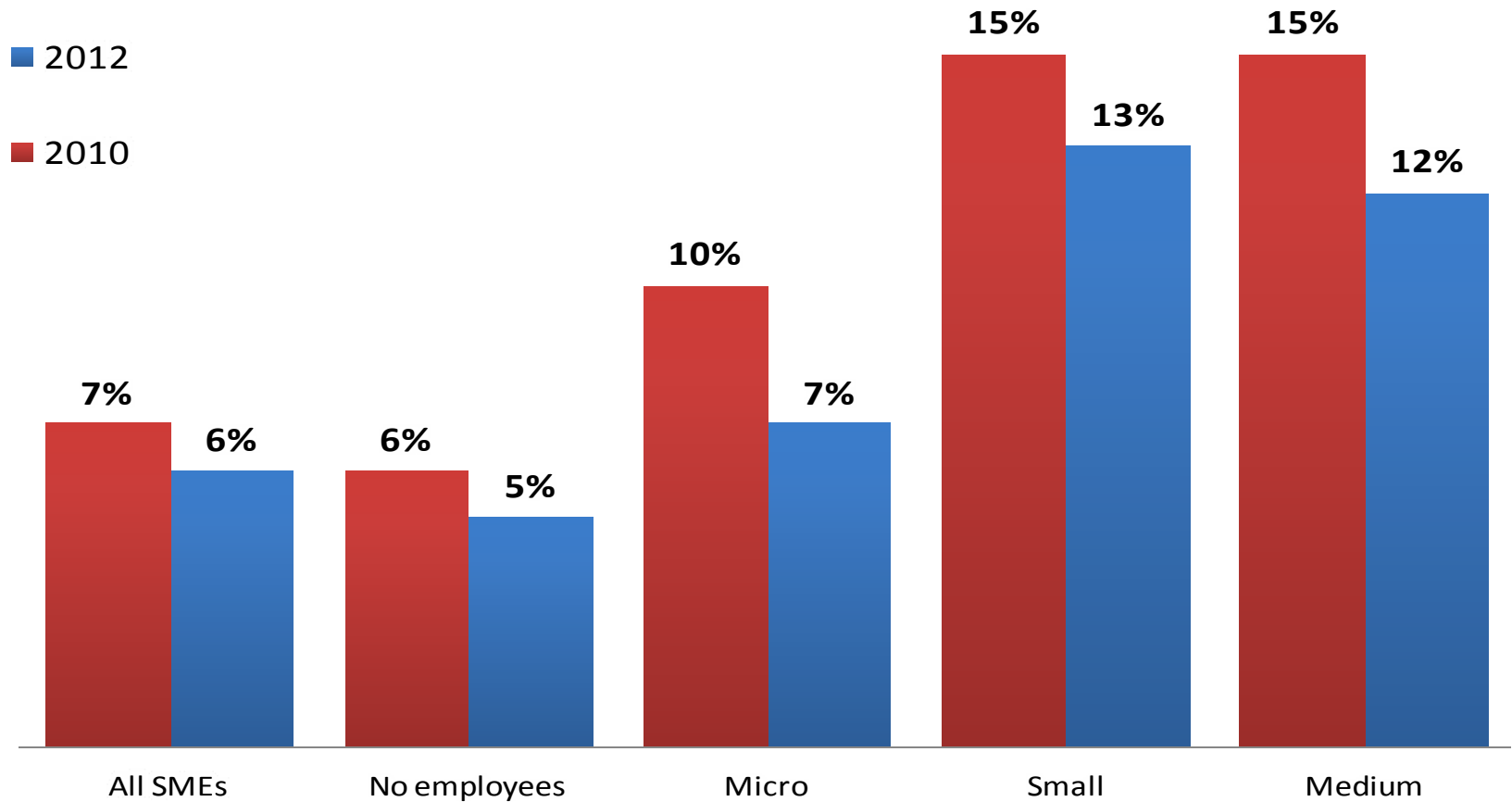


- Small Business Survey 2012
  - 5,723 CATI interviews with SME business owner/managers, June to September 2012
  - Sampled and weighted to 2012 BPE
  - Main report is based on SME employers only
- Themed analyses
  - No employees (report/presentation)
  - Wales, Northern Ireland (reports)
  - Exporting (report)
  - Social enterprises (report)
  - Credit risk analysis (report)
  - Family businesses (report/presentation)
  - Business support (presentation)
  - Access to finance (presentation)
  - Growth (report/presentation)
  - Start-ups (report/presentation)
  - **Mentors (presentation)**
  - Technical (report)

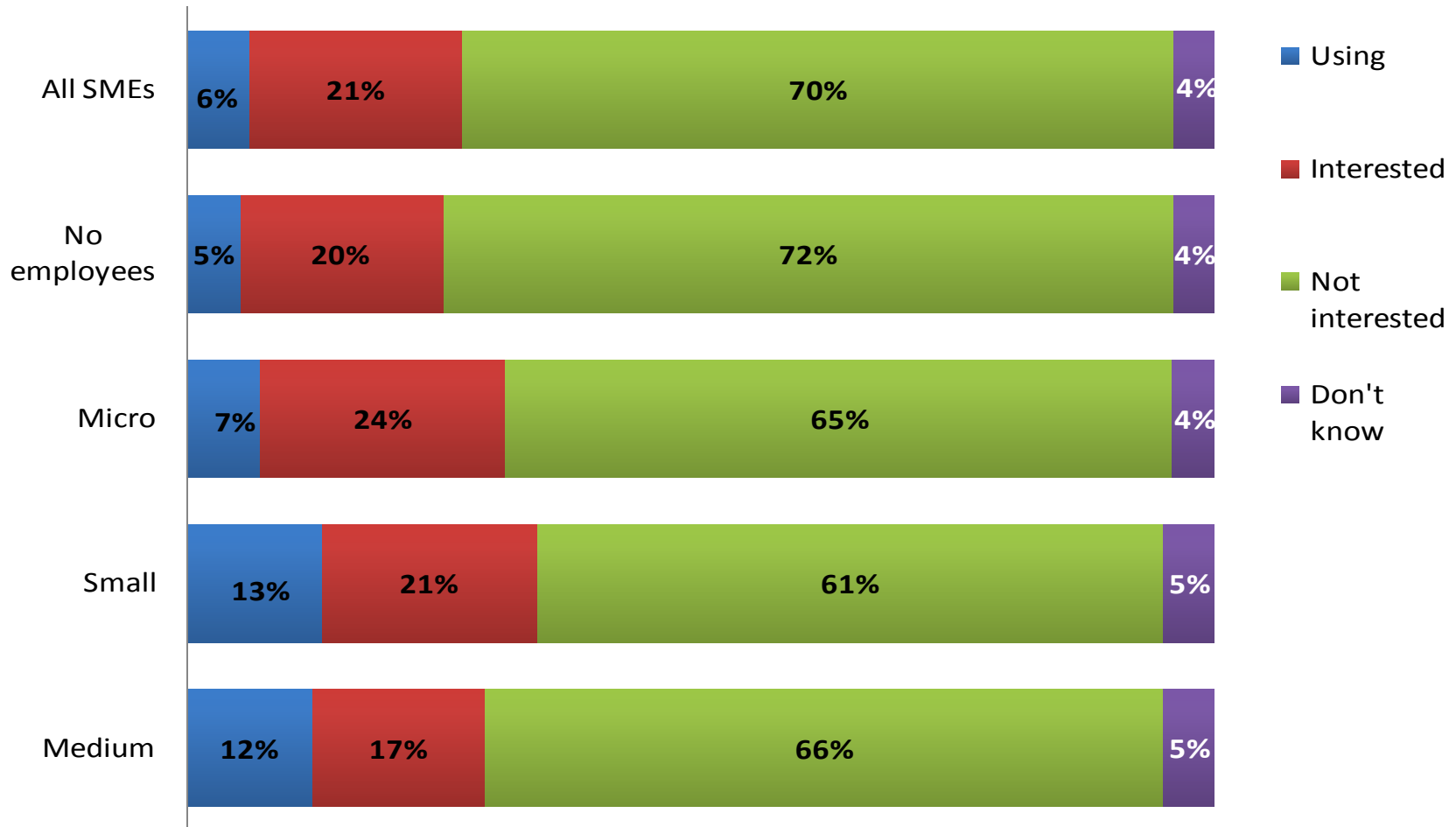
# Whether have a business mentor



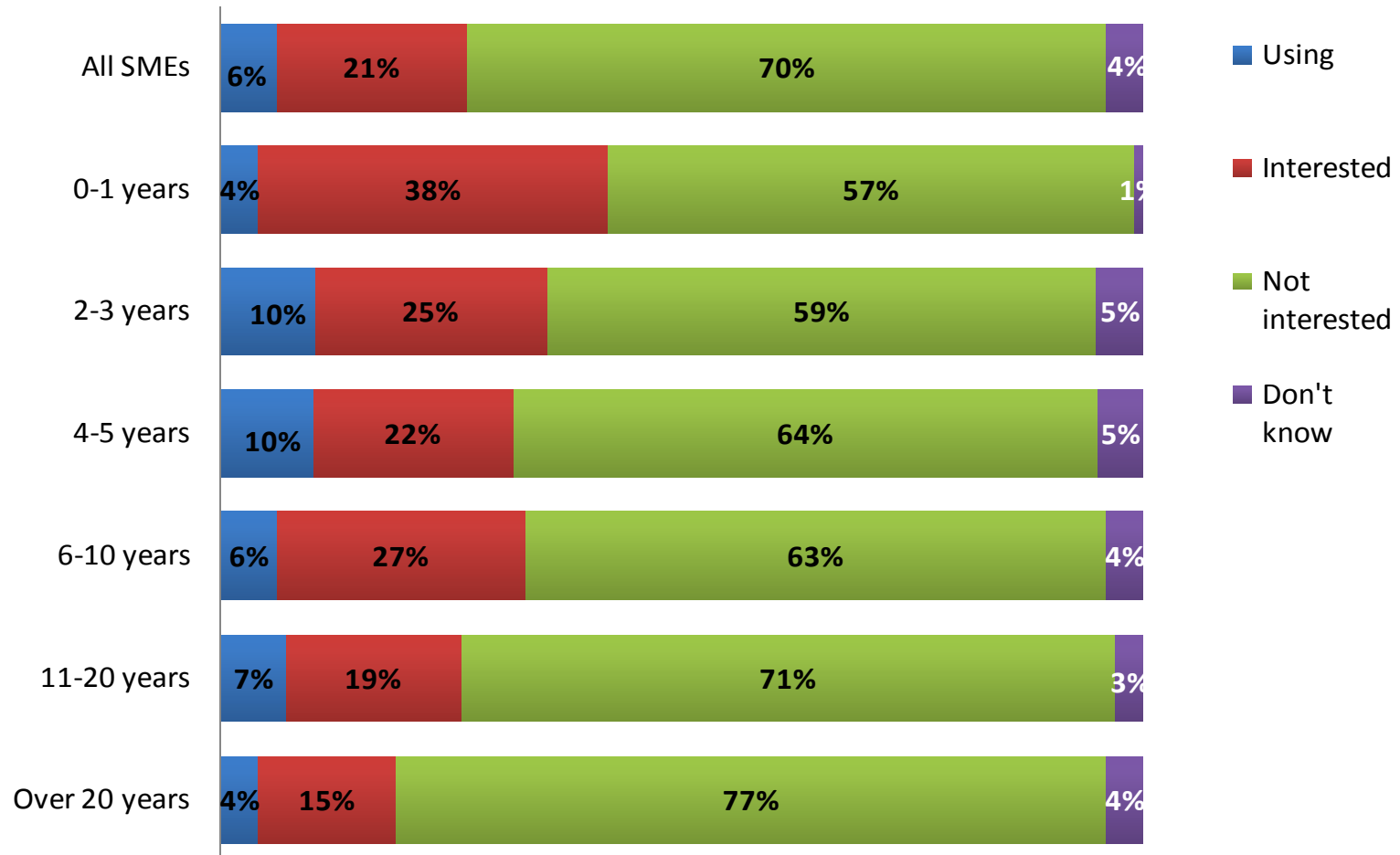
# Whether used a business mentor in the last 12 months



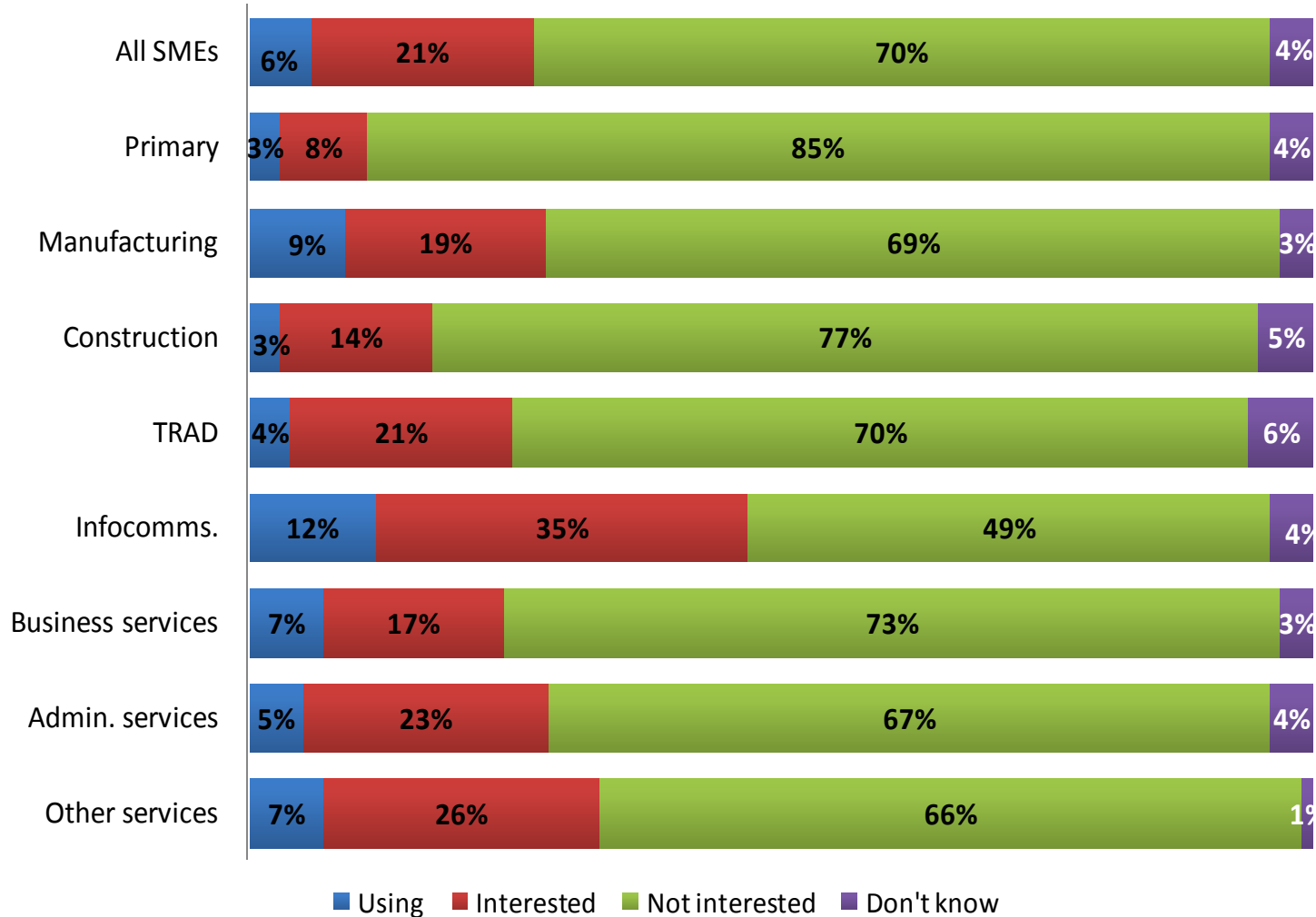
# Whether using or interested in using a mentor - by employment size



