



Department
for Business
Innovation & Skills

BIS PERFORMANCE INDICATORS

Average unit cost per UK
business helped through
internationalisation

JANUARY 2015

Average unit cost per UK business helped through internationalisation

Why is this indicator important?

Demonstrates the efficiency with which UKTI delivers impact through the number of businesses helped to improve their performance through internationalisation.

How are we performing?

| FY | UK Businesses Assisted | Cost | Average Unit Cost |
|---------|------------------------|--------------|-------------------|
| 2013/14 | 47,960 | £279,400,000 | £5,826 |
| 2012/13 | 31,880 | £235,600,000 | £7,390 |
| 2011/12 | 26,640 | £240,700,000 | £9,035 |
| 2010/11 | 24,550 | £256,000,000 | £10,428 |

This table provides evidence of UKTI's continuing increased productivity over a three year period. Having increased the number of businesses assisted, while reducing the cost of providing trade services, thereby reducing the average unit cost of each business assist.

Please note that some of the above figures have been revised to reflect final figures.

What will influence this indicator?

The two obvious influences would be changes to the number of businesses UKTI assists and changes to UKTI's Trade budget. In this respect it is important to note that the Chancellor of the Exchequer signalled a clear commitment to this effort in the 2014 Autumn Statement in which he announced a £20 million package of support for first-time exporters. Extra funding for UKTI to increase the number of medium-sized businesses (MSBs) supported has seen the number of increase from 1,000 to more than our target of 3,000 MSB customers by March 2015.

What is BIS's role?

Selling abroad is the surest path to successful, sustainable, long-term growth. Companies that export become more productive, more innovative and more efficient than those that do not. Research shows they are also more likely to survive a recession than those firms that do not export.

UK Trade & Investment, working with the best of private sector expertise, is helping more companies sell their products and services internationally than ever before through its partners and network of trade officials in every overseas Post and in every English region. To deliver these plans, UKTI identified four pathways to growth, three of which were relevant to supporting exporters:

- A focus on high-growth, innovative SMEs to encourage more companies to export.
- Intensive support for larger companies seeking to win high-value opportunities overseas, with supply chain opportunities for SMEs.
- Focus on building strategic relationships by introducing key account management of the most significant inward investors and the UK's top exporters to offer a seamless, "one-stop" service.

Indicator definition

The key source of data for measuring how UKTI is performing against its targets is its Customer Relationship Management (CRM) system, which provides the foundation information used within its Performance and Impact Monitoring Survey (PIMS). PIMS is UKTI's key performance measurement tool, it is an independent survey carried out by a leading market research organisation. PIMS covers all significant customer-facing trade services and provides evidence about service quality, impact and about what difference UKTI makes to businesses. PIMS quarterly surveys are based on telephone interviews with a sample of users of UKTI's principal services.

Businesses are counted against the measure only once in the year, even if they have received support relating to more than one overseas market during the year. A business is defined as a separate legal entity. Businesses are only counted against the target if the relevant details of support have been provided to the independent market research specialist for inclusion in PIMS. All such businesses are eligible for interview and are selected at random.

For this indicator, we then take the number of UK businesses UKTI has helped to improve their performance through internationalisation compared to UKTI spend on Trade activity over the Financial Year. In this respect, UKTI's spend is BIS Admin + UKTI programme + FCO Resource. This is then split between Trade and FDI Spend. Information about the Impact Indicator is available separately.

Further Information

[Performance and Impact Monitoring Survey \(PIMS\)](#)

[Annual Report and Accounts](#)

Related indicators

[Number of UK Businesses helped to improve their performance through internationalisation](#)

Status

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