

# UKTI Performance & Impact Monitoring Surveys – PIMS

Position at Q3 FY 2013/14

Summary Results (PIMS 30-33)

December 2013

# Contents

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Headline Results	3
Background	14
Sample Analysis	20
Client Profile	23
Support Received	37
Awareness of UKTI Involvement	40
Key Measures	42
– Definitions of each measure (identifying the survey questions used)	
– Results by individual UKTI service	
Additionality	112
Summaries	118
– Results by client profile and market (High growth / Established)	
– Results by delivery sub-group (English regions; overseas regions & selected markets; service provider)	
– Results over time for individual services	

The background features a white surface with several overlapping, semi-transparent shapes in shades of blue and teal. These shapes are abstract and fluid, resembling stylized letters or organic forms. A prominent dark blue shape curves across the top and right, while a teal shape is positioned below it. The text 'Headline Results' is centered in a dark blue, sans-serif font.

# Headline Results

# Performance Against Key Measures

Measure	Position at Q3 FY 2013/14
<b><u>Provide export services to more UK businesses</u></b>	
Total number of businesses assisted (target 50,000 annually by 2015)	32,600
- Number of innovative businesses assisted	27,410
- Number of assisted businesses expecting substantial growth	13,630
- Number of assisted businesses that are new to exporting	5,660
Number of businesses assisted excluding website & short outreach events*	28,370
Number of businesses assisted through website & short outreach events	8,910
<b><u>Help UK businesses benefit from increased overseas sales**</u></b>	
Total additional sales (target £56 billion by 2015)	£51.6 billion
% assisted businesses improving performance	50%
% businesses assisted in high growth markets improving performance	52%
% assisted businesses reporting significant business benefit (target 70%)	70%
<b><u>Increase R&amp;D**</u></b>	
Number of businesses increasing R&D activity as result of UKTI support (target 2,500)	4,260
<b><u>Professionalism**</u></b>	
Quality Rating (80% target)	78%
Quality Rating for high intensity support (90% target)	90%
Satisfaction Rating (80% target)	76%
Satisfaction Rating for high intensity support (90% target)	82%
<b><u>Excellent Client Records (latest quarter)***</u></b>	
% records provided for PIMS are complete (100% target)	98%
...of which contact details are incorrect	17%

\* Short outreach events are defined as English Regions' events of less than ½ day duration.

\*\* These results exclude website & short outreach events.

\*\*\* This data excludes the Website Business Opportunities service as contact details are recorded by the firms themselves rather than UKTI staff.

# Annual Number of Firms Supported – Over Time

		PIMS 19-22	PIMS 20-23	PIMS 21-24	PIMS 22-25	PIMS 23-26	PIMS 24-27	PIMS 25-28	PIMS 26-29	PIMS 27-30	PIMS 28-31	PIMS 29-32	PIMS 30-33
UKTI total	Annual no. of firms supported	25,340	26,650	24,550	25,140	25,450	25,400	26,640	26,920	29,230	31,310	31,880	32,600
	% change from previous 12 months*	-2%	+2%	-9%	-3%	0%	-5%	+9%	+7%	+15%	+23%	+20%	+21%
Exc. Web & short outreach events**	Annual number of firms supported	23,440	24,350	22,390	22,510	21,370	21,450	22,340	23,180	25,390	26,920	27,580	28,370
	% change from previous 12 months	-1%	+3%	-9%	-5%	-9%	-12%	+0%	+3%	+19%	+26%	+23%	+22%

\* This shows the % change from the equivalent 4 waves a year previously, so for example the +20% for PIMS 30-33 shows the change from the PIMS 26-29 period.

\*\* Short outreach events are defined as English Regions' events of less than ½ day duration.

# Key Measures – Over Time

	PIMS 19-22	PIMS 20-23	PIMS 21-24	PIMS 22-25	PIMS 23-26	PIMS 24-27	PIMS 25-28	PIMS 26-29	PIMS 27-30	PIMS 28-31	PIMS 29-32	PIMS 30-33
<i>Base: Exc. Web &amp; Short ER Events</i>	4084	4000	3959	3870	3842	3817	3915	3904	3860	3823	3687	3722
Quality Rating (A09)	78%	78%	79%	78%	79%	78%	78%	78%	78%	79%	78%	78%
Overall Satisfaction (B10)	76%	76%	76%	75%	76%	75%	76%	76%	76%	77%	76%	76%
Improved Business Performance	51%	51%	53%	53%	54%	53%	52%	51%	50%	49%	49%	50%
Increased Skills (A81)	51%	50%	51%	51%	51%	51%	51%	50%	50%	50%	50%	53%
Changed Behaviour (A83)	56%	56%	56%	56%	57%	56%	55%	54%	53%	53%	54%	57%
Increased R&D (AR&D)	14%	13%	14%	15%	15%	15%	15%	16%	16%	15%	15%	15%
Barriers Overcome (A92)	62%	61%	62%	62%	62%	61%	60%	60%	59%	59%	60%	61%
Significant Business Benefit (A06)*	70%	69%	70%	70%	71%	70%	69%	69%	68%	67%	68%	70%
Mean Additional Profit (A49)	£255k	£302k	£248k	£239k	£219k	£257k	£252k	£250k	£230k	£151k	£188k	£181k
Mean Additional Sales	£2,036k	£2,433k	£1,987k	£1,748k	£1,486k	£1,794k	£1,884k	£1,965k	£1,953k	£1,241k	£1,847k	£1,820k

In order to provide comparable data over time, all results for previous waves exclude Website and short duration ER Events (even though in some cases the figures published for these waves included these groups). In those waves where no data was available for the duration of the ER Event, these have been treated as lasting for less than ½ day and therefore excluded.

\* The 'Significant Business Benefit (A06)' measure was previously known as 'Improved Productivity & Competitiveness (A06)'.

# Key Measures – By Service Type

	UK-based Advisory Services	Overseas Network Services	Events	Tradeshows & Missions	Web & Report Services	DSO Support
<i>Base: All supported firms</i>	1092	1102	1199	429	285	118
Number Firms Assisted (Annual A01)	8,140	13,390	18,570	8,200	4,630	1,050
- % records complete (PIMS 33)	98%	98%	98%	98%	23%	98%
- % records with contact details incorrect (PIMS 33)	13%	19%	20%	12%	16%	14%
Quality Rating (A09)	90%	77%	77%	72%	57%	74%
Overall Satisfaction (B10)	83%	74%	74%	81%	55%	69%
Improved Business Performance	58%	46%	40%	77%	-	40%
Increased Skills (A81)	58%	47%	48%	71%	35%	39%
Changed Behaviour (A83)	67%	53%	50%	74%	21%	43%
Increased R&D (AR&D)	16%	12%	12%	27%	-	7%
Barriers Overcome (A92)	65%	59%	53%	79%	53%	51%
Significant Business Benefit (A06)*	74%	66%	63%	86%	57%	60%
Mean Additional Profit (A49)	£299k	£227k	£132k	£96k	£93k	£228k
Mean Additional Sales	£3,407k	£2,654k	£1,035k	£704k	£481k	£1,161k

Traffic Light Key	Quality & Satisfaction	Imp. Business Performance
Green	80%+	50+
Amber Green	75-79%	48-49%
Amber	70-74%	45-47%
Red	<70%	<45%

UK-based Advisory - *Passport, GGG, ECR, EMRS, ERTA Sig Assists, HVO Sig Assists*  
 Overseas Network – *OMIS, Posts Sig Assists, CBBC Sig Assists, UKIBC Sig Assists*  
 Events – *ER Events, HQ Events, Inward Missions, Sector Events UK, Posts Events, Sector Events Abroad, CBBC Events, UKIBC Events, HVO Events*  
 Tradeshows & Missions – *MVS, TAP, Outward Missions*  
 Web & Report – *Special Reports, Website Business Opps*  
 DSO – *DSO Events, DSO Sig Assists*

\* The 'Significant Business Benefit (A06)' measure was previously known as 'Improved Productivity & Competitiveness (A06)'.

# Key Measures – By Support Type

	High Intensity Support	Other Tailored Support	Outreach Events
<i>Base: Selected services</i>	816	731	796
Number Firms Assisted (Annual A01)	3,100	8,610	14,800
- % records complete (PIMS 33)	98%	98%	98%
- % records with contact details incorrect (PIMS 33)	15%	14%	18%
Quality Rating (A09)	90%	85%	79%
Overall Satisfaction (B10)	82%	79%	74%
Improved Business Performance	67%	55%	38%
Increased Skills (A81)	69%	54%	47%
Changed Behaviour (A83)	76%	62%	49%
Increased R&D (AR&D)	26%	13%	10%
Barriers Overcome (A92)	72%	65%	51%
Significant Business Benefit (A06)*	83%	72%	62%
Mean Additional Profit (A49)	£289k	£290k	£169k
Mean Additional Sales	£1,837k	£3,291k	£1,100k

Traffic Light Key	High Intensity		Other Tailored	Outreach Events
	Quality & Satisfaction	Imp. Business Performance	Imp. Business Performance	Imp. Business Performance
Green	90%	75%+	60%+	40%+
Amber	80-89%	65-74%	50-59%	35-39%
Red	<80%	<65%	<50%	<35%

High Intensity - *Passport, GGG, ECR, EMRS, DSO Sig Assists, HVO Sig Assists*

Other tailored – *OMIS, ERTA Sig Assists*

Outreach events – *ER Events, HQ Events, Sector Events UK*

\* The 'Significant Business Benefit (A06)' measure was previously known as 'Improved Productivity & Competitiveness (A06)'.



# Key Measures – By Service Delivery Group

	English Regions	Trade Development Group*		Strategic Trade	Overseas Network	DSO
		All TDG	TIE/ST events			
<i>Base: All except Web, Short ER Events, CBBC &amp; UKIBC</i>	1510	765	250	119	1211	118
Number Firms Assisted (Annual A01)	9,840	14,290	5,200	2,140	14,600	1,050
- % records complete (PIMS 33)	98%	98%	100%	98%	98%	98%
- % records with contact details incorrect (PIMS 33)	14%	18%	33%	17%	20%	14%
Quality Rating (A09)	85%	73%	73%	82%	77%	74%
Overall Satisfaction (B10)	80%	75%	67%	74%	74%	69%
Improved Business Performance	53%	56%	40%	33%	45%	40%
Increased Skills (A81)	56%	57%	45%	47%	48%	39%
Changed Behaviour (A83)	63%	57%	45%	41%	52%	43%
Increased R&D (AR&D)	15%	17%	10%	10%	12%	7%
Barriers Overcome (A92)	61%	65%	52%	46%	58%	51%
Significant Business Benefit (A06)**	72%	72%	62%	59%	66%	60%
Mean Additional Profit (A49)	£203k	£156k	£300k	£128k	£191k	£228k
Mean Additional Sales	£2,269k	£977k	£1,730k	£1,084k	£2,223k	£1,161k

Traffic Light Key	Quality & Satisfaction	Imp. Business Performance
Green	80%+	50+
Amber Green	75-79%	48-49%
Amber	70-74%	45-47%
Red	<70%	<45%

English Regions - *Passport, GGG, EMRS, ERTA Sig Assists, ER Events, ECR, MVS*  
 Trade Development Group – *TAP, Outward Missions, Inward Missions, Sector Events UK, Sector Events Abroad, Special Reports*  
 Strategic Trade – *HQ Events, HVO Events, HVO Sig Assists*  
 Overseas Network – *OMIS, Posts Sig Assists, Posts Events*  
 DSO – *DSO Events, DSO Sig Assists*

\* For this analysis, Overseas Network support does not include services provided by CBBC and UKIBC.

\*\* The 'Significant Business Benefit (A06)' measure was previously known as 'Improved Productivity & Competitiveness (A06)'.

# Key Measures – By Individual Service

	Total (exc. Web & ER events < ½ day)	Pass- port	GGG	EMRS	ERTA Sig. Assists	ER Events	ECR	HQ Events	OMIS	MVS	TAP Solo	TAP Group
<i>Base: All supported firms</i>	3722	324	324	40	334	345	40	71	397	103	34	128
Number Firms Assisted (PIMS 33)	12,431	265	363	53	1,703	2,415	132	499	1,178	575	241	771
- % records complete	98%	100%	99%	100%	98%	99%	99%	98%	98%	95%	99%	100%
- % with contact details incorrect	17%	14%	13%	18%	11%	17%	23%	18%	16%	16%	14%	13%
Quality Rating (A09)	78%	93%	89%	87%	90%	82%	91%	81%	78%	78%	78%	71%
Overall Satisfaction (B10)	76%	78%	80%	95%	83%	77%	93%	75%	74%	84%	85%	84%
Improved Business Performance	50%	74%	70%	75%	53%	40%	70%	32%	57%	78%	71%	79%
Increased Skills (A81)	53%	75%	65%	80%	52%	48%	90%	46%	58%	76%	79%	69%
Changed Behaviour (A83)	57%	83%	72%	88%	61%	55%	93%	41%	65%	79%	74%	73%
Increased R&D (AR&D)	15%	31%	27%	35%	10%	11%	33%	11%	17%	28%	24%	28%
Barriers Overcome (A92)	61%	75%	68%	85%	62%	52%	83%	44%	70%	82%	88%	78%
Significant Business Benefit (A06)*	70%	86%	79%	93%	70%	65%	98%	59%	77%	87%	88%	85%
Mean Additional Profit (A49)	£181k	£243k	£194k	£115k	£311k	£68k	£250k	£104k	£235k	£68k	£34k	£123k
Mean Additional Sales	£1,820k	£1,641k	£1,320k	£621k	£3,975k	£787k	£1,698k	£694k	£2,016k	£522k	£224k	£849k

Traffic Light Key	Quality & Satisfaction	Improved Business Performance	
		Passport	Total, ERTA Sig Assists, OMIS & Posts Sig Assists
Green	80%+	75%+	50%+
Amber Green	75-79%	72-74%	48-49%
Amber Red	70-74%	68-71%	45-47%
Red	<70%	<68%	<45%

\* The 'Significant Business Benefit (A06)' measure was previously known as 'Improved Productivity & Competitiveness (A06)'.

# Key Measures – By Individual Service

	TAP Non Funded	Outward Mission	Inward Mission	Sector Events UK	Posts Sig. Assists	Posts Events	Web Bus Opps	Sector Events Abroad	DSO Events	DSO Sig. Assists	HVO Events	HVO Sig. Assists
<i>Base: All supported firms</i>	115	49	18	380	620	194	285	90	60	58	18	30
Number Firms Assisted (PIMS 33)	646	27	91	2,183	4,872	1,278	1,557	1,040	293	98	0	6
- % records complete	98%	98%	100%	97%	99%	98%	36%	99%	99%	99%	-	100%
- % with contact details incorrect	9%	10%	18%	19%	21%	25%	16%	27%	8%	18%	-	0%
Quality Rating (A09)	69%	63%	52%	77%	77%	74%	57%	66%	72%	84%	84%	89%
Overall Satisfaction (B10)	76%	76%	39%	71%	73%	76%	55%	76%	67%	84%	67%	83%
Improved Business Performance	79%	67%	22%	37%	44%	39%	-	64%	37%	50%	33%	33%
Increased Skills (A81)	70%	65%	44%	46%	44%	49%	35%	64%	38%	43%	39%	63%
Changed Behaviour (A83)	73%	71%	44%	45%	49%	48%	21%	60%	40%	59%	28%	63%
Increased R&D (AR&D)	28%	18%	17%	9%	10%	12%	-	16%	5%	12%	6%	7%
Barriers Overcome (A92)	77%	78%	44%	52%	56%	55%	53%	74%	47%	60%	44%	63%
Significant Business Benefit (A06)*	84%	86%	50%	61%	63%	64%	58%	78%	55%	72%	50%	70%
Mean Additional Profit (A49)	£100k	£91k	£6k	£229k	£231k	£63k	£93k	£66k	£55k	£639k	£16k	£437k
Mean Additional Sales	£799k	£700k	£39k	£1,294k	£3,126k	£395k	£486k	£397k	£594k	£2,395k	£155k	£5,032k

Traffic Light Key	Quality & Satisfaction	Improved Business Performance	
		Passport	Total, ERTA Sig Assists, OMIS & Posts Sig Assists
Green	80%+	75%+	50%+
Amber Green	75-79%	72-74%	48-49%
Amber Red	70-74%	68-71%	45-47%
Red	<70%	<68%	<45%

\* The 'Significant Business Benefit (A06)' measure was previously known as 'Improved Productivity & Competitiveness (A06)'.

# Key Measures – China Britain Business Council (CBBC)

	CBBC Total	CBBC Sig. Assists	CBBC Events	CBBC OMIS
<i>Base: All receiving CBBC support</i>	112	45	44	23
Number Firms Assisted (Quarterly A01)				
- PIMS 30	359	175	163	21
- PIMS 31	361	181	136	44
- PIMS 32	485	218	230	37
- PIMS 33	733	351	359	23
- % records complete (PIMS 33)	100%	100%	99%	100%
- % with contact details incorrect (PIMS 33)	10%	3%	15%	14%
- % refusing as no/minimal support (PIMS 33)	16%	19%	10%	29%
Quality Rating (A09)	80%	82%	77%	80%
Overall Satisfaction (B10)	75%	80%	68%	78%
Improved Business Performance	40%	33%	41%	65%
Increased Skills (A81)	48%	40%	48%	74%
Changed Behaviour (A83)	59%	49%	61%	91%
Increased R&D (AR&D)	15%	9%	20%	22%
Barriers Overcome (A92)	60%	62%	52%	78%
Significant Business Benefit (A06)*	67%	64%	64%	91%
Mean Additional Profit (A49)	£237k	£203k	£15k	£1,257k
Mean Additional Sales	£1,479k	£2,129k	£228k	£4,113k

\* The 'Significant Business Benefit (A06)' measure was previously known as 'Improved Productivity & Competitiveness (A06)'.

# Key Measures – UK India Business Council (UKIBC)

	UKIBC Total	UKIBC Sig. Assists	UKIBC Events
<i>Base: All receiving UKIBC support</i>	79	40	39
Number Firms Assisted (Quarterly A01)			
- PIMS 30	339	108	231
- PIMS 31	446	140	306
- PIMS 32	433	182	251
- PIMS 33	202	56	146
- % records complete (PIMS 33)	98%	100%	97%
- % with contact details incorrect (PIMS 33)	15%	19%	11%
- % refusing as no/minimal support (PIMS 33)	8%	9%	7%
Quality Rating (A09)	75%	73%	78%
Overall Satisfaction (B10)	79%	75%	82%
Improved Business Performance	34%	35%	33%
Increased Skills (A81)	38%	33%	41%
Changed Behaviour (A83)	40%	40%	38%
Increased R&D (AR&D)	20%	15%	21%
Barriers Overcome (A92)	53%	53%	54%
Significant Business Benefit (A06)*	60%	68%	56%
Mean Additional Profit (A49)	£319k	£568k	£227k
Mean Additional Sales	£5,246k	£3,408k	£6,005k

\* The 'Significant Business Benefit (A06)' measure was previously known as 'Improved Productivity & Competitiveness (A06)'.

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**Background**

# Background

- This report is based on PIMS 30-33. The research was conducted in four fieldwork waves (January/February 2013, April/May 2013, July/August 2013, October /November 2013).
- These results are based on a total of 4225 interviews, as follows:
 

- Passport to Export: 324	- TAP Group: 128	- DSO Significant Assists: 58
- Gateway to Global Growth: 324	- TAP Non-Funded: 115	- HVO Events: 18
- EMRS: 40	- Outward Missions: 49	- HVO Significant Assists: 30
- ERTA Significant Assists: 334	- Inward Missions: 18	- CBBC Events: 44
- English Regions Events: 345	- Sector Events UK: 380	- CBBC Significant Assists: 45
- ECR: 40	- Posts Significant Assists: 620	- UKIBC Events: 39
- HQ Events: 71	- Posts Events: 194	- UKIBC Significant Assists: 40
- OMIS: 397	- Web Business Opportunities: 285	
- Market Visit Support: 103	- Sector Events Abroad: 90	
- TAP Solo: 34	- DSO Events: 60	
- PIMS interviews are conducted **c.6 months** after firms receive the UKTI support, so the latest fieldwork wave (PIMS 33) covered firms receiving support in **April-June 2013**. The exceptions to this are...
  - Passport users: Interviewed c.15 months after signing up
  - GGG users: Interviewed c.12 months after signing up
- Please note that the data shown for English Regions Trade Advisors (ERTA) Significant Assists only covers those firms not also receiving support under Passport or GGG during the same time period
- Please note that although CBBC and UKIBC support has been included in the total level analysis, results for these services have not been shown separately in the charts/tables.
  - Performance against the key measures for these services is shown in the Headline Results section, and details of the client profile for these services is shown in the Summaries section at the end of this report.

# Abbreviations

Full Name	Abbreviation/Acronym
China Britain Business Council	CBBC
Defence & Security Organisation	DSO
English Regions' Events	ER Events
English Regions' Trade Advisors Significant Assists	ERTA Sig. Assists
Export Communications Review	ECR
Export Marketing Research Scheme	EMRS
Gateway to Global Growth	GGG
High Value Opportunities Programme	HVO
Market Visit Support	MVS
Overseas Market Introduction Service	OMIS
Passport to Export	Passport
Tradeshaw Access Programme	TAP
UK India Business Council	UKIBC
Website Business Opportunities service	Web Bus Opps



# Interviews Achieved

	Total	Pass-port	GGG	EMRS	ERTA Sig. Assists	ER Events	ECR	HQ Events	OMIS	MVS	TAP Solo	TAP Group	TAP Non Funded	Outward Mission
PIMS 30	<b>1,060</b>	72	72	10	81	100	10	15	100	12	8	28	25	8
PIMS 31	<b>1,037</b>	72	72	10	74	100	10	15	97	25	8	25	26	20
PIMS 32	<b>1,042</b>	90	90	10	89	55	10	21	100	41	8	45	40	11
PIMS 33	<b>1,086</b>	90	90	10	90	90	10	20	100	25	10	30	24	10

	Inward Mission	Sector Events UK	Posts Sig. Assists	Posts Events	Web Bus Opps	Sector Events Abroad	DSO Events	DSO Sig. Assists	HVO Events	HVO Sig. Assists	CBBC Events	CBBC Sig. Assists	UKIBC Events	UKIBC Sig. Assists
PIMS 30	8	140	140	45	80	10	15	15	18	8	10	10	10	10
PIMS 31	0	100	160	53	74	20	15	13	0	10	9	10	9	10
PIMS 32	0	55	160	46	71	20	15	15	0	10	10	10	9	10
PIMS 33	10	85	160	50	60	40	15	15	0	2	15	15	10	10

# Posts Significant Assists – Individual Markets/Areas

## Interviews Conducted By Market & Market Area

### **Countries within Europe (214)...**

- Austria (1), Belgium/Luxembourg (5), Bulgaria (3), Croatia (1), Cyprus (1), Czech Republic (13), Denmark (6), Finland (6), France (15), Germany (25), Greece (6), Hungary (3), Iceland (1), Ireland (1), Italy (21), Lithuania (2), Netherlands (2), Norway (3), Poland (18), Portugal (14), Romania (2), Russia (14), Serbia (1), Slovakia (2), Spain (25), Sweden (2), Switzerland (4), Turkey (14), Ukraine (3)

### **Countries within North America (70)...**

- Canada (15), USA (55)

### **Countries in Latin America (82)...**

- Argentina (8), Barbados (1), Brazil (29), Chile (3), Colombia (2), Costa Rica (1), Cuba (2), Dominican Republic (1), Ecuador (5), Guyana (2), Jamaica (1), Mexico (12), Panama (2), Peru (1), Trinidad and Tobago (9), Venezuela (3)

### **Countries within Asia Pacific (142)...**

- Australia (12), Bangladesh (2), China (22), Hong Kong (11), India (23), Indonesia (3), Japan (29), Kazakhstan (3), Malaysia (12), New Zealand (4), Pakistan (3), Philippines (2), Singapore (2), South Korea (7), Taiwan (3), Thailand (2), Vietnam (2)

### **Countries within Middle East and Africa (112)...**

- Algeria (4), Cameroon (2), Egypt (13), Ethiopia (2), Ghana (6), Israel (4), Jordan (7), Kenya (4), Lebanon (2), Morocco (4), Nigeria (11), Occupied Palestinian Territories (1), Oman (6), Qatar (1), Saudi Arabia (14), Sierra Leone (1), South Africa (15), Sudan (1), Tanzania (5), UAE (7), Uganda (2)

# PIMS Timelines

	Support Period (i.e. when firms received UKTI assistance)*			Fieldwork Period (i.e. when firms were interviewed)
	All except Passport & GGG	Passport	GGG	
PIMS 30	Jul - Sep 2012	Oct - Dec 2011	Jan - Mar 2012	Jan - Feb 2013
PIMS 31	Oct - Dec 2012	Jan - Mar 2012	Apr - Jun 2012	Apr - May 2013
PIMS 32	Jan - Mar 2013	Apr - Jun 2012	Jul - Sep 2012	Jul - Aug 2013
PIMS 33	Apr - June 2013	Jul - Sep 2012	Oct - Dec 2012	Oct - Nov 2013

\* The support period for Passport & GGG relates to the date when firms signed up for the scheme

The background features several overlapping, semi-transparent shapes in shades of blue and teal. These shapes are irregular and organic, creating a layered, abstract effect. The colors range from a light, pale blue to a slightly darker, muted teal. The overall composition is clean and modern, with the text centered over the most prominent overlapping area.

# Sample Analysis

# Sample Analysis – PIMS 33

	Total	Passport	GGG	EMRS	ERTA Sig. Assist	ER Event	ECR	HQ Event	OMIS	MVS	TAP Solo	TAP Group	TAP Non Fund	Out'd Miss.
<b>SAMPLE CLEANING</b>														
Total (in-scope) records provided	<b>30,928</b>	266	368	54	1,791	3,688	134	825	1,423	608	256	808	684	28
Incomplete/ineligible records	<b>1,225</b>	7	10	1	69	109	2	35	56	37	7	5	21	4
<i>% of records with name &amp; address</i>	<b>95%</b>	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Duplicate records (within service)	<b>9,730</b>	1	5	1	88	1,273	2	326	245	33	15	37	38	1
Duplicate records (across services)	<b>6,434</b>	3	8	4	456	646	43	185	446	226	64	226	205	0
Took part in recent PIMS survey	<b>1,146</b>	9	21	8	84	140	11	15	116	36	15	37	30	2
On Passport or GGG (ERTA only)	-	-	-	-	79	-	-	-	-	-	-	-	-	-
<b>CATI SCREENING</b>														
Random selection for CATI	<b>3,240</b>	205	220	22	280	233	22	61	252	61	22	69	105	21
Unusable – ineligible for interview	<b>496</b>	6	14	1	65	29	0	14	22	2	1	2	32	1
Unusable – contact details incorrect	<b>550</b>	29	29	4	32	39	5	11	40	10	3	9	9	2
Unusable – other UKTI research	<b>37</b>	3	7	0	2	0	0	0	8	2	0	1	1	0
<b>ACHIEVED INTERVIEWS / RESPONSE RATE</b>														
Total useable sample (CATI)	<b>2,157</b>	167	170	17	181	165	17	36	182	47	18	57	63	18
Interviews achieved	<b>1,086</b>	90	90	10	90	90	10	20	100	25	10	30	24	10
Response rate (%)	<b>50%</b>	54%	53%	59%	50%	55%	59%	56%	55%	53%	56%	53%	38%	56%
Refusal rate (%)	<b>20%</b>	13%	19%	0%	20%	25%	6%	19%	20%	11%	0%	18%	32%	11%

# Sample Analysis – PIMS 33

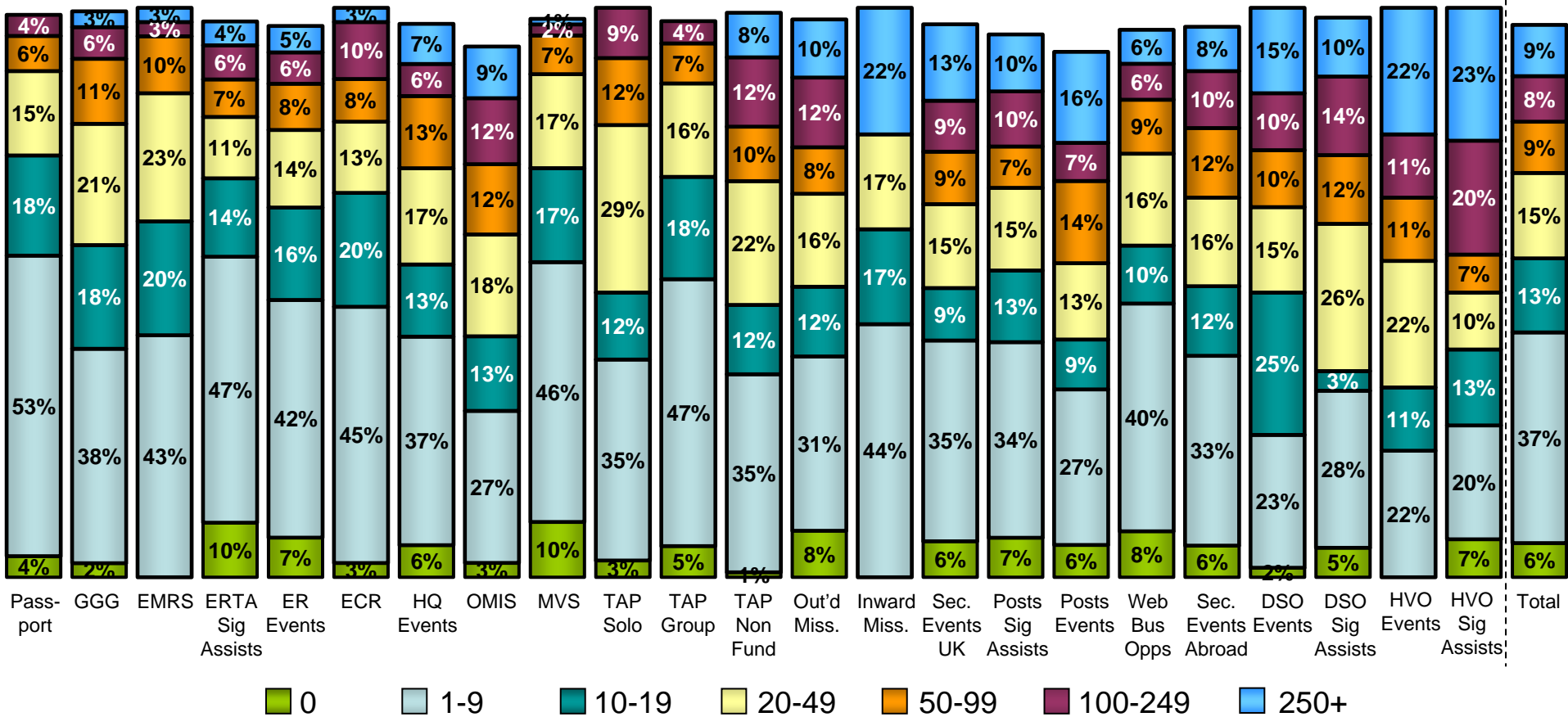
	Inw'd Miss.	Sec. Event UK	Posts Sig. Assist	Posts Event	Web Bus Opps	Sector Event Abroad	DSO Event	DSO Sig. Assist	HVO Event	HVO Sig. Assist	CBBC Event	CBBC Sig. Assist	UKIBC Event	UKIBC Sig. Assist
<b>SAMPLE CLEANING</b>														
Total (in-scope) records provided	117	2,911	8,113	2,244	3,565	1,426	384	138	0	6	434	412	179	66
Incomplete/ineligible records	7	130	189	54	304	103	13	2	0	1	29	15	14	1
<i>% of records with name &amp; address</i>	<i>100%</i>	<i>99%</i>	<i>100%</i>	<i>100%</i>	<i>27%</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>	-	<i>100%</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>
Duplicate records (within service)	26	728	3,241	966	2,008	386	91	40	0	0	75	61	33	10
Duplicate records (across services)	4	527	1,505	495	683	348	112	1	0	0	98	106	42	1
Took part in recent PIMS survey	4	76	270	59	74	50	18	17	0	0	19	25	7	3
<b>CATI SCREENING</b>														
Random selection for CATI	40	275	581	182	221	135	37	57	0	5	39	36	27	32
Unusable – ineligible for interview	5	58	107	35	50	18	1	14	0	0	6	7	3	3
Unusable – contact details incorrect	7	52	123	45	36	36	3	10	0	0	6	1	3	6
Unusable – other UKTI research	0	1	5	1	3	1	1	0	0	0	0	0	1	0
<b>ACHIEVED INTERVIEWS / RESPONSE RATE</b>														
Total useable sample (CATI)	28	164	346	101	132	80	32	33	0	5	27	28	20	23
Interviews achieved	10	85	160	50	60	40	15	15	0	2	15	15	10	10
Response rate (%)	36%	52%	46%	50%	45%	50%	47%	45%	-	40%	56%	54%	50%	43%
Refusal rate (%)	39%	24%	24%	16%	26%	21%	6%	27%	-	20%	19%	11%	15%	13%

The background features a complex, abstract design of overlapping, semi-transparent shapes in shades of blue and teal. These shapes create a sense of depth and movement, resembling stylized, flowing lines or organic forms. The colors are muted and professional, contributing to a clean and modern aesthetic.

# Client Profile

# Size of Business – Number of Employees

How many people are currently employed by your business within the UK?



Base: All respondents (Base, Don't know/Refused, Not yet trading) - Passport (324, 0%, 1%), GGG (324, 0%, 0%), EMRS (40, 0%, 0%), ERTA (334, 1%, 2%), ER Events (345, 1%, 3%), ECR (40, 0%, 0%), HQ Events (71, 0%, 3%), OMIS (397, 6%, 1%), MVS (103, 1%, 1%), TAP Solo (34, 0%, 0%), TAP Group (128, 2%, 1%), TAP Non Funded (115, 1%, 0%), Outward Missions (49, 2%, 0%), Inward Missions (18, 0%, 0%), Sector Events UK (380, 1%, 2%), Posts Sig Assists (620, 2%, 2%), Posts Events (194, 8%, 0%), Website Bus Opps (285, 1%, 3%), Sector Events Abroad (90, 1%, 2%), DSO Events (60, 0%, 0%), DSO Sig Assists (58, 2%, 0%), HVO Events (18, 0%, 0%), HVO Sig Assists (30, 0%, 0%), Total (4225, 2%, 2%)



# Size of Business – Number of Employees

How many people are currently employed by your business within the UK?