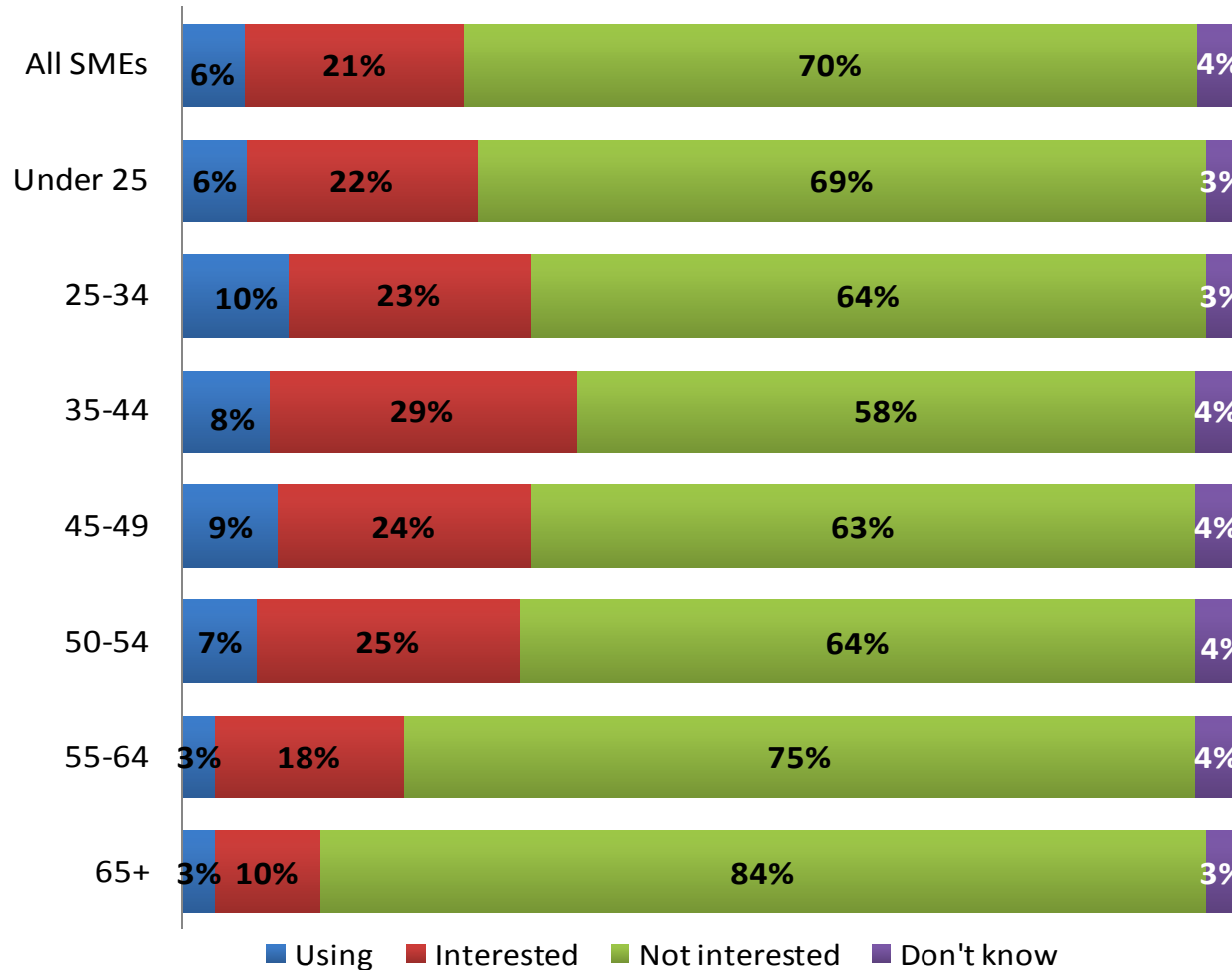
# Whether using or interested in using a mentor - by age of business



# Whether using or interested in using a mentor – by sector



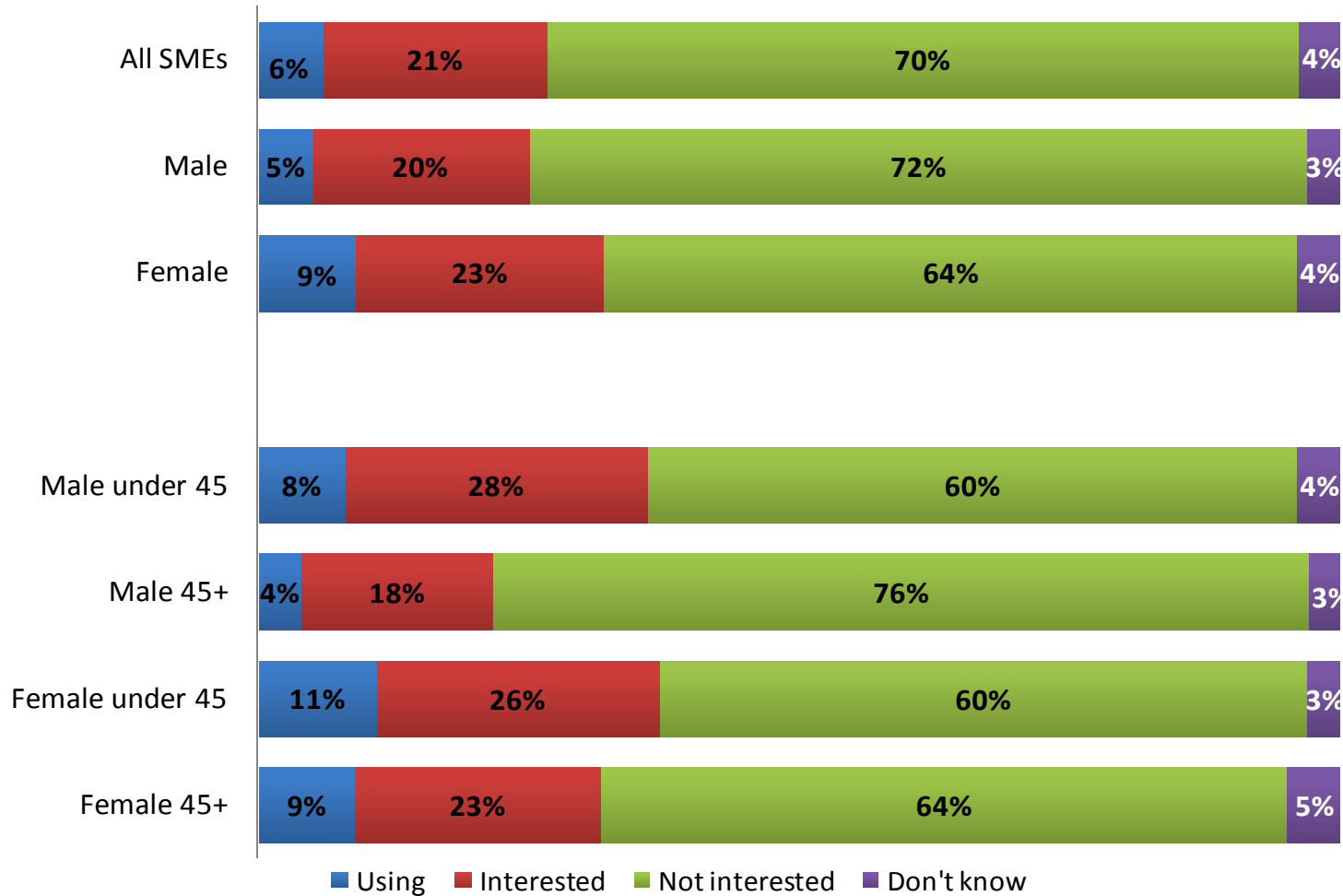
# Whether using or interested in using a mentor – by age of respondent\*



\* NB:  
Respondent  
may not be  
business  
owner or  
leader

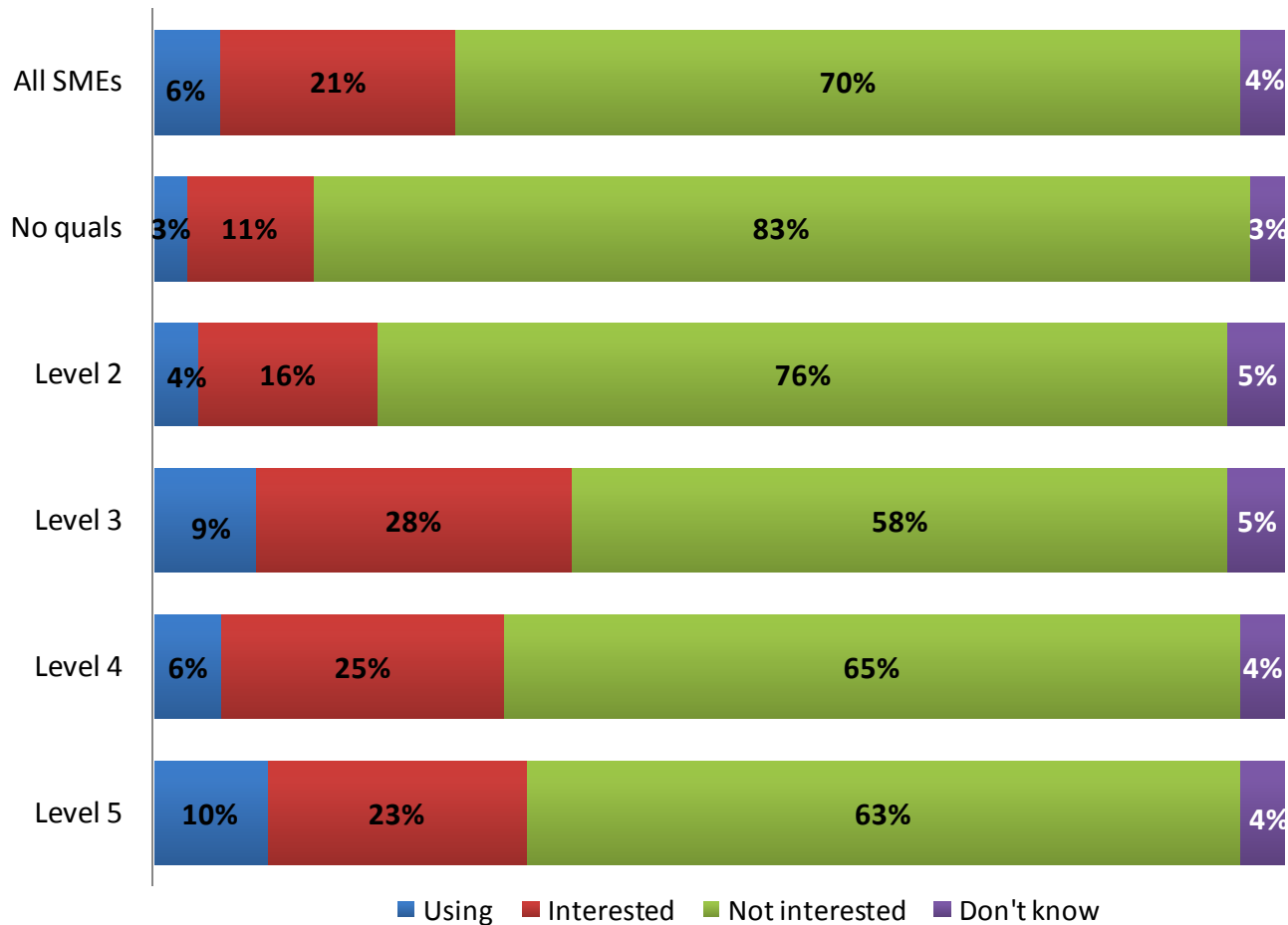


# Whether using or interested in using a mentor – by gender and age\*



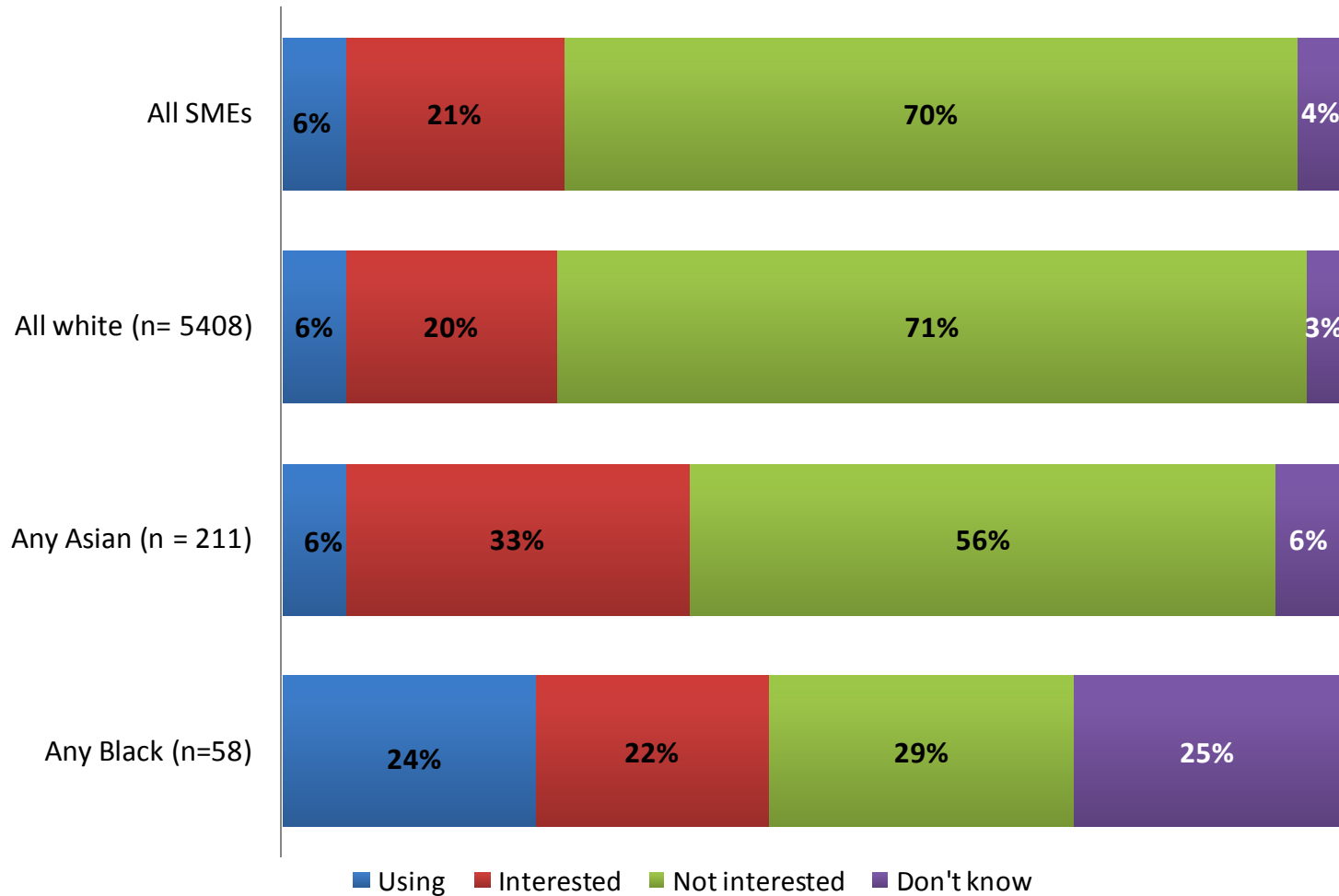
\* NB:  
Respondent  
may not be  
business  
owner or  
leader

# Whether using or interested in using a mentor – qualification level\*



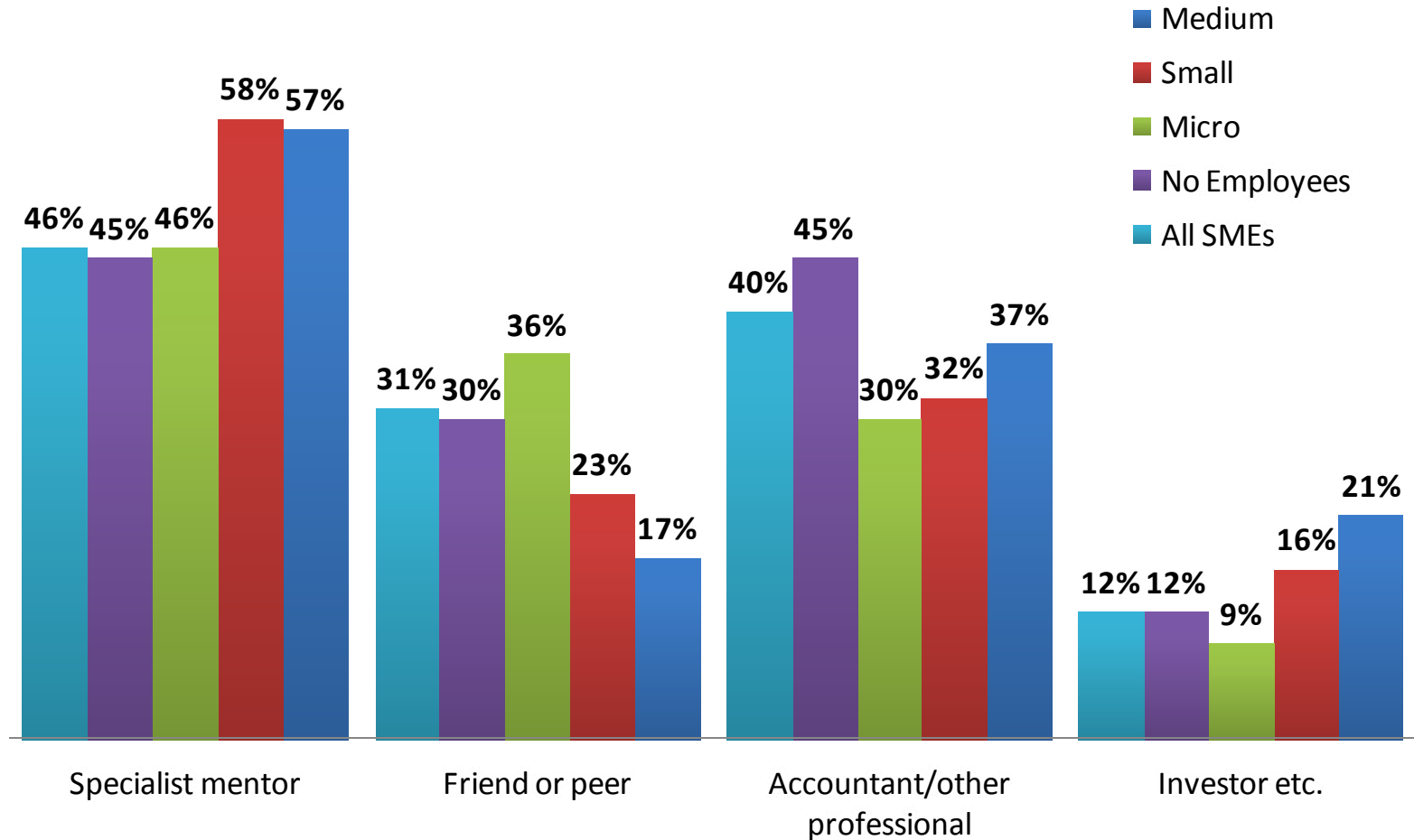
\* NB:  
Respondent  
may not be  
business  
owner or  
leader