	Total	Total (exc. Web & ER Events < ½ day)	Length Of Time Exporting (All Firms)		
			Less than 2 years	2-10 years	More than 10 years
<i>Base</i>	4225	3722	1032	1463	1709
0	6%	6%	16%	4%	3%
1-9	37%	36%	52%	49%	18%
10-19	13%	13%	10%	15%	12%
20-49	15%	15%	7%	16%	20%
50-99	9%	9%	2%	7%	15%
100-249	8%	8%	2%	5%	13%
250+	9%	9%	2%	3%	17%
Don't know/refused	2%	2%	1%	2%	2%
Not yet trading	2%	2%	7%	0%	0%

# Estimated Total Employees

## Estimated Total Employees

- An estimate of the total number of people employed by firms assisted by UKTI in the last year has been calculated as follows:
  - Calculation of mean number of employees across firms interviewed in last 4 quarters.
  - Estimated total employees calculated by multiplying the mean number of employees by the 'Total A01' figure (which represents the number of individual firms supported in the last 4 quarters after de-duplication both within and across waves).
  - Estimated total employees by size calculated by multiplying the mean number of employees within each size band by an estimate of the proportion of the Total A01 figure accounted for by that size band
  - This calculation uses the mean number of employees, but the median number has also been shown. The large difference between the mean and median values indicates that the distribution of number of employees is significantly skewed by outliers

Estimated Total Employees (exc. Web & ER Events < ½ day)	Mean no. of employees	Median no. of employees	% of all interviews (exc. don't know/refused employee numbers)	Total no. of firms supported (A01)	Estimated total no. of employees
0-249 employees	29	10	90.7%	25,740	0.7 million
250-4999 employees	939	600	8.2%	2,330	2.2 million
5000+ employees	18,056	10,000	1.1%	310	5.6 million
Total	305	12	100%	28,370	8.7 million

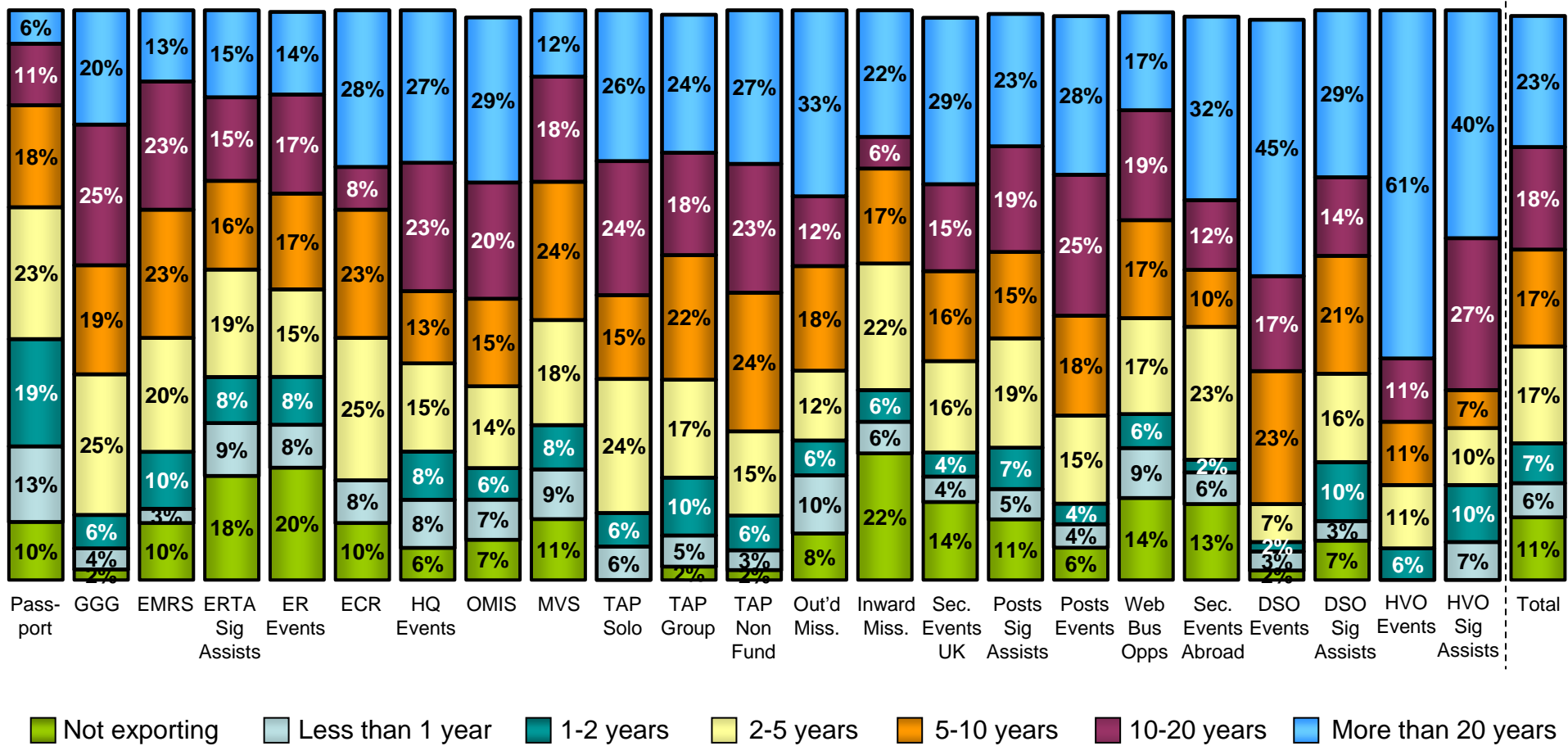
# Estimated Total Employees – By Sector

Production Sector					
Estimated Total Employees (exc. Web & ER Events < ½ day)	Mean no. of employees	Median no. of employees	% of all interviews (exc. don't know/refused employee numbers)	Total no. of firms supported (A01)	Estimated total no. of employees
0-249 employees	39	17	92.6%	9,720	0.4 million
250-4999 employees	832	462	6.7%	700	0.6 million
5000+ employees	11,694	10,000	0.7%	70	0.9 million
Total	178	20	100%	10,500	1.9 million

Services Sector					
Estimated Total Employees (exc. Web & ER Events < ½ day)	Mean no. of employees	Median no. of employees	% of all interviews (exc. don't know/refused employee numbers)	Total no. of firms supported (A01)	Estimated total no. of employees
0-249 employees	22	7	89.6%	15,510	0.3 million
250-4999 employees	986	700	9.2%	1,590	1.6 million
5000+ employees	21,479	10,000	1.3%	230	4.8 million
Total	388	9	100%	17,310	6.7 million

# Length of Time Exporting

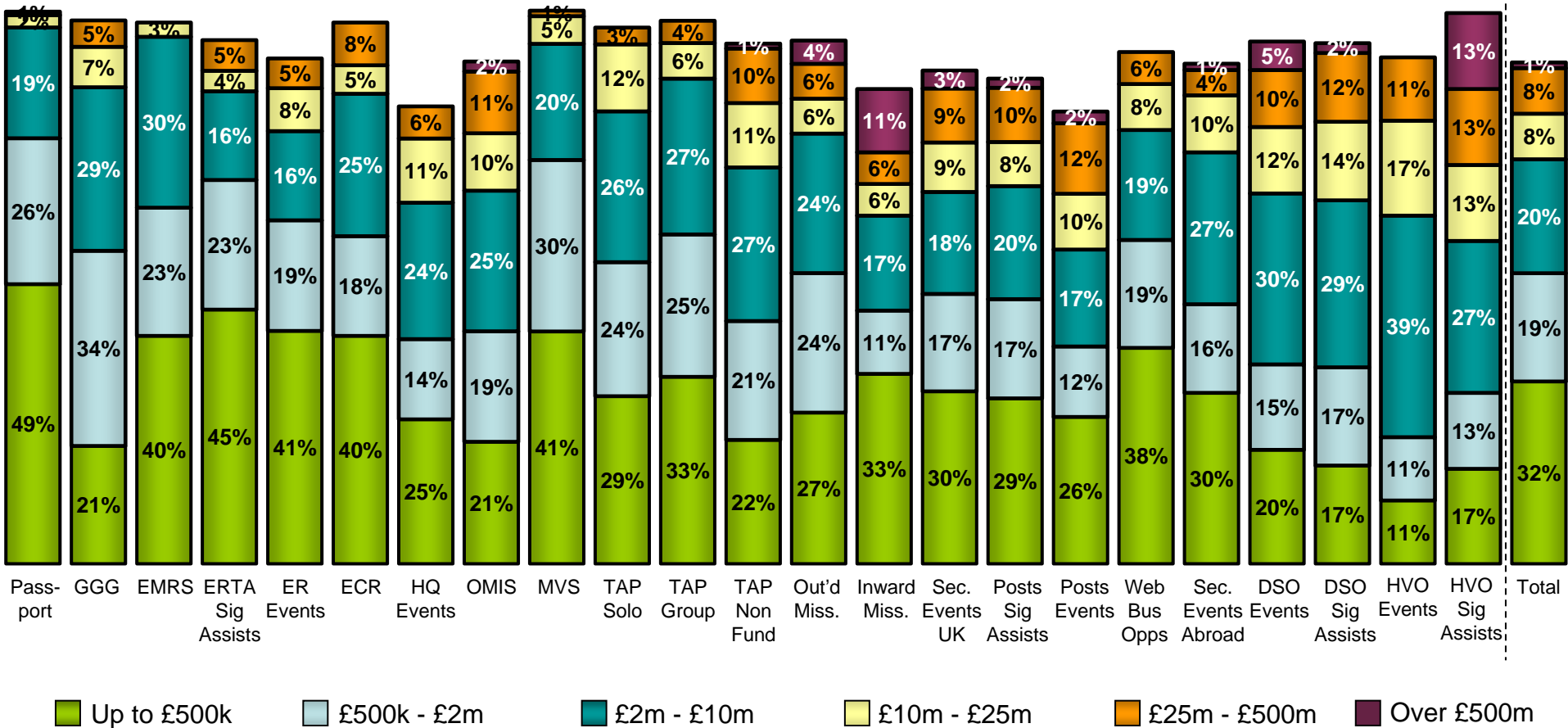
How long ago did your company start conducting business overseas?



Base: All respondents (Base, Don't know/Refused) - Passport (324, 0%), GGG (324, 0%), EMRS (40, 0%), ERTA (334, 0%), ER Events (345, 0%), ECR (40, 0%), HQ Events (71, 0%), OMIS (397, 1%), MVS (103, 0%), TAP Solo (34, 0%), TAP Group (128, 1%), TAP Non Funded (115, 0%), Outward Missions (49, 0%), Inward Missions (18, 0%), Sector Events UK (380, 1%), Posts Sig Assists (620, 1%), Posts Events (194, 1%), Website Bus Opps (285, 0%), Sector Events Abroad (90, 1%), DSO Events (60, 2%), DSO Sig Assists (58, 0%), HVO Events (18, 0%), HVO Sig Assists (30, 0%), Total (4225, 1%, 0%)

# Annual Turnover

What is the current annual turnover of your business?



Base: All PIMS (Base, Don't know/Refused, Not yet trading) - Passport (324, 2%, 1%), GGG (324, 4%, 0%), EMRS (40, 5%, 0%), ERTA (334, 6%, 2%), ER Events (345, 8%, 3%), ECR (40, 5%, 0%), HQ Events (71, 17%, 3%), OMIS (397, 11%, 1%), MVS (103, 2%, 1%), TAP Solo (34, 6%, 0%), TAP Group (128, 4%, 1%), TAP Non Funded (115, 9%, 0%), Outward Missions (49, 8%, 0%), Inward Missions (18, 17%, 0%), Sector Events UK (380, 11%, 2%), Posts Sig Assists (620, 13%, 2%), Posts Events (194, 21%, 0%), Website Bus Opps (285, 7%, 3%), Sector Events Abroad (90, 10%, 2%), DSO Events (60, 8%, 0%), DSO Sig Assists (58, 9%, 0%), HVO Events (18, 11%, 0%), HVO Sig Assists (30, 3%, 0%), Total (4225, 10%, 2%)

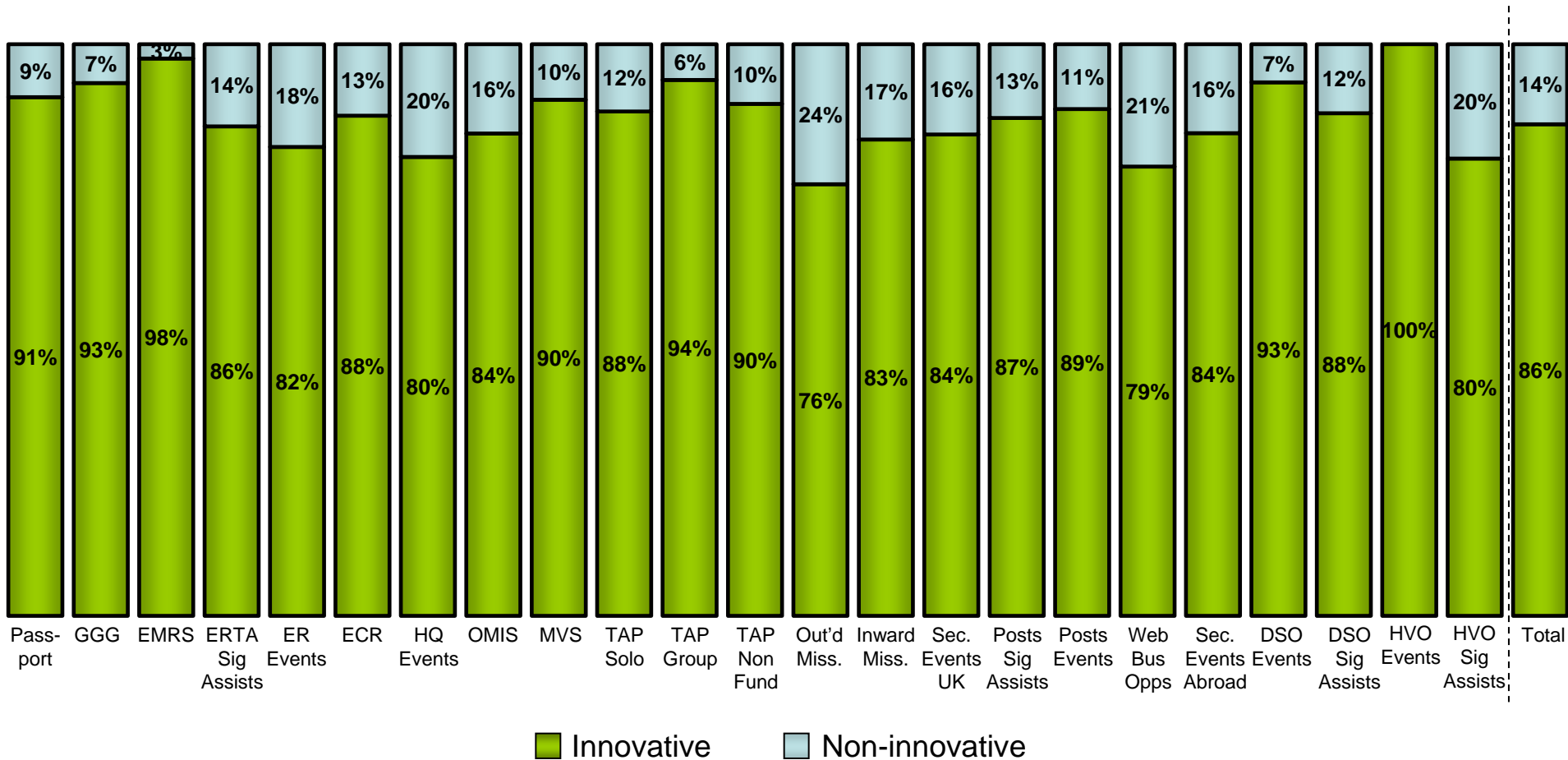
# Defining Innovation

## **'Innovative' firms are those that...**

- Have more than one employee engaged either wholly or partly in R&D activity or new product/service development (F3)
- Or, have employed someone external to the business to conduct R&D or new product/service development activity in the last year (F4)
- Or, have introduced new products or services in the last 3 years (E1c) *except firms established in the last 2 years*

# Innovative Firms

## Innovative Firms – Standard Definition



Base: All respondents (Base) - Passport (324), GGG (324), EMRS (40), ERTA (334), ER Events (345), ECR (40), HQ Events (71), OMIS (397), MVS (103), TAP Solo (34), TAP Group (128), TAP Non Funded (115), Outward Missions (49), Inward Missions (18), Sector Events UK (380), Posts Sig Assists (620), Posts Events (194), Website Bus Opps (285), Sector Events Abroad (90), DSO Events (60), DSO Sig Assists (58), HVO Events (18), HVO Sig Assists (30), Total (4225)

# Innovative Firms

## Innovative Firms – Standard Definition

	Total	Total (exc. Web & ER Events < ½ day)	Length Of Time Exporting (All Firms)		
			Less than 2 years	2-10 years	More than 10 years
<i>Base</i>	4225	3722	1032	1463	1709
Innovative	86%	87%	71%	91%	90%
Non-innovative	14%	13%	29%	9%	10%



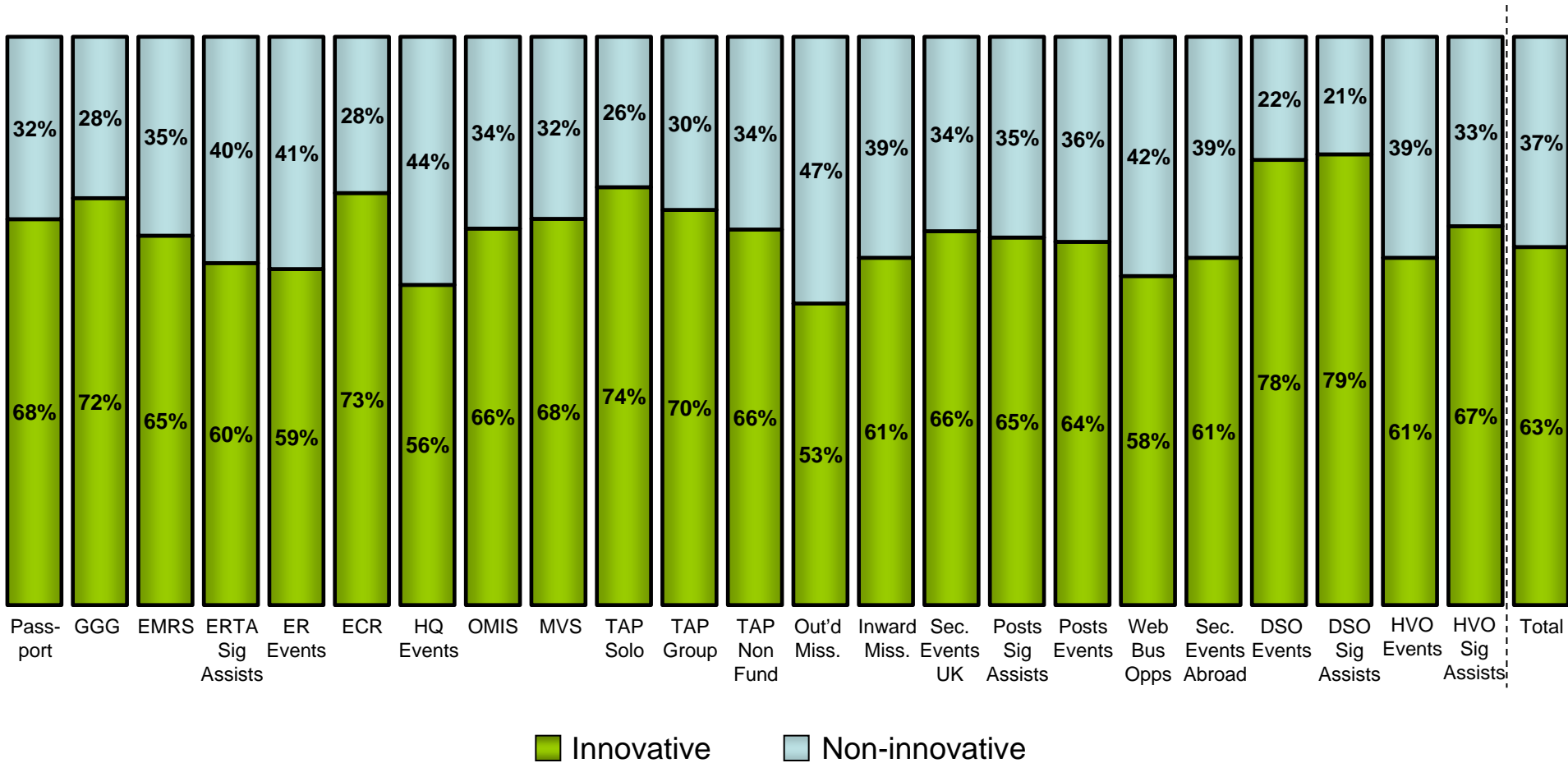
# Defining Innovation – Alternative (Tighter) Definition

**Firms classified as ‘innovative’ via this alternative definition are those that...**

- Have more than one employee engaged wholly or partly in R&D activity or new product or service development (F3) and any employees are involved in the ‘development of scientific or technical knowledge that is not commonly available’ (F3x)
- Or, have employed someone external to the business to conduct R&D or new product/service development activity in the last year (F4)
- Or, have introduced new products or services in the last 3 years (E1c) *except firms established in the last 2 years* and these products & services are new to the world/sector (F5)

# Innovative Firms – Alternative (Tighter) Definition

Innovative Firms – Alternative, Tighter Definition



Base: All respondents (Base) - Passport (324), GGG (324), EMRS (40), ERTA (334), ER Events (345), ECR (40), HQ Events (71), OMIS (397), MVS (103), TAP Solo (34), TAP Group (128), TAP Non Funded (115), Outward Missions (49), Inward Missions (18), Sector Events UK (380), Posts Sig Assists (620), Posts Events (194), Website Bus Opps (285), Sector Events Abroad (90), DSO Events (60), DSO Sig Assists (58), HVO Events (18), HVO Sig Assists (30), Total (4225)

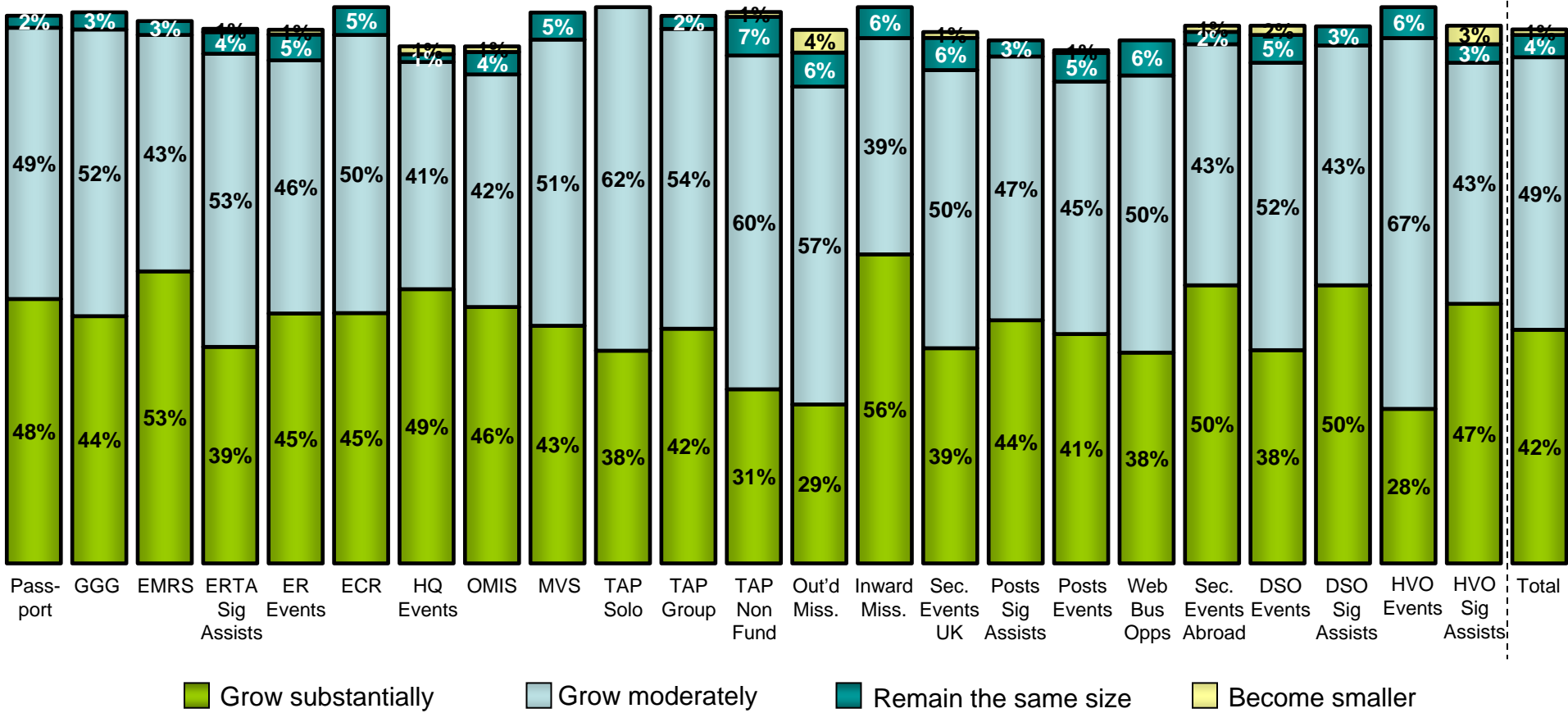
# Innovative Firms – Constituent Elements

	Total	Pass-port	GGG	EMRS	ERTA Sig. Assist	ER Events	ECR	HQ Events	OMIS	MVS	TAP Solo	TAP Group
<i>Base</i>	4225	324	324	40	334	345	40	71	397	103	34	128
At least 2 R&D & 2 new product development employees	56%	55%	70%	60%	49%	49%	53%	42%	63%	63%	62%	59%
<i>...and involved in 'development of scientific or technical knowledge'</i>	31%	29%	40%	33%	27%	26%	25%	23%	37%	35%	35%	27%
Introduced new products/services in last 3 years	73%	73%	83%	93%	72%	68%	78%	66%	73%	78%	82%	83%
<i>...and these products/services are 'new to world or 'new to sector'</i>	40%	42%	51%	50%	37%	37%	45%	32%	44%	41%	62%	45%
Commission external R&D/NPD	35%	39%	39%	45%	33%	31%	45%	27%	34%	38%	44%	41%

	TAP Non Funded	Outw'd Mission	Inward Mission	Sector Events UK	Posts Sig. Assists	Posts Events	Web Bus Opps	Sector Events Abroad	DSO Events	DSO Sig. Assists	HVO Events	HVO Sig. Assists
<i>Base</i>	115	49	18	380	620	194	285	90	60	58	18	30
At least 2 R&D & 2 new product development employees	68%	57%	56%	56%	57%	58%	54%	61%	65%	71%	72%	63%
<i>...and involved in 'development of scientific or technical knowledge'</i>	31%	31%	39%	34%	32%	31%	29%	38%	47%	53%	33%	53%
Introduced new products/services in last 3 years	77%	59%	78%	71%	76%	74%	64%	64%	92%	83%	83%	57%
<i>...and these products/services are 'new to world or 'new to sector'</i>	38%	43%	39%	41%	42%	40%	35%	33%	72%	62%	39%	27%
Commission external R&D/NPD	41%	35%	33%	34%	37%	35%	31%	40%	45%	38%	22%	33%

# Future Growth Expectations

What growth objectives do you have for the business over the next five years? Do you plan to...?



Base: All respondents (Base, Don't know/Refused, Not yet trading) - Passport (324, 1%, 1%), GGG (324, 1%, 0%), EMRS (40, 3%, 0%), ERTA (334, 2%, 2%), ER Events (345, 1%, 3%), ECR (40, 0%, 0%), HQ Events (71, 4%, 3%), OMIS (397, 6%, 1%), MVS (103, 0%, 1%), TAP Solo (34, 0%, 0%), TAP Group (128, 1%, 1%), TAP Non Funded (115, 1%, 0%), Outward Missions (49, 4%, 0%), Inward Missions (18, 0%, 0%), Sector Events UK (380, 2%, 2%), Posts Sig Assists (620, 3%, 2%), Posts Events (194, 8%, 0%), Website Bus Opps (285, 3%, 3%), Sector Events Abroad (90, 1%, 2%), DSO Events (60, 3%, 0%), DSO Sig Assists (58, 3%, 0%), HVO Events (18, 0%, 0%), HVO Sig Assists (30, 3%, 0%), Total (4225, 3%, 2%)

The background features several overlapping, semi-transparent shapes in shades of blue and teal. These shapes are irregular and organic, creating a layered, abstract effect. The colors range from a light, airy blue to a slightly darker, more saturated teal. The overall composition is clean and modern, with the text centered over the most prominent overlapping area.

**Support Received**

# Focus of Support

Was the information, advice or support you received in relation to...?

	Total	Pass-port	GGG	EMRS	ERTA Sig. Assist	ER Events	ECR	HQ Events	OMIS	MVS	TAP Solo	TAP Group
<i>Base</i>	3918	324	324	40	334	345	40	71	397	103	34	128
Selling or exporting overseas	86%	97%	98%	93%	93%	91%	100%	93%	86%	91%	100%	91%
Sourcing materials/goods overseas	10%	10%	9%	5%	10%	12%	8%	8%	6%	14%	3%	13%
Joint venturing, partnering or franchising overseas	36%	47%	33%	20%	38%	42%	18%	30%	32%	36%	12%	26%
Investing /setting up a site overseas	28%	35%	27%	25%	25%	38%	15%	37%	20%	18%	9%	10%
Other/none of these	13%	3%	5%	10%	6%	10%	5%	13%	12%	9%	0%	12%
Don't know/refused	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%

	TAP Non Fund	Outw'd Mission	Inward Mission	Sector Events UK	Posts Sig. Assists	Posts Events (exc. speakers)	Web Bus Opps	Sector Events Abroad (exc. speakers)	DSO Events	DSO Sig. Assists	HVO Events	HVO Sig. Assists
<i>Base</i>	115	49	18	380	620	186	-	76	60	58	18	30
Selling or exporting overseas	90%	92%	44%	78%	83%	78%	-	86%	88%	90%	94%	97%
Sourcing materials/goods overseas	12%	6%	0%	12%	6%	11%	-	14%	15%	9%	6%	10%
Joint venturing, partnering or franchising overseas	16%	49%	44%	46%	29%	44%	-	39%	32%	26%	67%	53%
Investing /setting up a site overseas	14%	37%	28%	34%	24%	31%	-	17%	22%	14%	67%	30%
Other/none of these	10%	8%	44%	23%	14%	17%	-	14%	7%	12%	0%	13%
Don't know/refused	0%	0%	0%	0%	1%	0%	-	0%	0%	0%	0%	0%

# OMIS Referrals (Posts Sig. Assists)

Whether Offered/Used OMIS As Part Of Support  
Received From Overseas Post

	Posts Significant Assists
<i>Base: Posts Significant Assists</i>	620
Offered OMIS	46%
- <i>Used OMIS</i>	12%
- <i>Planning to use OMIS</i>	12%
- <i>Not used or planning to use OMIS</i>	18%
- <i>Don't know if used it</i>	4%
Not offered OMIS	47%
Don't know/can't remember if offered OMIS	7%

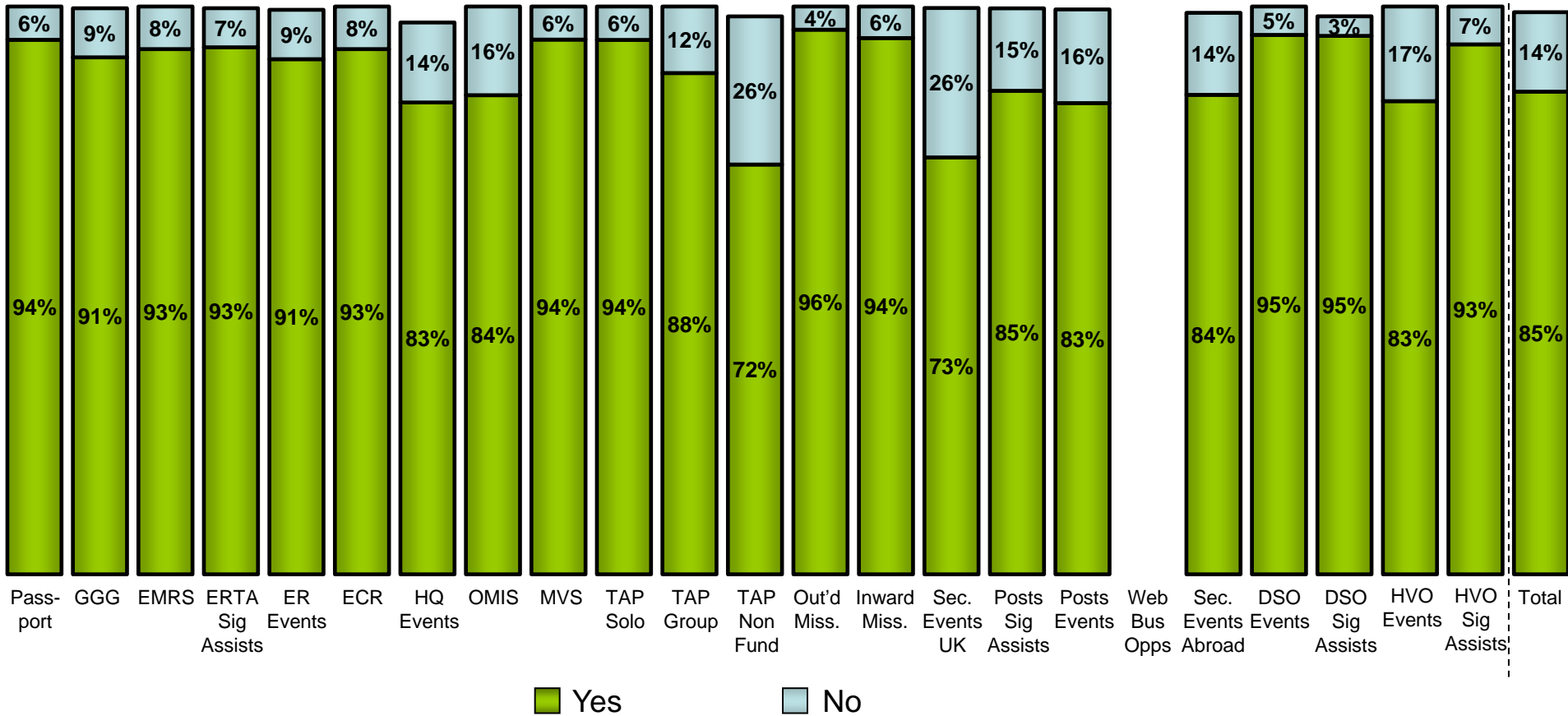


# Awareness of UKTI Involvement



# Awareness of UKTI Involvement

Before this interview, were you aware that <SUPPORT> was provided/supported by UK Trade & Investment?



Base: All respondents except Website (Base, Don't know/Refused) - Passport (324, 0%), GGG (324, 0%), EMRS (40, 0%), ERTA (334, 0%), ER Events (345, 1%), ECR (40, 0%), HQ Events (71, 3%), OMIS (397, 0%), MVS (103, 0%), TAP Solo (34, 0%), TAP Group (128, 0%), TAP Non Funded (115, 2%), Outward Missions (49, 0%), Inward Missions (18, 0%), Sector Events UK (380, 0%), Posts Sig Assists (620, 0%), Posts Events (194, 1%), Sector Events Abroad (90, 1%), DSO Events (60, 0%), DSO Sig Assists (58, 2%), HVO Events (18, 0%), HVO Sig Assists (30, 0%), Total (3940, 1%)



# Key Measures

# Key Measures

## Number Of Firms Supported

No. of firms supported (A01)

## Service Quality & Satisfaction

Quality rating (A09)

Clear information rating (B09)

Overall satisfaction (B10)

Improved Business Performance

£ additional profit (A49)

£ additional sales

Entered new markets (Axx)

Increased R&D (AR&D)

## Impacts & Outcomes

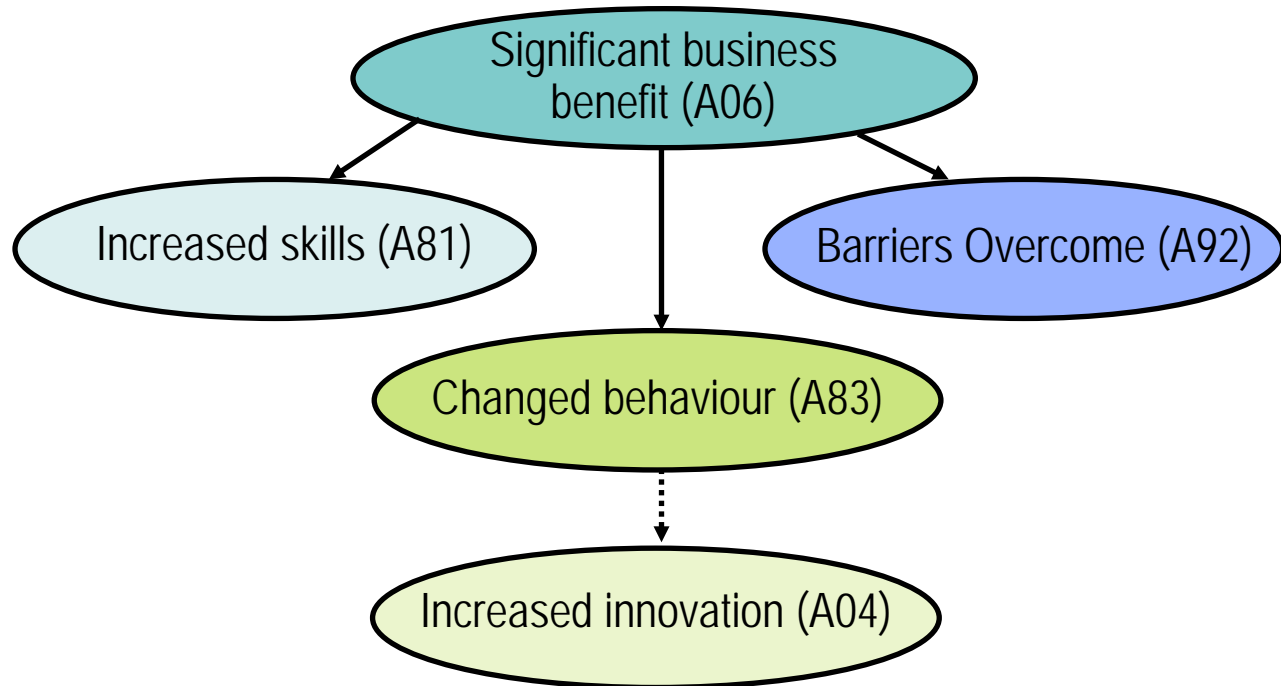
Significant business benefit (A06)

Increased skills (A81)

Barriers Overcome (A92)

Changed behaviour (A83)

Increased innovation (A04)



# Firms Supported – Quarterly A01

## The number of firms supported measure is...

- The total number of (in-scope) records provided by UKTI for that quarter
- Minus any duplicate records within each service

- Please note that for ERTA Significant Assists & Posts Significant Assists two alternative versions of the A01 measure have been provided as follows:

	ERTA Significant Assists	Posts Significant Assists
Version 1	All firms indicated as 'significantly assisted' by the English Regions Trade Advisors during the sampling period	All firms indicated as 'significantly assisted' by the overseas network during the sampling period
Version 2	All firms indicated as 'significantly assisted' by the English Regions Trade Advisors during the sampling period <u>and NOT receiving support under the Passport or GGG schemes during this time</u>	An adjusted figure to account for the number of firms contacted that claim to have received no/minimal support (i.e. non-significant assists)

# Firms Supported – Quarterly A01 (PIMS 30)

Quarterly A01s Individual services	Passport	GGG	EMRS	ERTA Sig. Assist	ER Events	ECR	HQ Events	OMIS	MVS	TAP Solo	TAP Group	TAP Non-Fund
Total (in-scope) records provided	294	215	37	1,483	3,760	77	428	1,175	251	87	706	722
Duplicate records	1	1	0	58	1,221	2	73	188	9	1	34	75
<b>No. of firms supported (A01)</b>	<b>293</b>	<b>214</b>	<b>37</b>	<b>1,425</b>	<b>2,539</b>	<b>75</b>	<b>355</b>	<b>987</b>	<b>242</b>	<b>86</b>	<b>672</b>	<b>647</b>
Exc. ERTA Sig. Assists on Passport or GGG (Version 2 A01)	-	-	-	1,262	-	-	-	-	-	-	-	-

Quarterly A01s Individual services	Outward Mission	Inward Mission	Sector Events UK	Posts Sig. Assists	Posts Events	Website Bus Opps	Sector Events Abroad	DSO Events	DSO Sig. Assists	HVO Events	HVO Sig. Assists
Total (in-scope) records provided	93	103	4,680	6,013	2,263	5,439	228	327	201	435	86
Duplicate records	10	10	1,218	2,201	1,161	3,404	46	193	86	123	12
<b>A01 - No. of firms supported</b>	<b>83</b>	<b>93</b>	<b>3,462</b>	<b>3,812</b>	<b>1,102</b>	<b>2,035</b>	<b>182</b>	<b>134</b>	<b>115</b>	<b>312</b>	<b>74</b>
Adjusted for Posts 'non-significant' assists (Version 2 A01)	-	-	-	3,366	-	-	-	-	-	-	-

Quarterly A01s Aggregated across services*	Total	Innovative		Born Global			Support Market	
		Yes	No	Yes	No	Est. > 5 years	High Growth	Established
Version 1 A01	14,574	12,299	2,275	1,523	1,809	10,906	5,856	5,262
Version 2 A01	14,137	11,930	2,207	1,478	1,755	10,579	5,680	5,104

\* Please note that these total figures take account of duplication across services (i.e. firms receiving support through multiple services in the same quarter are only counted once)

# Firms Supported – Quarterly A01 (PIMS 31)

Quarterly A01s Individual services	Passport	GGG	EMRS	ERTA Sig. Assist	ER Events	ECR	HQ Events	OMIS	MVS	TAP Solo	TAP Group	TAP Non-Fund
Total (in-scope) records provided	188	318	39	2,062	4,520	89	526	1,480	734	158	814	945
Duplicate records	0	0	1	72	1,495	0	65	306	66	1	46	45
<b>No. of firms supported (A01)</b>	<b>188</b>	<b>318</b>	<b>38</b>	<b>1,990</b>	<b>3,025</b>	<b>89</b>	<b>461</b>	<b>1,174</b>	<b>668</b>	<b>157</b>	<b>768</b>	<b>900</b>
Exc. ERTA Sig. Assists on Passport or GGG (Version 2 A01)	-	-	-	1,756	-	-	-	-	-	-	-	-

Quarterly A01s Individual services	Outward Mission	Inward Mission	Sector Events UK	Posts Sig. Assists	Posts Events	Website Bus Opps	Sector Events Abroad	DSO Events	DSO Sig. Assists	HVO Events	HVO Sig. Assists
Total (in-scope) records provided	685	0	2,885	8,304	2,592	4,430	664	509	223	0	123
Duplicate records	98	0	493	3,625	1,025	2,531	162	154	95	0	25
<b>A01 - No. of firms supported</b>	<b>587</b>	<b>0</b>	<b>2,392</b>	<b>4,679</b>	<b>1,567</b>	<b>1,899</b>	<b>502</b>	<b>355</b>	<b>128</b>	<b>0</b>	<b>98</b>
Adjusted for Posts 'non-significant' assists (Version 2 A01)	-	-	-	4,086	-	-	-	-	-	-	-

Quarterly A01s Aggregated across services*	Total	Innovative		Born Global			Support Market	
		Yes	No	Yes	No	Est. > 5 years	High Growth	Established
Version 1 A01	15,948	13,603	2,345	1,575	1,900	12,135	5,948	6,513
Version 2 A01	15,381	13,119	2,262	1,519	1,833	11,703	5,737	6,282

\* Please note that these total figures take account of duplication across services (i.e. firms receiving support through multiple services in the same quarter are only counted once)

# Firms Supported – Quarterly A01 (PIMS 32)

Quarterly A01s Individual services	Passport	GGG	EMRS	ERTA Sig. Assist	ER Events	ECR	HQ Events	OMIS	MVS	TAP Solo	TAP Group	TAP Non-Fund
Total (in-scope) records provided	341	332	39	2,250	2,216	108	738	1,639	1,425	167	1,436	1,495
Duplicate records	0	2	0	92	589	1	127	311	192	6	85	217
<b>No. of firms supported (A01)</b>	<b>341</b>	<b>330</b>	<b>39</b>	<b>2,158</b>	<b>1,627</b>	<b>107</b>	<b>611</b>	<b>1,328</b>	<b>1,233</b>	<b>161</b>	<b>1,351</b>	<b>1,278</b>
Exc. ERTA Sig. Assists on Passport or GGG (Version 2 A01)	-	-	-	2,019	-	-	-	-	-	-	-	-

Quarterly A01s Individual services	Outward Mission	Inward Mission	Sector Events UK	Posts Sig. Assists	Posts Events	Website Bus Opps	Sector Events Abroad	DSO Events	DSO Sig. Assists	HVO Events	HVO Sig. Assists
Total (in-scope) records provided	380	0	2,355	7,694	3,023	5,631	674	991	341	0	34
Duplicate records	68	0	716	3,189	1,616	3,500	121	570	207	0	2
<b>A01 - No. of firms supported</b>	<b>312</b>	<b>0</b>	<b>1,639</b>	<b>4,505</b>	<b>1,407</b>	<b>2,131</b>	<b>553</b>	<b>421</b>	<b>134</b>	<b>0</b>	<b>32</b>
Adjusted for Posts 'non-significant' assists (Version 2 A01)	-	-	-	3,704	-	-	-	-	-	-	-

Quarterly A01s Aggregated across services*	Total	Innovative		Born Global			Support Market	
		Yes	No	Yes	No	Est. > 5 years	High Growth	Established
Version 1 A01	15,727	13,642	2,085	1,704	2,262	11,450	6,682	7,157
Version 2 A01	15,077	13,078	1,999	1,633	2,169	10,977	6,405	6,861

\* Please note that these total figures take account of duplication across services (i.e. firms receiving support through multiple services in the same quarter are only counted once)

# Firms Supported – Quarterly A01 (PIMS 33)

Quarterly A01s Individual services	Passport	GGG	EMRS	ERTA Sig. Assist	ER Events	ECR	HQ Events	OMIS	MVS	TAP Solo	TAP Group	TAP Non-Fund
Total (in-scope) records provided	266	368	54	1,791	3,688	134	825	1,423	608	256	808	684
Duplicate records	1	5	1	88	1,273	2	326	245	33	15	37	38
<b>No. of firms supported (A01)</b>	<b>265</b>	<b>363</b>	<b>53</b>	<b>1,703</b>	<b>2,415</b>	<b>132</b>	<b>499</b>	<b>1,178</b>	<b>575</b>	<b>241</b>	<b>771</b>	<b>646</b>
Exc. ERTA Sig. Assists on Passport or GGG (Version 2 A01)	-	-	-	1,580	-	-	-	-	-	-	-	-

Quarterly A01s Individual services	Outward Mission	Inward Mission	Sector Events UK	Posts Sig. Assists	Posts Events	Website Bus Opps	Sector Events Abroad	DSO Events	DSO Sig. Assists	HVO Events	HVO Sig. Assists
Total (in-scope) records provided	28	117	2,911	8,113	2,244	3,565	1,426	384	138	0	6
Duplicate records	1	26	728	3,241	966	2,008	386	91	40	0	0
<b>A01 - No. of firms supported</b>	<b>27</b>	<b>91</b>	<b>2,183</b>	<b>4,872</b>	<b>1,278</b>	<b>1,557</b>	<b>1,040</b>	<b>293</b>	<b>98</b>	<b>0</b>	<b>6</b>
Adjusted for Posts 'non-significant' assists (Version 2 A01)	-	-	-	4,580	-	-	-	-	-	-	-

Quarterly A01s Aggregated across services*	Total	Innovative		Born Global			Support Market	
		Yes	No	Yes	No	Est. > 5 years	High Growth	Established
Version 1 A01	14,764	12,639	2,125	1,612	2,001	10,882	6,040	6,447
Version 2 A01	14,472	12,389	2,083	1,580	1,961	10,667	5,921	6,288

\* Please note that these total figures take account of duplication across services (i.e. firms receiving support through multiple services in the same quarter are only counted once)



# Annual No. of Firms Supported – Annual A01

## The total annual number of firms supported measure is...

- The total number of (in-scope) records provided by UKTI across the previous 4 quarters
- Minus any duplicate records (i.e. firms that appear in more than one product/service or PIMS wave)
- Further adjustments are then made to account for ERTA Significant Assists that were also on Passport/GGG and Posts Significant Assists that received no/minimal support

**This measure therefore represents the total number of individual firms supported by UKTI during the previous 12 months**

Annual A01	Total
Annual number of firms supported	32,600
Annual number of firms supported (exc. Web & ER events < ½ day)	28,370
Annual number of firms supported (exc. Web, ER events < ½ day & DSO)	28,030

# Annual No. of Service Deliveries

**The annual number of service deliveries is calculated by combining the individual A01 figures for each service for each of the previous 4 quarters**

- The same firm can potentially be included more than once in a single product/service (if they have used that product/service on more than once occasion in the previous year)
- The figures below therefore provide an estimate of the annual number of service deliveries through each product/service (but not the number of individual firms supported through each channel)
- Alternatives have been calculated (using the Version 2 A01 figures) as follows:
  - ERTA Significant Assists: Excluding Passport & GGG participants
  - Posts Significant Assists: Adjusted for 'non-significant' assists

	Pass-port	GGG	EMRS	ERTA Sig. Assist	ER Events	ECR	HQ Events	OMIS	MVS	TAP Solo	TAP Group	TAP Non-Fund
Number of service deliveries	1,087	1,225	167	7,276	9,606	403	1,926	4,667	2,718	645	3,562	3,471
Alternative (Version 2 A01)	-	-	-	6,617	-	-	-	-	-	-	-	-

	Outward Mission	Inward Mission	Sector Events UK	Posts Sig. Assists	Posts Events	Website Bus Opps	Sector Events Abroad	DSO Events	DSO Sig. Assists	HVO Events	HVO Sig. Assists
Number of service deliveries	1,009	184	9,676	17,868	5,354	7,622	2,277	1,203	475	312	210
Alternative (Version 2 A01)	-	-	-	15,736	-	-	-	-	-	-	-

# Annual No. of Service Deliveries

## – By Overseas Region

Annual service deliveries*	Total	Overseas Region					Key Individual Markets			
		Europe	North America	Latin America	Asia Pacific	M.East & Africa	USA	China	India	Japan
OMIS	4,667	1,609	555	482	1,474	547	483	278	215	258
MVS	2,718	581	522	205	866	452	488	206	153	106
TAP Solo	645	241	175	27	126	76	171	33	14	4
TAP Group	3,562	2,133	410	103	412	504	406	138	55	13
TAP Non-Funded	3,471	2,094	376	75	549	351	376	160	84	41
Outward Missions	1,009	200	167	104	344	194	167	72	89	30
Posts Sig. Assists (V1)	17,868	7,422	1,347	1,986	4,648	2,465	1,121	399	754	781
Posts Events	5,354	1,165	367	781	2,042	999	278	508	420	237
Sector Events Abroad	2,277	800	508	106	438	425	508	105	55	25

\* Please note that these figures are calculated by combining the number of individual firms receiving support in relation to each region over the last 4 quarters. The same firm can potentially be included more than once in the figures for a particular service if they have accessed that service on several occasions during the year.

# Quality Rating – Measure A09

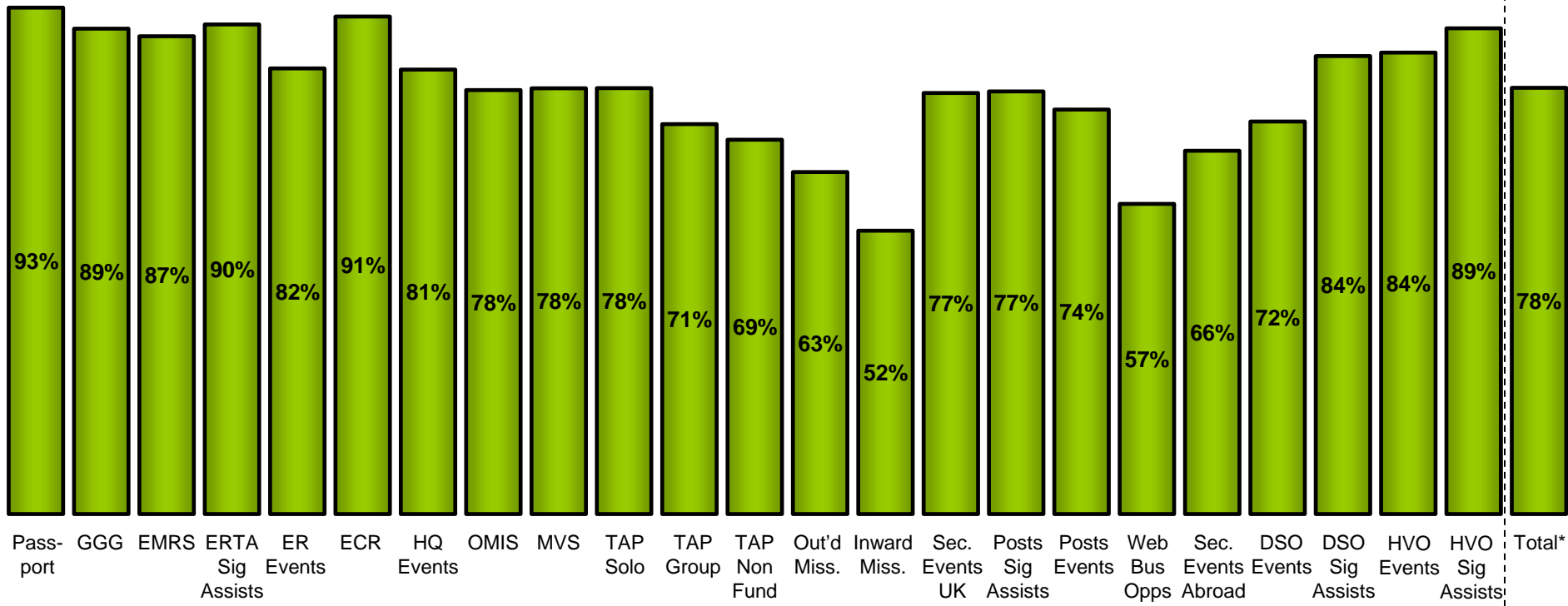
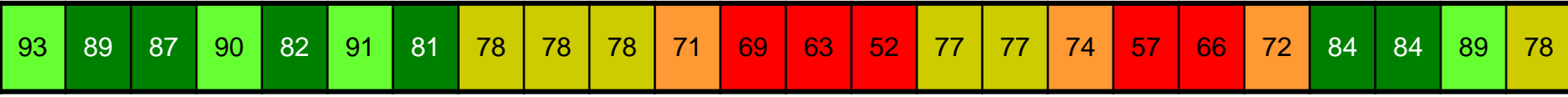
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**(Weighted) average proportion of firms scoring '4' or '5' on a 5-point scale for...**

- A number of different elements (tailored to each support type) covering areas such as the competence & knowledge of the person delivering the support, communications between them and the firm, the quality of the information and contacts provided and the quality of events – 78%

# Quality Rating – Measure A09

■ 'Super' Green (A09 80%+ & all ratings 80%+)
 ■ Green (A09 80%+)
 ■ Amber Green (A09 75-79%)
 ■ Amber Red (A09 70-74%)
 ■ Red (A09 < 70%)



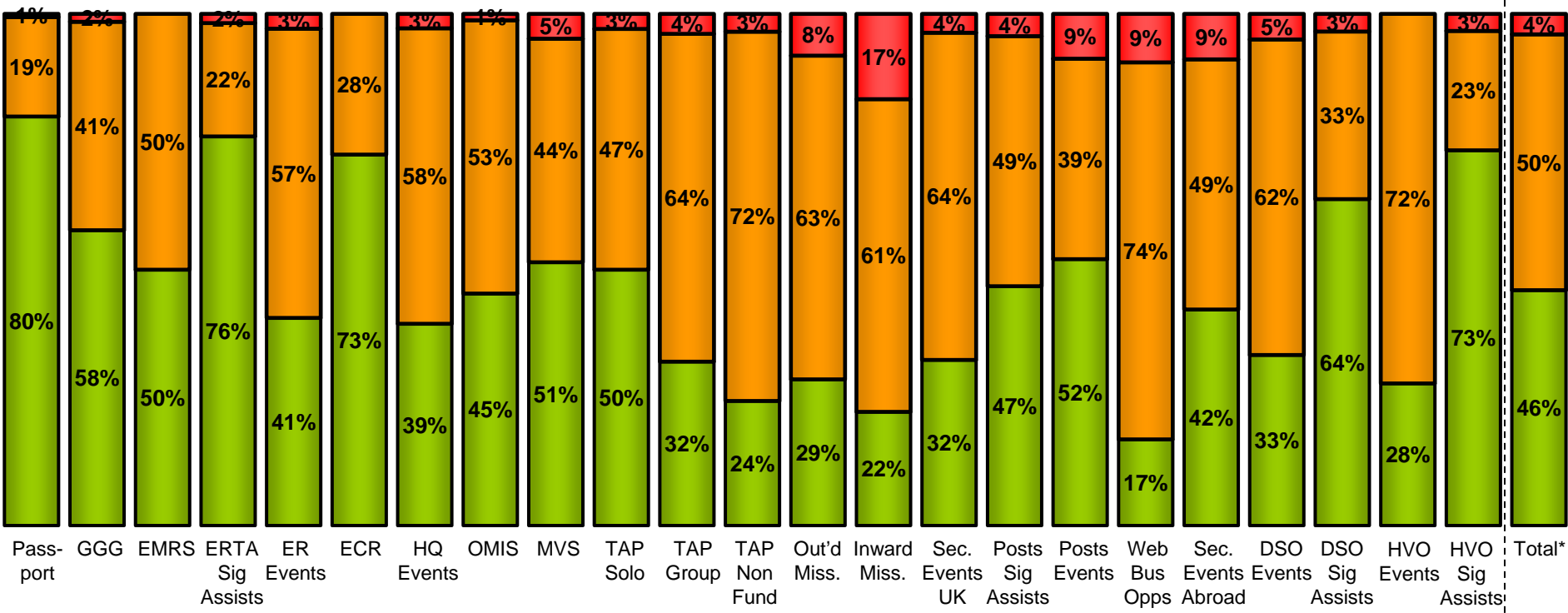
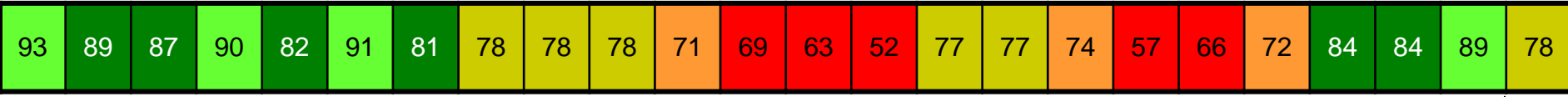
■ **A09 rating**

\*The UKTI 'total' figure excludes the Website Business Opportunities service and ER Events of less than half a day

Base: All respondents (Base) - Passport (324), GGG (324), EMRS (40), ERTA (334), ER Events (345), ECR (40), HQ Events (71), OMIS (397), MVS (103), TAP Solo (34), TAP Group (128), TAP Non Funded (115), Outward Missions (49), Inward Missions (18), Sector Events UK (380), Posts Sig Assists (620), Posts Events (194), Website Bus Opps (285), Sector Events Abroad (90), DSO Events (60), DSO Sig Assists (58), HVO Events (18), HVO Sig Assists (30), Total excl. Web & ER Events < 1/2 day (3722)

# Quality Rating – Distribution of Scores

■ 'Super' Green (A09 80%+ & all ratings 80%+)
 ■ Green (A09 80%+)
 ■ Amber Green (A09 75-79%)
 ■ Amber Red (A09 70-74%)
 ■ Red (A09 < 70%)



■ 4-5 out of 5 for all elements
 ■ 4-5 out of 5 for some elements
 ■ Not 4-5 out of 5 for any elements

\*The UKTI 'total' figure excludes the Website Business Opportunities service and ER Events of less than half a day

Base: All respondents (Base) - Passport (324), GGG (324), EMRS (40), ERTA (334), ER Events (345), ECR (40), HQ Events (71), OMIS (397), MVS (103), TAP Solo (34), TAP Group (128), TAP Non Funded (115), Outward Missions (49), Inward Missions (18), Sector Events UK (380), Posts Sig Assists (620), Posts Events (194), Website Bus Opps (285), Sector Events Abroad (90), DSO Events (60), DSO Sig Assists (58), HVO Events (18), HVO Sig Assists (30), Total excl. Web & ER Events < 1/2 day (3722)

# Detailed Quality Ratings

(Passport, GGG, ERTA Sig. Assists, DSO Sig. Assists, HVO Sig. Assists)

Quality Ratings	Passport (A09 = 93%)		GGG (A09 =89%)		ERTA Sig. Assists (A09 = 90%)		DSO Sig. Assists (A09 = 84%)		HVO Sig. Assists (A09 = 89%)	
	Scoring 4-5	Base	Scoring 4-5	Base	Scoring 4-5	Base	Scoring 4-5	Base	Scoring 4-5	Base
ITA being impartial	93%	324	93%	324	92%	334	78%	58	90%	30
ITA being competent & knowledgeable	93%	324	92%	324	89%	334	86%	58	90%	30
ITA being able to communicate in clear & effective manner	95%	324	94%	324	93%	334	91%	58	93%	30
<i>If not signposted only...</i> Quality & relevance of info & advice	89%	324	83%	324	81%	320	74%	57	83%	30
Attitude & professionalism of ITA	95%	324	95%	324	96%	334	91%	58	90%	30
<i>If referred to UKTI...</i> Relevance of referrals to other UKTI support	-	-	69%	236	-	-	-	-	-	-
<i>If referred to non-UKTI...</i> Relevance of referrals to non-UKTI support	-	-	68%	100	-	-	-	-	-	-
Scoring 4-5 out of 5 for all elements rated	80%	324	58%	324	76%	334	64%	58	73%	30
Not scoring 4-5 for any elements	1%	324	2%	324	2%	334	3%	58	3%	30

# Detailed Quality Ratings

(Posts Sig. Assists, CBBC Sig. Assists, UKIBC Sig. Assists)

Quality Ratings	Posts Sig. Assists (A09 = 77%)		CBBC Sig. Assists (A09 = 82%)		UKIBC Sig. Assists (A09 = 73%)	
	Scoring 4-5	Base	Scoring 4-5	Base	Scoring 4-5	Base
Staff being competent & knowledgeable	82%	620	84%	45	75%	40
Staff being able to communicate in a clear & effective manner	87%	620	89%	45	80%	40
<i>If not signposted only...</i> Quality & relevance of info & advice	69%	607	76%	45	65%	40
Attitude & professionalism of staff	88%	620	91%	45	88%	40
Staff's objectivity & acting in your best interests	74%	620	76%	45	73%	40
<i>If received contact lists, political support or contact facilitation...</i> Quality & relevance of any contacts made	59%	396	62%	21	48%	23
Scoring 4-5 out of 5 for all elements rated	47%	620	49%	45	38%	40
Not scoring 4-5 for any elements	4%	620	2%	45	10%	40



# Detailed Quality Ratings

(ER Events, HQ Events, Sector Events UK, DSO Events, HVO Events)

Quality Ratings	ER Events (A09 = 82%)		HQ Events (A09 = 81%)		Sector Events UK (A09 = 77%)		DSO Events (A09 = 72%)		HVO Events (A09 = 84%)	
	Scoring 4-5	Base	Scoring 4-5	Base	Scoring 4-5	Base	Scoring 4-5	Base	Scoring 4-5	Base
Organisation of practical arrangements for the event	86%	345	90%	71	79%	380	80%	60	89%	18
<i>If speaker presentation...</i> Speakers being competent & knowledgeable	92%	293	92%	52	89%	296	80%	40	100%	18
<i>If speaker presentation...</i> Speakers being able to communicate in clear & effective manner	90%	293	92%	52	86%	296	75%	40	100%	18
<i>If speaker presentation...</i> Quality & relevance of presentations	86%	293	83%	52	78%	296	68%	40	83%	18
<i>If networking event...</i> Quality & relevance of any contacts made	52%	269	57%	56	59%	327	53%	47	40%	15
Scoring 4-5 out of 5 for all elements rated	41%	345	39%	71	32%	380	33%	60	28%	18
Not scoring 4-5 for any elements	3%	345	3%	71	4%	380	5%	60	0%	18

# Detailed Quality Ratings

## (CBBC Events & UKIBC Events)

Quality Ratings	CBBC Events (A09 = 77%)		UKIBC Events (A09 = 78%)	
	Scoring 4-5	Base	Scoring 4-5	Base
Organisation of practical arrangements for the event	77%	44	85%	39
<i>If speaker presentation...</i> Speakers being competent & knowledgeable	89%	37	86%	37
<i>If speaker presentation...</i> Speakers being able to communicate in clear & effective manner	92%	37	73%	37
<i>If speaker presentation...</i> Quality & relevance of presentations	81%	37	84%	37
<i>If networking event...</i> Quality & relevance of any contacts made	53%	36	63%	32
Scoring 4-5 out of 5 for all elements rated	43%	44	49%	39
Not scoring 4-5 for any elements	5%	44	5%	39

# Detailed Quality Ratings

## (Posts Events & Sector Events Abroad)

Quality Ratings	Posts Events (A09 = 74%)				Sector Events Abroad (A09 = 66%)			
	Attendees		Speakers		Attendees		Speakers	
	Scoring 4-5	Base	Scoring 4-5	Base	Scoring 4-5	Base	Scoring 4-5	Base
UKTI's organisation of practical arrangements for the event	82%	186	75%	8	71%	76	100%	14
<i>If seminar attendee...</i> Quality & relevance of presentations	74%	34	-	-	80%	25	-	-
<i>If briefing attendee...</i> Quality & relevance of briefing	72%	85	-	-	-	-	-	-
<i>If networking event attendee or seminar speaker...</i> Quality & relevance of any contacts made	64%	140	25%	8	54%	39	57%	14
<i>If seminar speaker...</i> Size of seminar audience	-	-	63%	8	-	-	64%	14
<i>If seminar speaker...</i> Profile of seminar audience in terms of right people being there	-	-	38%	8	-	-	64%	14
<i>If seminar speaker...</i> Quality of other speakers from the UK	-	-	88%	8	-	-	71%	14
Scoring 4-5 out of 5 for all elements rated	54%	186	13%	8	47%	76	14%	14
Not scoring 4-5 for any elements	9%	186	13%	8	11%	76	0%	14

# Detailed Quality Ratings

## (TAP Solo, TAP Group, TAP Non-Funded)

Quality Ratings	TAP Solo (A09 = 78%)		TAP Group (A09 = 71%)		TAP Non-Funded (A09 = 69%)	
	Scoring 4-5	Base	Scoring 4-5	Base	Scoring 4-5	Base
Help preparing for the event*	65%	34	71%	128	69%	115
ATO's organisation of practical arrangements for the delegation	-	-	67%	128	64%	115
<i>If received ATO briefing/report...Quality &amp; relevance of ATO briefing/report</i>	-	-	77%	26	75%	20
Overall quality of event itself	85%	34	81%	128	73%	115
Quality & relevance of any contacts made	85%	34	77%	128	75%	115
Quality & relevance of info obtained	82%	34	64%	128	64%	115
Quality & profile of UK delegation	-	-	69%	128	69%	115
Scoring 4-5 out of 5 for all elements rated	50%	34	32%	128	24%	115
Not scoring 4-5 for any elements	3%	34	4%	128	3%	115

\* TAP Solo participants were asked to rate the help preparing for the event provided by UKTI, whereas TAP Group and TAP Non-Funded participants were asked to rate the help provided by their ATO.