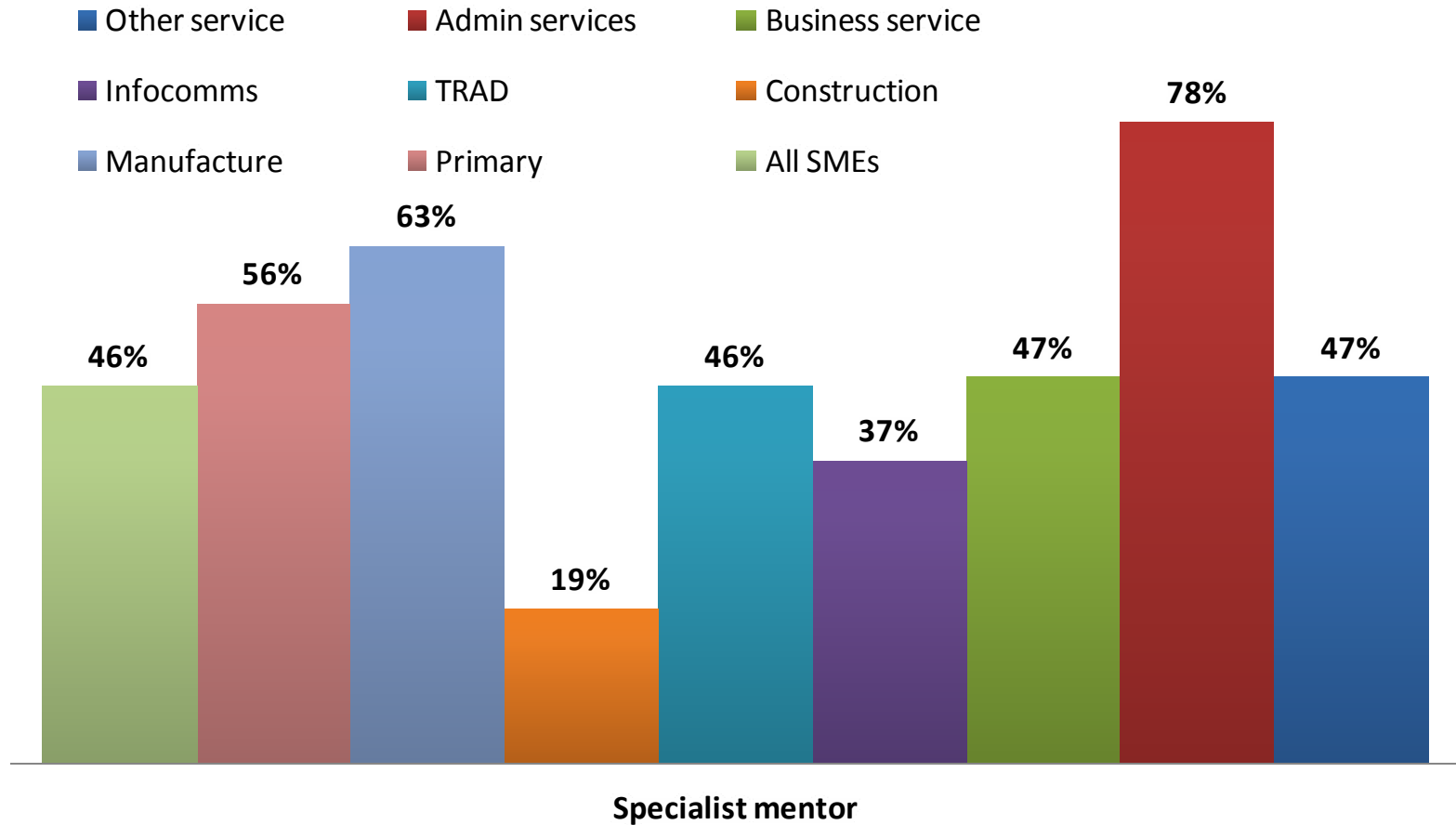
# Whether using or interested in using a mentor – by ethnicity\*



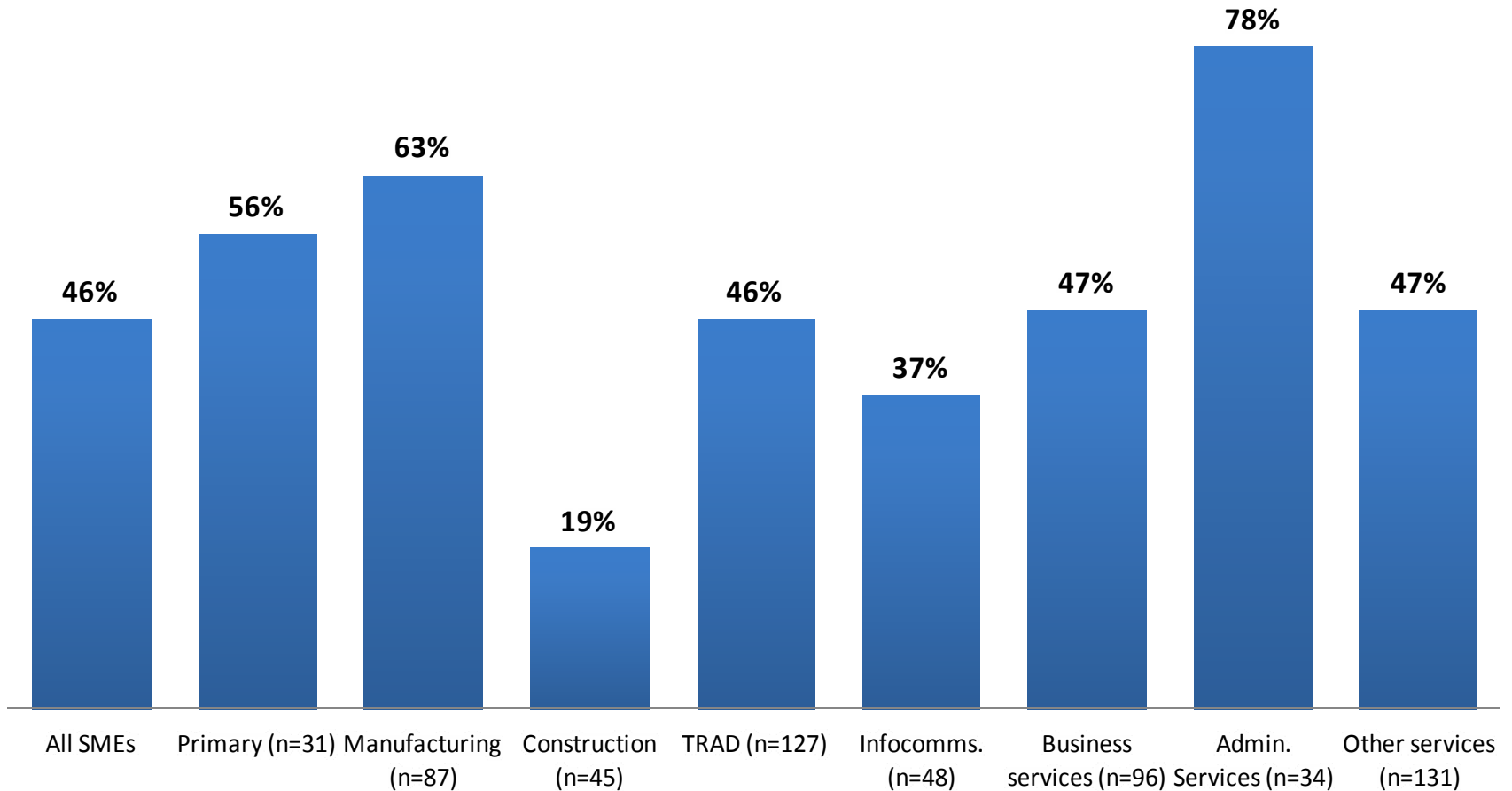
\* NB: Any director/partner from ethnic group

# Type of business mentor used – by size

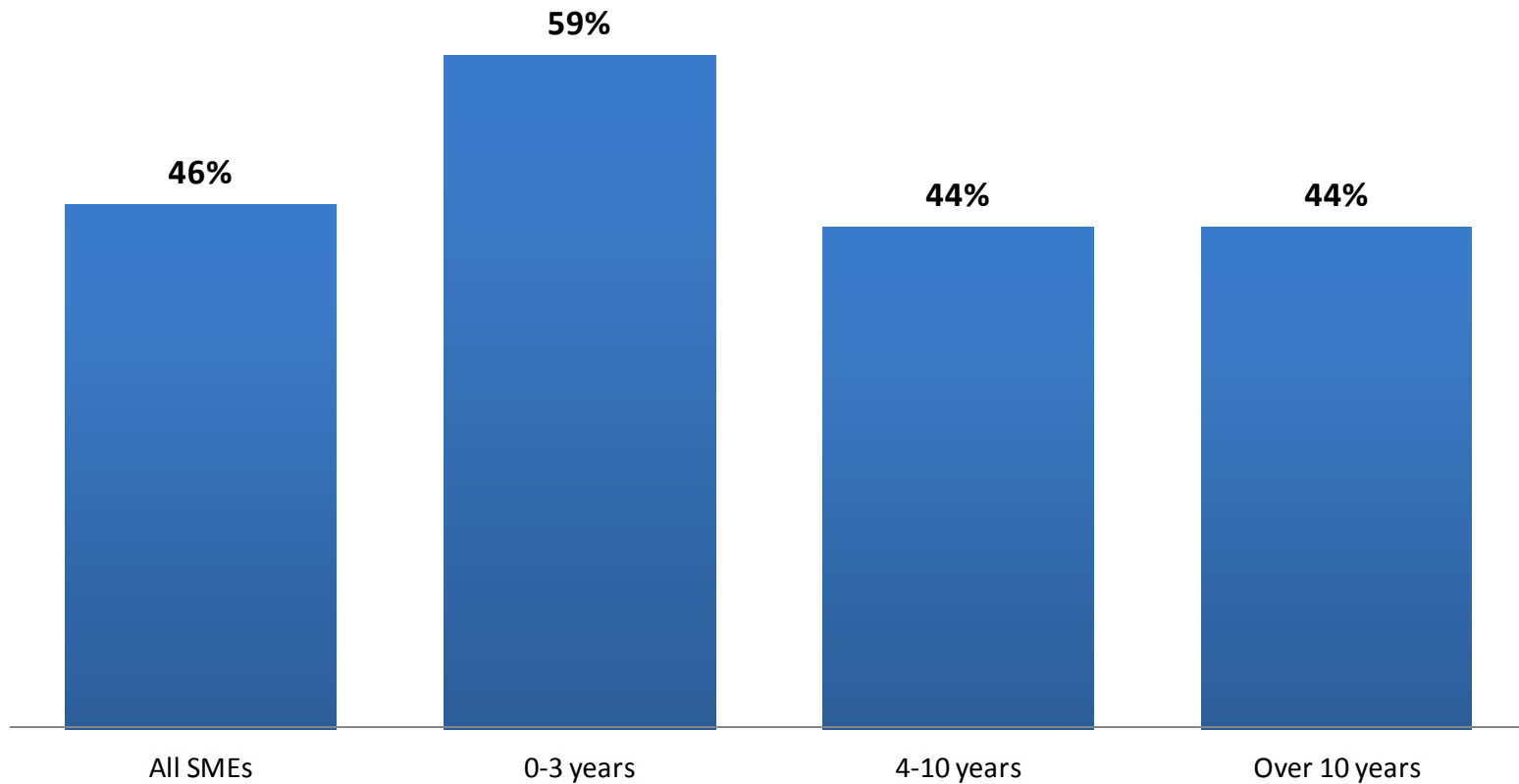




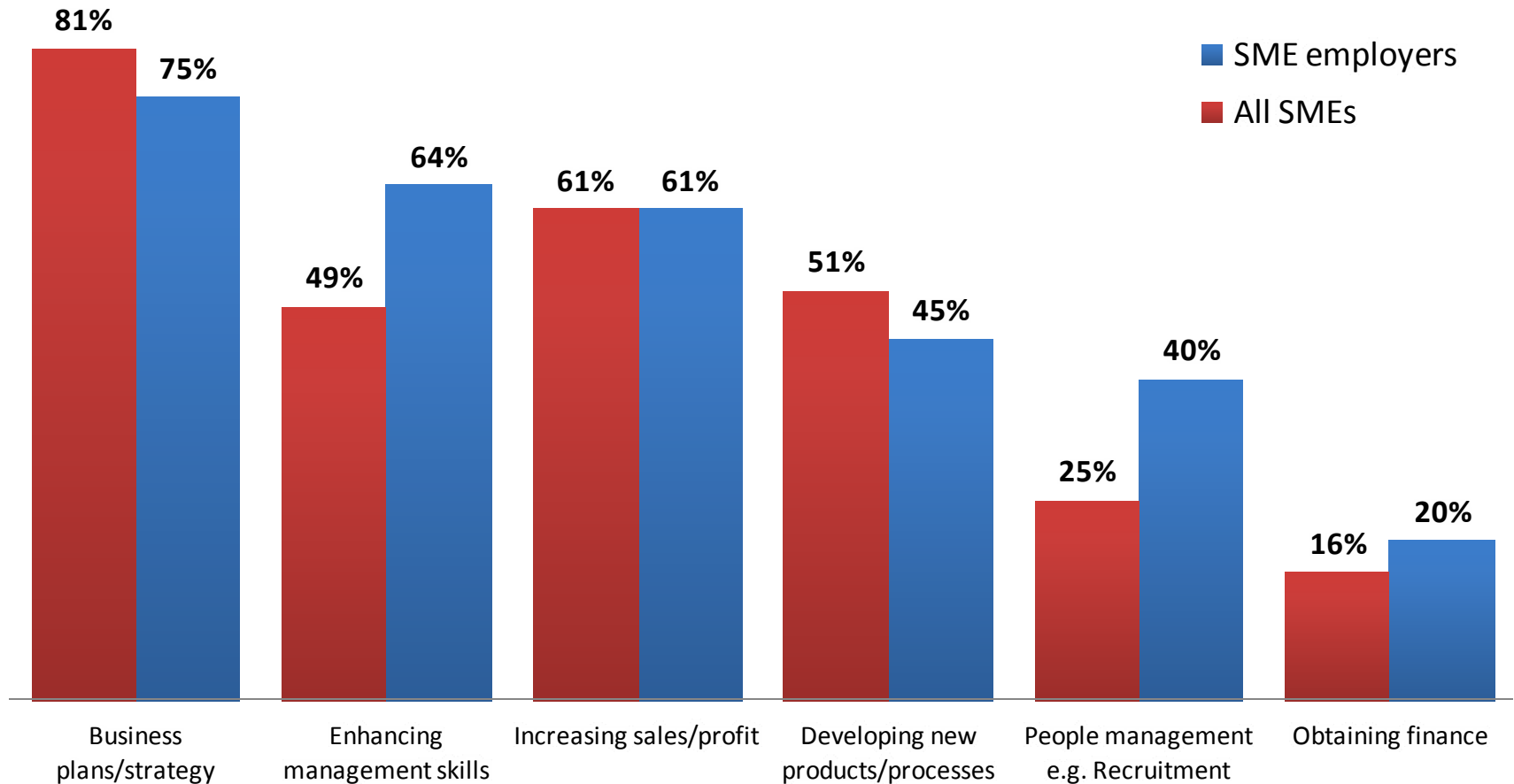
# Specialist business mentor used – by sector