# Detailed Quality Ratings

## (MVS & Outward Missions)

Quality Ratings	MVS (A09 = 78%)		Outward Missions (A09 = 63%)	
	Scoring 4-5	Base	Scoring 4-5	Base
Help preparing for the visit/mission	80%	103	49%	49
<i>If attended as part of group...</i> Organisation of the practical arrangements	92%	26	73%	49
Quality & relevance of any contacts made	75%	103	61%	49
Quality & relevance of info obtained	76%	103	-	-
Quality of activities arranged for the mission	-	-	69%	49
Scoring 4-5 out of 5 for all elements rated	51%	103	29%	49
Not scoring 4-5 for any elements	5%	103	8%	49

# Detailed Quality Ratings (EMRS)

Quality Ratings	EMRS (A09 = 87%)	
	Scoring 4-5	Base
<i>If subsidised MR project...</i> Quality & relevance of export marketing research project	97%	29
EMRS advisor being impartial	93%	40
EMRS advisor being competent & knowledgeable	85%	40
EMRS advisor being able to communicate in clear & effective manner	93%	40
<i>If subsidised MR project...</i> Advice & assistance provided by EMRS advisor in selecting & managing consultant	62%	29
Quality & relevance of (other) advice or assistance provided by EMRS advisor	80%	40
Attitude & professionalism of EMRS advisor	93%	40
Scoring 4-5 out of 5 for all elements rated	50%	40
Not scoring 4-5 for any elements	0%	40

# Detailed Quality Ratings (ECR)

Quality Ratings	ECR (A09 = 91%)	
	Scoring 4-5	Base
Quality and relevance of info & advice	88%	40
Communications consultant being impartial	93%	40
Communications consultant being competent and knowledgeable	95%	40
Communications consultant being able to communicate in clear & effective manner	98%	40
Attitude & professionalism of communications consultant	98%	40
Scoring 4-5 out of 5 for all elements rated	73%	40
Not scoring 4-5 for any elements	0%	40

# Detailed Quality Ratings (OMIS)

Quality Ratings	OMIS Total (A09 = 78%)		CBBC OMIS (A09 = 80%)		Markets where A09 is...					
					High (80%+)		Medium (70-79%)		Low (<70%)	
	4-5	Base	4-5	Base	4-5	Base	4-5	Base	4-5	Base
<i>All except solely event organisation...</i> Quality & relevance of info & advice	72%	391	83%	23	87%	143	68%	194	52%	54
<i>All except solely event organisation...</i> Clarity & ease of understanding of info & advice	85%	391	96%	23	93%	143	83%	194	70%	54
<i>If received contacts, appointments or event organisation...</i> Quality & relevance of any contacts provided	68%	372	73%	22	85%	132	62%	189	45%	51
Communications between your business & main access point	83%	397	61%	23	91%	144	78%	196	79%	57
<i>If contact with embassy but not main access point...</i> Communications between your business & embassy staff	77%	247	70%	20	91%	93	74%	119	51%	35
<i>If contact with embassy...</i> Embassy staff's objectivity & acting in your best interests	83%	356	78%	23	92%	131	81%	177	67%	48
<i>If contact with embassy...</i> Attitude & professionalism of embassy staff	88%	356	87%	23	96%	131	84%	177	79%	48
<i>If had event organised for them...</i> Organisation of arrangements for event	90%	144	67%	3	95%	59	88%	65	85%	20
Scoring 4-5 out of 5 for all elements rated	45%	397	35%	23	63%	144	38%	196	26%	57
Not scoring 4-5 for any elements	1%	397	0%	23	0%	144	2%	196	2%	57



# Detailed Quality Ratings

## (Inward Missions)

Quality Ratings	Inward Missions (A09 = 52%)	
	Scoring 4-5	Base
Organisation of practical arrangements for the meeting	67%	18
Profile of overseas delegation	50%	18
Quality & relevance of any contacts made	39%	18
Scoring 4-5 out of 5 for all elements rated	22%	18
Not scoring 4-5 for any elements	17%	18

# Detailed Quality Ratings

## (Website Business Opportunities)

Quality Ratings	Web Business Opportunities (A09 = 57%)	
	Scoring 4-5	Base
Quality & relevance of info in web summary	53%	285
Clarity & ease of understanding of info in web summary	65%	285
Level of detail provided in web summary	44%	285
Ease of use & navigation of website (in terms of finding the business opportunities area)	61%	285
<i>If contact from embassy...</i> Quality & relevance of info provided by staff at the post	56%	253
<i>If contact from embassy...</i> Clarity & ease of understanding of info provided by staff at the post	63%	253
<i>If contact from embassy...</i> Level of detail provided by staff at the post	53%	253
<i>If contact from embassy...</i> Speed of response by staff at the post	69%	253
Scoring 4-5 out of 5 for all elements rated	17%	285
Not scoring 4-5 for any elements	9%	285

# Clear Information Rating – Measure B09 (OMIS)

Clear information rating (B09)

## For OMIS only:

### **Weighted average proportion of firms scoring '4' or '5' on a 5-point scale for...**

- The extent to which it was made clear what to expect in terms of the...
  - Format and content of the report (50% weight) – 79%
  - Time it would take to received the report (25% weight) – 79%
  - Cost of using the OMIS service (25% weight) – 84%

*Please note that if the OMIS did not take the form of a 'report' then Measure B09 is based only on the rating for the cost of using the service*

# Clear Information Rating – Measure B09 (OMIS)

## B09 – Clear Information Rating

	OMIS Total	Length Of Time Exporting		
		Less than 2 years	2-10 years	More than 10 years
<i>Base: All OMIS users</i>	397	78	118	196
Firms scoring against B09	78%	75%	83%	76%

# Realistic Market Expectations – Measure RME (OMIS)

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## **For OMIS only:**

### **Firms score against the Realistic Market Expectations measure if ...**

- They indicate that the potential opportunities identified in the OMIS report were 'more positive' or 'about the same' as they had expected (X10g) – 82%

*Please note that this is based only on firms that used OMIS in relation to a new market, received a report and received an analysis of the market. Any firms not meeting this criteria are excluded from this measure*

# Realistic Market Expectations – Measure RME (OMIS)

## RME – Realistic Market Expectations

	OMIS Total	Length Of Time Exporting		
		Less than 2 years	2-10 years	More than 10 years
<i>Base: All OMIS users receiving report or analysis in relation to market entry</i>	123	35	47	39
Firms scoring against RME	82%	91%	87%	67%

# Building Client Relationships Measure (OMIS)

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## For OMIS only:

**Firms score against the Building Client Relationships measure if ...**

- **Firms accessing OMIS directly through the overseas post:**  
They received a progress update from the post during the process (S7m)
- **Firms accessing OMIS in some other way (e.g. through their ITA):** They were contacted by the post on commission to discuss/confirm requirements (S7I) and received a progress update from the post during the process (S7m)

# Building Client Relationships Measure (OMIS)

## Building Client Relationships

	OMIS Total	Length Of Time Exporting		
		Less than 2 years	2-10 years	More than 10 years
<i>Base: All OMIS users</i>	397	78	118	196
Scoring against Building Client Relationships measure	75%	78%	72%	76%



# Overall Satisfaction – Measure B10

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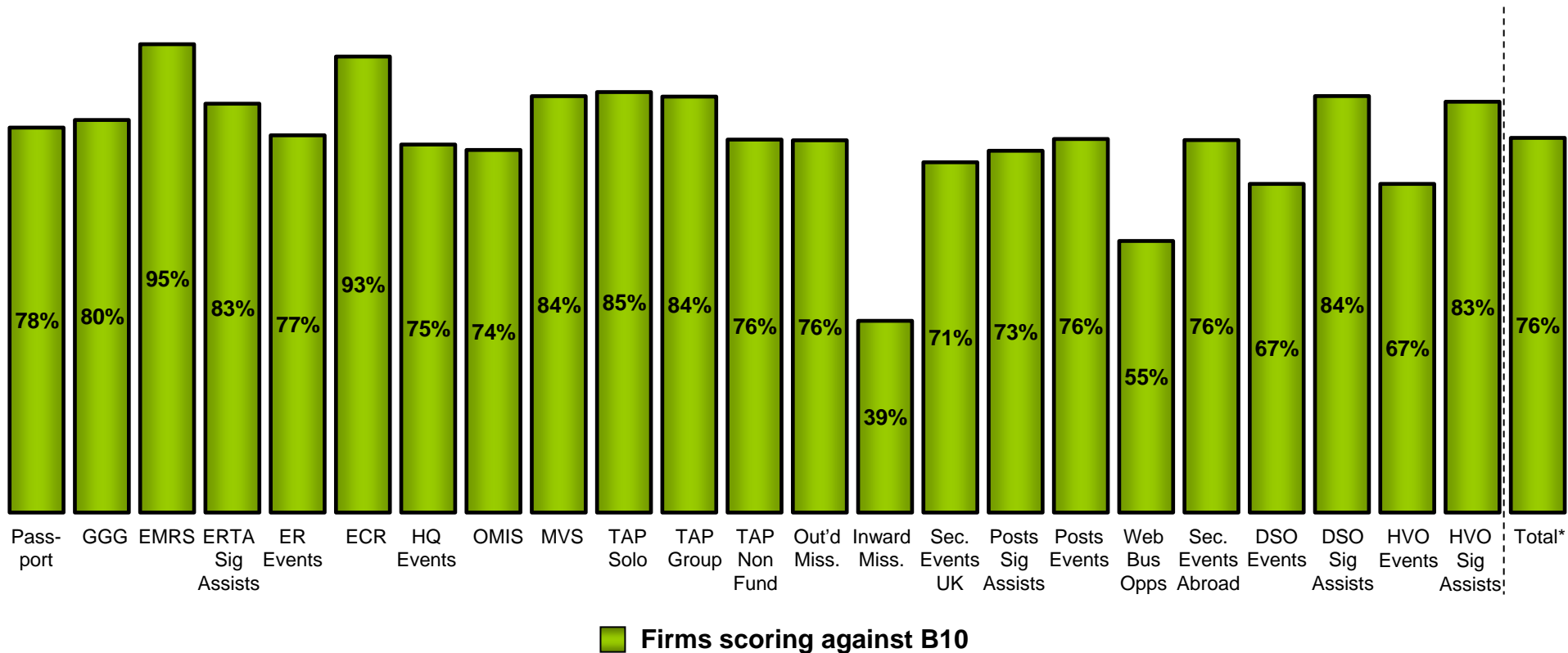
Overall satisfaction (B10)

## **Firms scoring '4' or '5' on a 5-point scale for...**

- Thinking now about your total experience of <the support>, how would you rate your satisfaction overall? (B12) – 76%

# Overall Satisfaction – Measure B10

## B10 – Overall Satisfaction

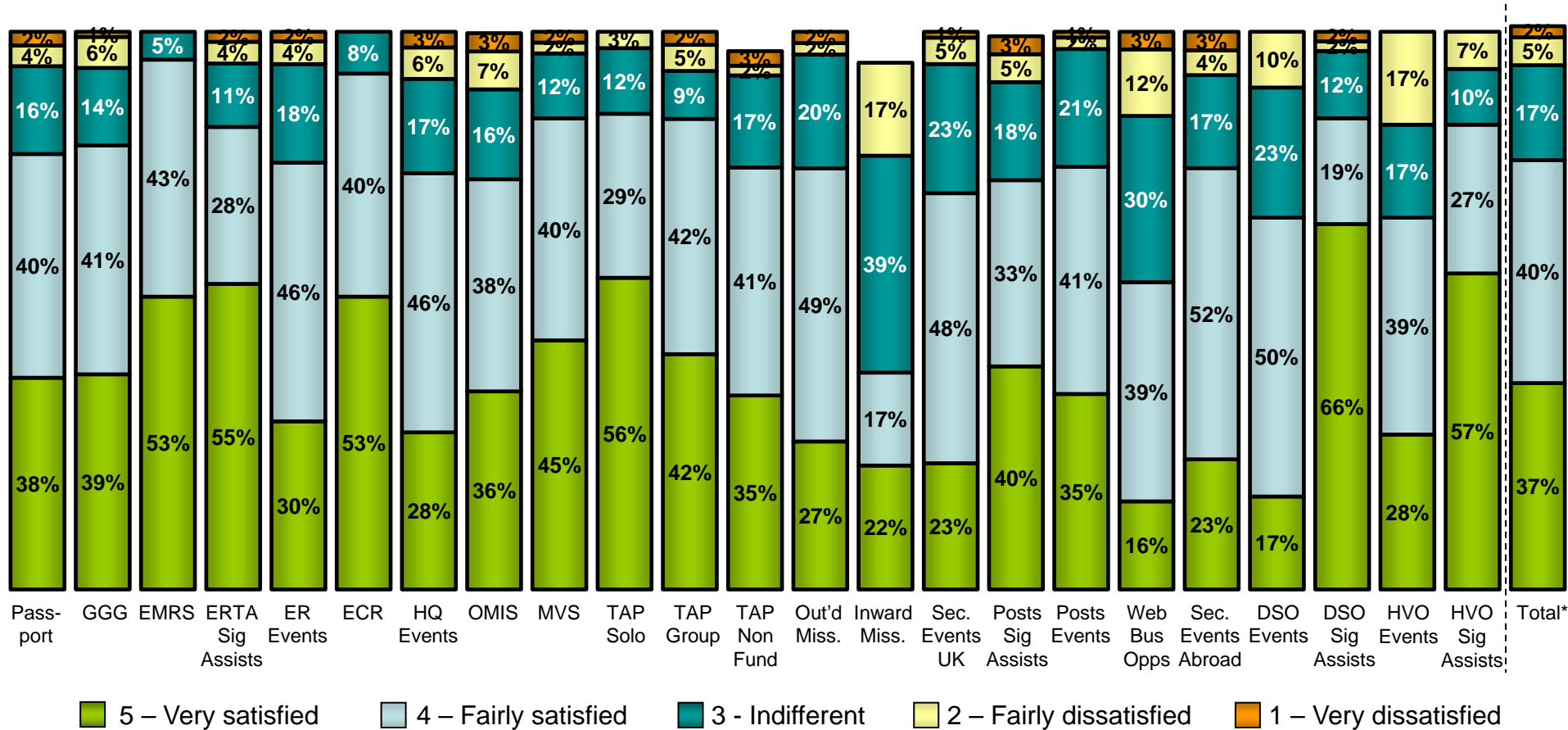


\*The UKTI 'total' figure excludes the Website Business Opportunities service and ER Events of less than half a day

Base: All respondents (Base) - Passport (324), GGG (324), EMRS (40), ERTA (334), ER Events (345), ECR (40), HQ Events (71), OMIS (397), MVS (103), TAP Solo (34), TAP Group (128), TAP Non Funded (115), Outward Missions (49), Inward Missions (18), Sector Events UK (380), Posts Sig Assists (620), Posts Events (194), Website Bus Opps (285), Sector Events Abroad (90), DSO Events (60), DSO Sig Assists (58), HVO Events (18), HVO Sig Assists (30), Total excl. Web & ER Events < 1/2 day (3722)

# Overall Satisfaction – Detailed Ratings

Thinking now about your total experience of the support, how would you rate your satisfaction overall?



\*The UKTI 'total' figure excludes the Website Business Opportunities service and ER Events of less than half a day

Base: All respondents (Base, Don't Know/Can't Remember) - Passport (324, 0%), GGG (324, 0%), EMRS (40, 0%), ERTA (334, 0%), ER Events (345, 0%), ECR (40, 0%), HQ Events (71, 0%), OMIS (397, 0%), MVS (103, 0%), TAP Solo (34, 0%), TAP Group (128, 0%), TAP Non Funded (115, 3%), Outward Missions (49, 0%), Inward Missions (18, 6%), Sector Events UK (380, 0%), Posts Sig Assists (620, 1%), Posts Events (194, 0%), Website Bus Opps (285, 0%), Sector Events Abroad (90, 0%), DSO Events (60, 0%), DSO Sig Assists (58, 0%), HVO Events (18, 0%), HVO Sig Assists (30, 0%), Total excl. Web & ER Events <1/2 day (3722, 0%)

# Improved Business Performance

Improved Performance  
Measure

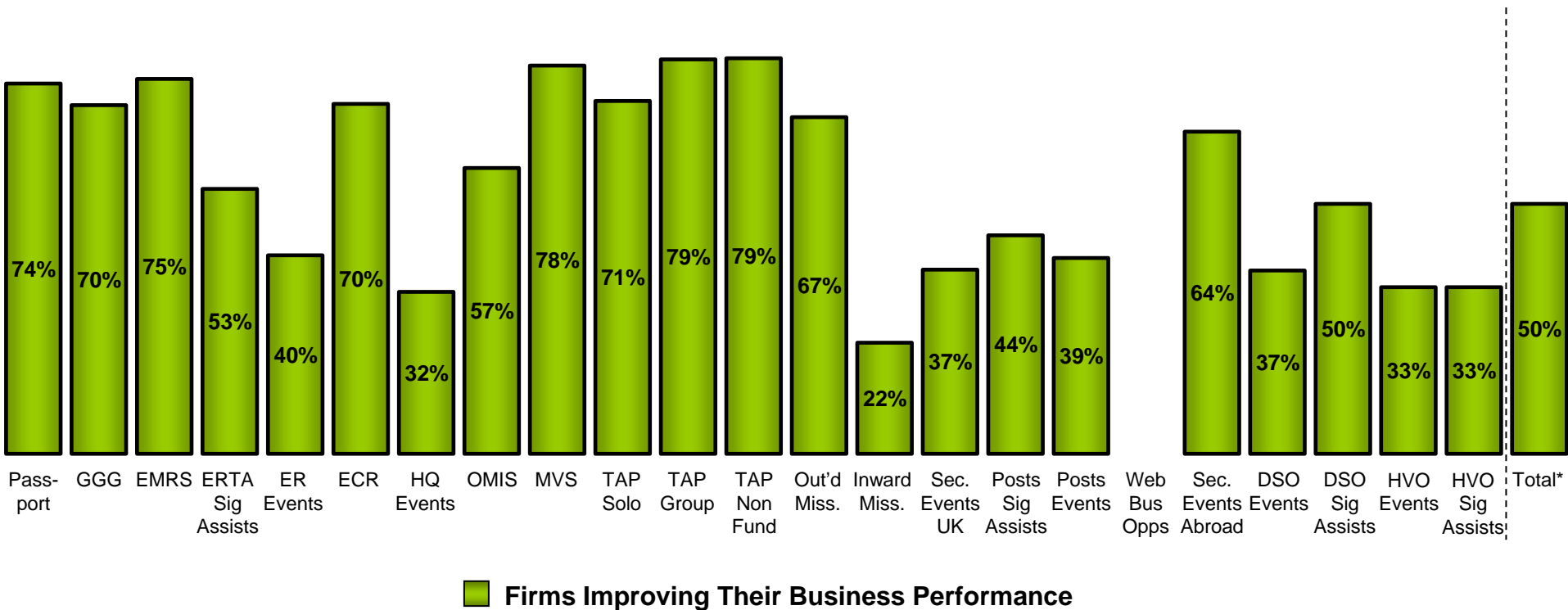
## **Firms are judged to improve their business performance if they ...**

- Expect that in 5 years time the support will have had a positive impact on their annual profit (E21e) – 57%
- And, expect a positive impact on their sales per employee (productivity) (E21c)
- And, have or expect to increase sales/win new orders (D8a) or be invited to tender or quote for work (D8b)

*Please note that individual results are only available for the profit element of this measure (E21e), as the other questions are only asked to those giving a positive response at E21e*

# Improved Business Performance

## Improved Business Performance Measure



\*The UKTI 'total' figure excludes the Website Business Opportunities service and ER Events of less than half a day

Base: All respondents exc. Website (Base) - Passport (324), GGG (324), EMRS (40), ERTA (334), ER Events (345), ECR (40), HQ Events (71), OMIS (397), MVS (103), TAP Solo (34), TAP Group (128), TAP Non Funded (115), Outward Missions (49), Inward Missions (18), Sector Events UK (380), Posts Sig Assists (620), Posts Events (194), Sector Events Abroad (90), DSO Events (60), DSO Sig Assists (58), HVO Events (18), HVO Sig Assists (30), Total excl. Web & ER Events <math>< \frac{1}{2}</math> day (3722)

# Increased Skills – Measure A81

Increased skills (A81)

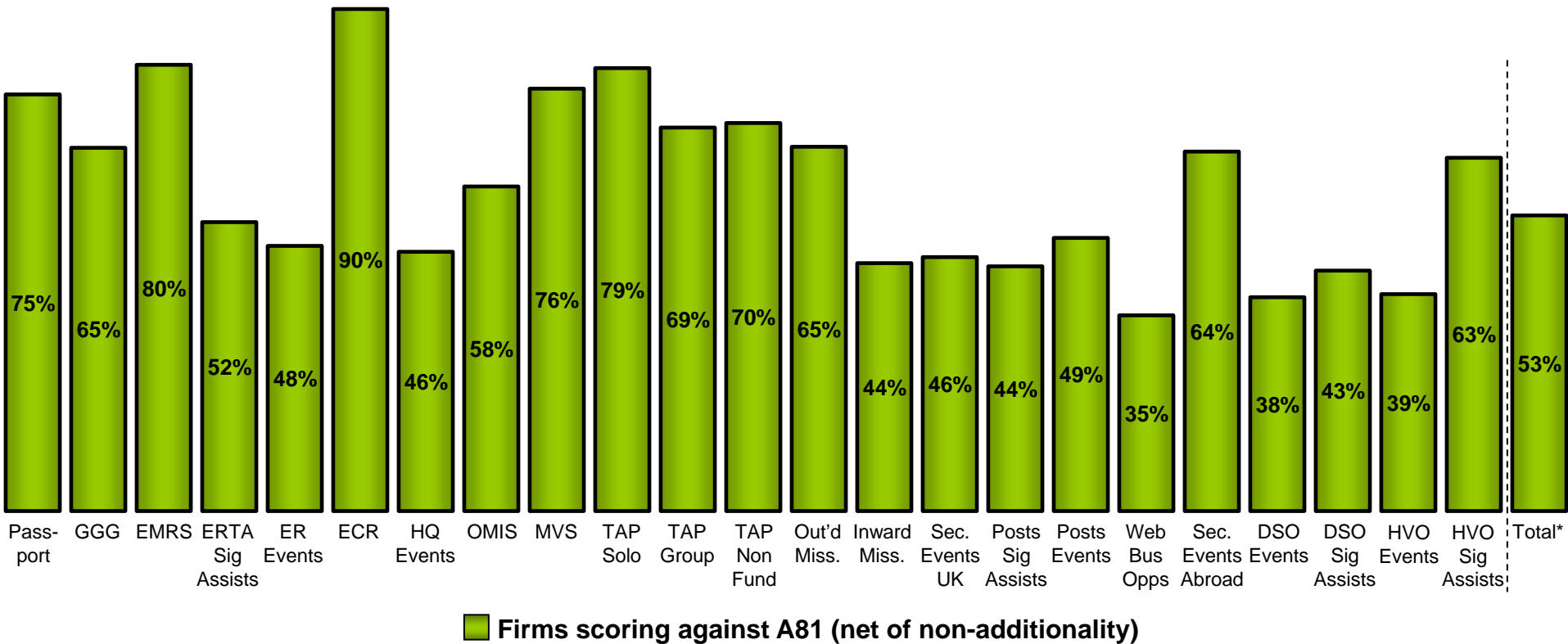
## Firms scoring '4' or '5' on a 5-point scale for...

- Improved your knowledge of the competitive environment in an overseas market (D2i) – 39%
- Or, gained new ideas about products, services, techniques or technologies (D2k) – 23%
- Or, improved your overseas marketing strategy (D2o) – 35%
- Or, improved your marketing research skills (D2u) (EMRS only) – 50%

**In each case net of non-additionality (D10)**

# Increased Skills – Measure A81

## A81 – Increased Skills



*\*The UKTI 'total' figure excludes the Website Business Opportunities service and ER Events of less than half a day*

Base: All respondents (Base) - Passport (324), GGG (324), EMRS (40), ERTA (334), ER Events (345), ECR (40), HQ Events (71), OMIS (397), MVS (103), TAP Solo (34), TAP Group (128), TAP Non Funded (115), Outward Missions (49), Inward Missions (18), Sector Events UK (380), Posts Sig Assists (620), Posts Events (194), Website Bus Opps (285), Sector Events Abroad (90), DSO Events (60), DSO Sig Assists (58), HVO Events (18), HVO Sig Assists (30), Total excl. Web & ER Events <1/2 day (3722)

# Increased Skills – Top Impacts

Service	A81	Strongest Impact	2 <sup>nd</sup> Strongest Impact
Passport	75%	Improved overseas marketing strategy (61%)	Improved knowledge of competitive envt in overseas mkt (58%)
GGG	65%	Improved overseas marketing strategy (48%)	Improved knowledge of competitive envt in overseas mkt (42%)
EMRS	80%	Improved overseas marketing strategy (63%)	Improved knowledge of competitive envt in overseas mkt (60%)
ERTA Significant Assists	52%	Improved overseas marketing strategy (40%)	Improved knowledge of competitive envt in overseas mkt (34%)
ER Events	48%	Improved overseas marketing strategy (38%)	Improved knowledge of competitive envt in overseas mkt (30%)
ECR	90%	Improved overseas marketing strategy (80%)	Improved knowledge of competitive envt in overseas mkt (38%)
HQ Events	46%	Improved knowledge of competitive envt in overseas mkt (35%)	Improved overseas marketing strategy (25%)
OMIS	58%	Improved knowledge of competitive envt in overseas mkt (44%)	Improved overseas marketing strategy (41%)
MVS	76%	Improved knowledge of competitive envt in overseas mkt (60%)	Improved overseas marketing strategy (47%)
TAP Solo	79%	Improved knowledge of competitive envt in overseas mkt (65%)	Improved overseas marketing strategy (56%)
TAP Group	69%	Improved knowledge of competitive envt in overseas mkt (54%)	Improved overseas marketing strategy (48%)
TAP Non Funded	70%	Improved knowledge of competitive envt in overseas mkt (52%)	Improved overseas marketing strategy (39%)
Outward Missions	65%	Improved knowledge of competitive envt in overseas mkt (55%)	Gained new ideas (33%)
Inward Missions	44%	Gained new ideas (39%)	Improved knowledge of competitive envt in overseas mkt (33%)
Sector Events UK	46%	Improved knowledge of competitive envt in overseas mkt (31%)	Improved overseas marketing strategy (25%)
Posts Significant Assists	44%	Improved knowledge of competitive envt in overseas mkt (34%)	Improved overseas marketing strategy (29%)
Posts Events	49%	Improved knowledge of competitive envt in overseas mkt (37%)	Improved overseas marketing strategy (28%)
Website Business Opps	35%	Improved knowledge of competitive envt in overseas mkt (29%)	Improved overseas marketing strategy (21%)
Sector Events Abroad	64%	Improved knowledge of competitive envt in overseas mkt (53%)	Improved overseas marketing strategy (39%)
DSO Events	38%	Improved knowledge of competitive envt in overseas mkt (25%)	Improved overseas marketing strategy (20%)
DSO Significant Assists	43%	Improved knowledge of competitive envt in overseas mkt (38%)	Improved overseas marketing strategy (34%)
HVO Events	39%	Improved knowledge of competitive envt in overseas mkt (28%)	Improved overseas marketing strategy (17%)
HVO Significant Assists	63%	Improved knowledge of competitive envt in overseas mkt (50%)	Improved overseas marketing strategy (37%)



# Changed Behaviour – Measure A83

Changed behaviour (A83)

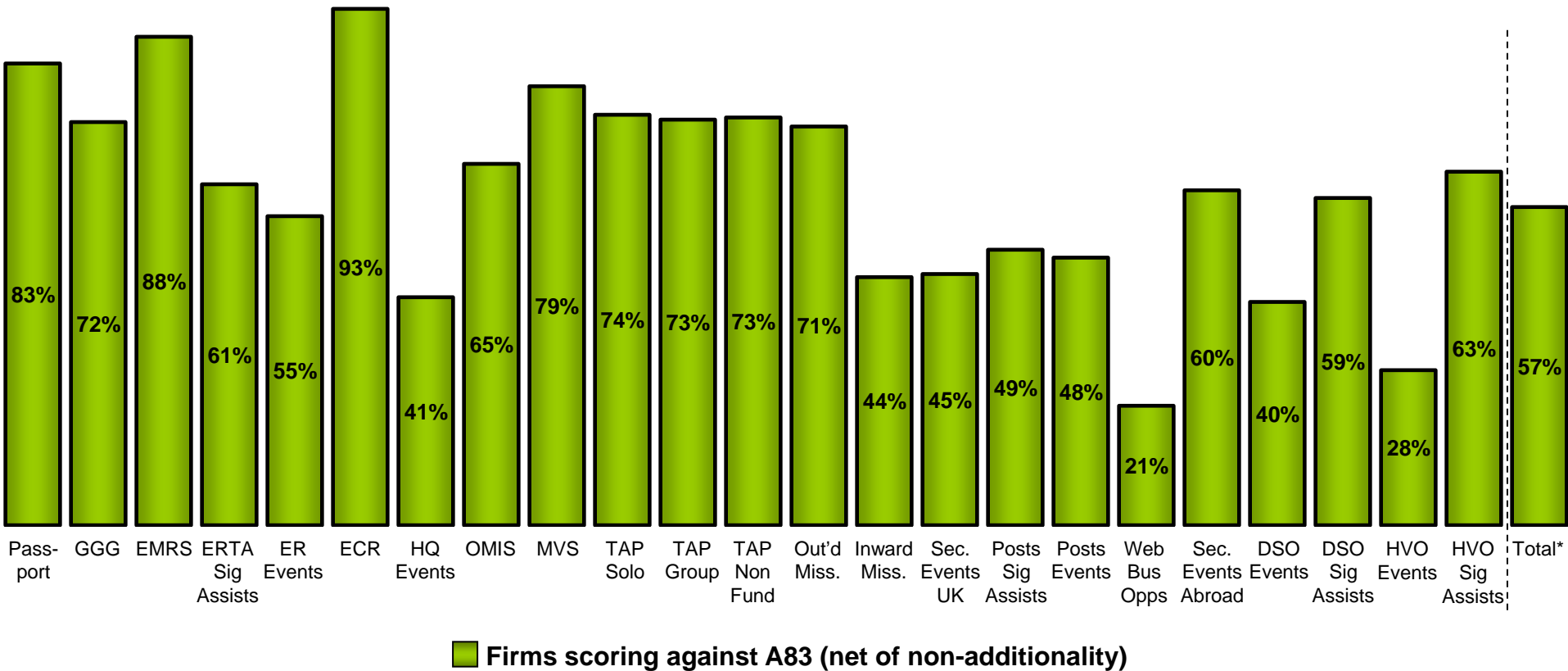
## Firms scoring '4' or '5' on a 5-point scale for...