# Specialist business mentor used – by age of business

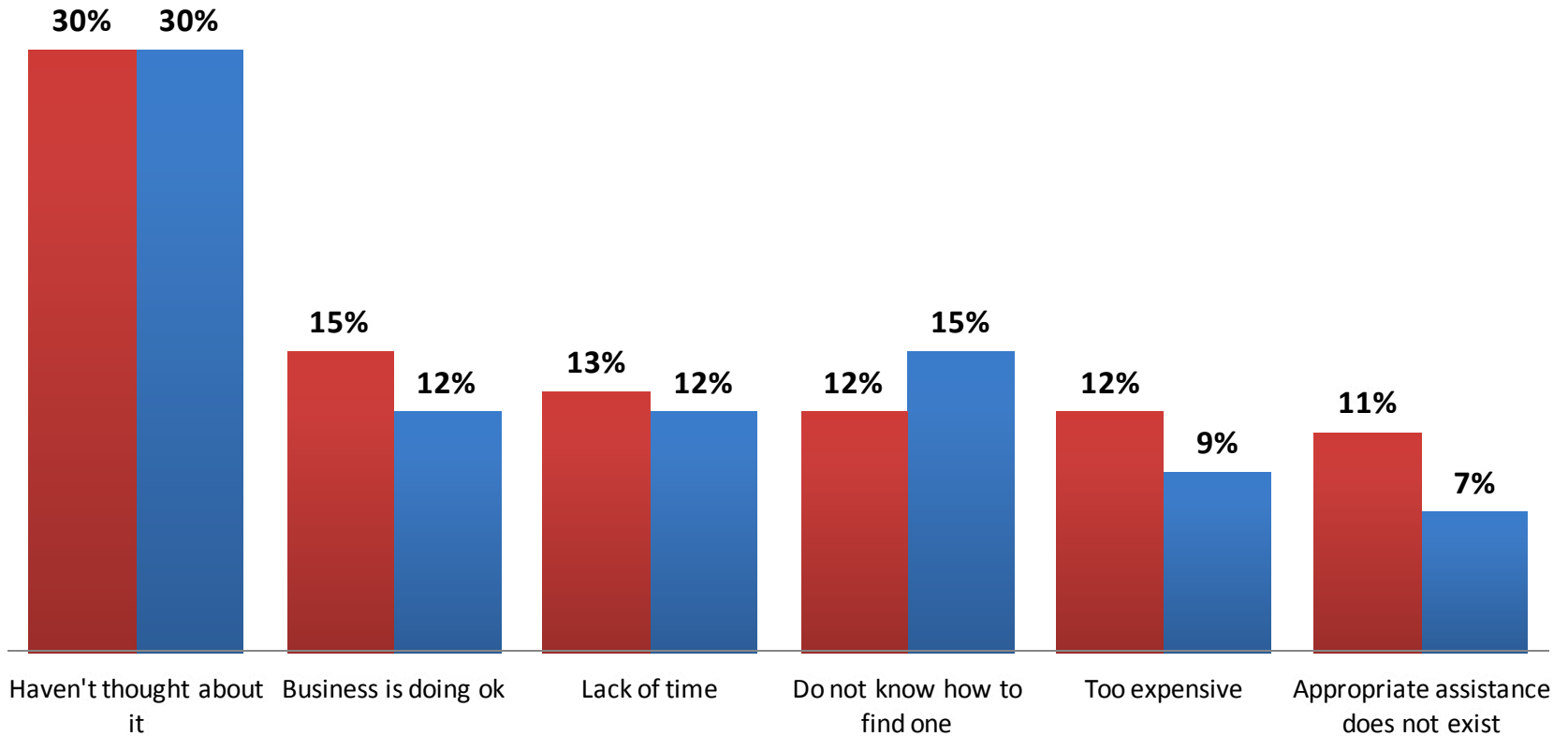


# How business mentor has been used





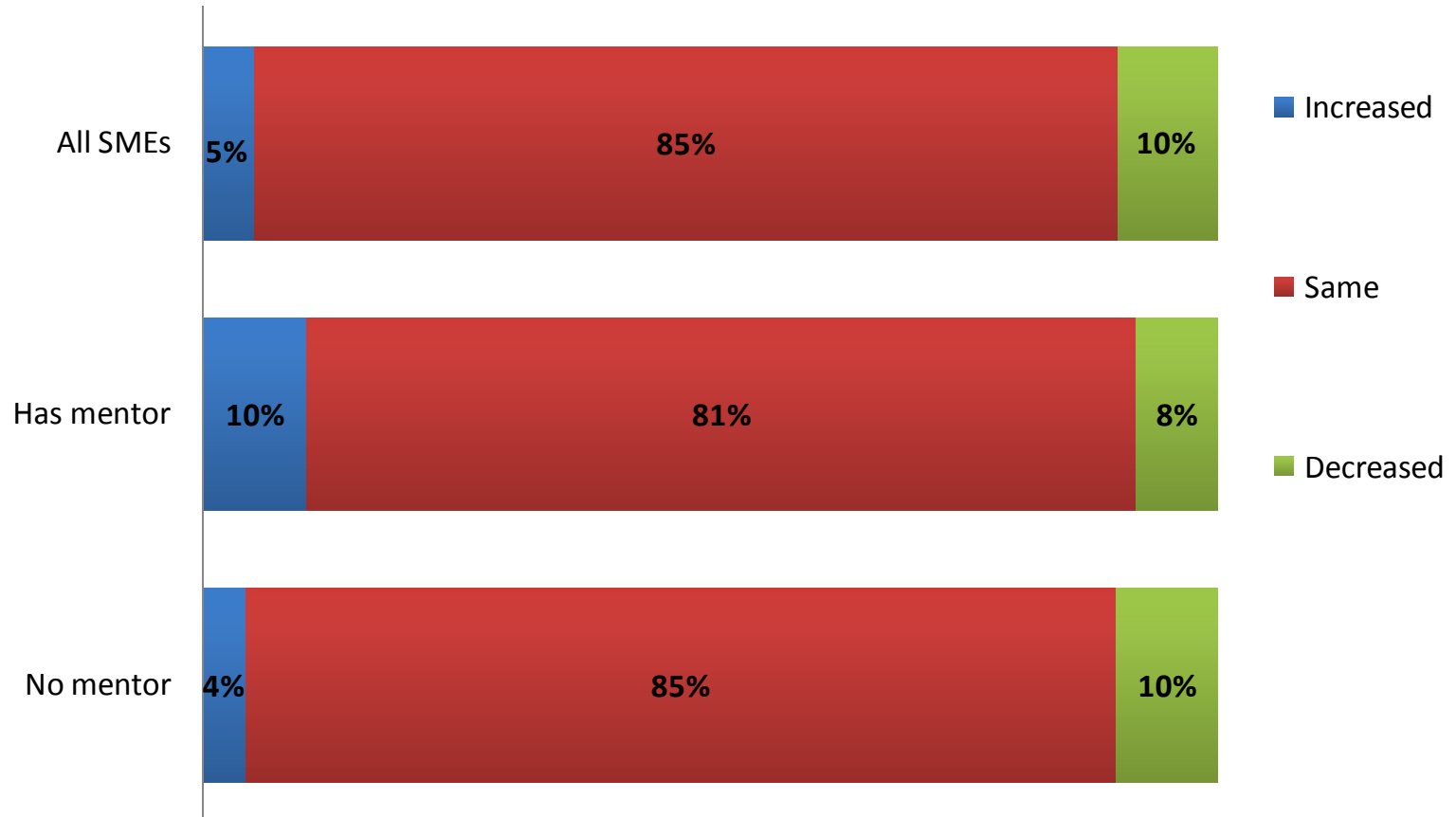
# Reasons for not having sought a business mentor already (spontaneous)