- Introduced new products or services or made improvements to existing ones (D2l) – 25%
- Or, made improvements to your new product development strategy (D2t) – 25%
- Or, improved the way you do business in an overseas market (D2n) – 36%
- Or, improved your overseas marketing strategy (D2o) – 35%
- Or, gained the confidence to either explore a new market or expand in an existing one (D2h) – 40%

**In each case net of non-additionality (D10)**

# Changed Behaviour – Measure A83

## A83 – Changed Behaviour



\*The UKTI 'total' figure excludes the Website Business Opportunities service and ER Events of less than half a day

Base: All respondents (Base) - Passport (324), GGG (324), EMRS (40), ERTA (334), ER Events (345), ECR (40), HQ Events (71), OMIS (397), MVS (103), TAP Solo (34), TAP Group (128), TAP Non Funded (115), Outward Missions (49), Inward Missions (18), Sector Events UK (380), Posts Sig Assists (620), Posts Events (194), Website Bus Opps (285), Sector Events Abroad (90), DSO Events (60), DSO Sig Assists (58), HVO Events (18), HVO Sig Assists (30), Total excl. Web & ER Events <1/2 day (3722)

# Changed Behaviour – Top Impacts

Service	A83	Strongest Impact	2 <sup>nd</sup> Strongest Impact
Passport	83%	Confidence to explore new/expand in existing markets (64%)	Improved the way you do business in overseas markets (63%)
GCG	72%	Confidence to explore new/expand in existing markets (57%)	Improved the way you do business in overseas markets (51%)
EMRS	88%	Confidence to explore new/expand in existing markets (75%)	Improved your overseas marketing strategy (63%)
ERTA Significant Assists	61%	Improved the way you do business in overseas markets (45%)	Confidence to explore new/expand in existing markets (45%)
ER Events	55%	Improved the way you do business in overseas markets (41%)	Improved your overseas marketing strategy (38%)
ECR	93%	Improved your overseas marketing strategy (80%)	Confidence to explore new/expand in existing markets (70%)
HQ Events	41%	Confidence to explore new/expand in existing markets (27%)	Improved your overseas marketing strategy (25%)
OMIS	65%	Confidence to explore new/expand in existing markets (47%)	Improved your overseas marketing strategy (41%)
MVS	79%	Confidence to explore new/expand in existing markets (60%)	Made improvements to products or services (51%)
TAP Solo	74%	Improved your overseas marketing strategy (56%)	Confidence to explore new/expand in existing markets (53%)
TAP Group	73%	Confidence to explore new/expand in existing markets (57%)	Made improvements to products or services (49%)
TAP Non Funded	73%	Confidence to explore new/expand in existing markets (46%)	Made improvements to products or services (46%)
Outward Missions	71%	Confidence to explore new/expand in existing markets (47%)	Made improvements to products or services (39%)
Inward Missions	44%	Confidence to explore new/expand in existing markets (33%)	Made improvements to products or services (33%)
Sector Events in the UK	45%	Confidence to explore new/expand in existing markets (30%)	Improved the way you do business in overseas markets (27%)
Posts Significant Assists	49%	Confidence to explore new/expand in existing markets (36%)	Improved the way you do business in overseas markets (31%)
Posts Events	48%	Confidence to explore new/expand in existing markets (31%)	Improved your overseas marketing strategy (28%)
Website Business Opps	21%	Improved your overseas marketing strategy (21%)	-
Sector Events Abroad	60%	Confidence to explore new/expand in existing markets (41%)	Improved your overseas marketing strategy (39%)
DSO Events	40%	Confidence to explore new/expand in existing markets (25%)	Improved your overseas marketing strategy (20%)
DSO Significant Assists	59%	Confidence to explore new/expand in existing markets (45%)	Improved the way you do business in overseas markets (40%)
HVO Events	28%	Confidence to explore new/expand in existing markets (22%)	Improved way you do business in overseas markets (17%)
HVO Significant Assists	63%	Confidence to explore new/expand in existing markets (47%)	Improved your overseas marketing strategy (37%)

# Increased Innovation – Measure A04

Increased innovation (A04)

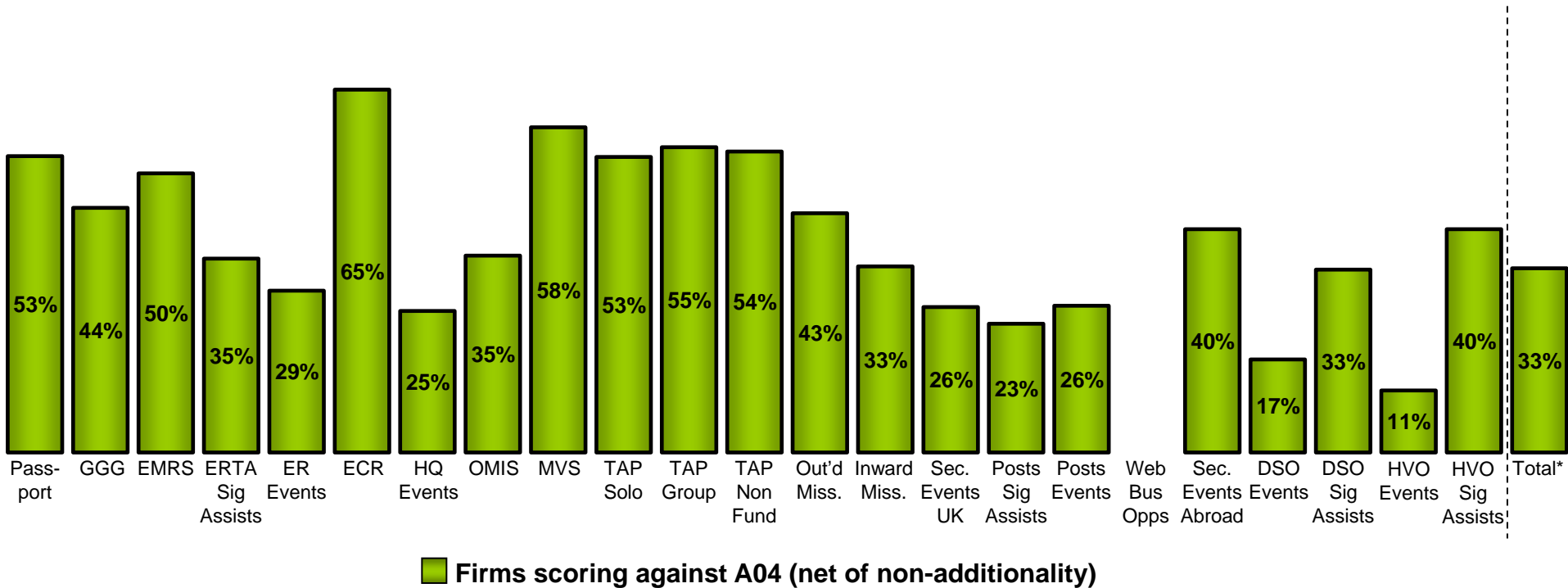
## **Firms scoring '4' or '5' on a 5-point scale for...**

- Introduced new products or services or made improvements to existing ones (D2I) – 25%
- Q<sub>r</sub>, made improvements to your new product development strategy (D2t) – 25%

**In each case net of non-additionality (D10)**

# Increased Innovation – Measure A04

## A04 – Increased Innovation



\*The UKTI 'total' figure excludes the Website Business Opportunities service and ER Events of less than half a day

Base: All respondents excl. Website & Special Reports (Base) - Passport (324), GGG (324), EMRS (40), ERTA (334), ER Events (345), ECR (40), HQ Events (71), OMIS (397), MVS (103), TAP Solo (34), TAP Group (128), TAP Non Funded (115), Outward Missions (49), Inward Missions (18), Sector Events UK (380), Posts Sig Assists (620), Posts Events (194), Sector Events Abroad (90), DSO Events (60), DSO Sig Assists (58), HVO Events (18), HVO Sig Assists (30), Total excl. Web & ER Events <½ day (3722)

# Increased Innovation – Top Impacts

Service	A04	Strongest Impact	2 <sup>nd</sup> Strongest Impact
Passport	53%	Made improvements to NPD strategy (44%)	Made improvements to products or services (40%)
GGG	44%	Made improvements to products or services (33%)	Made improvements to NPD strategy (32%)
EMRS	50%	Made improvements to NPD strategy (43%)	Made improvements to products or services (40%)
ERTA Significant Assists	35%	Made improvements to products or services (26%)	Made improvements to NPD strategy (26%)
ER Events	29%	Made improvements to NPD strategy (27%)	Made improvements to products or services (18%)
ECR	65%	Made improvements to NPD strategy (58%)	Made improvements to products or services (40%)
HQ Events	25%	Made improvements to NPD strategy (21%)	Made improvements to products or services (18%)
OMIS	35%	Made improvements to NPD strategy (26%)	Made improvements to products or services (26%)
MVS	58%	Made improvements to products or services (51%)	Made improvements to NPD strategy (42%)
TAP Solo	53%	Made improvements to products or services (44%)	Made improvements to NPD strategy (29%)
TAP Group	55%	Made improvements to products or services (49%)	Made improvements to NPD strategy (44%)
TAP Non Funded	54%	Made improvements to products or services (46%)	Made improvements to NPD strategy (39%)
Outward Missions	43%	Made improvements to products or services (39%)	Made improvements to NPD strategy (33%)
Inward Missions	33%	Made improvements to products or services (33%)	Made improvements to NPD strategy (28%)
Sector Events UK	26%	Made improvements to NPD strategy (21%)	Made improvements to products or services (17%)
Posts Significant Assists	23%	Made improvements to products or services (18%)	Made improvements to NPD strategy (17%)
Posts Events	26%	Made improvements to products or services (21%)	Made improvements to NPD strategy (20%)
Sector Events Abroad	40%	Made improvements to NPD strategy (31%)	Made improvements to products or services (28%)
DSO Events	17%	Made improvements to products or services (15%)	Made improvements to NPD strategy (10%)
DSO Significant Assists	33%	Made improvements to products or services (26%)	Made improvements to NPD strategy (22%)
HVO Events	11%	Made improvements to NPD strategy (11%)	Made improvements to products or services (0%)
HVO Significant Assists	40%	Made improvements to NPD strategy (30%)	Made improvements to products or services (30%)

# Increased R&D – Measure AR&D

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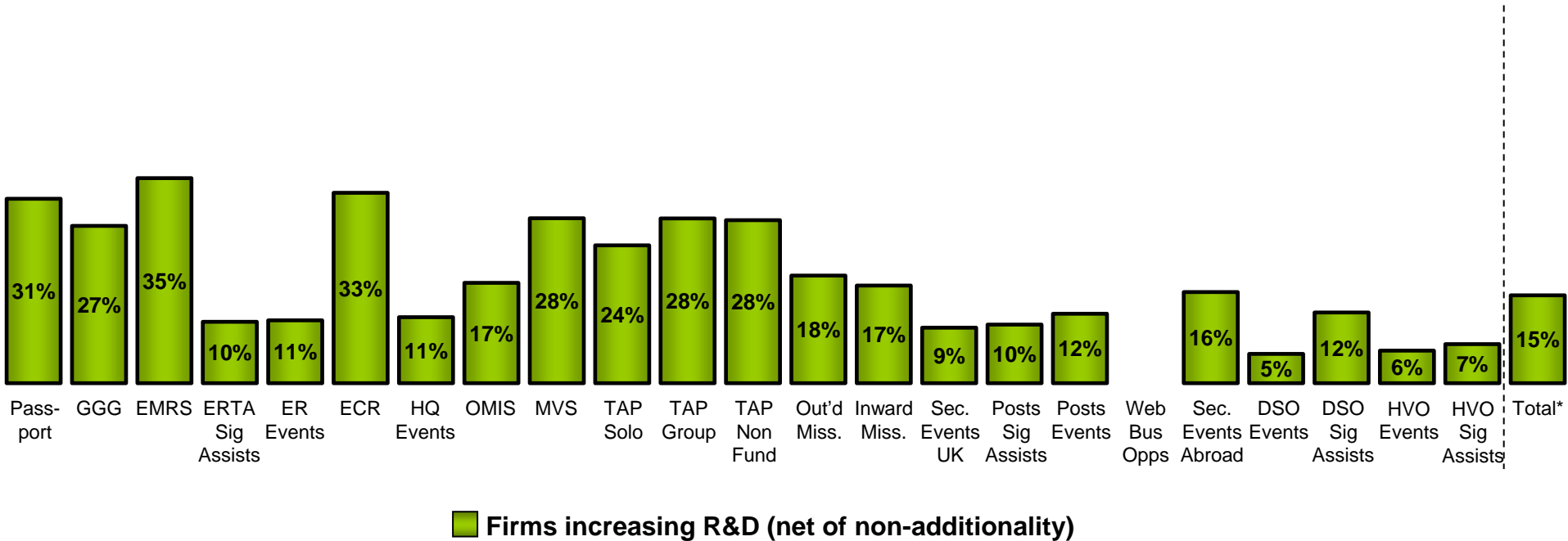
## **Firms who have or expect to ...**

- Increase the amount they spend on R&D & NPD
- And, Increase the amount of time spent on R&D or NPD

**Then adjusted for non-additionality (D10)**

# Increased R&D – Measure AR&D

## AR&D - Increased R&D



\*The UKTI 'total' figure excludes the Website Business Opportunities service and ER Events of less than half a day

Base: All respondents exc. Website (Base) - Passport (324), GGG (324), EMRS (40), ERTA (334), ER Events (345), ECR (40), HQ Events (71), OMIS (397), MVS (103), TAP Solo (34), TAP Group (128), TAP Non Funded (115), Outward Missions (49), Inward Missions (18), Sector Events UK (380), Posts Sig Assists (620), Posts Events (194), Sector Events Abroad (90), DSO Events (60), DSO Sig Assists (58), HVO Events (18), HVO Sig Assists (30), Total excl. Web & ER Events <1/2 day (3722)



# Increased R&D – By R&D Intensity

## Increased R&D – By R&D Intensity

	Proportion of employees engaged wholly or partly in R&D or NPD (with at least some of this involving 'the development of scientific or technical knowledge not commonly available')				
	Zero	Up to 10%	11-20%	21-50%	More than 50%
<i>Base: All exc. Web &amp; Short ER Events</i>	1696	482	332	544	482
Increased R&D	11%	16%	22%	22%	21%

# Barriers To Market Access Overcome – Measure A92

Barriers Overcome (A92)

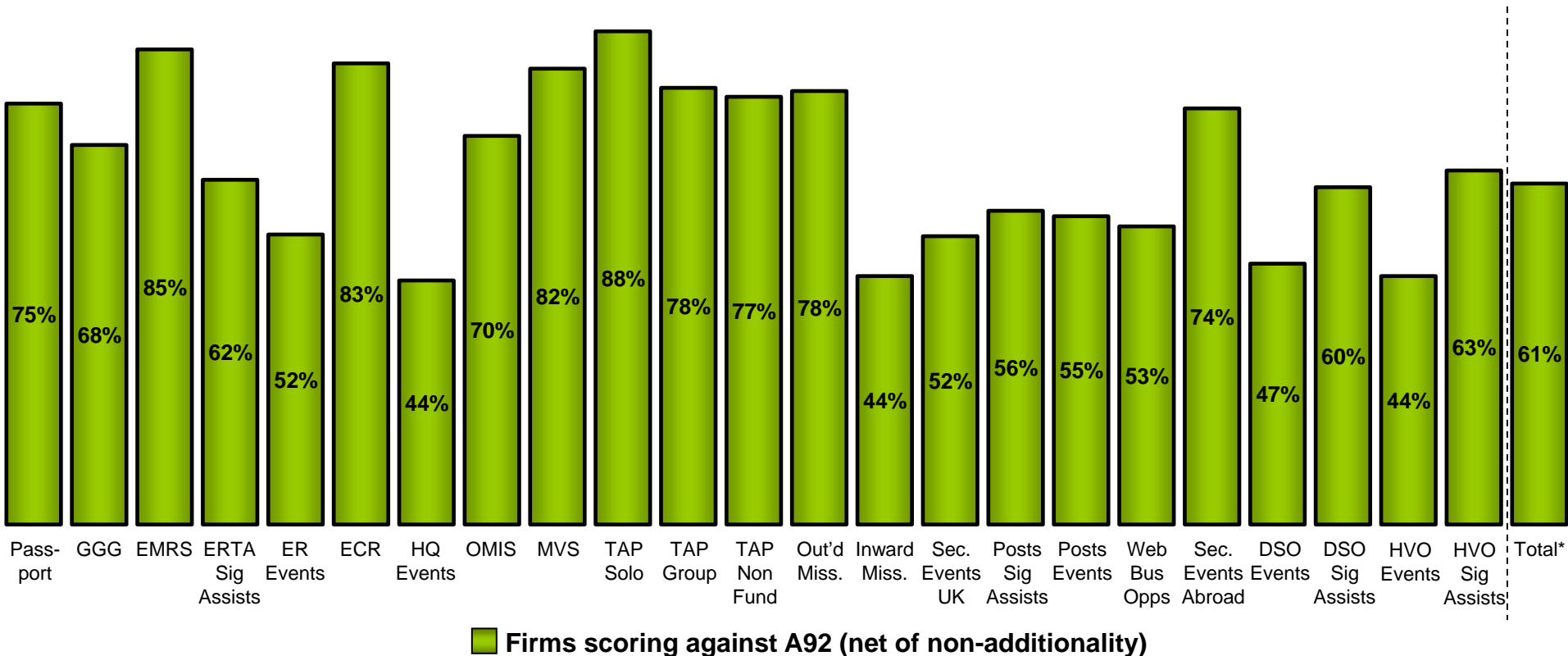
## Firms scoring '4' or '5' on a 5-point scale for...

- Gained access to prospective customers or business partners (D2a) – 44%
- Or, gained access to information that you would otherwise have been unable to come by (D2e) – 43%
- Or, improved your company's profile or credibility (D2c) – 41%
- Or, overcome a particular problem or difficulty with a legal or regulatory issue or quality standards (D2f) (*OMIS, Posts Sig Assists & HVO Sig Assists only*) – 15%

**In each case net of non-additionality (D10)**

# Barriers To Market Access Overcome – Measure A92

## A92 – Barriers To Market Access Overcome



\*The UKTI 'total' figure excludes the Website Business Opportunities service and ER Events of less than half a day

Base: All respondents (Base) - Passport (324), GGG (324), EMRS (40), ERTA (334), ER Events (345), ECR (40), HQ Events (71), OMIS (397), MVS (103), TAP Solo (34), TAP Group (128), TAP Non Funded (115), Outward Missions (49), Inward Missions (18), Sector Events UK (380), Posts Sig Assists (620), Posts Events (194), Website Bus Opps (285), Sector Events Abroad (90), DSO Events (60), DSO Sig Assists (58), HVO Events (18), HVO Sig Assists (30), Total excl. Web & ER Events <1/2 day (3722)

# Barriers To Market Access Overcome – Top Impacts

Service	A92	Strongest Impact	2 <sup>nd</sup> Strongest Impact
Passport	75%	Access to information otherwise unable to come by (59%)	Access to prospective customers or business partners (54%)
GGG	68%	Access to prospective customers or business partners (49%)	Access to information otherwise unable to come by (48%)
EMRS	85%	Improved your company's profile or credibility (65%)	Access to prospective customers or business partners (60%)
ERTA Significant Assists	62%	Access to information otherwise unable to come by (50%)	Access to prospective customers or business partners (39%)
ER Events	52%	Access to information otherwise unable to come by (40%)	Improved your company's profile or credibility (28%)
ECR	83%	Access to information otherwise unable to come by (65%)	Improved your company's profile or credibility (65%)
HQ Events	44%	Access to information otherwise unable to come by (32%)	Access to prospective customers or business partners (31%)
OMIS	70%	Access to prospective customers or business partners (56%)	Access to information otherwise unable to come by (47%)
MVS	82%	Access to prospective customers or business partners (74%)	Improved your company's profile or credibility (62%)
TAP Solo	88%	Access to prospective customers or business partners (85%)	Improved your company's profile or credibility (79%)
TAP Group	78%	Access to prospective customers or business partners (72%)	Improved your company's profile or credibility (70%)
TAP Non Funded	77%	Access to prospective customers or business partners (68%)	Improved your company's profile or credibility (62%)
Outward Missions	78%	Access to prospective customers or business partners (61%)	Improved your company's profile or credibility (49%)
Inward Missions	44%	Access to prospective customers or business partners (39%)	Improved your company's profile or credibility (39%)
Sector Events UK	52%	Access to information otherwise unable to come by (35%)	Access to prospective customers or business partners (33%)
Posts Significant Assists	56%	Access to information otherwise unable to come by (39%)	Access to prospective customers or business partners (39%)
Posts Events	55%	Improved your company's profile or credibility (38%)	Access to prospective customers or business partners (36%)
Website Business Opps	53%	Access to information otherwise unable to come by (41%)	Access to prospective customers or business partners (41%)
Sector Events Abroad	74%	Access to prospective customers or business partners (61%)	Improved your company's profile or credibility (60%)
DSO Events	47%	Access to information otherwise unable to come by (32%)	Improved your company's profile or credibility (30%)
DSO Significant Assists	60%	Access to information otherwise unable to come by (47%)	Access to prospective customers or business partners (47%)
HVO Events	44%	Access to prospective customers or business partners (33%)	Access to information otherwise unable to come by (28%)
HVO Significant Assists	63%	Access to information otherwise unable to come by (53%)	Access to prospective customers or business partners (33%)

# £ Estimated Additional Profit – Measure A49

£ additional profit (A49)

**The estimated additional profit generated by UKTI clients as a result of the support received is calculated using a multi-stage approach...**

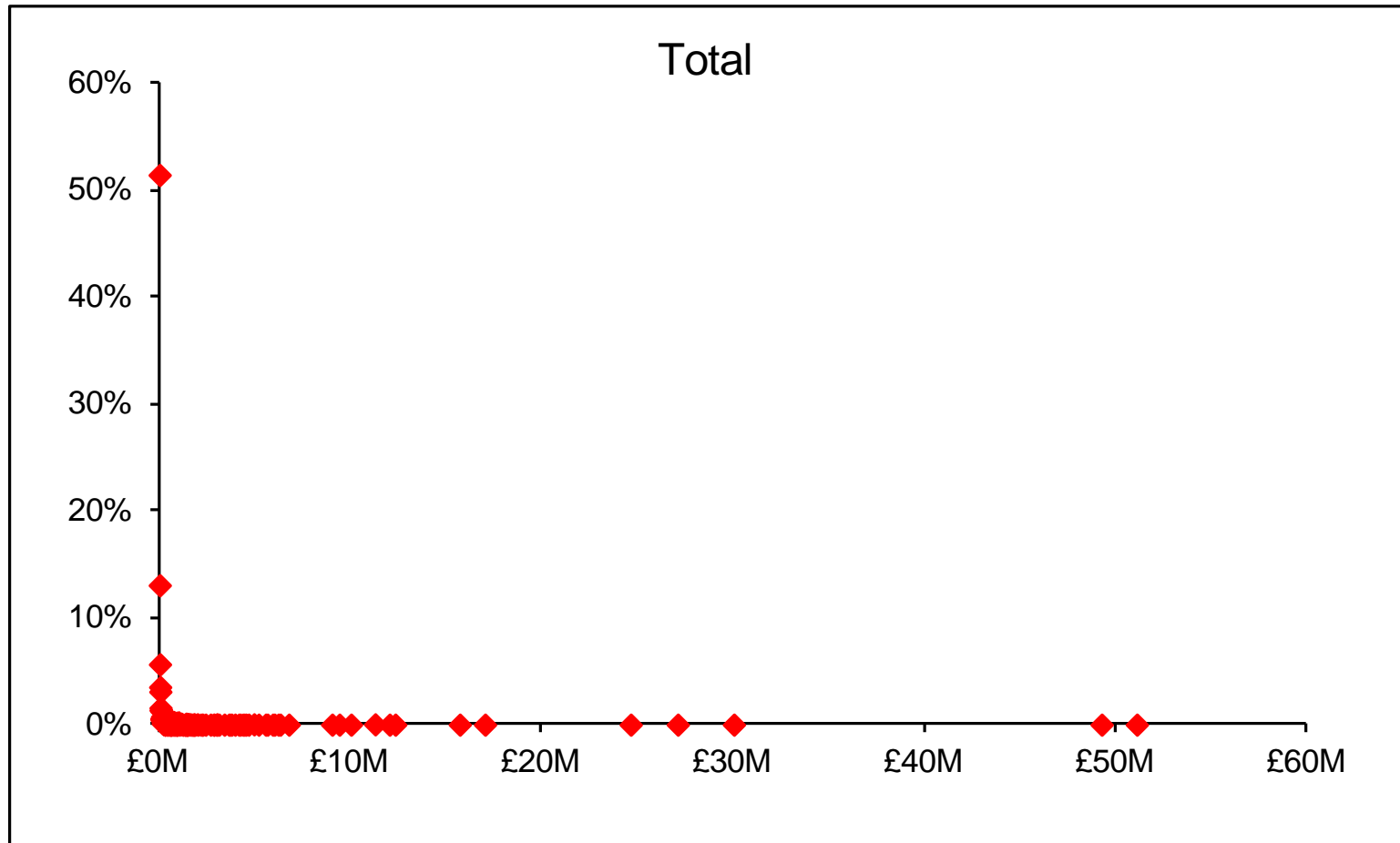
- Stage 1 – Firms asked to estimate the expected financial benefit of the support in terms of additional profit (E9)
  - Firms not reporting any significant benefit in terms of ‘Changed Behaviour (A83)’ or ‘Barriers Overcome (A92)’ are counted as zero
- Stage 2 – Estimates converted to profit for those indicating the figure given was in terms of turnover (E10/E4)
- Stage 3 – Future expectations allowed for (using annual discounting rate of 8%) (E11-13)
- Stage 4 – Figures adjusted for non-additionality using the proportion of the financial benefit the firm ‘would have realised anyway’ (E14)

# £ Estimated Additional Profit – Measure A49

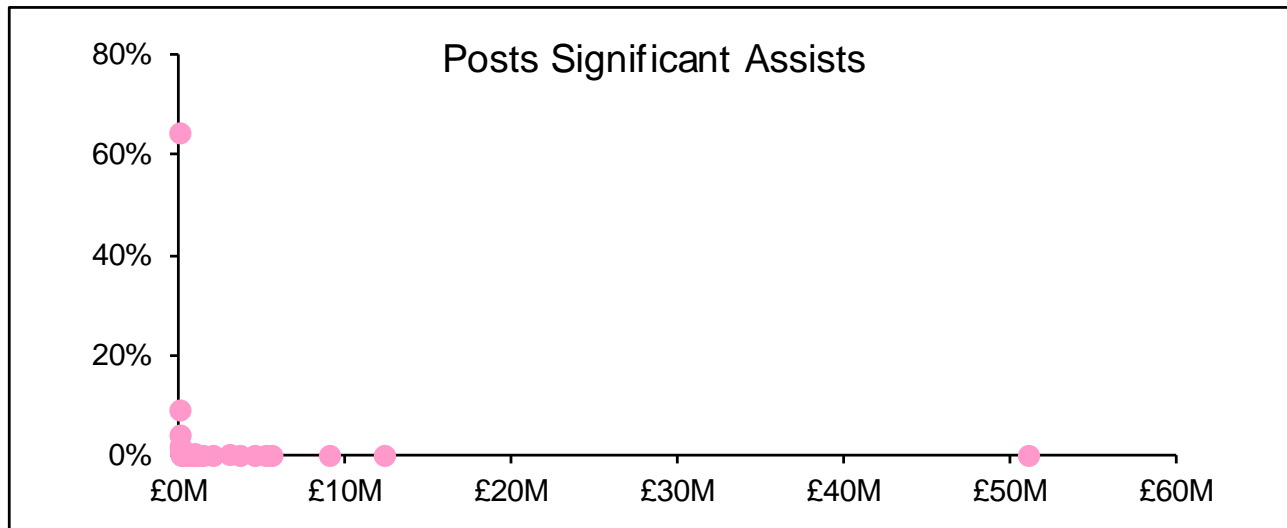
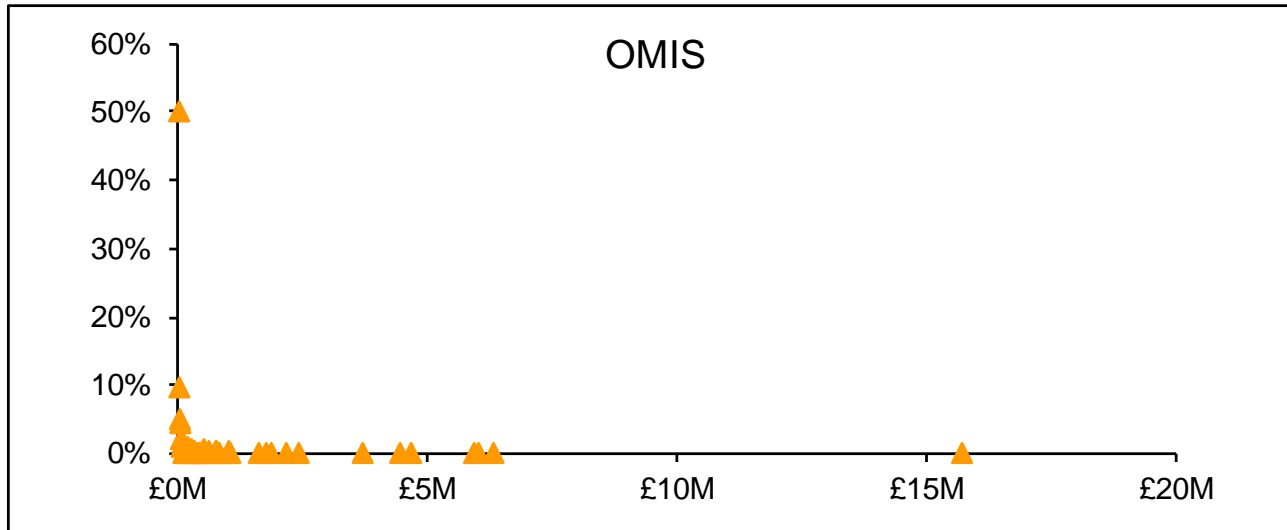
	Total exc. Web & ER Events < ½ day	Total exc. Web, ER events < ½ day & DSO	Pass-port	GGG	EMRS	ERTA Sig. Assists	ER Events (exc. < ½ day)	ECR	HQ Events	OMIS	MVS	TAP Solo
<i>Base</i>	3722	3604	324	324	40	334	127	40	71	397	103	34
Mean additional profit (£)	181k	180k	243k	194k	115k	311k	68k	250k	104k	235k	68k	34k
Median additional profit (£)	0	0	20k	15k	5k	0	0	16k	0	0	10k	4k
% reporting any positive £ benefit	39%	39%	65%	55%	50%	42%	43%	68%	31%	43%	56%	56%
% reporting zero £ benefit	48%	48%	25%	34%	33%	44%	48%	13%	59%	44%	29%	38%
% unable/unwilling to estimate £ benefit	13%	13%	10%	11%	18%	14%	9%	20%	10%	13%	15%	6%
<i>Median additional profit (£) among those reporting positive £ benefit</i>	30k	30k	53k	69k	34k	32k	18k	32k	53k	52k	20k	11k

	TAP Group	TAP Non Fund	Outw'd Miss.	Inward Miss.	Sector Events UK	Posts Sig. Assists	Posts Events	Web Bus Opps	Sector Events Abroad	DSO Events	DSO Sig. Assists	HVO Events	HVO Sig. Assists
<i>Base</i>	128	115	49	18	380	620	194	285	90	60	58	18	30
Mean additional profit (£)	123k	100k	91k	6k	229k	231k	63k	93k	66k	55k	639k	16k	437k
Median additional profit (£)	7k	3k	1k	0	0	0	0	0	3k	0	0	0	0
% reporting any positive £ benefit	64%	49%	49%	11%	31%	31%	30%	28%	56%	25%	28%	28%	43%
% reporting zero £ benefit	29%	33%	33%	67%	57%	56%	52%	63%	34%	60%	53%	72%	47%
% unable/unwilling to estimate £ benefit	7%	18%	18%	22%	12%	13%	19%	9%	10%	15%	19%	0%	10%
<i>Median additional profit (£) among those reporting positive £ benefit</i>	22k	22k	25k	40k	26k	49k	25k	49k	23k	56k	68k	34k	102k

# £ Estimated Additional Profit – Distribution



# £ Estimated Additional Profit – Distribution (OMIS & Posts Sig. Assists)





# £ Estimated Additional Profit – Outliers (Support Type)

## Outliers (Financial Benefit of £3,000,000+)

	Number of Outliers					% of all outliers accounted for by each scheme	% of all interviews accounted for by each scheme
	PIMS 30	PIMS 31	PIMS 32	PIMS 33	Total		
Passport	0	1	0	1	2	5%	9%
GGG	1	1	0	0	2	5%	9%
ERTA	0	0	2	1	3	8%	9%
ECR	0	0	0	1	1	3%	1%
HQ Events	0	0	0	1	1	3%	2%
OMIS	1	1	3	2	7	19%	11%
TAP Group	0	0	0	1	1	3%	3%
Sector Events UK	1	2	2	1	6	16%	10%
Posts Significant Assists	2	2	2	1	7	19%	17%
Post Events	0	0	0	1	1	3%	5%
DSO Significant Assists	1	0	0	0	1	3%	2%
HVO Significant Assists	0	1	0	0	1	3%	1%
CBBC Significant Assists	0	1	0	0	1	3%	1%
UKIBC Significant Assists	0	0	1	1	2	5%	1%
UKIBC Events	1	0	0	0	1	3%	1%

# £ Estimated Additional Profit – Outliers (Profile)

Outliers (Financial Benefit of £3,000,000+ and £500,000+)

	£3m+ Financial Benefit		£500k+ Financial Benefit		% of all interviews
	Number of outliers	% of all outliers	Number of outliers	% of all outliers	
Not yet trading	2	5%	2	1%	1%
0-9	6	16%	51	29%	42%
10-99	12	32%	75	43%	39%
100-249	7	19%	22	13%	8%
250+	10	27%	22	13%	8%
Innovative	33	89%	161	93%	87%
Innovative (alternative)	28	76%	128	74%	66%
Not yet exporting	8	22%	22	13%	10%
Exporting less than 2 years	2	5%	22	13%	14%
Exporting 2-10 years	10	27%	60	35%	35%
Exporting more than 10 years	17	46%	69	40%	41%
Planning substantial growth	25	68%	103	60%	43%
Planning moderate growth	8	22%	64	37%	49%
Not planning to grow	2	5%	3	2%	5%
Not yet trading	2	5%	2	1%	1%

# £ Estimated Additional Profit – Outliers (Market)

## Outliers (Financial Benefit of £3,000,000+)

	Number of outliers	% of all outliers
Africa	1	3%
Australia	1	3%
Burma	1	3%
Brazil	5	14%
Canada	2	5%
Chile	1	3%
China	4	11%
France	5	14%
Hong Kong	1	3%
Hungary	1	3%
India	6	16%
Indonesia	2	5%
Japan	1	3%
Kazakhstan	1	3%

	Number of outliers	% of all outliers
Malaysia	2	5%
Poland	1	3%
Russia	3	8%
Saudi Arabia	3	8%
Singapore	2	5%
South America	1	3%
Sweden	3	8%
Thailand	2	5%
Trinidad & Tobago	1	3%
United Arab Emirates	1	3%
USA	2	5%
Vietnam	1	3%
No particular market	2	5%

Please note that some firms indicated that the support related to a number of different markets

# Key Measures – By £ Estimated Additional Profit

	Total	£ Estimated Additional Profit (A49)						
		Zero	Up to £10k	£10k-£50k	£50k-£100k	£100k-£500k	Over £500k	Don't know /refused
<i>Base: All exc. Web &amp; Short ER Events</i>	3722	1669	424	452	195	333	173	476
Improved Business Performance	50%	25%	68%	80%	87%	84%	84%	60%
Increased Skills (A81)	53%	25%	79%	80%	82%	84%	86%	71%
Changed Behaviour (A83)	57%	25%	85%	88%	88%	88%	92%	79%
Barriers Overcome (A92)	61%	28%	90%	90%	94%	95%	98%	90%
Significant Business Benefit (A06)*	70%	36%	100%	100%	100%	100%	100%	100%

\* The 'Significant Business Benefit (A06)' measure was previously known as 'Improved Productivity & Competitiveness (A06)'.