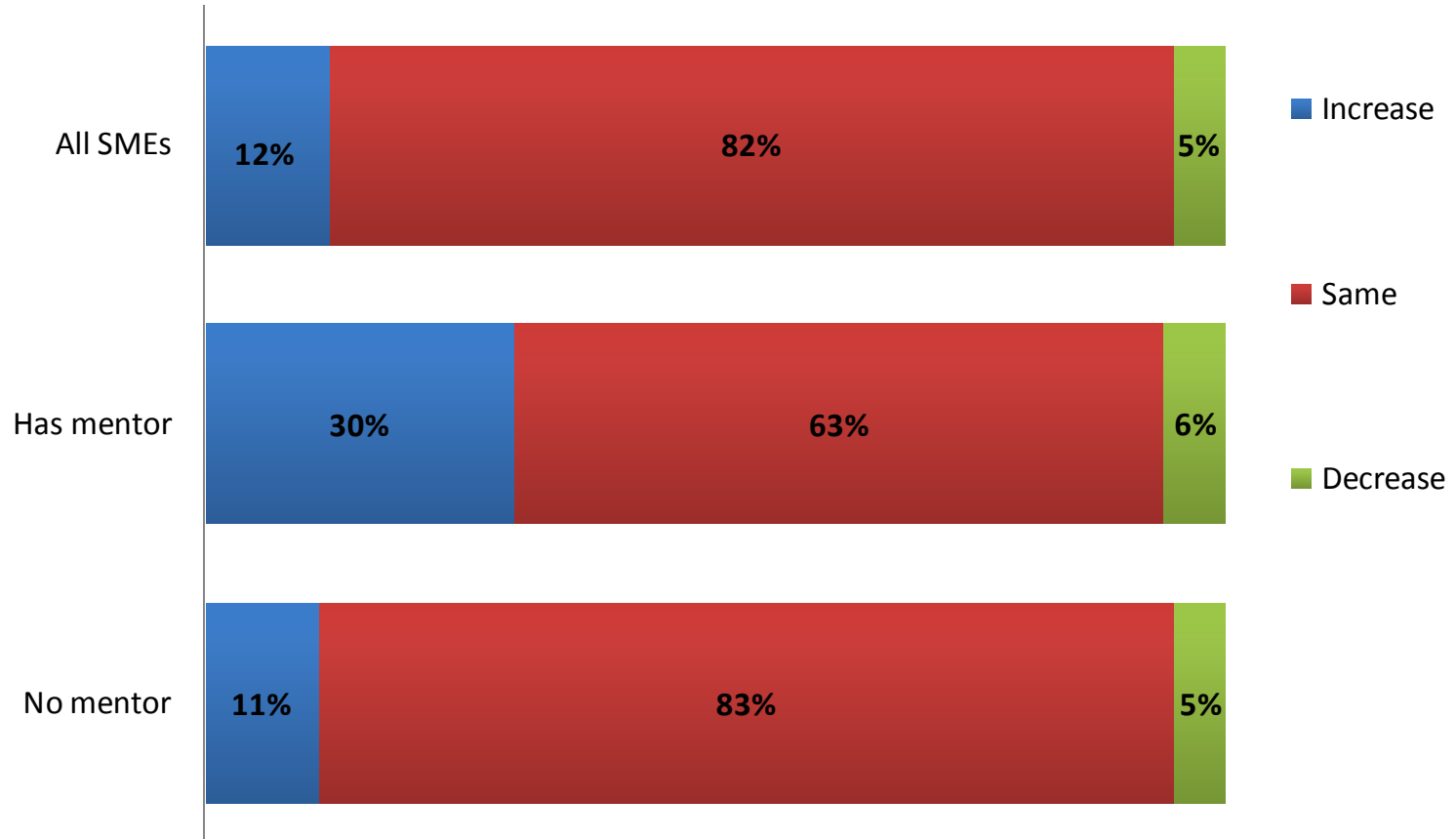
# Effectiveness of mentoring



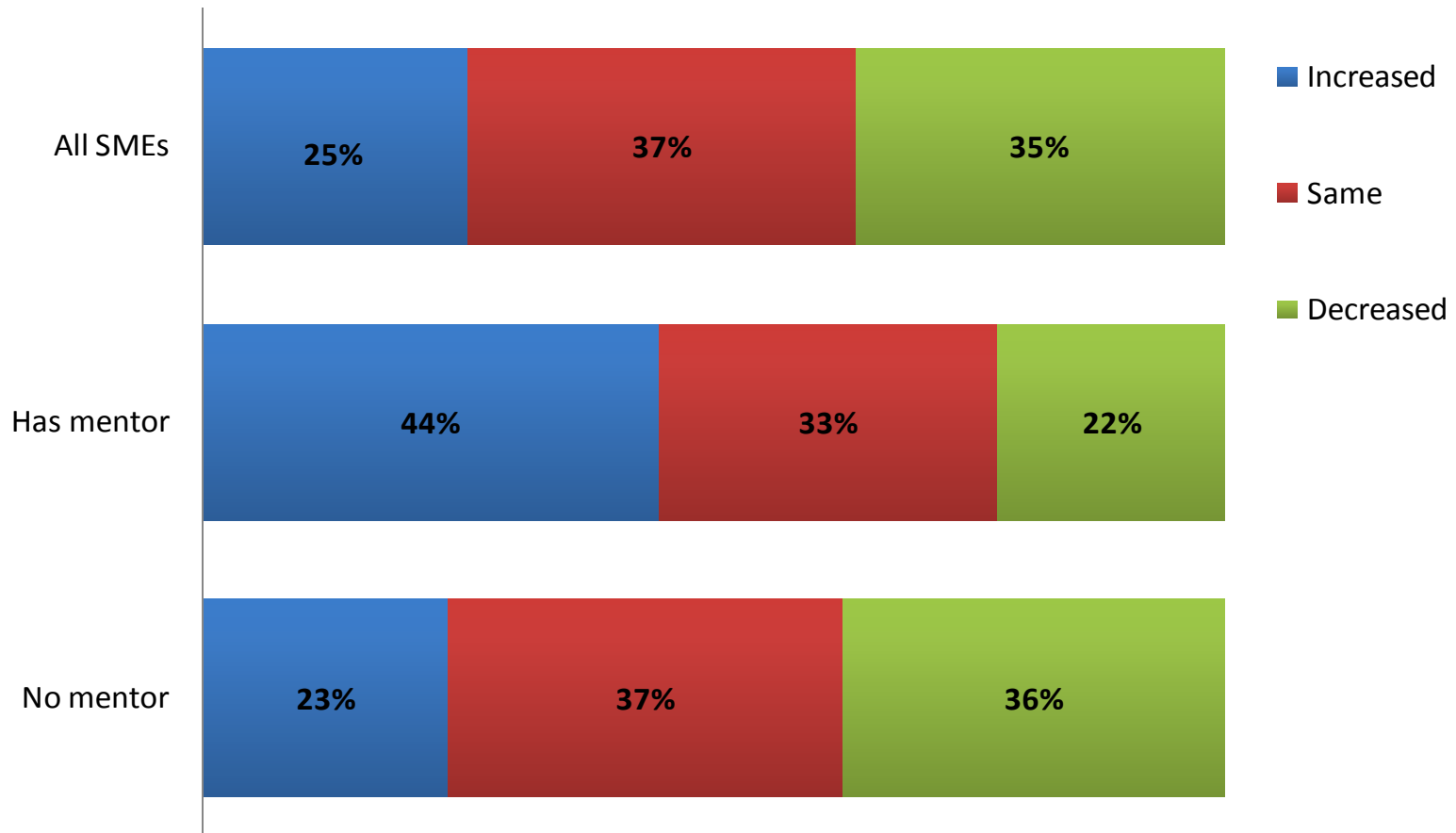
# Employment in last 12 months



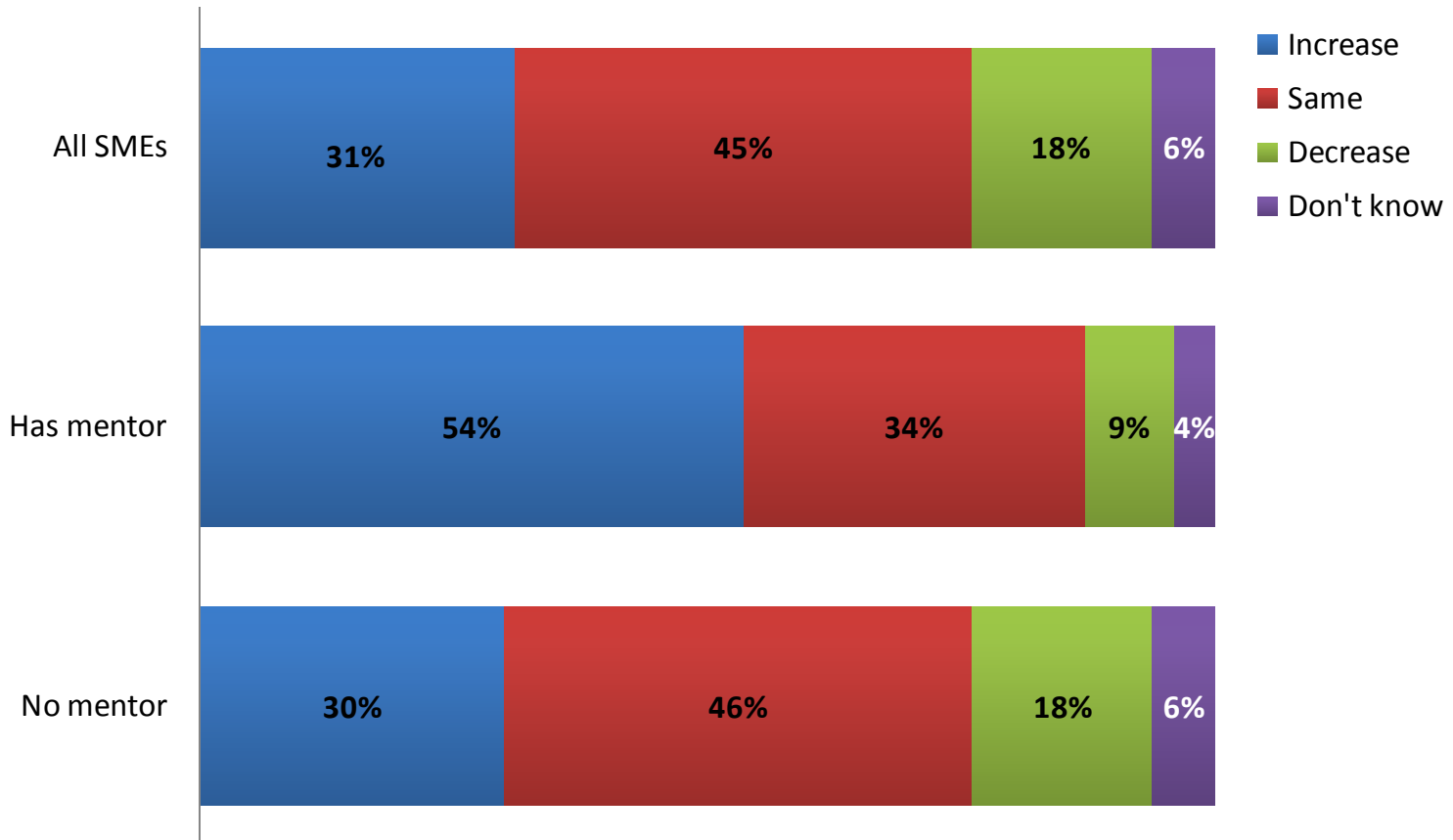
# Employment in the next 12 months

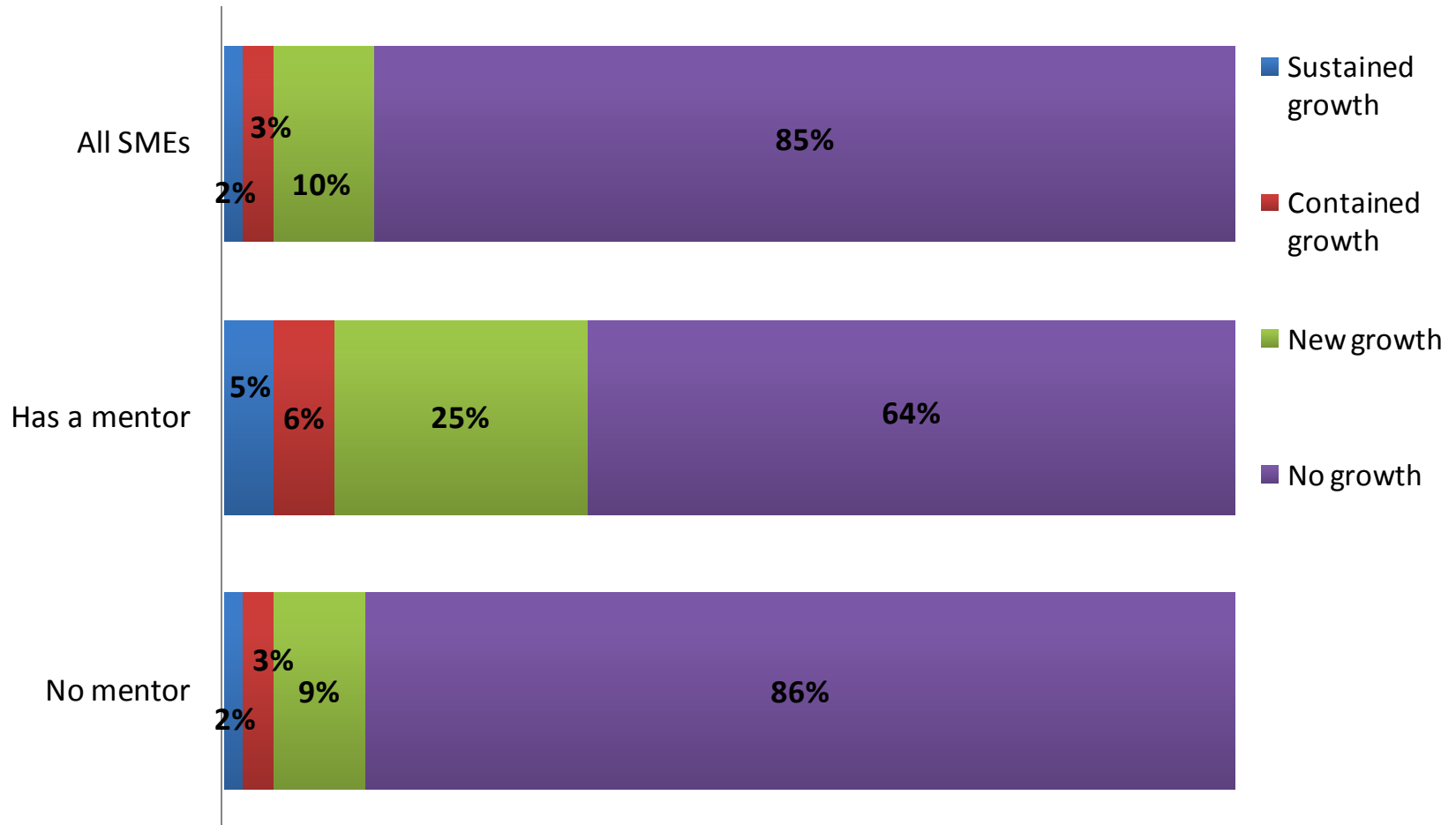


# Turnover in last 12 months



# Turnover in the next 12 months

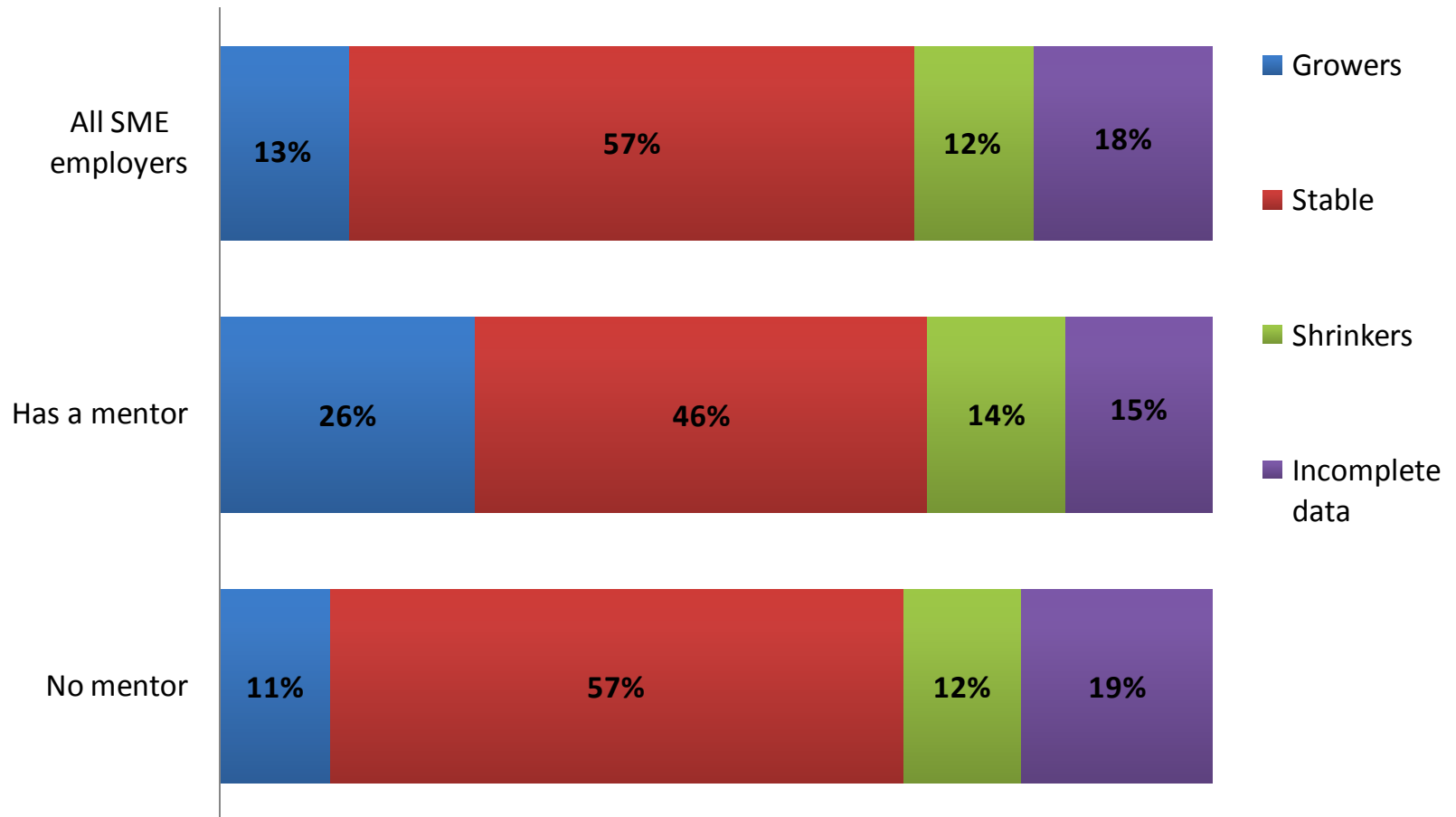




# The SBS growth segmentation

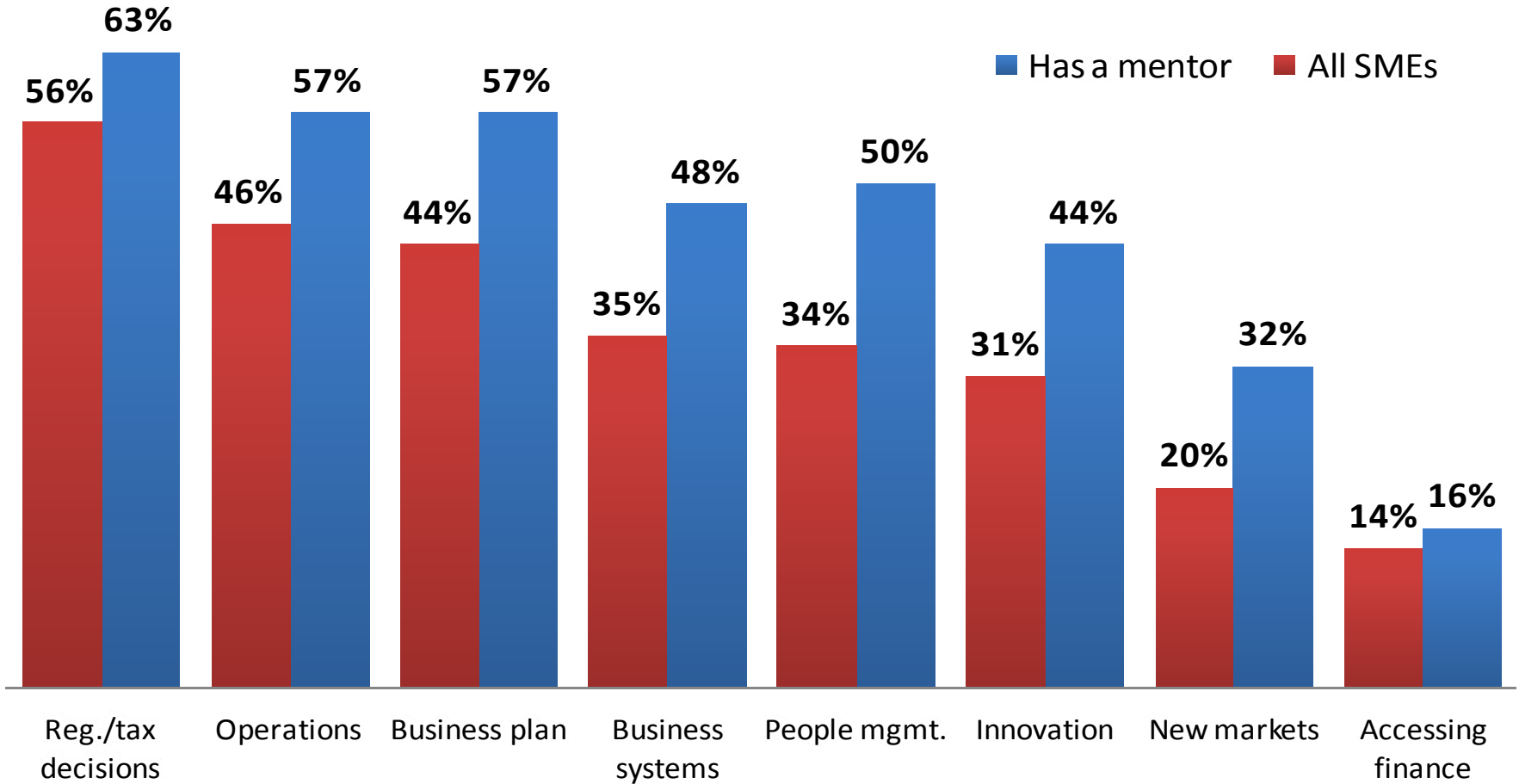
- Based upon employment or turnover growth in the last 12 months
- **Growers** = increased employment by 5%+ (minimum 3 employees) OR increased turnover by 5%+ (minimum £50k)
- **Stable** = same number of employees or increased/decreased by 1-2 AND turnover increased/decreased by less than £50k
- **Shrinkers** = decreased numbers employed by 5%+ (minimum 3 employees) OR decreased turnover by 5%+ (minimum £50k) AND not a grower
- A sub-set of the growers are the high growers
- **High growers** = increased employment by 20%+ (minimum 10 employees) OR increased turnover by 20%+ (minimum £250k)

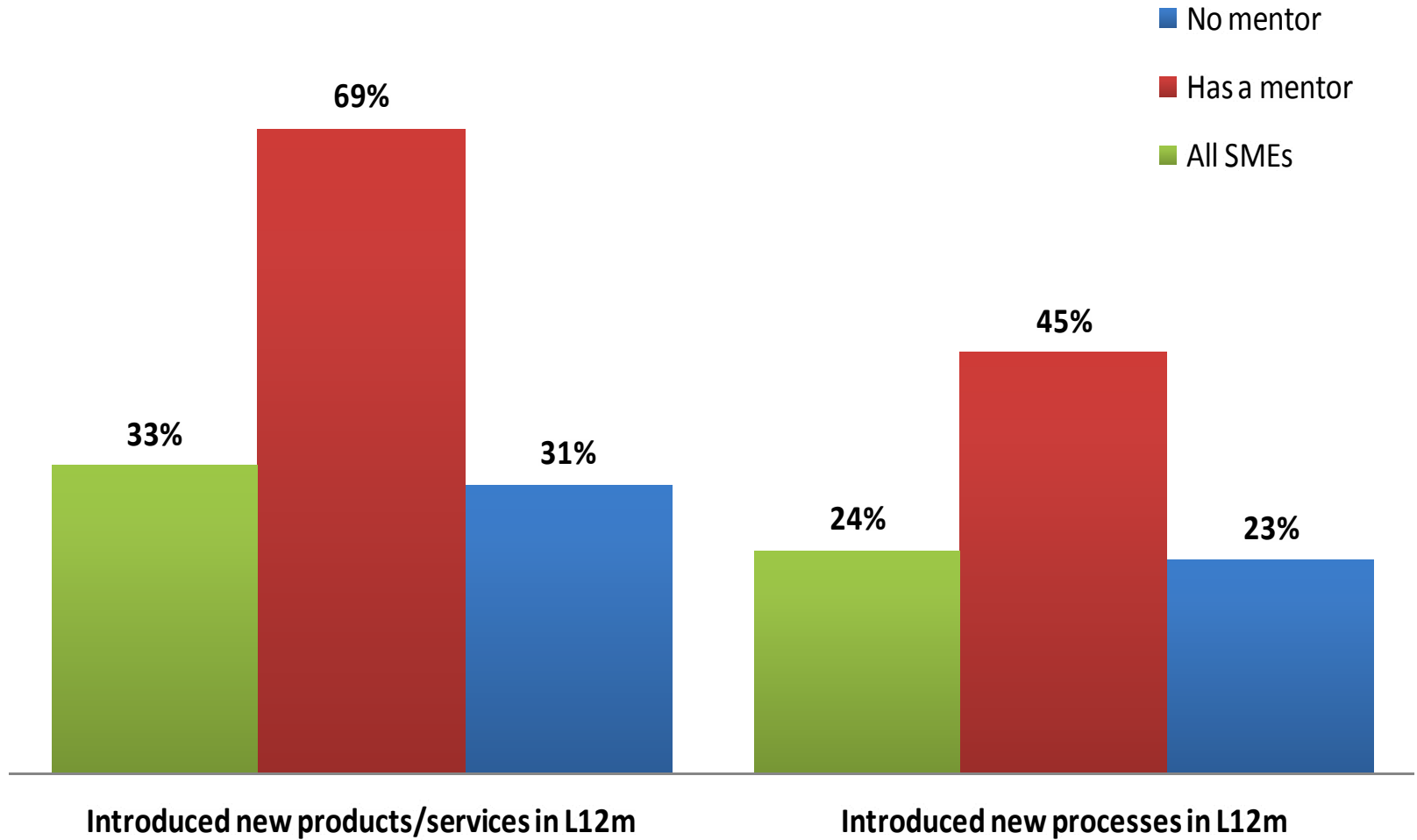


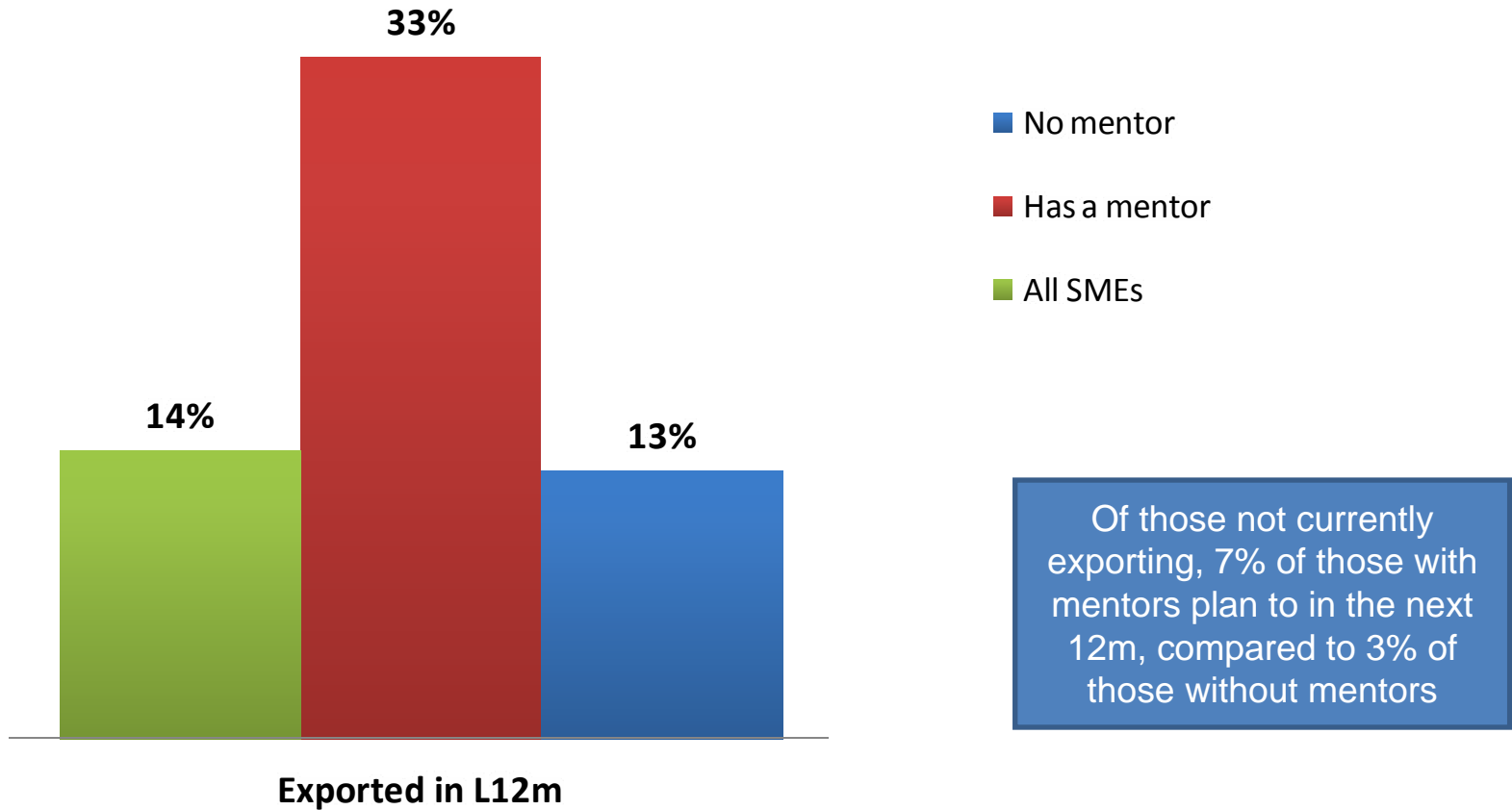


# Business capability

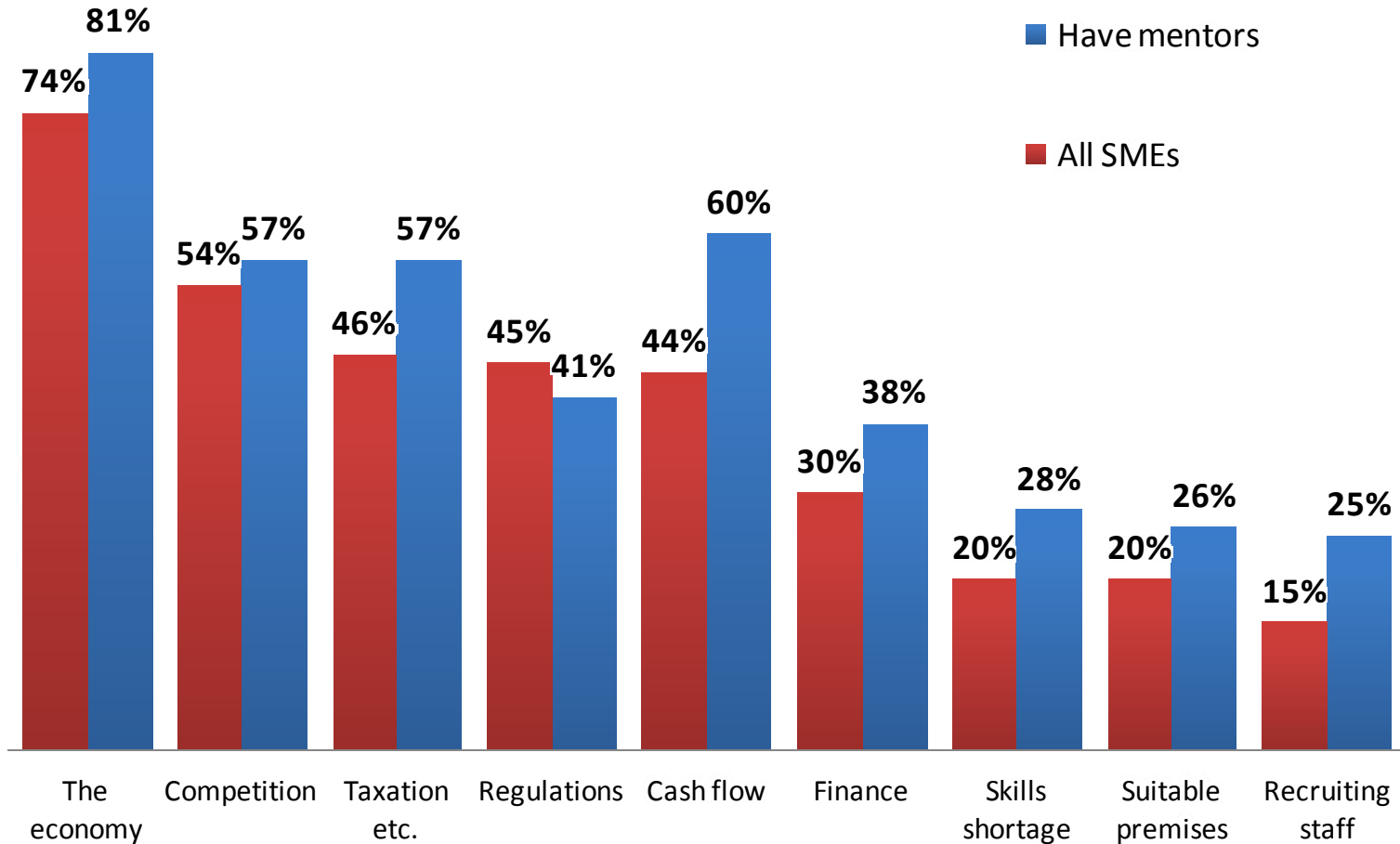


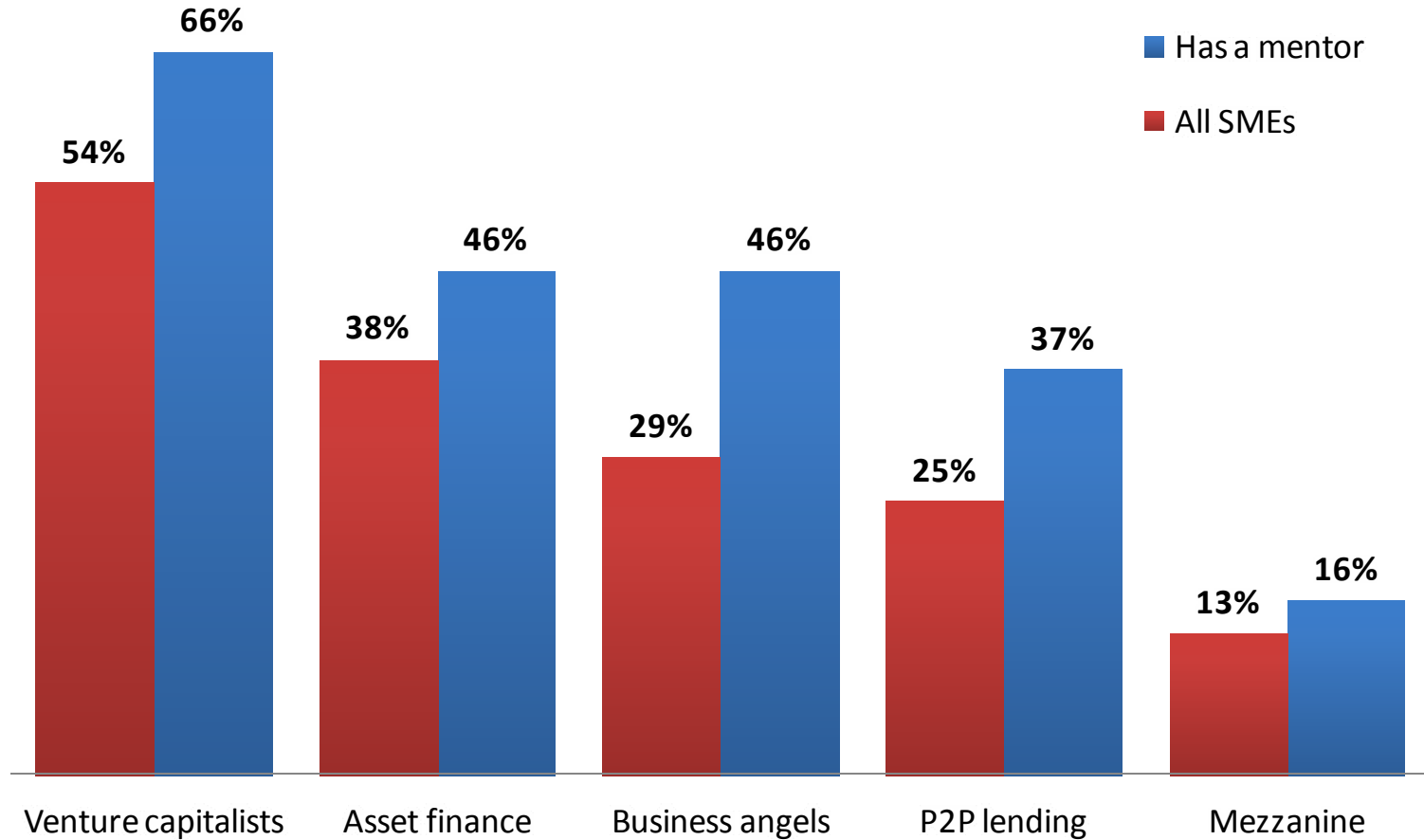




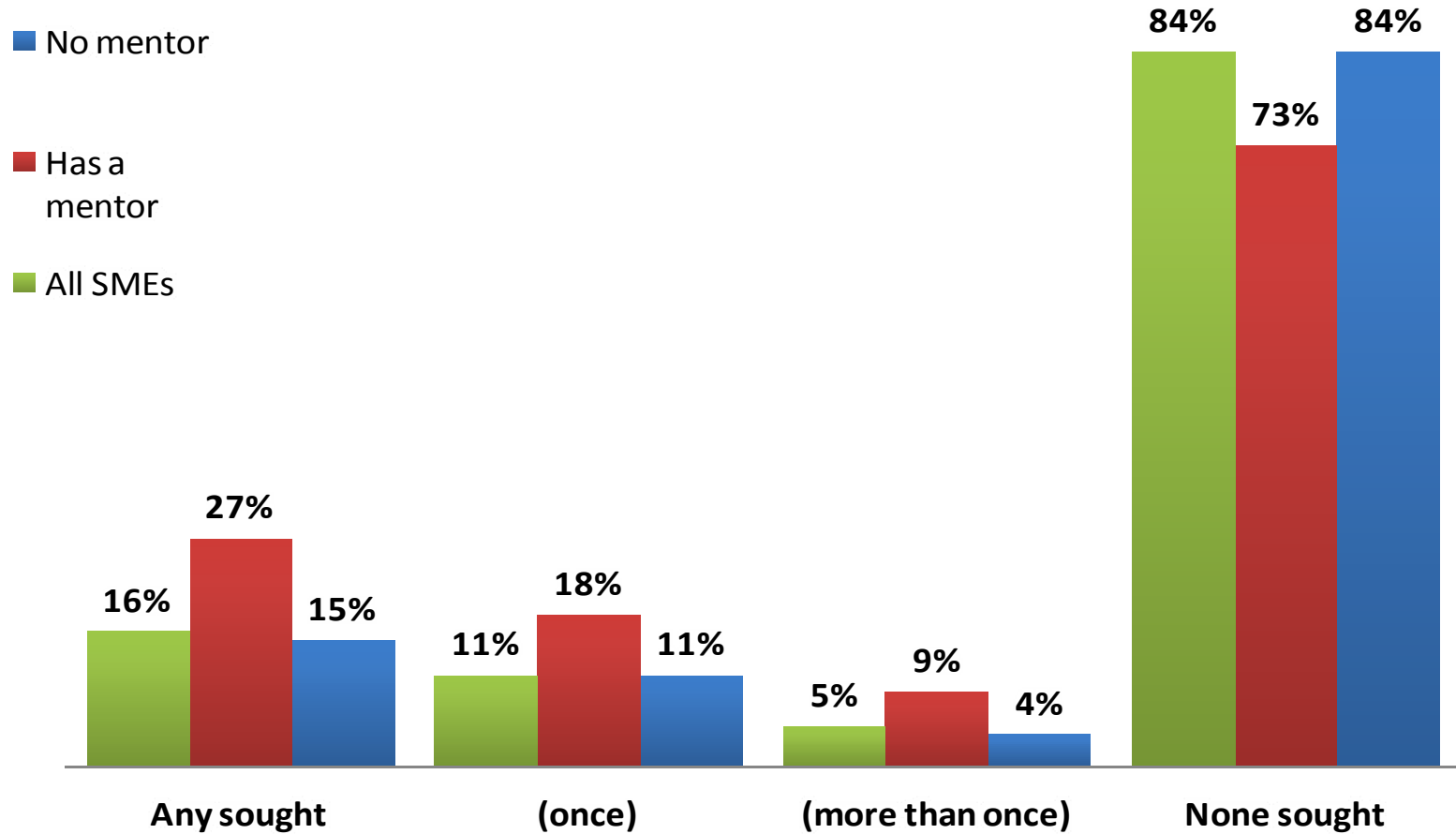


# Obstacles to success



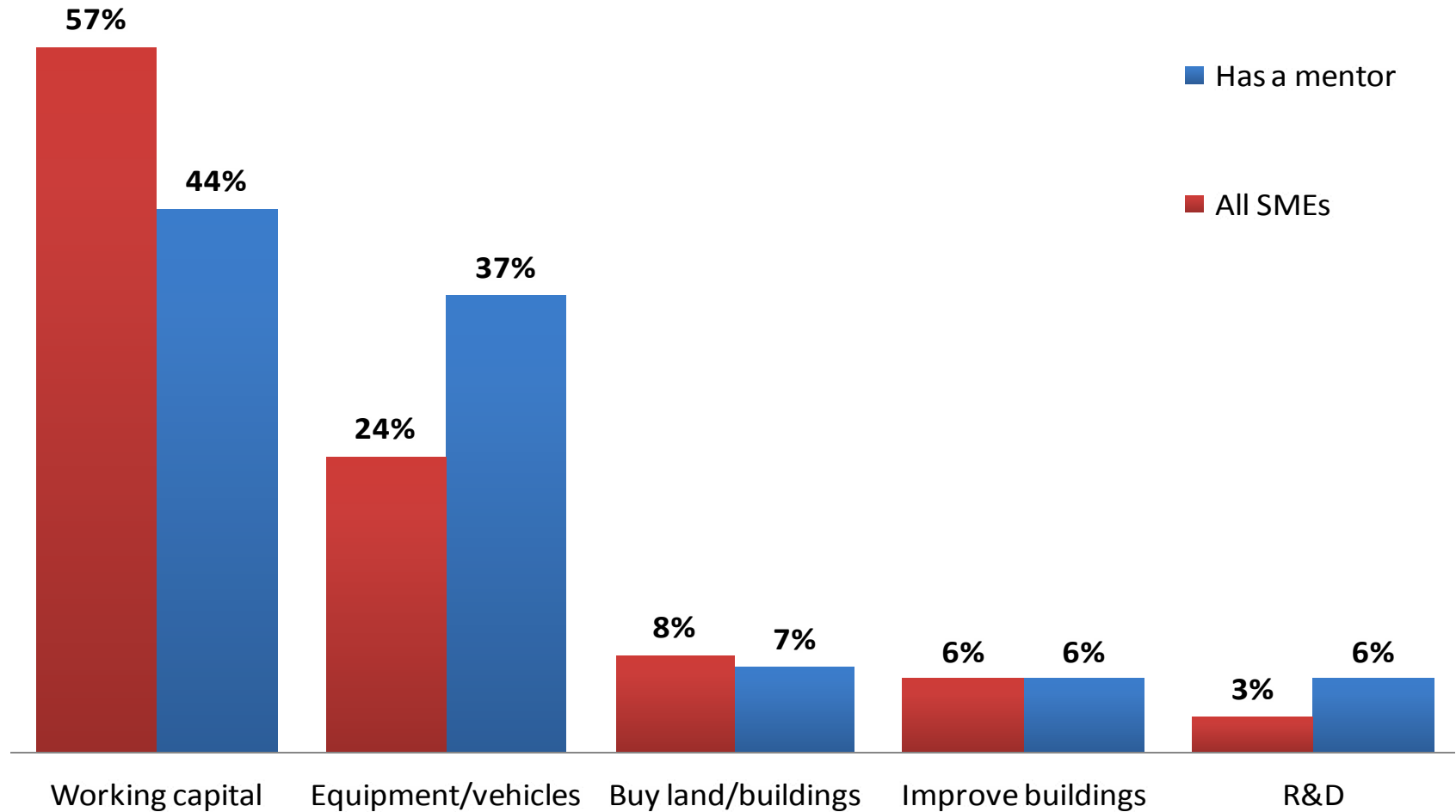