# Strengths – Top Impacts For Firms Reporting Additional Profit

Service	Firms Reporting A Positive Financial Benefit (at Measure A49)	
	Strongest Impact	2 <sup>nd</sup> Strongest Impact
Passport	Gained confidence to explore/expand in existing market – A83 (78%)	Improved the way you do business in overseas market – A83 (75%)
GGG	Gained confidence to explore/expand in existing market – A83 (78%)	Improved the way you do business in overseas market – A83 (72%)
EMRS	Gained confidence to explore/expand in existing market – A83 (90%)	Improved overseas marketing strategy – A81 (70%)
ERTA Significant Assists	Gained access to info otherwise unable to come by – A92 (79%)	Improved the way you do business in overseas market – A83 (72%)
ER Events	Gained access to info otherwise unable to come by – A92 (72%)	Improved the way you do business in overseas market – A83 (69%)
ECR	Improved overseas marketing strategy – A81 (85%)	Gained access to info otherwise unable to come by – A92 (74%)
HQ Events	Gained access to prospective customers/partners – A92 (68%)	Gained access to info otherwise unable to come by – A92 (64%)
OMIS	Gained access to prospective customers/partners – A92 (86%)	Gained confidence to explore/expand in existing market – A83 (71%)
MVS	Gained access to prospective customers/partners – A92 (90%)	Gained confidence to explore/expand in existing market – A83 (74%)
TAP Solo	Gained access to prospective customers/partners – A92 (95%)	Improved your company's profile overseas – A92 (95%)
TAP Group	Gained access to prospective customers/partners – A92 (88%)	Improved your company's profile overseas – A92 (83%)
TAP Non Funded	Gained access to prospective customers/partners – A92 (86%)	Improved your company's profile overseas – A92 (77%)
Outward Missions	Gained access to prospective customers/partners – A92 (79%)	Improved your knowledge of the competitive market – A81 (75%)
Inward Missions	Gained access to prospective customers/partners – A92 (100%)	Improved your knowledge of the competitive market – A81 (100%)
Sector Events UK	Gained access to info otherwise unable to come by – A92 (64%)	Gained access to prospective customers/partners – A92 (61%)
Posts Significant Assists	Gained access to prospective customers/partners – A92 (77%)	Gained access to info otherwise unable to come by – A92 (67%)
Posts Events	Gained access to prospective customers/partners – A92 (59%)	Gained access to info otherwise unable to come by – A92 (59%)
Website Business Opps	Gained access to info otherwise unable to come by – A92 (81%)	Gained access to prospective customers/partners – A92 (76%)
Sector Events Abroad	Gained access to prospective customers/partners – A92 (84%)	Improved your company's profile overseas – A92 (82%)
DSO Events	Gained access to info otherwise unable to come by – A92 (67%)	Gained access to prospective customers/partners – A92 (60%)
DSO Significant Assists	Gained access to prospective customers/partners – A92 (75%)	Gained access to info otherwise unable to come by – A92 (69%)
HVO Events	Gained access to prospective customers/partners – A92 (80%)	Gained confidence to explore/expand in existing market – A83 (80%)
HVO Significant Assists	Improved your knowledge of the competitive market – A81 (92%)	Gained access to info otherwise unable to come by – A92 (85%)

# Estimated Total Additional Profit

## Estimated Total Additional Profit

An estimate of the total additional profit generated by UKTI support in the last year has been calculated, using the A49 (£ additional profit) and A01 (number of firms supported) results, as follows:

- Stage 1: Calculation of mean £ estimated additional profit across last 4 quarters (A49).
- Stage 2: Aggregation of number of firms supported across last 4 quarters (A01).
  - For the UKTI total analysis, the 'Total A01' figure is used, which represents the number of individual firms supported in the last 4 quarters after de-duplication both within and across waves (i.e. each individual firms is only counted once, even if they have used multiple services).
  - For analysis by individual products/services, the A01 measures are de-duplicated within PIMS waves, but not across waves.
- Stage 3: Estimated total additional profit calculated by multiplying the mean £ additional profit with the aggregated number of firms supported.

UKTI Total	Mean additional profit (A49)	Total no. of firms supported (A01)	Estimated total additional profit
Total (exc. Web & ER Events < ½ day)	£181,000	28,370	£5.1bn
Total (exc. Web, ER events < ½ day & DSO)	£180,000	28,030	£5.0bn

# Estimated Total Additional Profit – By Service

	Pass-port	GGG	EMRS	ERTA Sig. Assists	ER Events (exc. < ½ day)	ECR	HQ Events	OMIS	MVS	TAP Solo	TAP Group	TAP Non Funded
Total Estimated Additional Profit	£264m	£238m	£19m	£2,058 m	£242m	£101m	£200m	£1,097 m	£185m	£22m	£438m	£347m

	Outward Missions	Inward Missions	Sector Events UK	Posts Sig. Assists	Posts Events	Website Bus Opps	Sector Events Abroad	DSO Events	DSO Sig. Assists	HVO Events	HVO Sig. Assists
Total Estimated Additional Profit	£92m	£1m	£2,216 m	£3,635 m	£337m	£709m	£150m	£66m	£304m	£5m	£92m

# Total Additional Profit - Contribution

Additional profit (banded)	<i>Base (exc. Web &amp; short ER Events)</i>	Mean additional profit	% of all firms	% of total UKTI £ benefit
Zero	1669	£0	48%	0%
Up to £10,000	424	£4,000	12%	0.3%
£10,001-£50,000	452	£25,000	11%	1.8%
£50,001-£100,000	195	£74,000	5%	2.1%
£100,001-£500,000	333	£235,000	7%	10.7%
More than £500,000	173	£3,260,000	4%	85.0%
Don't know refused	476	-	13%	-



# £ Estimated Additional Sales

£ additional sales

**An estimate of the additional sales/turnover generated by UKTI clients as a result of the support received has also been calculated, as follows...**

- The value of additional sales is calculated by taking each firms' estimated additional profit figure (Measure A49) and converting this from profit into turnover.
- Some firms initially give an estimated financial benefit in terms of turnover, in which case this figure is used.
- For those firms that give an estimated financial benefit in terms of profit, their profit figure is converted to turnover using their overall profit margin (E4b/c).
  - If firms have not provided details of their overall profit margin (e.g. don't know/refused or breaking even/making a loss) then the mean profit margin for all firms interviewed in that quarter is used.

# £ Estimated Additional Sales

	Total exc. Web & ER Events < ½ day	Total exc. Web, ER events < ½ day & DSO	Pass-port	GGG	EMRS	ERTA Sig. Assists	ER Events (exc. < ½ day)	ECR	HQ Events	OMIS	MVS	TAP Solo
<i>Base</i>	3722	3604	324	324	40	334	127	40	71	397	103	34
Mean additional sales (£)	1,820k	1,835k	1,641k	1,320k	621k	3,975k	787k	1,698k	694k	2,016k	522k	224k
Median additional sales (£)	0	0	138k	107k	38k	0	0	118k	0	0	68k	33k
% reporting any positive £ benefit	39%	39%	65%	55%	50%	42%	43%	68%	31%	43%	56%	56%
% reporting zero £ benefit	48%	48%	25%	34%	33%	44%	48%	13%	59%	44%	29%	38%
% unable/unwilling to estimate £ benefit	13%	13%	10%	11%	18%	14%	9%	20%	10%	13%	15%	6%
<i>Median additional sales (£) among those reporting positive £ benefit</i>	<i>200k</i>	<i>200k</i>	<i>357k</i>	<i>492k</i>	<i>298k</i>	<i>250k</i>	<i>137k</i>	<i>210k</i>	<i>283k</i>	<i>297k</i>	<i>131k</i>	<i>80k</i>

	TAP Group	TAP Non Fund	Outw'd Miss.	Inward Miss.	Sector Events UK	Posts Sig. Assists	Posts Events	Web Bus Opps	Sector Events Abroad	DSO Events	DSO Sig. Assists	HVO Events	HVO Sig. Assists
<i>Base</i>	128	115	49	18	380	620	194	285	90	60	58	18	30
Mean additional sales (£)	849k	799k	700k	39k	1,294k	3,126k	395k	486k	397k	594k	2,395k	155k	5,032k
Median additional sales (£)	50k	27k	6k	0	0	0	0	0	15k	0	0	0	0
% reporting any positive £ benefit	64%	49%	49%	11%	31%	31%	30%	28%	56%	25%	28%	28%	43%
% reporting zero £ benefit	29%	33%	33%	67%	57%	56%	52%	63%	34%	60%	53%	72%	47%
% unable/unwilling to estimate £ benefit	7%	18%	18%	22%	12%	13%	19%	9%	10%	15%	19%	0%	10%
<i>Median additional sales (£) among those reporting positive £ benefit</i>	<i>152k</i>	<i>191k</i>	<i>106k</i>	<i>275k</i>	<i>185k</i>	<i>292k</i>	<i>182k</i>	<i>246k</i>	<i>165k</i>	<i>200k</i>	<i>513k</i>	<i>219k</i>	<i>615k</i>

# Estimated Total Additional Sales

## Estimated Total Additional Sales

An estimate of the total additional sales generated by UKTI support in the last year has been calculated, using the £ additional sales and A01 (number of firms supported) results, as follows:

- Stage 1: Calculation of mean £ estimated additional sales across last 4 quarters.
- Stage 2: Aggregation of number of firms supported across last 4 quarters (A01).
  - For the UKTI total analysis, the 'Total A01' figure is used, which represents the number of individual firms supported in the last 4 quarters after de-duplication both within and across waves (i.e. each individual firms is only counted once, even if they have used multiple services).
- Stage 3: Estimated total additional sales calculated by multiplying the mean £ additional sales with the aggregated number of firms supported.

UKTI Total	Mean additional sales (A49)	Total no. of firms supported (A01)	Estimated total additional sales
Total (exc. Web & ER Events < ½ day)	£1,820,000	28,370	£51.6 billion
Total (exc. Web, ER events < ½ day & DSO)	£1,835,000	28,370	£52.1 billion

# Significant Business Benefit – Measure A06

Significant business benefit  
(A06)

## Firms scoring 4-5 out of 5 for any of the following...

- Increased Skills (A81) – 53%
  - Improved your knowledge of the competitive environment in an overseas market – 39%
  - Or, gained new ideas about products, services, techniques or technologies – 23%
  - Or, improved your overseas marketing strategy – 35%
  - Or, improved your marketing research skills (EMRS only) – 50%
- Or Changed Behaviour (A83) – 61%
  - Introduced new products or services or made improvements to existing ones – 25%
  - Or, made improvements to your new product development strategy – 25%
  - Or, improved the way you do business in an overseas market – 36%
  - Or, improved your overseas marketing strategy – 35%
  - Or, gained the confidence to either explore a new market or expand in an existing one – 40%
- Or Barriers to Market Access Overcome (A92) – 61%
  - Gained access to prospective customers or business partners – 44%
  - Or, gained access to information that you would otherwise have been unable to come by – 43%
  - Or, improved your company's profile or credibility – 41%
  - Or, overcome a particular problem or difficulty with a legal or regulatory issue or quality standards (*OMIS, Posts Sig Assists & HVO Sig Assists only*) – 15%

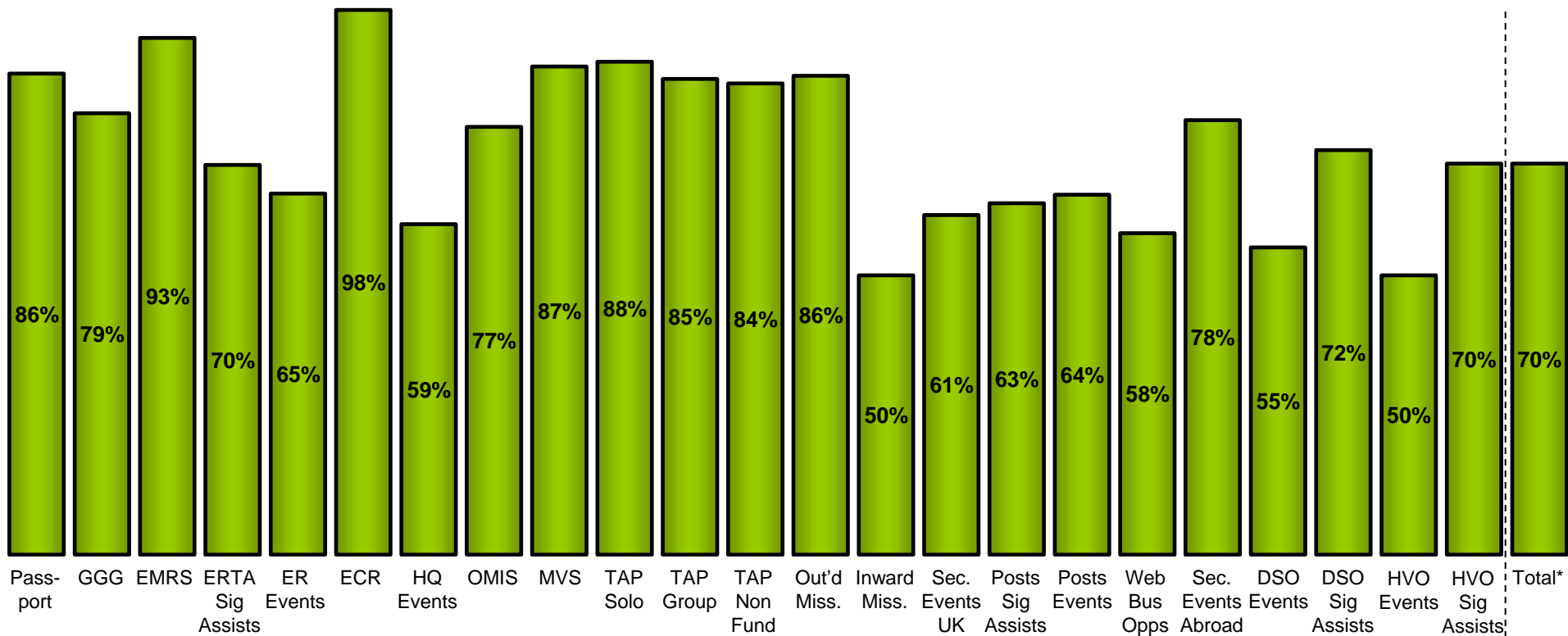
## In each case net of non-additionality

\* The 'Significant Business Benefit (A06)' measure was previously known as 'Improved Productivity & Competitiveness (A06)'.

Please note that the above figures exclude the Website Business Opportunities service and ER Events of less than half a day

# Significant Business Benefit – Measure A06

## A06 – Significant Business Benefit



■ Firms scoring against A06 (net of non-additionality)

\*The UKTI 'total' figure excludes the Website Business Opportunities service and ER Events of less than half a day

Base: All respondents (Base) - Passport (324), GGG (324), EMRS (40), ERTA (334), ER Events (345), ECR (40), HQ Events (71), OMIS (397), MVS (103), TAP Solo (34), TAP Group (128), TAP Non Funded (115), Outward Missions (49), Inward Missions (18), Sector Events UK (380), Posts Sig Assists (620), Posts Events (194), Website Bus Opps (285), Sector Events Abroad (90), DSO Events (60), DSO Sig Assists (58), HVO Events (18), HVO Sig Assists (30), Total excl. Web & ER Events <½ day (3722)

# Key Measures - Number of Firms Scoring

## Estimated Number of Firms Scoring Against Each Measure in Last Year

	Passport	GGG	EMRS	ERTA Sig. Assists	ER Events	ECR	HQ Events	OMIS	MVS	TAP Solo	TAP Group	TAP Non Funded
Overall Satisfaction (B10)	848	980	159	5,492	7,397	375	1,445	3,454	2,283	548	2,992	2,638
Improved Business Performance	804	858	125	3,507	3,842	282	616	2,660	2,120	458	2,814	2,742
Increased R&D (AR&D)	337	331	58	662	1,057	133	212	793	761	155	997	972
Significant Business Benefit (A06)	935	968	155	4,632	6,244	395	1,136	3,594	2,365	568	3,028	2,916
Reporting positive additional profit/ sales	707	674	84	2,779	1,530	274	597	2,007	1,522	361	2,280	1,701

	Outward Missions	Inward Missions	Sector Events UK	Posts Sig. Assists	Posts Events	Website Bus Opps	Sector Events Abroad	DSO Events	DSO Sig. Assists	HVO Events	HVO Sig. Assists
Overall Satisfaction (B10)	767	72	6,870	11,487	4,069	4,192	1,731	806	399	209	174
Improved Business Performance	676	40	3,580	6,924	2,088	-	1,457	445	238	103	69
Increased R&D (AR&D)	182	31	871	1,574	642	-	364	60	57	19	15
Significant Business Benefit (A06)	868	92	5,902	9,914	3,427	4,421	1,776	662	342	156	147
Reporting positive additional profit/ sales	494	20	3,000	4,878	1,606	2,134	1,275	301	133	87	90

# Estimated Jobs Created & Safeguarded

## Estimated Jobs Created & Safeguarded

An estimate of the total number of jobs created and safeguarded over the last year as a result of UKTI support has been calculated as follows:

- Calculation of mean number of jobs created and safeguarded across all firms interviewed in last 4 quarters.
  - Before the mean is calculated those who are non-additional are adjusted to zero.
- Estimated jobs created and safeguarded calculated by multiplying the mean number created/safeguarded by the 'Total A01' figure (which represents the number of individual firms supported in the last 4 quarters after de-duplication both within and across waves).
- This calculation uses the mean number of employees, but the median number has also been shown. The large difference between the mean and median values indicates that the distribution of number of jobs created/safeguarded is significantly skewed by outliers.

	Excluding Web & Short ER Events			
	Mean	Median	Total no. of firms supported (A01)	Estimated total number of jobs created/safeguarded
Number of new jobs created	1.9	0	28,370	53,910
Number of jobs safeguarded	3.4	0		96,470

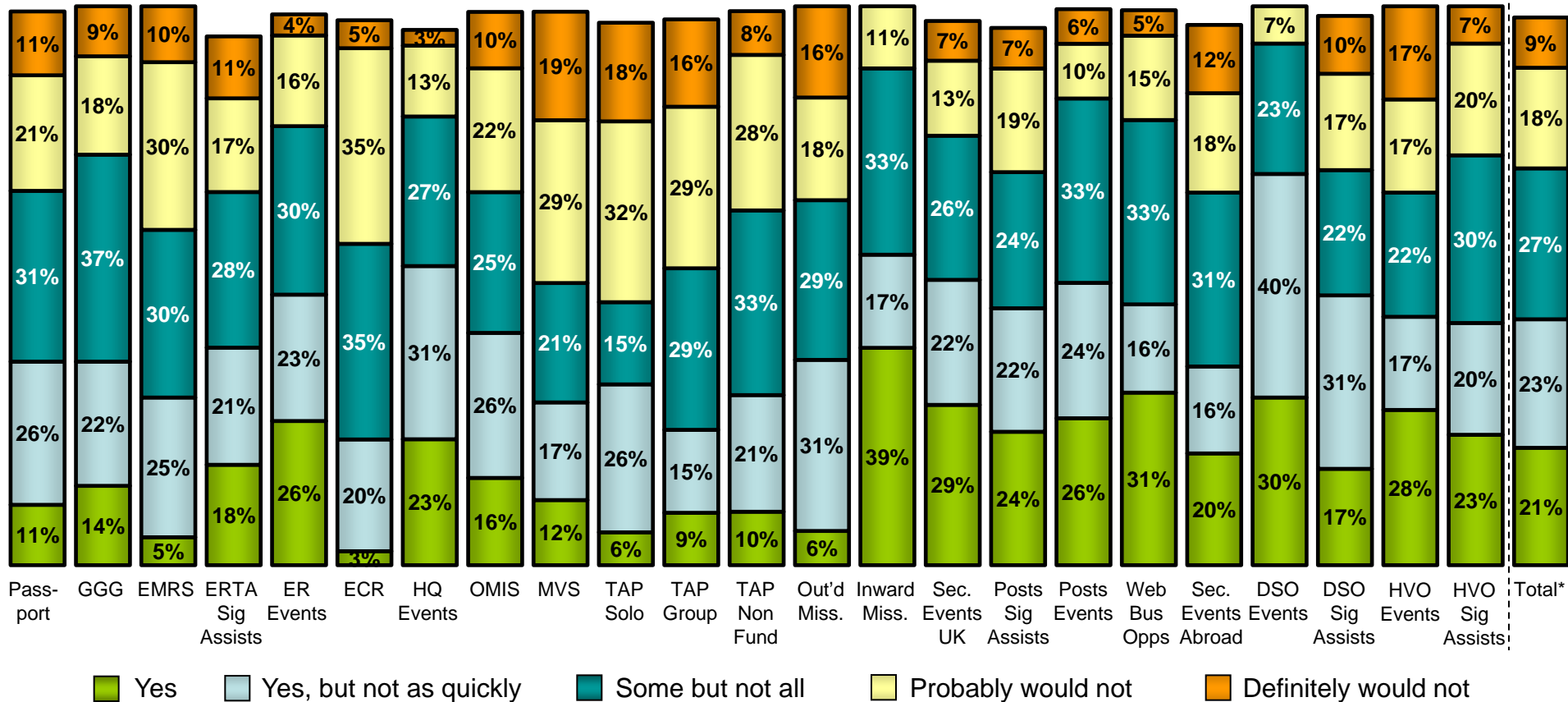
The background features a complex, abstract design of overlapping, semi-transparent shapes in shades of blue and teal. These shapes create a sense of depth and movement, with some appearing as thick, curved lines and others as more solid, rounded forms. The overall effect is a modern, artistic backdrop for the text.

# Additionality



# Generic Additionality

Would Have Achieved Similar Results Anyway?



\*The UKTI 'total' figure excludes the Website Business Opportunities service and ER Events of less than half a day

Base: All respondents (Base, None of these/Signposted only) - Passport (324, 1%), GGG (324, 0%), EMRS (40, 0%), ERTA (334, 5%), ER Events (345, 1%), ECR (40, 3%), HQ Events (71, 4%), OMIS (397, 1%), MVS (103, 1%), TAP Solo (34, 3%), TAP Group (128, 2%), TAP Non Funded (115, 1%), Outward Missions (49, 0%), Inward Missions (18, 0%), Sector Events UK (380, 3%), Posts Sig Assists (620, 4%), Posts Events (194, 1%), Website Bus Opps (285, 1%), Sector Events Abroad (90, 3%), DSO Events (60, 0%), DSO Sig Assists (58, 2%), HVO Events (18, 0%), HVO Sig Assists (30, 0%), Total excl. Web & ER Events < 1/2 day (3722, 3%)

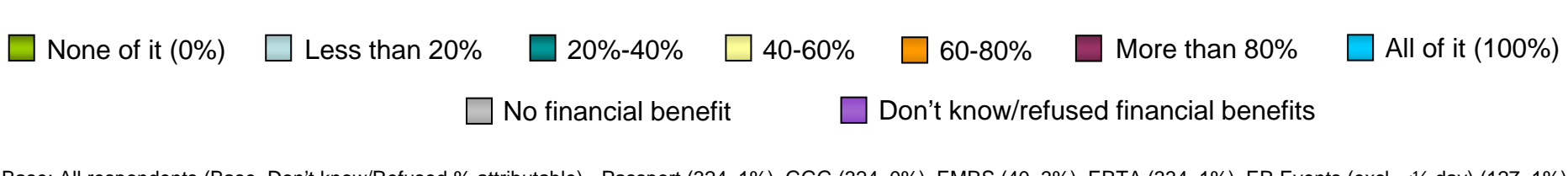
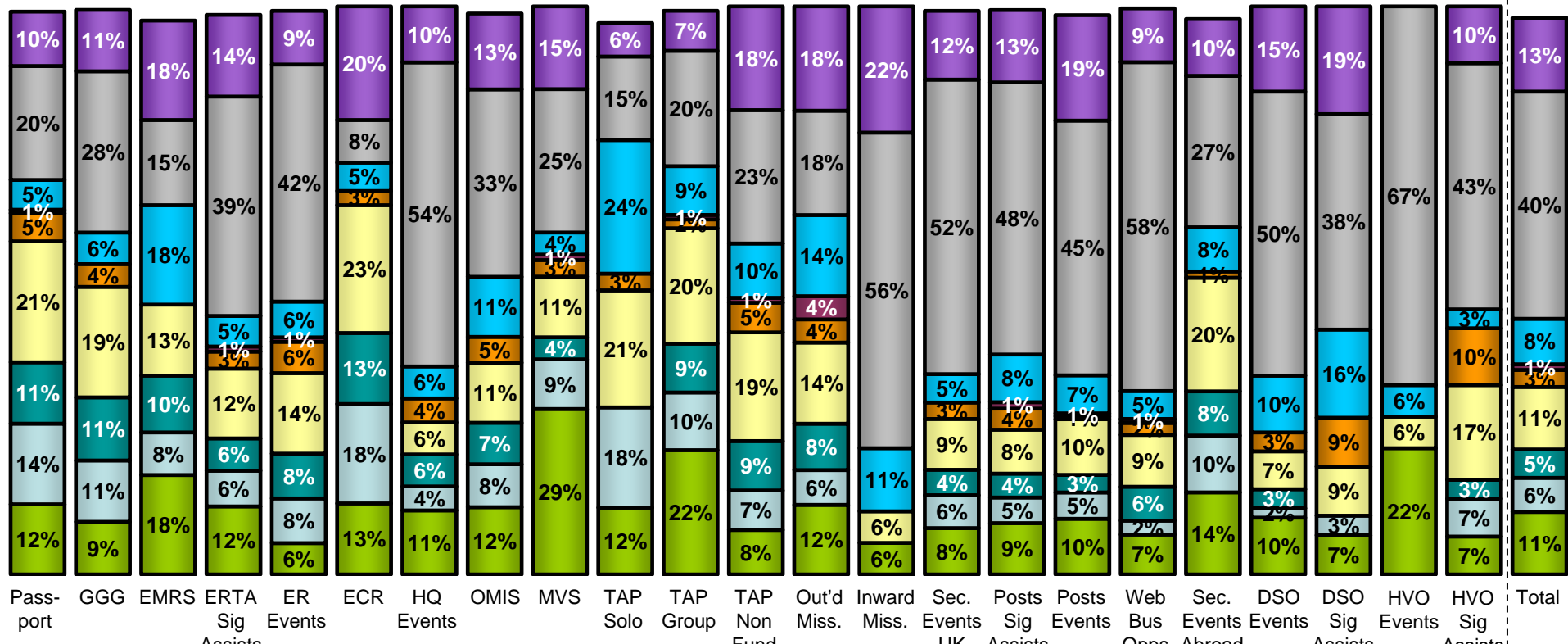
# Generic Additionality – By Profile

Would Have Achieved Similar Results Anyway?

	Total	Length Of Time Exporting			Business Size			
		< 2 years	2-10 years	> 10 years	0-9	10-99	100-249	250+
<i>Base: Exc. Web &amp; Short ER Events</i>	3722	869	1297	1537	1568	1438	301	295
Yes	21%	19%	21%	22%	20%	20%	22%	25%
Yes, but not as quickly	23%	25%	19%	24%	20%	23%	30%	25%
Some but not all	27%	23%	28%	29%	26%	28%	27%	30%
Probably not	18%	19%	20%	16%	20%	20%	14%	12%
Definitely not	9%	10%	10%	7%	12%	7%	5%	7%
None of these/signposted only	3%	4%	2%	2%	3%	2%	1%	1%

# Extent Financial Benefits Attributable

Proportion of Financial Benefit Would Have Realised Anyway



Base: All respondents (Base, Don't know/Refused % attributable) - Passport (324, 1%), GGG (324, 0%), EMRS (40, 3%), ERTA (334, 1%), ER Events (excl. <1/2 day) (127, 1%), ECR (40, 0%), HQ Events (71, 0%), OMIS (397, 1%), MVS (103, 0%), TAP Solo (34, 3%), TAP Group (128, 1%), TAP Non Funded (115, 0%), Outward Missions (49, 0%), Inward Missions (18, 0%), Sector Events UK (380, 1%), Posts Sig Assists (620, 1%), Posts Events (194, 2%), Website Bus Opps (285, 0%), Sector Events Abroad (90, 2%), DSO Events (60, 0%), DSO Sig Assists (58, 0%), HVO Events (18, 0%), HVO Sig Assists (30, 0%), Total excl. Web & ER Events <1/2 day (3722, 1%)



# Extent Financial Benefits Attributable

## – Firms With 0-9 Employees

Proportion of Financial Benefit Would Have Realised Anyway

	0-9 Employees		
	0 employees	1-9 employees	Total 0-9 employees
<i>Base: Exc. Web &amp; Short ER Events</i>	196	1372	1568
None of it (0%)	15%	12%	12%
Less than 20%	6%	8%	8%
20-40%	4%	6%	6%
40-60%	6%	12%	11%
60-80%	3%	2%	3%
More than 80%	1%	0%	0%
All of it (100%)	5%	7%	7%
No financial benefit	48%	39%	40%
Don't know/refused £ benefit	11%	13%	13%
Don't know % attributable	1%	1%	1%

The background features several overlapping, semi-transparent shapes in shades of blue and teal. These shapes are irregular and organic, creating a layered, abstract composition. The colors range from a light, airy blue to a more saturated teal. The overall effect is clean and modern.

# Summaries

# Key Measures – By Profile

	Total	Business Size (employees)				Innovative		Years Exporting			Support Market	
		0-9	10-99	100-249	250+	Yes	No	<2 years	2-10 years	>10 years	High growth	Established
<i>Base: Exc. Web &amp; Short ER Events</i>	3722	1568	1438	301	295	3252	470	869	1297	1537	1583	1712
No. Firms Assisted (Annual A01)	28,370	11,860	10,530	2,370	2,590	24,620	3,760	6,410	9,630	12,170	11,220	12,470
Quality Rating (A09)	78%	78%	77%	77%	79%	78%	78%	80%	78%	77%	79%	78%
Overall Satisfaction (B10)	76%	76%	77%	74%	75%	76%	77%	76%	76%	76%	75%	79%
Improved Business Performance	50%	52%	54%	49%	40%	52%	42%	46%	55%	49%	52%	57%
Increased Skills (A81)	53%	56%	53%	48%	47%	54%	46%	56%	56%	49%	54%	56%
Changed Behaviour (A83)	57%	60%	57%	53%	45%	57%	51%	60%	60%	52%	60%	60%
Increased Innovation (A04)	33%	37%	32%	25%	26%	34%	28%	37%	37%	28%	34%	37%
Increased R&D (AR&D)	15%	17%	15%	13%	8%	17%	3%	17%	18%	11%	14%	18%
Barriers Overcome (A92)	61%	64%	60%	58%	57%	62%	58%	63%	64%	58%	63%	65%
Significant Business Benefit (A06)*	70%	72%	70%	67%	64%	70%	67%	73%	71%	67%	72%	73%
Mean Additional Profit (A49)	£181k	£97k	£179k	£220k	£555k	£193k	£102k	£177k	£130k	£226k	£258k	£125k
Mean Additional Sales	£1,820k	£786k	£1,897k	£1,833k	£6,602k	£1,969k	£793k	£1,569k	£1,034k	£2,591k	£3,085k	£979k
Reporting positive £ benefit	39%	40%	42%	37%	30%	40%	31%	38%	42%	37%	41%	43%
Unable/unwilling to estimate £ benefit	13%	13%	11%	17%	16%	13%	17%	13%	13%	13%	13%	13%

\* The 'Significant Business Benefit (A06)' measure was previously known as 'Improved Productivity & Competitiveness (A06)'.

# Key Measures – By Profile

## (0-9 Employees & <2 Years Export Experience)

	Business Size (0-9 employees only)			Years Exporting (<2 years only)			
	0 emps	1-9 emps	Total 0-9 emps	Not yet exporting	Up to 1 year	1-2 years	Total 0-2 years
<i>Base: Exc. Web &amp; Short ER Events</i>	196	1372	1568	360	233	276	869
Quality Rating (A09)	78%	79%	78%	79%	80%	80%	80%
Overall Satisfaction (B10)	79%	76%	76%	72%	80%	80%	76%
Improved Business Performance	38%	54%	52%	36%	54%	56%	46%
Increased Skills (A81)	52%	57%	56%	53%	59%	58%	56%
Changed Behaviour (A83)	55%	61%	60%	56%	63%	64%	60%
Increased Innovation (A04)	32%	38%	37%	33%	39%	41%	37%
Increased R&D (AR&D)	5%	19%	17%	14%	18%	22%	17%
Barriers Overcome (A92)	57%	66%	64%	60%	63%	68%	63%
Significant Business Benefit (A06)*	67%	73%	72%	70%	73%	76%	73%
Mean Additional Profit (A49)	£27k	£109k	£97k	£253k	£128k	£100k	£177k
Mean Additional Sales	£173k	£890k	£786k	£2,428k	£1,049k	£678k	£1,569k
Reporting positive £ benefit	36%	41%	40%	33%	41%	43%	38%
Unable/unwilling to estimate £ benefit	11%	13%	13%	14%	11%	14%	13%

\* The 'Significant Business Benefit (A06)' measure was previously known as 'Improved Productivity & Competitiveness (A06)'.



# Key Measures – By Turnover

	Annual Turnover					
	Up to £500k	£500k - £2m	£2m - £10m	£10m - £25m	£25m - £500m	Over £500m
<i>Base: Exc. Web &amp; Short ER Events</i>	1145	764	803	279	274	57
Quality Rating (A09)	79%	78%	77%	79%	77%	80%
Overall Satisfaction (B10)	76%	79%	78%	78%	74%	78%
Improved Business Performance	51%	55%	56%	51%	45%	44%
Increased Skills (A81)	58%	55%	54%	52%	45%	55%
Changed Behaviour (A83)	61%	61%	57%	56%	47%	46%
Increased Innovation (A04)	39%	35%	32%	26%	24%	31%
Increased R&D (AR&D)	18%	20%	14%	13%	8%	13%
Barriers Overcome (A92)	64%	66%	61%	60%	56%	61%
Significant Business Benefit (A06)*	72%	73%	71%	69%	64%	68%
Mean Additional Profit (A49)	£78k	£121k	£232k	£322k	£212k	£2,015k
Mean Additional Sales	£687k	£871k	£2,849k	£2,405k	£2,791k	£22,062k
Reporting positive £ benefit	41%	46%	44%	43%	32%	32%
Unable/unwilling to estimate £ benefit	12%	9%	10%	11%	14%	19%

\* The 'Significant Business Benefit (A06)' measure was previously known as 'Improved Productivity & Competitiveness (A06)'.

# Key Measures – By Growth Objectives

	Growth Objectives (Next 5 Years)		
	Grow substantially	Grow moderately	No growth
<i>Base: Exc. Web &amp; Short ER Events</i>	1593	1807	170
Quality Rating (A09)	79%	78%	73%
Overall Satisfaction (B10)	79%	75%	75%
Improved Business Performance	53%	52%	36%
Increased Skills (A81)	56%	52%	48%
Changed Behaviour (A83)	60%	56%	50%
Increased Innovation (A04)	36%	32%	28%
Increased R&D (AR&D)	20%	12%	7%
Barriers Overcome (A92)	64%	61%	56%
Significant Business Benefit (A06)*	71%	70%	63%
Mean Additional Profit (A49)	£291,000	£103,000	£70,000
Mean Additional Sales	£3,198k	£870k	£474k
Reporting positive £ benefit	42%	40%	29%
Unable/unwilling to estimate £ benefit	14%	12%	14%

\* The 'Significant Business Benefit (A06)' measure was previously known as 'Improved Productivity & Competitiveness (A06)'.

# Key Measures – Passport, GGG & ERTA Sig. Assists

	0-9			10-99	100+
	0	1-9	Total		
<i>Base: Passport, GGG &amp; ERTA</i>	52	449	501	394	74
Quality Rating (A09)	89%	91%	91%	89%	88%
Overall Satisfaction (B10)	83%	85%	85%	81%	75%
Increased Skills (A81)	49%	61%	59%	55%	49%
Changed Behaviour (A83)	56%	71%	69%	63%	56%
Increased R&D (AR&D)	3%	17%	15%	18%	11%
Barriers Overcome (A92)	63%	67%	66%	64%	59%

# Key Measures – By English Region (Passport & GGG)

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: Passport &amp; GGG</i>	68	80	73	54	70	83	74	74	72
No. Firms Supported (A01) – PIMS 33									
- Passport	26	28	28	24	32	38	26	41	22
- GGG	26	50	56	34	40	46	38	32	41
- % records complete (Passport & GGG)	100%	99%	95%	97%	100%	98%	98%	97%	100%
- % records incorrect (Passport & GGG)	11%	17%	15%	10%	6%	28%	11%	15%	9%
Quality Rating (A09)	88%	91%	90%	91%	92%	88%	95%	91%	90%
Overall Satisfaction (B10)	73%	78%	84%	72%	80%	78%	88%	69%	85%
Improved Business Performance	59%	74%	71%	72%	72%	71%	85%	72%	71%
Increased Skills (A81)	60%	70%	69%	79%	62%	65%	81%	64%	77%
Changed Behaviour (A83)	69%	78%	78%	85%	64%	73%	89%	75%	84%
Increased Innovation (A04)	40%	41%	52%	45%	44%	50%	62%	43%	52%
Increased R&D (AR&D)	25%	30%	33%	26%	21%	35%	26%	28%	33%
Barriers Overcome (A92)	72%	70%	72%	78%	61%	70%	75%	68%	79%
Significant Business Benefit (A06)	77%	81%	84%	89%	73%	82%	93%	79%	85%
Reporting positive £ benefit	54%	66%	58%	64%	55%	56%	71%	55%	61%
Unable/unwilling to estimate £ benefit	14%	8%	8%	13%	8%	9%	13%	6%	14%

# Profile – By English Region (Passport & GGG)

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: Passport &amp; GGG</i>	68	80	73	54	70	83	74	74	72
Growth plans: Substantial	41%	49%	52%	49%	32%	54%	50%	42%	41%
Growth plans: Substantial or moderate	100%	96%	95%	94%	91%	97%	98%	97%	96%
Innovative firms (standard definition)	89%	96%	96%	93%	85%	89%	98%	90%	91%
Innovative firms (tighter definition)	66%	75%	74%	72%	63%	68%	77%	64%	70%
Age: <5 years old	19%	28%	32%	42%	24%	26%	20%	23%	27%
Age: 6-10 years old	11%	11%	27%	15%	14%	19%	27%	11%	16%
Age: 10+ years old	70%	61%	41%	43%	63%	55%	53%	66%	57%
Size: <10 employees	45%	37%	47%	51%	42%	52%	58%	47%	53%
Size: 10-249 employees	52%	62%	51%	47%	52%	46%	40%	50%	46%
Size: 250+ employees	2%	0%	0%	2%	3%	3%	2%	3%	1%
Experience: Less than 2 years	18%	29%	24%	34%	28%	21%	23%	27%	35%
Experience: 2-10 years	39%	32%	54%	45%	38%	46%	51%	34%	44%
Experience: More than 10 years	42%	39%	22%	21%	34%	33%	26%	39%	22%
Focus of support: Exporting	95%	99%	97%	99%	97%	98%	97%	97%	100%
Focus of support: Sourcing	15%	8%	14%	3%	13%	11%	7%	7%	6%
Focus of support: JV/franchising	35%	45%	50%	49%	42%	36%	38%	31%	40%
Focus of support: Investing/overseas site	31%	31%	41%	36%	25%	34%	26%	30%	25%

# Key Measures – By English Region (Passport)

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: Passport</i>	34	38	36	28	36	38	35	38	41
No. Firms Supported (Quarterly A01)									
- PIMS 30	21	32	37	20	37	35	35	28	48
- PIMS 31	20	25	19	1	18	25	20	19	41
- PIMS 32	16	35	40	23	65	41	33	48	40
- PIMS 33	26	28	28	24	32	38	26	41	22
- % records complete (PIMS 33)	100%	100%	96%	92%	100%	100%	100%	95%	100%
- % records incorrect (PIMS 33)	4%	26%	13%	11%	0%	29%	17%	16%	10%
Quality Rating (A09)	93%	95%	91%	95%	92%	92%	94%	96%	87%
Overall Satisfaction (B10)	68%	82%	86%	71%	75%	82%	89%	76%	73%
Improved Business Performance	74%	79%	75%	71%	72%	76%	83%	79%	59%
Increased Skills (A81)	74%	82%	81%	75%	72%	66%	77%	71%	76%
Changed Behaviour (A83)	79%	95%	83%	89%	72%	71%	94%	82%	80%
Increased Innovation (A04)	53%	53%	58%	43%	53%	50%	60%	53%	54%
Increased R&D (AR&D)	24%	34%	42%	32%	19%	39%	26%	37%	29%
Barriers Overcome (A92)	76%	87%	67%	79%	69%	71%	71%	79%	78%
Significant Business Benefit (A06)	82%	95%	89%	93%	75%	82%	94%	84%	83%
Reporting positive £ benefit	68%	76%	67%	61%	61%	63%	74%	55%	61%
Unable/unwilling to estimate £ benefit	12%	11%	6%	18%	6%	8%	9%	11%	10%

# Detailed Quality Ratings – By English Region <sup>127</sup>

## (Passport)

% scoring 4-5 out of 5 for...	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: Passport</i>	34	38	36	28	36	38	35	38	41
ITA being impartial	88%	95%	89%	86%	92%	97%	97%	92%	95%
ITA being competent & knowledgeable	94%	95%	89%	96%	89%	95%	97%	97%	83%
ITA being able to communicate in clear & effective manner	97%	95%	100%	96%	97%	95%	91%	97%	90%
<i>If not signposted only... Quality &amp; relevance of info &amp; advice</i>	85%	92%	86%	96%	86%	87%	91%	97%	78%
Attitude & professionalism of ITA	100%	97%	94%	96%	97%	89%	94%	97%	90%
Scoring 4-5 out of 5 for all elements rated	74%	84%	81%	79%	78%	84%	83%	89%	68%
Not scoring 4-5 for any elements	0%	0%	0%	0%	3%	0%	0%	0%	2%

# Profile – By English Region (Passport)

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: Passport</i>	34	38	36	28	36	38	35	38	41
Growth plans: Substantial	41%	45%	53%	50%	31%	63%	49%	50%	46%
Growth plans: Substantial or moderate	100%	95%	97%	93%	89%	100%	97%	97%	98%
Innovative firms (standard definition)	85%	95%	94%	93%	83%	87%	100%	87%	93%
Innovative firms (tighter definition)	59%	66%	75%	68%	61%	74%	77%	63%	68%
Age: <5 years old	29%	45%	39%	54%	33%	39%	29%	34%	29%
Age: 6-10 years old	15%	16%	22%	11%	11%	13%	26%	16%	20%
Age: 10+ years old	56%	39%	39%	36%	56%	47%	46%	50%	51%
Size: <10 employees	53%	53%	56%	71%	56%	53%	60%	63%	49%
Size: 10-249 employees	44%	45%	44%	29%	42%	47%	40%	37%	49%
Size: 250+ employees	0%	0%	0%	0%	0%	0%	0%	0%	2%
Experience: Less than 2 years	35%	47%	28%	57%	50%	42%	37%	42%	44%
Experience: 2-10 years	32%	37%	56%	36%	31%	47%	49%	42%	39%
Experience: More than 10 years	32%	16%	17%	7%	19%	11%	14%	16%	17%
Focus of support: Exporting	94%	100%	94%	96%	94%	97%	97%	100%	100%
Focus of support: Sourcing	12%	8%	11%	7%	11%	8%	11%	11%	10%
Focus of support: JV/franchising	53%	53%	50%	57%	47%	37%	54%	26%	49%
Focus of support: Investing/overseas site	38%	42%	47%	36%	28%	45%	31%	24%	24%



# Key Measures – By English Region (GGG)

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: GGG</i>	34	42	37	26	34	45	39	36	31
No. Firms Supported (Quarterly A01)									
- PIMS 30	15	34	34	4	26	39	32	18	12
- PIMS 31	40	19	29	22	43	45	28	44	48
- PIMS 32	25	30	56	20	44	59	28	36	32
- PIMS 33	26	50	56	34	40	46	38	32	41
- % records complete (PIMS 33)	100%	98%	95%	100%	100%	96%	97%	100%	100%
- % records incorrect (PIMS 33)	17%	10%	17%	9%	13%	26%	4%	15%	8%
Quality Rating (A09)	83%	88%	89%	88%	91%	86%	95%	87%	93%
Overall Satisfaction (B10)	76%	79%	81%	73%	85%	76%	90%	61%	97%
Improved Business Performance	50%	71%	68%	69%	71%	67%	85%	67%	81%
Increased Skills (A81)	50%	60%	59%	81%	53%	64%	85%	61%	77%
Changed Behaviour (A83)	59%	64%	76%	81%	56%	76%	85%	69%	87%
Increased Innovation (A04)	29%	31%	49%	46%	38%	51%	64%	33%	52%
Increased R&D (AR&D)	26%	26%	24%	19%	24%	33%	26%	22%	39%
Barriers Overcome (A92)	68%	57%	76%	77%	53%	69%	79%	58%	77%
Significant Business Benefit (A06)	74%	69%	81%	85%	71%	82%	90%	75%	87%
Reporting positive £ benefit	41%	57%	49%	65%	50%	53%	67%	56%	61%
Unable/unwilling to estimate £ benefit	18%	5%	11%	8%	9%	9%	18%	3%	19%

# Detailed Quality Ratings – By English Region <sup>130</sup>

## (GGG)

% scoring 4-5 out of 5 for...	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: GGG</i>	34	42	37	26	34	45	39	36	31
ITA being impartial	85%	98%	95%	92%	94%	91%	100%	89%	94%
ITA being competent & knowledgeable	82%	90%	92%	96%	94%	89%	100%	89%	97%
ITA being able to communicate in clear & effective manner	88%	93%	97%	88%	94%	89%	100%	92%	100%
<i>If not signposted only... Quality &amp; relevance of info &amp; advice</i>	76%	76%	76%	85%	88%	80%	92%	81%	94%
Attitude & professionalism of ITA	88%	95%	97%	92%	97%	89%	100%	97%	100%
<i>If referred to UKTI... Relevance of referrals to other UKTI support</i>	68%	71%	69%	78%	70%	76%	80%	56%	53%
<i>If referred to non-UKTI... Relevance of referrals to non-UKTI support</i>	80%	64%	73%	50%	63%	75%	63%	60%	78%
Scoring 4-5 out of 5 for all elements rated	50%	60%	54%	50%	68%	62%	67%	47%	58%
Not scoring 4-5 for any elements	3%	2%	0%	0%	3%	4%	0%	0%	0%

# Profile – By English Region (GGG)

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: GGG</i>	34	42	37	26	34	45	39	36	31
Growth plans: Substantial	41%	52%	51%	50%	35%	47%	54%	31%	35%
Growth plans: Substantial or moderate	100%	98%	92%	96%	91%	96%	100%	97%	94%
Innovative firms (standard definition)	94%	95%	95%	92%	88%	93%	97%	94%	87%
Innovative firms (tighter definition)	74%	81%	70%	73%	68%	64%	77%	67%	71%
Age: <5 years old	9%	14%	24%	31%	15%	16%	15%	11%	23%
Age: 6-10 years old	9%	10%	30%	19%	18%	22%	26%	8%	10%
Age: 10+ years old	82%	76%	46%	50%	68%	62%	59%	81%	68%
Size: <10 employees	35%	26%	38%	31%	29%	51%	54%	36%	58%
Size: 10-249 employees	62%	74%	59%	65%	62%	44%	44%	58%	42%
Size: 250+ employees	3%	0%	0%	4%	6%	4%	3%	6%	0%
Experience: Less than 2 years	3%	12%	19%	12%	6%	7%	13%	11%	23%
Experience: 2-10 years	47%	31%	51%	54%	47%	42%	51%	28%	48%
Experience: More than 10 years	50%	57%	30%	35%	47%	51%	36%	61%	29%
Focus of support: Exporting	97%	98%	100%	100%	100%	100%	97%	94%	100%
Focus of support: Sourcing	15%	7%	16%	0%	15%	13%	5%	3%	3%
Focus of support: JV/franchising	21%	38%	46%	38%	35%	33%	26%	33%	29%
Focus of support: Investing/overseas site	24%	21%	35%	35%	24%	22%	23%	39%	23%

# Key Measures – By English Region

## (ERTA Sig. Assists)

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: ERTA Sig. Assists</i>	37	45	37	31	33	42	42	32	35
No. Firms Supported (Quarterly A01)									
- PIMS 30	116	191	189	79	188	215	151	162	133
- PIMS 31	150	185	212	304	257	312	194	185	191
- PIMS 32	209	294	334	69	288	342	211	193	210
- PIMS 33	114	239	194	225	276	212	57	216	170
- % records complete (PIMS 33)	98%	96%	96%	99%	98%	97%	98%	95%	100%
- % records incorrect (PIMS 33)	15%	4%	24%	11%	7%	11%	17%	7%	0%
Quality Rating (A09)	91%	91%	84%	86%	89%	86%	95%	92%	93%
Overall Satisfaction (B10)	84%	82%	78%	81%	79%	76%	95%	78%	91%
Improved Business Performance	35%	51%	38%	58%	42%	48%	71%	63%	71%
Increased Skills (A81)	49%	44%	46%	52%	52%	40%	71%	53%	60%
Changed Behaviour (A83)	68%	51%	59%	58%	48%	50%	79%	66%	71%
Increased Innovation (A04)	43%	20%	35%	35%	27%	26%	50%	44%	34%
Increased R&D (AR&D)	14%	9%	14%	16%	3%	5%	10%	13%	14%
Barriers Overcome (A92)	57%	56%	57%	58%	55%	60%	79%	59%	74%
Significant Business Benefit (A06)	68%	64%	68%	68%	67%	60%	86%	69%	80%
Reporting positive £ benefit	24%	40%	43%	32%	24%	43%	55%	47%	63%
Unable/unwilling to estimate £ benefit	22%	13%	14%	16%	12%	7%	26%	6%	11%

# Detailed Quality Ratings – By English Region <sup>133</sup>

## (ERTA Sig. Assists)

% scoring 4-5 out of 5 for...	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: ERTA Sig. Assists</i>	37	45	37	31	33	42	42	32	35
ITA being impartial	92%	93%	86%	84%	88%	90%	98%	97%	94%
ITA being competent & knowledgeable	89%	91%	81%	84%	97%	79%	95%	91%	94%
ITA being able to communicate in clear & effective manner	95%	93%	92%	84%	94%	90%	98%	97%	97%
<i>If not signposted only... Quality &amp; relevance of info &amp; advice</i>	86%	81%	71%	76%	77%	78%	93%	81%	82%
Attitude & professionalism of ITA	95%	96%	92%	100%	94%	93%	98%	97%	97%
Scoring 4-5 out of 5 for all elements rated	78%	76%	65%	68%	73%	71%	90%	81%	80%
Not scoring 4-5 for any elements	3%	2%	5%	0%	3%	2%	0%	0%	0%

# Profile – By English Region

## (ERTA Sig. Assists)

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: ERTA Sig. Assists</i>	37	45	37	31	33	42	42	32	35
Growth plans: Substantial	32%	27%	59%	45%	27%	40%	48%	41%	31%
Growth plans: Substantial or moderate	95%	87%	97%	90%	94%	90%	95%	94%	83%
Innovative firms (standard definition)	81%	76%	73%	94%	97%	90%	90%	91%	83%
Innovative firms (tighter definition)	59%	49%	57%	55%	64%	57%	67%	69%	69%
Age: <5 years old	16%	24%	46%	32%	18%	24%	52%	31%	37%
Age: 6-10 years old	19%	22%	11%	23%	18%	21%	5%	22%	20%
Age: 10+ years old	65%	53%	43%	45%	64%	55%	43%	47%	43%
Size: <10 employees	54%	44%	57%	58%	52%	57%	81%	50%	51%
Size: 10-249 employees	41%	42%	43%	32%	39%	36%	19%	47%	37%
Size: 250+ employees	5%	7%	0%	10%	6%	5%	0%	0%	6%
Experience: Less than 2 years	30%	22%	59%	42%	21%	29%	48%	31%	40%
Experience: 2-10 years	35%	42%	24%	29%	39%	40%	33%	38%	26%
Experience: More than 10 years	35%	36%	16%	29%	39%	31%	19%	31%	34%
Focus of support: Exporting	97%	96%	95%	90%	94%	98%	83%	91%	97%
Focus of support: Sourcing	14%	4%	16%	10%	15%	5%	14%	6%	11%
Focus of support: JV/franchising	35%	24%	41%	42%	39%	43%	36%	53%	31%
Focus of support: Investing/overseas site	22%	24%	43%	39%	27%	24%	12%	19%	17%

# Key Measures – By English Region (MVS)

CAUTION:LOW BASE SIZES

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: MVS</i>	11	11	9	6	13	13	10	16	14
No. Firms Supported (Quarterly A01)									
- PIMS 30	9	22	1	16	12	33	42	67	40
- PIMS 31	25	59	94	31	102	57	116	74	110
- PIMS 32	86	69	226	77	92	169	154	111	239
- PIMS 33	23	49	87	24	24	96	120	65	87
- % records complete (PIMS 33)	96%	94%	95%	96%	83%	93%	94%	92%	98%
- % records incorrect (PIMS 33)	17%	33%	25%	40%	0%	0%	14%	0%	22%
Quality Rating (A09)	80%	77%	84%	79%	85%	75%	64%	81%	76%
Overall Satisfaction (B10)	82%	82%	89%	83%	92%	85%	60%	100%	79%
Improved Business Performance	91%	73%	89%	67%	77%	69%	80%	75%	79%
Increased Skills (A81)	45%	82%	78%	100%	77%	54%	70%	94%	86%
Changed Behaviour (A83)	64%	73%	89%	100%	77%	69%	80%	81%	86%
Increased Innovation (A04)	64%	55%	89%	67%	54%	38%	60%	56%	57%
Increased R&D (AR&D)	36%	36%	33%	33%	15%	23%	30%	38%	14%
Barriers Overcome (A92)	82%	73%	89%	100%	77%	85%	60%	88%	86%
Significant Business Benefit (A06)	82%	91%	89%	100%	77%	85%	80%	100%	86%
Reporting positive £ benefit	73%	27%	56%	33%	54%	46%	40%	69%	86%
Unable/unwilling to estimate £ benefit	9%	18%	33%	17%	15%	15%	20%	13%	0%

# Detailed Quality Ratings – By English Region <sup>136</sup>

## (MVS)

CAUTION:LOW BASE SIZES

% scoring 4-5 out of 5 for...	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: MVS</i>	11	11	9	6	13	13	10	16	14
Help preparing for the visit/mission	82%	73%	89%	83%	85%	85%	70%	81%	71%
<i>If attended as part of a group...</i> Organisation of the practical arrangements	100%	100%	80%	75%	100%	100%	100%	100%	100%
Quality & relevance of any contacts made	73%	73%	89%	83%	77%	69%	60%	81%	71%
Quality & relevance of info obtained	73%	82%	78%	67%	92%	62%	50%	81%	86%
Scoring 4-5 out of 5 for all elements rated	45%	45%	44%	50%	69%	46%	30%	69%	50%
Not scoring 4-5 for any elements	0%	0%	0%	0%	8%	8%	10%	6%	7%



# Key Measures – By English Region (ER Events)

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: ER Events</i>	45	44	34	33	37	45	34	27	46
No. Firms Supported (Quarterly A01)									
- PIMS 30	309	160	637	251	346	152	293	221	170
- PIMS 31	464	331	301	420	257	300	287	315	350
- PIMS 32	258	246	265	60	164	184	245	43	162
- PIMS 33	255	319	210	316	305	199	423	241	147
- % records complete (PIMS 33)	98%	98%	98%	99%	99%	98%	98%	98%	98%
- % records incorrect (PIMS 33)	20%	23%	12%	15%	19%	15%	19%	15%	12%
Quality Rating (A09)	85%	82%	71%	78%	78%	85%	86%	86%	81%
Overall Satisfaction (B10)	89%	75%	62%	73%	70%	84%	85%	67%	76%
Improved Business Performance	31%	32%	26%	45%	43%	51%	53%	37%	39%
Increased Skills (A81)	42%	50%	32%	33%	57%	47%	56%	59%	52%
Changed Behaviour (A83)	58%	52%	47%	48%	57%	56%	59%	70%	54%
Increased Innovation (A04)	24%	32%	26%	33%	41%	27%	26%	22%	28%
Increased R&D (AR&D)	9%	5%	9%	9%	16%	16%	18%	7%	9%
Barriers Overcome (A92)	49%	48%	35%	45%	62%	51%	68%	56%	54%
Significant Business Benefit (A06)	73%	57%	50%	61%	65%	69%	71%	74%	63%
Reporting positive £ benefit (exc. < ½ day)	44%	43%	29%	22%	40%	54%	50%	30%	50%
Unable/unwilling to estimate £ benefit (exc. < ½ day)	6%	4%	7%	11%	40%	8%	17%	10%	0%

# Detailed Quality Ratings – By English Region <sup>138</sup>

## (ER Events)

% scoring 4-5 out of 5 for...	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: ER Events</i>	45	44	34	33	37	45	34	27	46
Organisation of practical arrangements for the event	91%	82%	82%	82%	86%	89%	94%	89%	80%
<i>If speaker presentation...</i> Speakers being competent & knowledgeable	95%	94%	77%	88%	91%	92%	97%	100%	89%
<i>If speaker presentation...</i> Speakers being able to communicate in clear & effective manner	93%	83%	73%	92%	89%	94%	94%	96%	92%
<i>If speaker presentation...</i> Quality & relevance of presentations	93%	86%	73%	92%	86%	92%	78%	87%	84%
<i>If networking event...</i> Quality & relevance of any contacts made	49%	68%	38%	52%	30%	56%	57%	47%	68%
Scoring 4-5 out of 5 for all elements rated	38%	39%	32%	33%	30%	47%	47%	48%	50%
Not scoring 4-5 for any elements	0%	2%	9%	6%	3%	0%	0%	0%	7%

# Key Measures – By English Region (OMIS)

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: OMIS</i>	25	44	65	30	37	65	23	33	38
No. Firms Supported (Quarterly A01)									
- PIMS 30	42	100	267	54	82	149	69	83	69
- PIMS 31	66	105	317	76	95	152	92	81	92
- PIMS 32	96	121	328	59	92	196	104	113	126
- PIMS 33	66	88	339	63	91	156	93	109	84
- % records complete (PIMS 33)	100%	100%	96%	98%	100%	99%	100%	99%	99%
- % records incorrect (PIMS 33)	7%	8%	26%	7%	13%	3%	13%	19%	18%
Quality Rating (A09)	79%	79%	75%	79%	74%	76%	83%	79%	77%
Overall Satisfaction (B10)	76%	84%	71%	70%	62%	71%	74%	79%	76%
Clear Information Rating (B09)	81%	81%	75%	82%	84%	80%	84%	81%	68%
Improved Business Performance	52%	59%	48%	60%	57%	55%	52%	73%	63%
Increased Skills (A81)	68%	57%	46%	60%	57%	58%	61%	64%	66%
Changed Behaviour (A83)	72%	61%	55%	60%	65%	62%	65%	73%	74%
Increased Innovation (A04)	32%	30%	31%	40%	32%	45%	22%	39%	26%
Increased R&D (AR&D)	20%	18%	3%	23%	11%	22%	17%	24%	13%
Barriers Overcome (A92)	72%	75%	63%	63%	70%	69%	70%	73%	74%
Significant Business Benefit (A06)	92%	80%	66%	73%	76%	75%	74%	82%	82%
Reporting positive £ benefit	44%	36%	37%	57%	49%	42%	39%	55%	39%
Unable/unwilling to estimate £ benefit	24%	18%	12%	7%	5%	11%	9%	12%	24%

# Detailed Quality/Clear Information Ratings – By English Region<sup>140</sup> (OMIS)

% scoring 4-5 out of 5 for...	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: OMIS</i>	25	44	65	30	37	65	23	33	38
<b>Quality Ratings</b>									
<i>All except those only having event organised for them...</i> Quality & relevance of info & advice	72%	79%	71%	70%	68%	70%	78%	79%	71%
<i>All except those only having event organised for them...</i> Clarity & ease of understanding of info & advice	96%	74%	83%	87%	84%	89%	83%	85%	76%
<i>If received contacts, appointments or event organisation...</i> Quality & relevance of any contacts provided	50%	79%	71%	73%	59%	56%	82%	65%	77%
Communications between your business & main access point	92%	80%	66%	97%	81%	86%	91%	85%	84%
<i>If contact with embassy but not main access point...</i> Communications between your business & embassy staff	73%	85%	85%	70%	71%	84%	69%	76%	73%
<i>If contact with embassy...</i> Embassy staff's objectivity & acting in your best interests	94%	89%	83%	78%	79%	84%	83%	79%	80%
<i>If contact with embassy...</i> Attitude & professionalism of embassy staff	94%	95%	84%	85%	82%	90%	83%	88%	89%
<i>If had event organised for them...</i> Organisation of practical arrangements for the event	100%	94%	87%	100%	100%	87%	100%	81%	100%
Scoring 4-5 out of 5 for all elements rated	44%	48%	37%	50%	32%	38%	65%	52%	50%
Not scoring 4-5 for any elements	0%	0%	3%	0%	0%	0%	0%	3%	3%
<b>Clear Information Ratings</b>									
Format and content of the report	82%	71%	73%	79%	85%	74%	94%	89%	77%
Time it would take to receive the report	82%	89%	68%	79%	77%	76%	76%	85%	74%
Cost of using the OMIS service	84%	91%	78%	87%	89%	91%	87%	82%	71%

# Profile – By English Region (OMIS)

	East Mids	East	London	North East	North West	South East	South West	West Mids	Yorks
<i>Base: OMIS</i>	25	44	65	30	37	65	23	33	38
Growth plans: Substantial	44%	34%	42%	47%	51%	48%	52%	45%	50%
Growth plans: Substantial or moderate	92%	93%	78%	90%	95%	82%	96%	88%	89%
Innovative firms (standard definition)	88%	89%	71%	80%	92%	78%	87%	94%	87%
Innovative firms (tighter definition)	72%	77%	42%	70%	76%	63%	70%	67%	66%
Age: <5 years old	8%	11%	20%	40%	5%	18%	17%	9%	16%
Age: 6-10 years old	20%	5%	11%	10%	14%	14%	17%	21%	11%
Age: 10+ years old	72%	84%	69%	50%	81%	68%	65%	70%	74%
Size: <10 employees	36%	25%	28%	67%	27%	25%	26%	21%	16%
Size: 10-249 employees	56%	66%	48%	27%	59%	54%	57%	64%	71%
Size: 250+ employees	8%	7%	8%	3%	14%	9%	13%	9%	8%
Experience: Less than 2 years	20%	9%	18%	37%	11%	17%	17%	21%	29%
Experience: 2-10 years	40%	18%	20%	27%	41%	34%	43%	27%	26%
Experience: More than 10 years	40%	70%	57%	37%	49%	48%	39%	52%	45%
Focus of support: Exporting	84%	84%	72%	93%	95%	89%	100%	94%	92%
Focus of support: Sourcing	4%	9%	2%	13%	5%	11%	0%	3%	3%
Focus of support: JV/franchising	28%	41%	22%	43%	41%	23%	35%	42%	29%
Focus of support: Investing/overseas site	20%	20%	17%	13%	16%	22%	30%	24%	16%

# Key Measures – By Overseas Region (OMIS & Posts Sig. Assists)

	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: OMIS &amp; Posts Sig. Assists</i>	322	121	140	274	160
No. Firms Supported (A01) – PIMS 33					
- OMIS	409	178	126	327	138
- Posts Sig. Assists	1,816	343	589	1,313	811
- % records complete (OMIS & Posts Sig Assists)	98%	97%	98%	97%	98%
- % records incorrect (OMIS & Posts Sig Assists)	21%	18%	22%	16%	23%
Quality Rating (A09)	78%	75%	81%	78%	74%
Overall Satisfaction (B10)	74%	71%	80%	73%	71%
Improved Business Performance	43%	47%	54%	48%	47%
Increased Skills (A81)	45%	49%	48%	50%	44%
Changed Behaviour (A83)	50%	54%	55%	56%	51%
Increased Innovation (A04)	21%	28%	27%	31%	27%
Increased R&D (AR&D)	9%	19%	14%	12%	9%
Barriers Overcome (A92)	57%	58%	65%	61%	57%
Significant Business Benefit (A06)	65%	64%	72%	69%	61%
Reporting positive £ benefit	37%	30%	37%	33%	29%
Unable/unwilling to estimate £ benefit	11%	14%	12%	14%	15%

# Profile – By Overseas Region (OMIS & Posts Sig. Assists)

	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: OMIS &amp; Posts Sig. Assists</i>	322	121	140	274	160
Growth plans: Substantial	42%	57%	47%	45%	39%
Growth plans: Substantial or moderate	91%	89%	92%	90%	89%
Innovative firms (standard definition)	86%	84%	89%	88%	84%
Innovative firms (tighter definition)	68%	66%	66%	64%	59%
Age: <5 years old	23%	37%	17%	23%	25%
Age: 6-10 years old	15%	17%	14%	15%	14%
Age: 10+ years old	62%	46%	69%	62%	60%
Size: <10 employees	43%	50%	26%	36%	35%
Size: 10-249 employees	44%	40%	58%	46%	45%
Size: 250+ employees	9%	3%	10%	11%	14%
Experience: Less than 2 years	25%	33%	17%	21%	16%
Experience: 2-10 years	32%	41%	22%	37%	34%
Experience: More than 10 years	42%	26%	60%	42%	48%
Focus of support: Exporting	86%	85%	83%	82%	81%
Focus of support: Sourcing	5%	5%	4%	8%	8%
Focus of support: JV/franchising	22%	25%	38%	30%	39%
Focus of support: Investing/overseas site	15%	29%	22%	24%	34%

# Key Measures – By Overseas Region (OMIS)

	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: OMIS</i>	108	51	58	132	48
No. Firms Supported (Quarterly A01)					
- PIMS 30	310	107	115	344	111
- PIMS 31	414	101	121	388	150
- PIMS 32	476	169	120	415	148
- PIMS 33	409	178	126	327	138
- % records complete (PIMS 33)	100%	99%	99%	95%	99%
- % records incorrect (PIMS 33)	20%	13%	13%	17%	15%
Quality Rating (A09)	78%	71%	78%	80%	77%
Overall Satisfaction (B10)	68%	71%	81%	77%	73%
Clear Information Rating (B09)	79%	73%	76%	78%	82%
Improved Business Performance	55%	57%	60%	61%	48%
Increased Skills (A81)	57%	57%	48%	66%	52%
Changed Behaviour (A83)	59%	61%	57%	75%	63%
Increased Innovation (A04)	29%	35%	40%	36%	42%
Increased R&D (AR&D)	15%	27%	17%	15%	17%
Barriers Overcome (A92)	67%	69%	71%	74%	63%
Significant Business Benefit (A06)	76%	71%	76%	83%	69%
Reporting positive £ benefit	47%	41%	41%	41%	44%
Unable/unwilling to estimate £ benefit	9%	18%	10%	17%	13%