# Whether sought finance in the previous 12 months

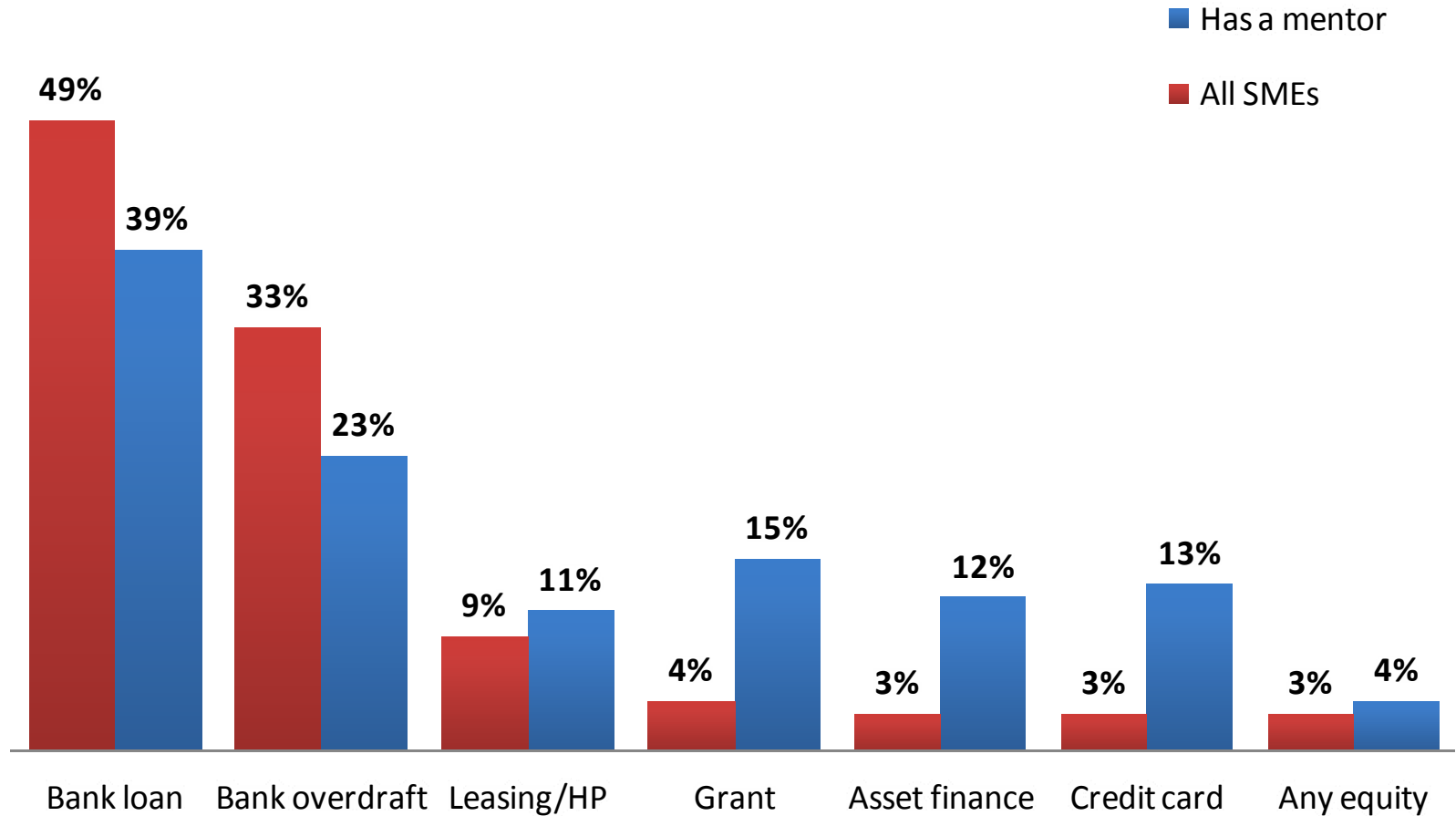




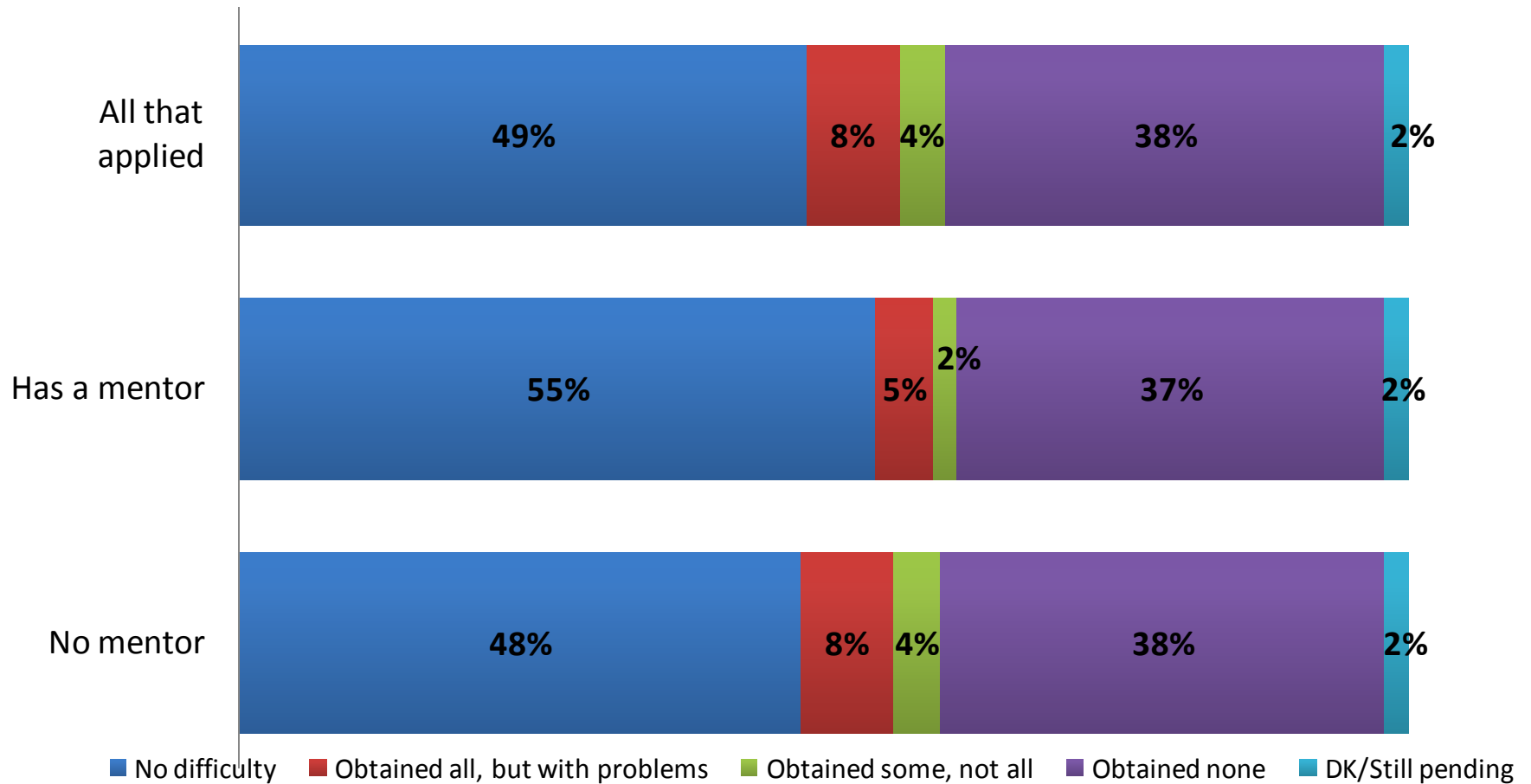
# Reason for seeking finance



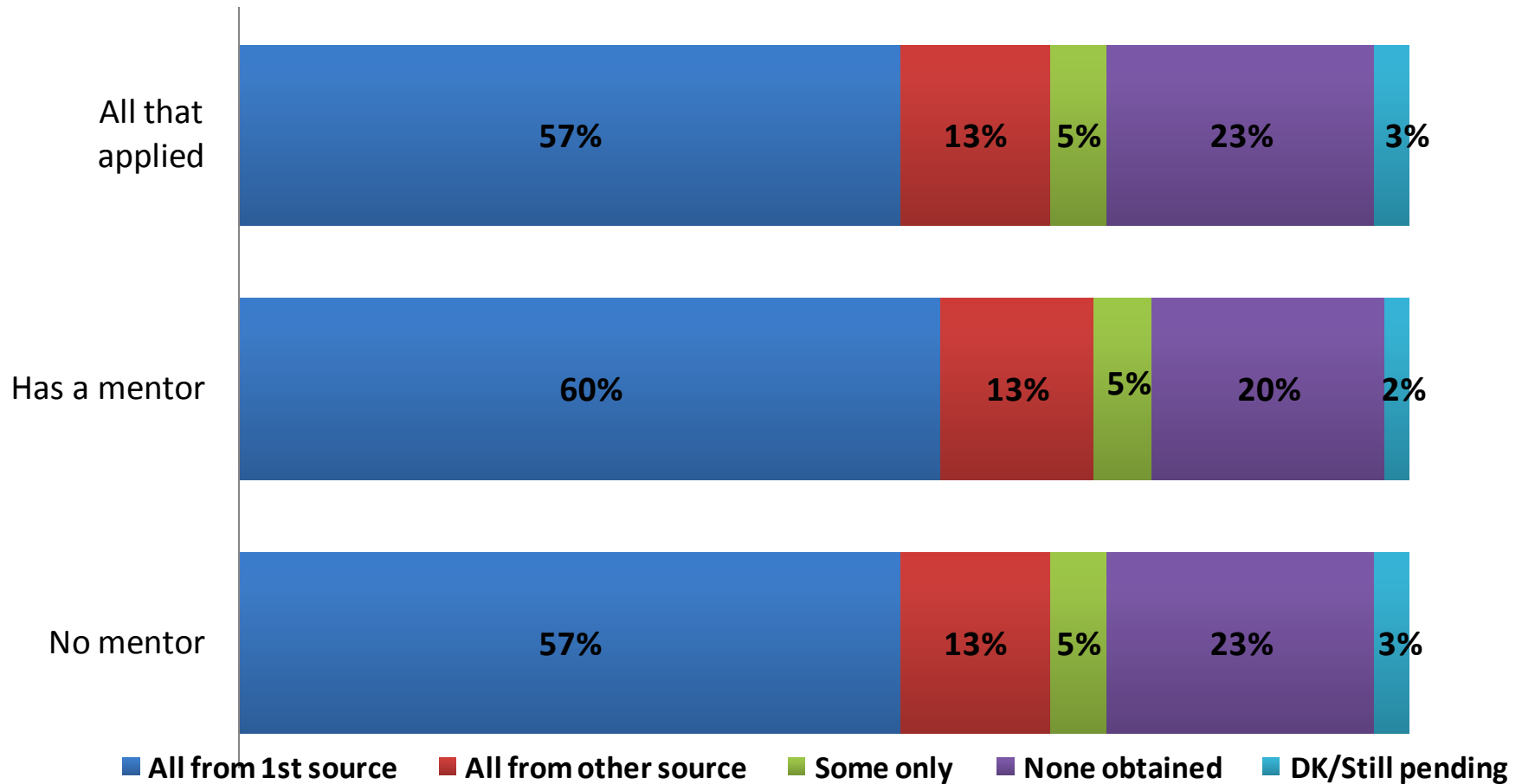
# Type of finance sought



# Any difficulty obtaining finance from first source approached



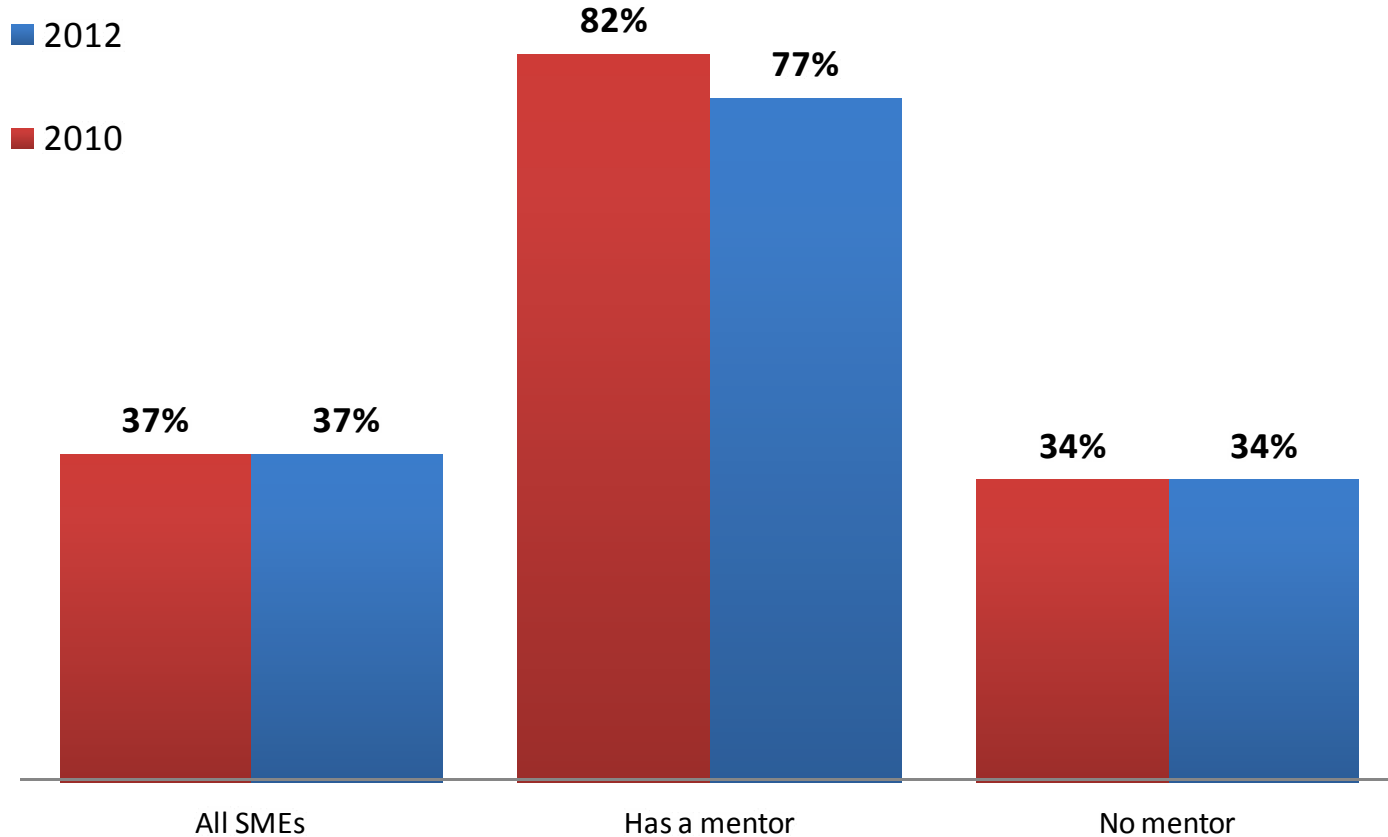
# Overall outcome of application for finance