# Detailed Quality/Clear Information Ratings – By Overseas Region<sup>145</sup> (OMIS)

% scoring 4-5 out of 5 for...	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: OMIS</i>	108	51	58	132	48
<b>Quality Ratings</b>					
<i>All except those only having event organised for them...</i> Quality & relevance of info & advice	73%	64%	65%	77%	77%
<i>All except those only having event organised for them...</i> Clarity & ease of understanding of info & advice	84%	76%	84%	88%	90%
<i>If received contacts, appointments or event organisation...</i> Quality & relevance of any contacts provided	65%	57%	76%	71%	66%
Communications between your business & main access point	80%	80%	84%	83%	90%
<i>If contact with embassy but not main access point...</i> Communications between your business & embassy staff	83%	64%	82%	82%	58%
<i>If contact with embassy...</i> Embassy staff's objectivity & acting in your best interests	88%	82%	80%	83%	77%
<i>If contact with embassy...</i> Attitude & professionalism of embassy staff	90%	82%	91%	89%	81%
<i>If had event organised for them...</i> Organisation of practical arrangements for the event	100%	88%	100%	80%	86%
Scoring 4-5 out of 5 for all elements rated	46%	41%	41%	47%	48%
Not scoring 4-5 for any elements	1%	0%	3%	2%	0%
<b>Clear Information Ratings</b>					
Format and content of the report	80%	78%	70%	83%	78%
Time it would take to receive the report	78%	76%	76%	81%	85%
Cost of using the OMIS service	86%	75%	88%	83%	85%

# Profile – By Overseas Region (OMIS)

	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: OMIS</i>	108	51	58	132	48
Growth plans: Substantial	48%	61%	41%	42%	44%
Growth plans: Substantial or moderate	92%	90%	91%	83%	88%
Innovative firms (standard definition)	85%	92%	86%	79%	88%
Innovative firms (tighter definition)	66%	76%	66%	65%	60%
Age: <5 years old	17%	33%	7%	16%	15%
Age: 6-10 years old	21%	14%	7%	11%	8%
Age: 10+ years old	62%	53%	86%	73%	77%
Size: <10 employees	33%	45%	17%	24%	31%
Size: 10-249 employees	55%	43%	69%	55%	52%
Size: 250+ employees	8%	8%	3%	11%	13%
Experience: Less than 2 years	19%	31%	10%	23%	10%
Experience: 2-10 years	39%	29%	19%	28%	27%
Experience: More than 10 years	42%	37%	69%	47%	63%
Focus of support: Exporting	84%	92%	91%	85%	83%
Focus of support: Sourcing	6%	4%	3%	8%	8%
Focus of support: JV/franchising	28%	18%	31%	36%	44%
Focus of support: Investing/overseas site	13%	24%	14%	23%	29%

# Key Measures – By Overseas Region

## (Posts Sig. Assists)

	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: Posts Sig. Assists</i>	214	70	82	142	112
No. Firms Supported (Quarterly A01)					
- PIMS 30	1,671	392	373	953	423
- PIMS 31	2,017	417	585	1,068	592
- PIMS 32	1,918	195	439	1,314	639
- PIMS 33	1,816	343	589	1,313	811
- % records complete (PIMS 33)	98%	96%	98%	98%	98%
- % records incorrect (PIMS 33)	21%	19%	24%	16%	26%
Quality Rating (A09)	78%	77%	81%	77%	74%
Overall Satisfaction (B10)	75%	70%	79%	72%	71%
Improved Business Performance	41%	43%	51%	42%	46%
Increased Skills (A81)	43%	46%	48%	44%	43%
Changed Behaviour (A83)	48%	51%	54%	48%	50%
Increased Innovation (A04)	19%	26%	22%	27%	24%
Increased R&D (AR&D)	8%	16%	12%	11%	8%
Barriers Overcome (A92)	55%	54%	62%	56%	56%
Significant Business Benefit (A06)	62%	61%	70%	63%	61%
Reporting positive £ benefit	34%	26%	35%	30%	27%
Unable/unwilling to estimate £ benefit	12%	14%	12%	13%	14%

# Detailed Quality Ratings – By Overseas Region<sup>148</sup>

## (Posts Sig. Assists)

% scoring 4-5 out of 5 for...	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: Posts Sig. Assists</i>	214	70	82	142	112
Embassy staff being competent & knowledgeable	81%	83%	91%	80%	78%
Embassy staff being able to communicate in a clear & effective manner	88%	89%	89%	85%	86%
<i>If not signposted only...</i> Quality & relevance of info & advice	69%	70%	72%	69%	64%
Attitude & professionalism of embassy staff	90%	87%	87%	90%	85%
Embassy staff's objectivity & acting in your best interests	74%	76%	82%	70%	71%
<i>If received contact lists, political support or contact facilitation...</i> Quality & relevance of any contacts made	60%	56%	67%	59%	53%
Scoring 4-5 out of 5 for all elements rated	47%	47%	60%	45%	38%
Not scoring 4-5 for any elements	3%	6%	5%	4%	5%

# Profile – By Overseas Region

## (Posts Sig. Assists)

	Europe	North America	Latin America	Asia Pacific	M East & Africa
<i>Base: Posts Sig. Assists</i>	214	70	82	142	112
Growth plans: Substantial	40%	54%	48%	46%	38%
Growth plans: Substantial or moderate	91%	89%	91%	94%	89%
Innovative firms (standard definition)	86%	81%	90%	92%	84%
Innovative firms (tighter definition)	68%	63%	66%	65%	59%
Age: <5 years old	24%	39%	20%	26%	27%
Age: 6-10 years old	14%	19%	16%	18%	15%
Age: 10+ years old	62%	43%	65%	56%	56%
Size: <10 employees	45%	53%	28%	41%	37%
Size: 10-249 employees	42%	39%	56%	43%	44%
Size: 250+ employees	9%	1%	12%	11%	13%
Experience: Less than 2 years	27%	34%	18%	20%	17%
Experience: 2-10 years	30%	44%	23%	41%	36%
Experience: More than 10 years	42%	21%	59%	39%	45%
Focus of support: Exporting	86%	83%	80%	80%	81%
Focus of support: Sourcing	4%	6%	4%	8%	8%
Focus of support: JV/franchising	21%	29%	40%	27%	38%
Focus of support: Investing/overseas site	16%	31%	26%	25%	35%

# Key Measures – By Key Individual Markets (OMIS)

	USA	China	India	Japan
<i>Base: OMIS</i>	43	37	26	30
No. Firms Supported (Quarterly A01)				
- PIMS 30	84	63	32	45
- PIMS 31	88	91	44	58
- PIMS 32	153	67	89	100
- PIMS 33	158	57	50	55
- % records complete (PIMS 33)	99%	96%	98%	89%
- % records incorrect (PIMS 33)	18%	22%	14%	10%
Quality Rating (A09)	71%	79%	70%	86%
Overall Satisfaction (B10)	72%	76%	58%	93%
Clear Information Rating (B09)	73%	86%	67%	84%
Improved Business Performance	56%	62%	46%	60%
Increased Skills (A81)	56%	73%	54%	70%
Changed Behaviour (A83)	60%	84%	58%	80%
Increased Innovation (A04)	40%	41%	23%	30%
Increased R&D (AR&D)	28%	19%	12%	20%
Barriers Overcome (A92)	70%	76%	62%	73%
Significant Business Benefit (A06)	72%	86%	73%	87%
Reporting positive £ benefit	44%	35%	35%	47%
Unable/unwilling to estimate £ benefit	16%	19%	12%	20%

# Key Measures – By Key Individual Markets

## (Posts Sig. Assists)

	USA	China	India	Japan
<i>Base: Posts Sig. Assists</i>	55	22	23	29
No. Firms Supported (Quarterly A01)				
- PIMS 30	364	68	154	107
- PIMS 31	380	77	124	212
- PIMS 32	159	128	196	349
- PIMS 33	218	126	280	113
- % records complete (PIMS 33)	94%	98%	99%	100%
- % records incorrect (PIMS 33)	10%	0%	33%	25%
Quality Rating (A09)	77%	72%	74%	83%
Overall Satisfaction (B10)	67%	68%	61%	76%
Improved Business Performance	40%	50%	52%	41%
Increased Skills (A81)	47%	59%	52%	41%
Changed Behaviour (A83)	51%	55%	65%	45%
Increased Innovation (A04)	27%	27%	43%	28%
Increased R&D (AR&D)	16%	5%	22%	10%
Barriers Overcome (A92)	56%	73%	57%	55%
Significant Business Benefit (A06)	62%	73%	70%	69%
Reporting positive £ benefit	44%	35%	35%	47%
Unable/unwilling to estimate £ benefit	16%	19%	12%	20%

# Profile – China Britain Business Council (CBBC)

	CBBC Total	CBBC Sig. Assists	CBBC Events	CBBC OMIS
<i>Base: CBBC clients</i>	112	45	44	23
Growth plans: Substantial	36%	38%	27%	52%
Growth plans: Substantial or moderate	87%	84%	89%	91%
Innovative firms (standard definition)	84%	80%	86%	87%
Innovative firms (tighter definition)	61%	58%	61%	74%
Age: <5 years old	15%	18%	14%	9%
Age: 6-10 years old	12%	11%	11%	17%
Age: 10+ years old	74%	71%	75%	74%
Size: <10 employees	34%	29%	41%	30%
Size: 10-249 employees	53%	60%	39%	70%
Size: 250+ employees	11%	9%	18%	0%
Experience: Less than 2 years	18%	13%	23%	17%
Experience: 2-10 years	25%	31%	16%	35%
Experience: More than 10 years	56%	56%	61%	48%



# Profile – UK India Business Council (UKIBC)

	UKIBC Total	UKIBC Sig. Assists	UKIBC Events
<i>Base: UKIBC clients</i>	79	40	39
Growth plans: Substantial	45%	48%	41%
Growth plans: Substantial or moderate	86%	83%	87%
Innovative firms (standard definition)	85%	80%	87%
Innovative firms (tighter definition)	56%	60%	51%
Age: <5 years old	33%	23%	38%
Age: 6-10 years old	11%	15%	10%
Age: 10+ years old	56%	63%	51%
Size: <10 employees	40%	33%	46%
Size: 10-249 employees	31%	40%	26%
Size: 250+ employees	22%	18%	23%
Experience: Less than 2 years	33%	25%	38%
Experience: 2-10 years	25%	25%	26%
Experience: More than 10 years	42%	50%	36%

# Key Measures – High Value Opportunities Programme (HVO)

	HVO Total	HVO Sig. Assists	HVO Events*
<i>Base: HVO users</i>	48	30	18
No. Firms Supported (Quarterly A01)			
- PIMS 30	386	74	312
- PIMS 31	98	98	0
- PIMS 32	32	32	0
- PIMS 33	6	6	0
- % records complete (PIMS 33)	83%	83%	-
- % with contact details incorrect (PIMS 33)	0%	0%	-
- % refusing as no/minimal support (PIMS 33)	0%	0%	-
Quality Rating (A09)	87%	89%	84%
Overall Satisfaction (B10)	73%	83%	67%
Improved Business Performance	34%	33%	33%
Increased Skills (A81)	49%	63%	39%
Changed Behaviour (A83)	42%	63%	28%
Increased Innovation (A04)	24%	40%	11%
Increased R&D (AR&D)	7%	7%	6%
Barriers Overcome (A92)	54%	63%	44%
Significant Business Benefit (A06)	59%	70%	50%
Mean Additional Profit (A49)	£211k	£437k	£16k
Mean Additional Sales	£2,400k	£5,032k	£155k

\* The 'HVO Events' category previously included HVO supported events. However, as of PIMS 31 only events directly arranged by HVO have been included in this category. HVO supported events are still covered in PIMS but are included in the main PIMS category in which they are recorded (e.g. Sector Events UK).

# Profile – High Value Opportunities Programme (HVO)

	HVO Total	HVO Sig. Assists	HVO Events
<i>Base: HVO users</i>	48	30	18
Growth plans: Substantial	34%	47%	28%
Growth plans: Substantial or moderate	93%	90%	94%
Innovative firms (standard definition)	92%	80%	100%
Innovative firms (tighter definition)	63%	67%	61%
Age: <5 years old	12%	13%	11%
Age: 6-10 years old	4%	3%	6%
Age: 10+ years old	84%	83%	83%
Size: <10 employees	24%	27%	22%
Size: 10-249 employees	53%	50%	56%
Size: 250+ employees	22%	23%	22%
Experience: Less than 2 years	9%	17%	6%
Experience: 2-10 years	21%	17%	22%
Experience: More than 10 years	70%	67%	72%

# Key Measures – Over Time

	Passport								GGG							
	23-26	24-27	25-28	26-29	27-30	28-31	29-32	30-33	23-26	24-27	25-28	26-29	27-30	28-31	29-32	30-33
<i>Base</i>	322	322	321	240	232	224	234	324	320	320	320	320	312	304	314	324
Quality Rating (A09)	87%	87%	87%	86%	90%	91%	94%	93%	88%	89%	88%	89%	90%	90%	90%	89%
Overall Satisfaction (B10)	74%	72%	74%	72%	73%	76%	77%	78%	81%	79%	77%	78%	78%	78%	78%	80%
Imp. Business Performance	73%	72%	74%	75%	74%	72%	74%	74%	77%	76%	73%	72%	73%	70%	70%	70%
Changed Behaviour (A83)	77%	76%	79%	79%	79%	80%	82%	83%	72%	72%	68%	68%	69%	69%	73%	72%
Increased R&D (AR&D)	30%	30%	33%	32%	31%	32%	29%	31%	26%	28%	26%	27%	28%	25%	27%	27%
Barriers Overcome (A92)	77%	73%	76%	77%	76%	76%	75%	75%	74%	72%	68%	66%	66%	67%	68%	68%
Sig. Business Benefit (A06)	84%	81%	83%	83%	84%	85%	85%	86%	83%	82%	77%	75%	75%	77%	79%	79%
Positive £ benefit	61%	58%	62%	62%	61%	60%	65%	65%	58%	60%	58%	58%	58%	54%	57%	55%
Don't know £ benefit	17%	15%	13%	12%	12%	12%	8%	10%	13%	10%	8%	9%	9%	10%	9%	11%
	EMRS								ERTA Sig. Assists							
	23-26	24-27	25-28	26-29	27-30	28-31	29-32	30-33	23-26	24-27	25-28	26-29	27-30	28-31	29-32	30-33
<i>Base</i>	60	55	48	43	38	38	40	40	361	351	339	329	319	313	324	334
Quality Rating (A09)	89%	88%	91%	89%	86%	87%	86%	87%	84%	84%	86%	86%	87%	87%	88%	90%
Overall Satisfaction (B10)	95%	95%	98%	98%	95%	95%	95%	95%	77%	77%	80%	79%	82%	83%	83%	83%
Imp. Business Performance	82%	80%	77%	79%	84%	79%	78%	75%	50%	47%	48%	47%	48%	50%	53%	53%
Changed Behaviour (A83)	78%	78%	75%	79%	87%	84%	85%	88%	57%	56%	55%	54%	59%	59%	61%	61%
Increased R&D (AR&D)	38%	38%	29%	26%	39%	47%	40%	35%	10%	11%	12%	15%	17%	14%	15%	10%
Barriers Overcome (A92)	90%	85%	83%	86%	87%	87%	85%	85%	59%	60%	60%	60%	62%	60%	62%	62%
Sig. Business Benefit (A06)	92%	89%	88%	88%	89%	89%	90%	93%	69%	68%	68%	68%	71%	70%	71%	70%
Positive £ benefit	67%	67%	63%	65%	50%	50%	50%	50%	36%	34%	35%	39%	40%	40%	44%	42%
Don't know £ benefit	17%	13%	15%	12%	16%	16%	15%	18%	17%	18%	16%	16%	15%	13%	14%	14%

# Key Measures – Over Time

\* For ER Events, this £ benefit data excludes events lasting < ½ day

	ER Events								ECR							
	23-26	24-27	25-28	26-29	27-30	28-31	29-32	30-33	23-26	24-27	25-28	26-29	27-30	28-31	29-32	30-33
Base	200	220	241	241	291	321	305	345	60	55	50	45	40	40	40	40
Quality Rating (A09)	80%	80%	80%	81%	81%	81%	81%	82%	88%	87%	86%	88%	89%	90%	90%	91%
Overall Satisfaction (B10)	76%	77%	77%	77%	74%	75%	75%	77%	78%	84%	88%	84%	88%	88%	85%	93%
Imp. Business Performance	42%	42%	39%	37%	38%	37%	37%	40%	60%	69%	66%	73%	83%	75%	73%	70%
Changed Behaviour (A83)	61%	60%	56%	56%	55%	51%	55%	55%	82%	82%	80%	84%	85%	88%	90%	93%
Increased R&D (AR&D)	16%	17%	14%	15%	15%	11%	12%	11%	25%	24%	22%	24%	28%	30%	33%	33%
Barriers Overcome (A92)	61%	56%	50%	49%	49%	51%	51%	52%	63%	73%	72%	78%	83%	78%	83%	83%
Sig. Business Benefit (A06)	68%	68%	64%	63%	63%	62%	64%	65%	83%	85%	84%	89%	90%	93%	95%	98%
Positive £ benefit*	41%	39%	36%	35%	39%	38%	38%	43%	48%	49%	52%	62%	68%	68%	70%	68%
Don't know £ benefit*	20%	18%	12%	13%	11%	8%	10%	9%	22%	24%	20%	16%	13%	15%	15%	20%
	HQ Events								OMIS							
	23-26	24-27	25-28	26-29	27-30	28-31	29-32	30-33	23-26	24-27	25-28	26-29	27-30	28-31	29-32	30-33
Base	97	79	91	94	84	92	76	71	420	420	525	540	535	527	417	397
Quality Rating (A09)	81%	82%	84%	85%	84%	82%	80%	81%	75%	76%	75%	75%	75%	76%	77%	78%
Overall Satisfaction (B10)	74%	73%	78%	79%	76%	75%	74%	75%	70%	70%	70%	68%	70%	71%	72%	74%
Clear Information (B09)	-	-	-	-	-	-	-	-	81%	83%	82%	81%	79%	79%	80%	78%
Imp. Business Performance	38%	37%	45%	41%	37%	36%	28%	32%	57%	57%	55%	54%	55%	56%	58%	57%
Changed Behaviour (A83)	47%	48%	52%	49%	44%	40%	34%	41%	55%	54%	56%	54%	55%	57%	60%	65%
Increased R&D (AR&D)	11%	16%	15%	17%	11%	9%	7%	11%	11%	11%	12%	12%	13%	14%	16%	17%
Barriers Overcome (A92)	48%	48%	52%	55%	49%	47%	38%	44%	67%	65%	65%	63%	64%	65%	67%	70%
Sig. Business Benefit (A06)	57%	57%	60%	62%	58%	57%	54%	59%	73%	72%	72%	70%	70%	72%	73%	77%
Positive £ benefit	20%	20%	26%	31%	32%	30%	29%	31%	42%	45%	43%	39%	41%	39%	42%	43%
Don't know £ benefit	24%	24%	18%	14%	11%	10%	7%	10%	14%	10%	10%	11%	11%	13%	12%	13%

# Key Measures – Over Time

	MVS								TAP Solo							
	23-26	24-27	25-28	26-29	27-30	28-31	29-32	30-33	23-26	24-27	25-28	26-29	27-30	28-31	29-32	30-33
<i>Base</i>	120	115	100	85	67	67	93	103	30	30	25	35	43	36	34	34
Quality Rating (A09)	78%	77%	79%	82%	83%	85%	81%	78%	84%	82%	77%	80%	78%	80%	78%	78%
Overall Satisfaction (B10)	85%	87%	87%	93%	91%	91%	87%	84%	97%	87%	80%	80%	81%	81%	82%	85%
Imp. Business Performance	79%	81%	84%	84%	82%	81%	76%	78%	87%	80%	80%	83%	77%	81%	76%	71%
Changed Behaviour (A83)	74%	75%	76%	75%	82%	81%	78%	79%	80%	83%	76%	74%	72%	64%	68%	74%
Increased R&D (AR&D)	20%	25%	28%	36%	42%	33%	33%	28%	27%	17%	20%	17%	19%	25%	24%	24%
Barriers Overcome (A92)	82%	82%	81%	85%	87%	84%	84%	82%	83%	83%	80%	80%	79%	78%	85%	88%
Sig. Business Benefit (A06)	88%	88%	87%	89%	91%	90%	89%	87%	87%	90%	84%	86%	84%	81%	88%	88%
Positive £ benefit	61%	63%	65%	62%	61%	55%	55%	56%	60%	57%	56%	57%	51%	47%	56%	56%
Don't know £ benefit	16%	13%	10%	11%	10%	9%	12%	15%	27%	27%	16%	14%	12%	6%	3%	6%
	TAP Group								TAP Non-Funded							
	23-26	24-27	25-28	26-29	27-30	28-31	29-32	30-33	23-26	24-27	25-28	26-29	27-30	28-31	29-32	30-33
<i>Base</i>	160	160	176	171	159	144	133	128	30	30	24	52	67	83	119	115
Quality Rating (A09)	73%	71%	71%	70%	72%	73%	72%	71%	75%	74%	69%	70%	64%	65%	68%	69%
Overall Satisfaction (B10)	83%	83%	84%	80%	79%	78%	79%	84%	80%	73%	79%	77%	72%	76%	76%	76%
Imp. Business Performance	86%	86%	83%	80%	76%	77%	79%	79%	80%	80%	83%	83%	78%	77%	79%	79%
Changed Behaviour (A83)	79%	76%	76%	74%	70%	72%	74%	73%	70%	67%	71%	75%	70%	69%	71%	73%
Increased R&D (AR&D)	30%	29%	24%	24%	25%	23%	28%	28%	20%	20%	21%	23%	24%	28%	26%	28%
Barriers Overcome (A92)	84%	85%	81%	79%	75%	74%	77%	78%	80%	80%	83%	83%	78%	77%	76%	77%
Sig. Business Benefit (A06)	89%	88%	87%	86%	84%	84%	84%	85%	83%	83%	83%	87%	82%	84%	83%	84%
Positive £ benefit	64%	66%	62%	61%	58%	56%	65%	64%	43%	43%	46%	62%	52%	51%	54%	49%
Don't know £ benefit	14%	13%	14%	12%	11%	9%	7%	7%	30%	33%	29%	15%	10%	11%	13%	18%

# Key Measures – Over Time

	Outward Missions								Inward Missions							
	23-26	24-27	25-28	26-29	27-30	28-31	29-32	30-33	23-26	24-27	25-28	26-29	27-30	28-31	29-32	30-33
<i>Base</i>	80	80	77	77	65	65	59	49	80	88	89	89	77	49	28	18
Quality Rating (A09)	78%	78%	75%	72%	65%	64%	65%	63%	59%	59%	57%	61%	61%	65%	65%	52%
Overall Satisfaction (B10)	89%	86%	86%	82%	71%	74%	75%	76%	54%	51%	52%	60%	60%	69%	68%	39%
Imp. Business Performance	78%	73%	70%	68%	65%	69%	71%	67%	33%	35%	36%	44%	43%	45%	50%	22%
Changed Behaviour (A83)	68%	70%	71%	70%	69%	68%	69%	71%	38%	40%	39%	47%	45%	49%	54%	44%
Increased R&D (AR&D)	19%	18%	18%	18%	20%	22%	19%	18%	4%	8%	10%	13%	14%	14%	14%	17%
Barriers Overcome (A92)	85%	85%	82%	81%	75%	77%	78%	78%	46%	50%	42%	47%	45%	47%	57%	44%
Sig. Business Benefit (A06)	88%	88%	84%	83%	80%	83%	85%	86%	58%	60%	53%	58%	56%	57%	64%	50%
Positive £ benefit	51%	55%	53%	52%	54%	52%	53%	49%	30%	27%	22%	31%	29%	33%	36%	11%
Don't know £ benefit	24%	18%	16%	13%	9%	11%	12%	18%	5%	6%	4%	7%	9%	12%	18%	22%
	Sector Events UK								Posts Sig. Assists							
	23-26	24-27	25-28	26-29	27-30	28-31	29-32	30-33	23-26	24-27	25-28	26-29	27-30	28-31	29-32	30-33
<i>Base</i>	241	237	251	266	346	389	370	380	800	761	721	686	626	625	625	620
Quality Rating (A09)	79%	78%	78%	81%	79%	79%	79%	77%	80%	79%	79%	79%	78%	79%	78%	77%
Overall Satisfaction (B10)	73%	72%	73%	76%	75%	74%	72%	71%	77%	76%	76%	77%	76%	77%	75%	73%
Imp. Business Performance	39%	42%	43%	47%	40%	35%	34%	37%	43%	42%	41%	39%	40%	42%	43%	44%
Changed Behaviour (A83)	46%	50%	48%	48%	45%	43%	44%	45%	45%	44%	44%	42%	44%	44%	46%	49%
Increased R&D (AR&D)	8%	7%	10%	11%	11%	10%	10%	9%	11%	12%	11%	12%	12%	11%	11%	10%
Barriers Overcome (A92)	48%	51%	51%	53%	49%	48%	49%	52%	55%	54%	54%	52%	54%	55%	55%	56%
Sig. Business Benefit (A06)	60%	63%	63%	64%	60%	58%	59%	61%	62%	62%	62%	60%	62%	62%	61%	63%
Positive £ benefit	26%	31%	29%	31%	29%	29%	31%	31%	30%	28%	28%	28%	31%	33%	32%	31%
Don't know £ benefit	17%	13%	12%	13%	12%	11%	11%	12%	16%	13%	12%	11%	10%	8%	10%	13%

# Key Measures – Over Time

	Posts Events								Website Business Opportunities							
	23-26	24-27	25-28	26-29	27-30	28-31	29-32	30-33	23-26	24-27	25-28	26-29	27-30	28-31	29-32	30-33
<i>Base</i>	161	151	153	160	165	188	192	194	160	461	481	511	551	284	295	285
Quality Rating (A09)	76%	74%	75%	74%	74%	75%	74%	74%	55%	55%	56%	56%	55%	55%	56%	57%
Overall Satisfaction (B10)	75%	74%	75%	76%	76%	77%	75%	76%	50%	56%	56%	57%	56%	54%	53%	55%
Imp. Business Performance	45%	45%	46%	43%	42%	39%	33%	39%	-	-	-	-	-	-	-	-
Changed Behaviour (A83)	52%	43%	44%	44%	47%	45%	45%	48%	23%	25%	26%	25%	26%	25%	20%	21%
Increased R&D (AR&D)	11%	11%	10%	14%	14%	13%	12%	12%	-	-	-	-	-	-	-	-
Barriers Overcome (A92)	56%	52%	56%	58%	61%	57%	54%	55%	51%	51%	51%	51%	51%	54%	52%	53%
Sig. Business Benefit (A06)	65%	60%	63%	64%	68%	65%	64%	64%	56%	55%	55%	56%	56%	58%	56%	58%
Positive £ benefit	32%	29%	31%	30%	35%	31%	31%	30%	26%	27%	28%	29%	29%	30%	29%	28%
Don't know £ benefit	16%	15%	14%	13%	15%	14%	15%	19%	11%	10%	10%	9%	9%	8%	8%	9%
	Sector Events Abroad								DSO Events							
	23-26	24-27	25-28	26-29	27-30	28-31	29-32	30-33	23-26	24-27	25-28	26-29	27-30	28-31	29-32	30-33
<i>Base</i>	160	160	153	143	113	93	80	90	80	70	65	60	55	60	60	60
Quality Rating (A09)	71%	72%	74%	73%	73%	69%	65%	66%	81%	80%	78%	80%	77%	76%	69%	72%
Overall Satisfaction (B10)	73%	73%	73%	78%	77%	75%	75%	76%	71%	71%	68%	72%	73%	67%	60%	67%
Imp. Business Performance	57%	57%	57%	62%	64%	62%	63%	64%	45%	43%	46%	50%	44%	43%	35%	37%
Changed Behaviour (A83)	61%	63%	61%	67%	65%	58%	59%	60%	48%	49%	43%	47%	45%	38%	37%	40%
Increased R&D (AR&D)	20%	19%	20%	22%	18%	20%	19%	16%	10%	11%	14%	13%	11%	7%	2%	5%
Barriers Overcome (A92)	69%	71%	71%	75%	74%	72%	71%	74%	60%	63%	63%	62%	49%	42%	38%	47%
Sig. Business Benefit (A06)	78%	78%	78%	80%	79%	75%	75%	78%	69%	70%	68%	68%	58%	52%	48%	55%
Positive £ benefit	38%	38%	39%	44%	48%	48%	53%	56%	26%	36%	42%	47%	42%	33%	25%	25%
Don't know £ benefit	19%	19%	16%	15%	13%	12%	11%	10%	34%	21%	15%	7%	4%	8%	13%	15%



# Key Measures – Over Time

	DSO Sig. Assists								HVO Events							
	23-26	24-27	25-28	26-29	27-30	28-31	29-32	30-33	23-26	24-27	25-28	26-29	27-30	28-31	29-32	30-33
Base	74	70	60	55	50	53	58	58	-	30	40	56	74	44	34	18
Quality Rating (A09)	93%	92%	93%	91%	89%	86%	83%	84%	-	63%	68%	72%	75%	84%	84%	84%
Overall Satisfaction (B10)	92%	91%	90%	89%	88%	85%	83%	84%	-	43%	53%	57%	59%	70%	68%	67%
Imp. Business Performance	70%	69%	67%	55%	48%	49%	45%	50%	-	17%	20%	18%	22%	25%	24%	33%
Changed Behaviour (A83)	62%	63%	63%	51%	54%	51%	48%	59%	-	43%	45%	38%	35%	30%	24%	28%
Increased R&D (AR&D)	7%	7%	8%	13%	16%	13%	12%	12%	-	3%	8%	5%	5%	7%	3%	6%
Barriers Overcome (A92)	76%	76%	75%	67%	70%	62%	57%	60%	-	37%	38%	39%	41%	43%	44%	44%
Sig. Business Benefit (A06)	81%	79%	78%	73%	74%	70%	69%	72%	-	53%	55%	54%	53%	52%	50%	50%
Positive £ benefit	31%	27%	27%	22%	28%	28%	24%	28%	-	13%	13%	13%	16%	18%	21%	28%
Don't know £ benefit	34%	36%	38%	31%	24%	21%	22%	19%	-	13%	15%	14%	11%	9%	6%	0%
	HVO Sig. Assists								CBBC Events							
	23-26	24-27	25-28	26-29	27-30	28-31	29-32	30-33	23-26	24-27	25-28	26-29	27-30	28-31	29-32	30-33
Base	-	9	19	29	37	38	38	30	-	10	20	30	40	39	39	44
Quality Rating (A09)	-	100%	99%	97%	97%	94%	91%	89%	-	61%	72%	74%	73%	78%	77%	77%
Overall Satisfaction (B10)	-	100%	95%	93%	89%	87%	84%	83%	-	60%	65%	63%	63%	69%	64%	68%
Imp. Business Performance	-	44%	58%	55%	49%	50%	39%	33%	-	40%	45%	57%	53%	59%	56%	41%
Changed Behaviour (A83)	-	56%	68%	72%	70%	74%	66%	63%	-	20%	40%	53%	53%	67%	67%	61%
Increased R&D (AR&D)	-	11%	16%	14%	11%	13%	8%	7%	-	0%	0%	7%	8%	15%	18%	20%
Barriers Overcome (A92)	-	56%	68%	72%	73%	76%	68%	63%	-	30%	40%	57%	53%	62%	64%	52%
Sig. Business Benefit (A06)	-	67%	84%	86%	86%	87%	74%	70%	-	30%	45%	63%	63%	74%	74%	64%
Positive £ benefit	-	33%	58%	55%	49%	55%	47%	43%	-	10%	25%	43%	35%	41%	38%	20%
Don't know £ benefit	-	33%	16%	17%	19%	11%	11%	10%	-	10%	5%	3%	5%	5%	10%	16%

# Key Measures – Over Time

	CBBC Sig. Assists								UKIBC Events							
	23-26	24-27	25-28	26-29	27-30	28-31	29-32	30-33	23-26	24-27	25-28	26-29	27-30	28-31	29-32	30-33
<i>Base</i>	40	40	40	40	40	40	40	45	-	7	37	66	76	78	58	39
Quality Rating (A09)	81%	81%	85%	82%	83%	81%	81%	82%	-	67%	80%	79%	78%	78%	77%	78%
Overall Satisfaction (B10)	73%	73%	83%	83%	83%	78%	78%	80%	-	71%	84%	76%	75%	77%	74%	82%
Imp. Business Performance	45%	50%	43%	48%	43%	40%	35%	33%	-	29%	30%	24%	24%	23%	26%	33%
Changed Behaviour (A83)	53%	53%	63%	55%	55%	53%	45%	49%	-	14%	32%	35%	32%	35%	38%	38%
Increased R&D (AR&D)	10%	10%	8%	8%	8%	8%	8%	9%	-	29%	16%	11%	9%	10%	10%	21%
Barriers Overcome (A92)	55%	58%	60%	60%	63%	63%	58%	62%	-	14%	38%	42%	41%	44%	50%	54%
Sig. Business Benefit (A06)	63%	63%	70%	73%	75%	73%	65%	64%	-	57%	51%	53%	50%	50%	55%	56%
Positive £ benefit	33%	33%	33%	38%	35%	40%	38%	27%	-	0%	14%	17%	17%	21%	28%	31%
Don't know £ benefit	10%	8%	10%	13%	15%	15%	8%	11%	-	14%	19%	17%	14%	14%	12%	13%
	UKIBC Sig. Assists															
	23-26	24-27	25-28	26-29	27-30	28-31	29-32	30-33								
<i>Base</i>	-	8	24	54	64	66	60	40								
Quality Rating (A09)	-	63%	67%	69%	69%	69%	69%	73%								
Overall Satisfaction (B10)	-	63%	58%	63%	64%	65%	68%	75%								
Imp. Business Performance	-	13%	33%	33%	38%	41%	38%	35%								
Changed Behaviour (A83)	-	13%	33%	39%	41%	44%	45%	40%								
Increased R&D (AR&D)	-	0%	4%	9%	11%	12%	17%	15%								
Barriers Overcome (A92)	-	38%	42%	48%	53%	53%	55%	53%								
Sig. Business Benefit (A06)	-	38%	50%	56%	61%	64%	67%	68%								
Positive £ benefit	-	13%	33%	28%	28%	30%	30%	33%								
Don't know £ benefit	-	13%	13%	13%	16%	14%	13%	13%								