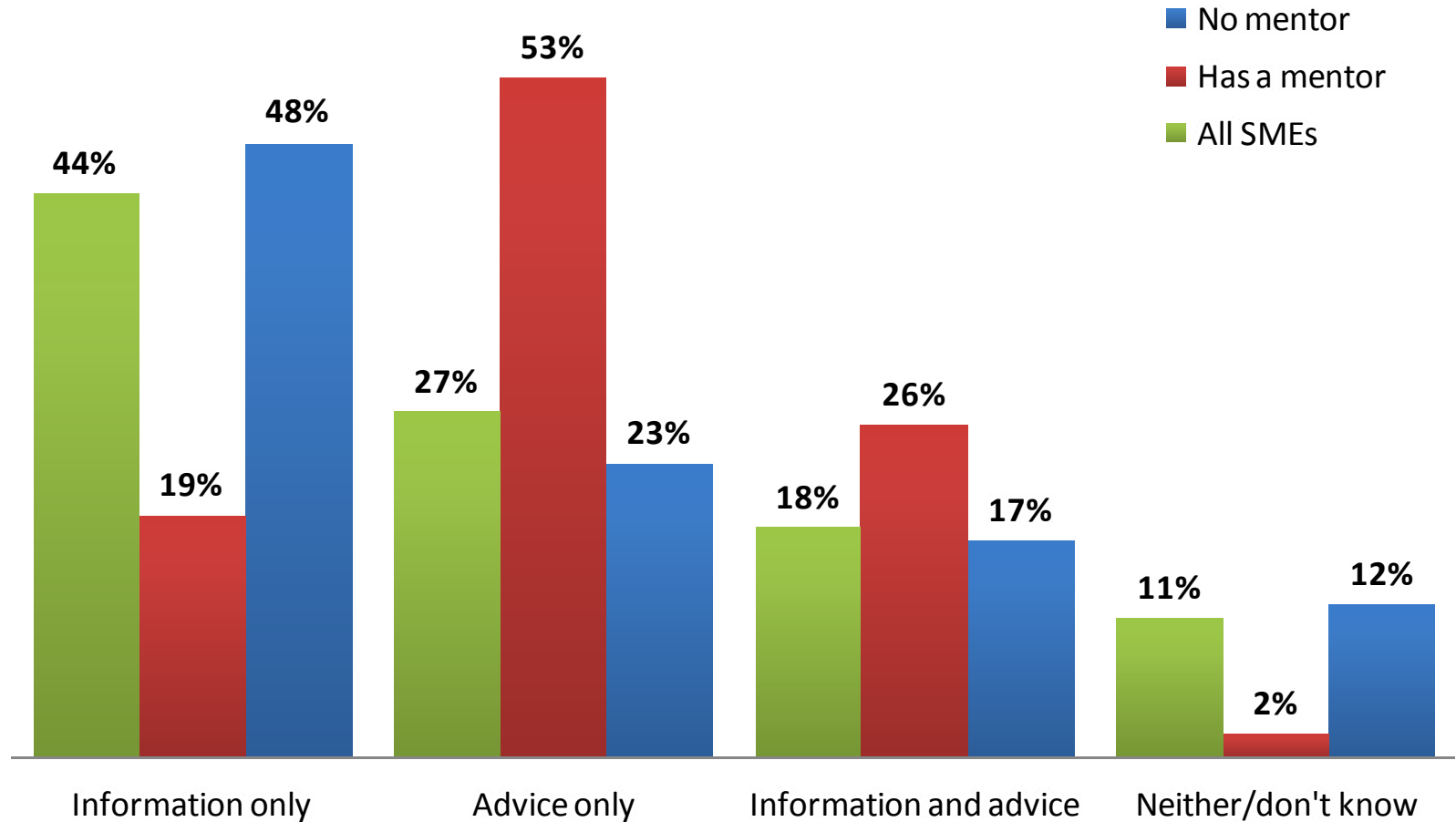
# Other business support



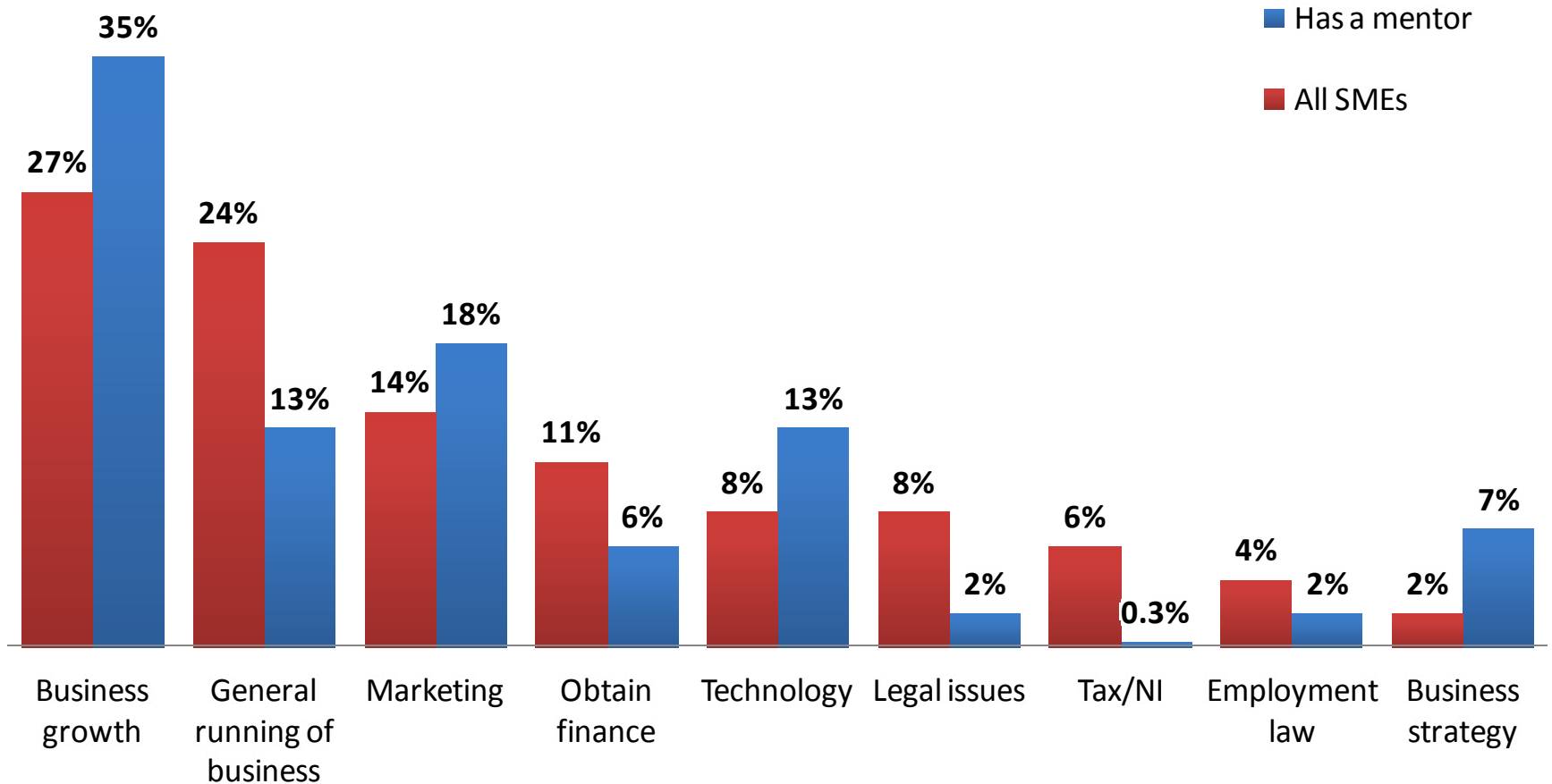
# Whether sought information or advice in the previous 12 months



# Whether sought information or advice (England and Wales only)

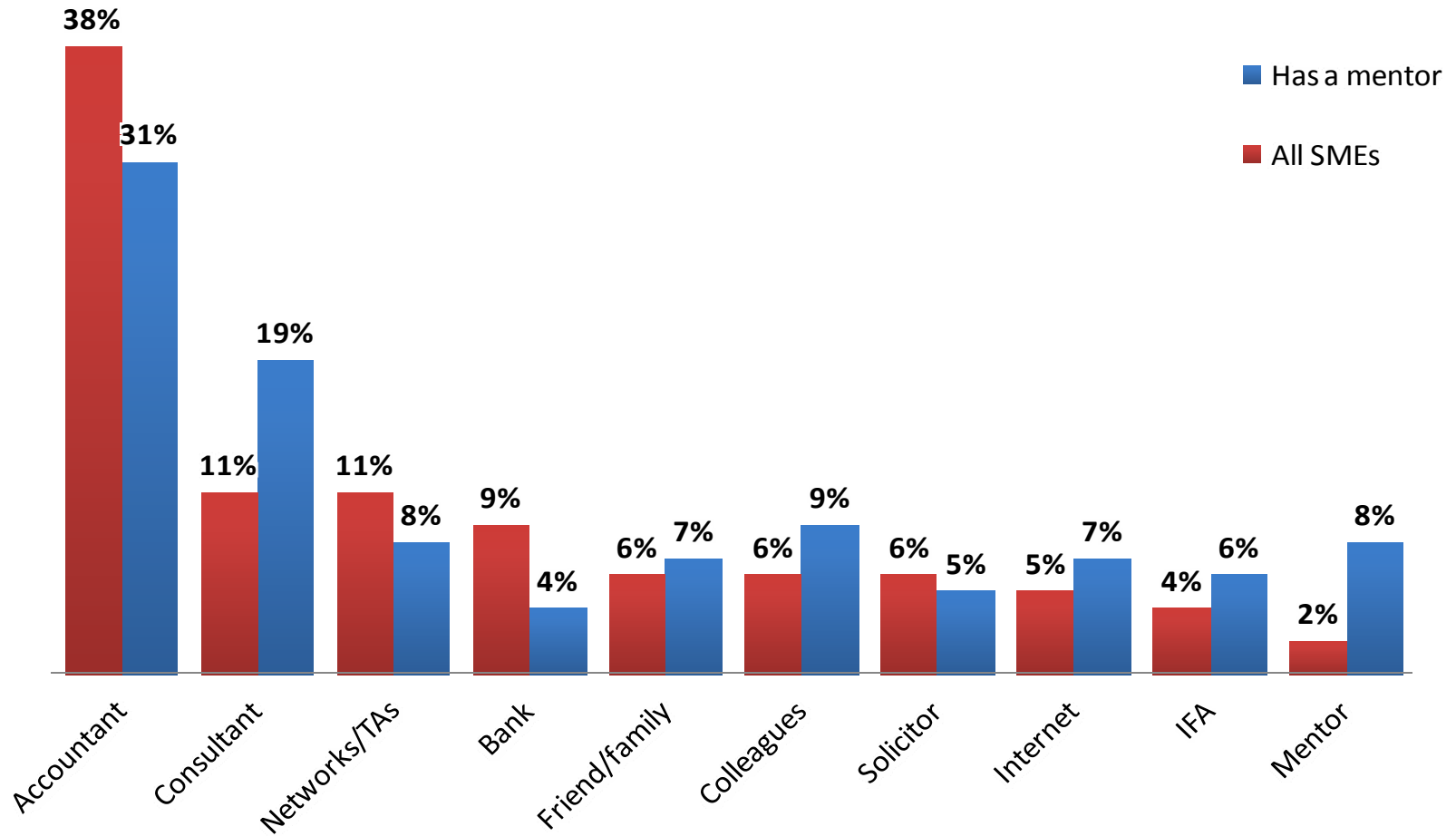


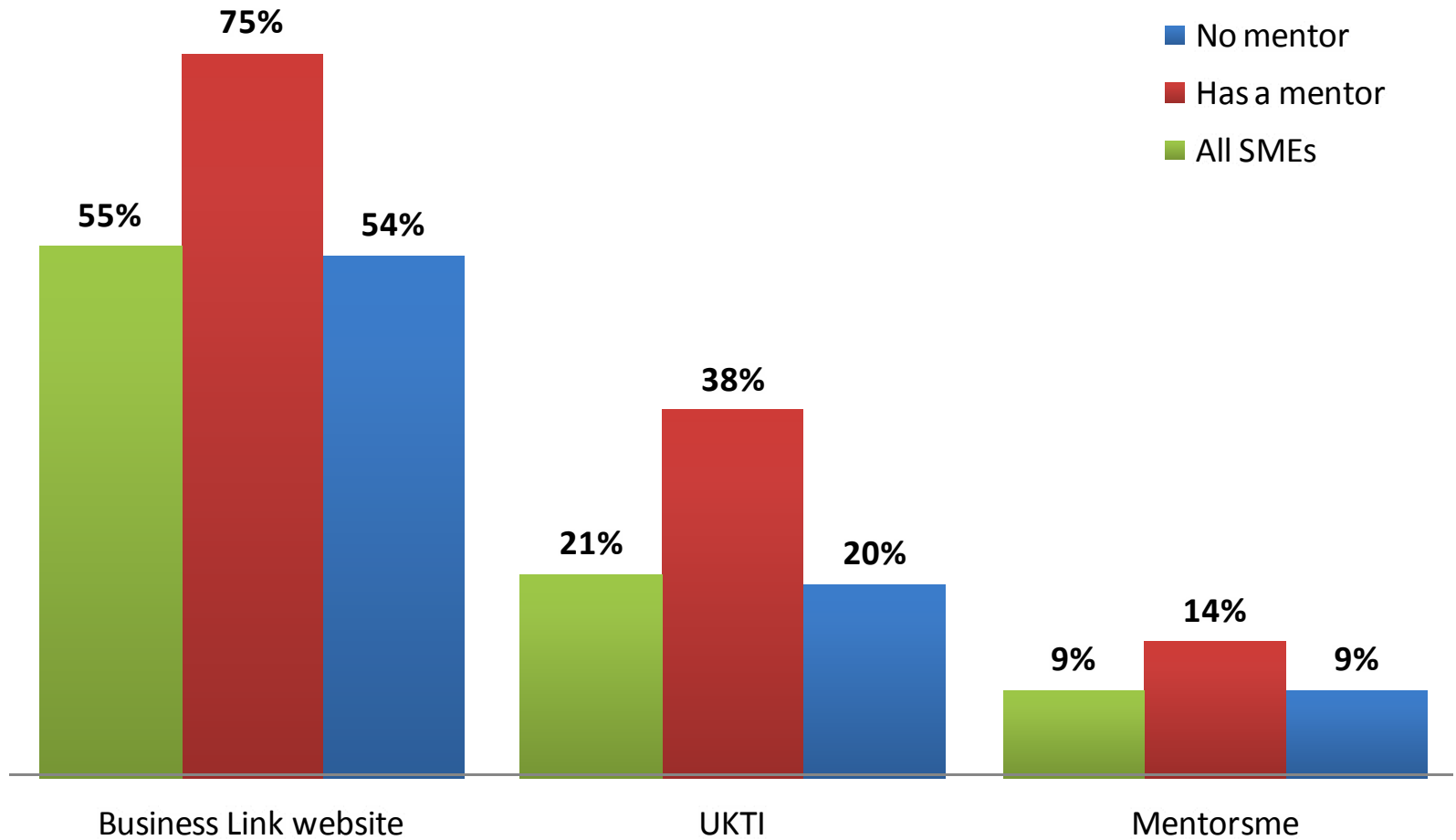
# Reason for seeking advice (England and Wales only)





# Where sought advice (England and Wales only)





# Determining what makes a business take a mentor



# What makes a business grow?

- Cross-analysis of business characteristics by whether a mentor is used or not gives some indication of who is more likely to use a business mentor, but does not explain which attributes/attitudes are more likely to make a business take on a mentor
- Regression analysis helps determine the influence of individual factors on whether a business has a mentor, whilst the value of other factors are held constant
- Multinomial logistic model explains 32.6% of variance

# Regression analysis – factors most likely to result in a business having a mentor

Rank	Factor	Value (t)	Significance
1	Has formal business plan	9.095	***
2	Plans to grow business in next 2-3 years	6.476	***
3	Exporter	6.263	***
4	Employment size (larger more likely to have a mentor)	(-) 5.895	***
5	Social enterprise	5.784	***
6	Age of business (younger more likely to have a mentor)	(-) 4.712	***
7	Information/Communication sector (J)	4.685	***
8	Sought finance in last 12 months	4.571	***
9	Introduced new/improved processes in last 12 months	4.323	***
10	Strong at taking decisions on regulations	4.255	***
11	Poor at accessing finance	(-) 3.868	***
12	Introduced new/improved products/services in last 12 months	3.626	***
13	Strong at people management	2.982	**

# Regression analysis – factors most likely to result in being interested in having a business mentor (Based on those currently without mentors)

Rank	Factor	Value (t)	Significance
1	Plans to grow business in next 2-3 years	11.428	***
2	Employment size (larger more likely to be interested)	(-) 7.233	***
3	Sought finance in last 12 months	4.916	***
4	Has formal business plan	4.617	***
5	Qualifications (higher qualified more likely to be interested)	4.456	***
6	NOT in the primary sector	(-) 4.458	***
7	Information/communications sector	4.205	***
8	NOT in business services sector	(-) 3.881	***
9	Introduced new/improved products/services in last 12 months	3.779	***
10	Introduced new/improved processes in last 12 months	3.752	***
11	NOT in construction sector	(-) 3.636	***
12	Anticipates closure of business	3.117	**
13	Poor at accessing finance	(-) 2.934	**

# Thank you

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