

Annex A – Sample Survey [Draft only]

Greater Manchester Business Growth Hub summative evaluation

For all services

1. How did you get in touch with the Growth Hub?

Someone from the Growth Hub contacted me	1	
Met someone from the Growth Company at an event	2	
I got in touch to see what they could offer	3	
Saw an advert for the programme	4	
Found out online about the programme	5	
Word of mouth	6	
Have previously received support from the Growth Hub	7	
Referral from another business support provider	8	
Other (please specify)	9	
Don't know / not sure	10	

2. What specific goals were you hoping to achieve through the support?

Create or improve your business strategy	1	
Access to new markets and export opportunities	2	
Develop a new product / service	3	
Access to finance and funding	4	
Reduce business costs and become more sustainable	5	
Start or grow your business	6	
Improve understanding and application of digital technologies	7	
Develop leadership skills	8	
Improve operational efficiency / productivity	9	
Train people and find new talent	10	
Don't know / not sure	11	

A: Questions specific to the Growth Team service

3. What type of support did you access? Tick all that apply

One to one with an advisor	1	
Workshops/masterclasses	2	
A cohort programme with a specific start and end date	3	
A mixture of the above	4	

4. What issues did you discuss with your Adviser/facilitator? Tick all that apply

HR/recruitment	1	
Finance	2	
Marketing/obtaining new clients	3	
Business strategy	4	
Digital technology	5	
Leadership and management skills	6	
Innovation	7	
Covid-19, Government support packages and grants	8	
Sustainability, energy/resource efficiency saving towards Net Zero	9	
Other (please specify)	10	

5. Did you have an assigned Advisor? (or Account Manager for businesses with 10+ staff Business Growth Hub service only)

Yes	1	
No	2	

6. Did you feel that you and your Adviser (or Account Manager see above) was well matched?

Yes	1	
No	2	

a. If no, please ask then to explain why | If yes, ask why did you feel it was a good match?

--

7. Were you satisfied with the frequency of communication between you and your Adviser (Account Manager) for the duration of the period you were receiving support?

Yes	1	
No	2	

a. If no, ask please explain why | If yes, ask what was good about it?

--

8. How do you think the advice you received from your Adviser (Account Manager – as above Business Growth Hub Service only) has impacted on the performance of your company? [e.g. increased confidence to grow business, stronger links with customers, improved business performance, resulted in new products, or services]

--

9. Through the support of the programme, do you feel more confident to grow your business?

Yes	1	
No	2	
Don't know	3	

a. If yes, ask for details | If no, ask why not – what was missing?

--

10. Through the support of the programme do you feel that you have stronger links with your customers?

Yes	1	
No	2	
Don't know	3	

a. If yes, ask for details | If no, ask why not?

--

11. Through the support of the Advisor / programme, do you feel you have addressed any of the barriers to growth you faced when you first joined the programme? [include a scale to code the response, including only those that were identified at Q5, e.g.]

	This is no longer a barrier to growth	This is less of a barrier now	This is more of a barrier now	No change	Don't know/not sure
HR/recruitment					
Finance					
Marketing/obtaining new clients					
Business strategy					
Digital technology					
Leadership and management skills					
Innovation					
Other [specified at Q5]					

NOW GO TO Q27

B. Questions specific to the Mentoring service **[These questions to be adapted for other service]**

12. Did you have a mentoring relationship?

Yes	1	
No	2	

13. If you had decided to seek a mentor, what motivated you? (tick all that apply)

Develop a business strategy	1	
Improve customer / market engagement	2	
Develop personal / leadership skills	3	
Tackle business inefficiencies	4	
Advice on how to attract investment	5	
Other (please specify)	6	

14. What impact has the mentoring had upon you? Tick all that apply

Specific skills gained (<i>please list below</i>)	1	
Improved confidence/self-belief	2	
Chance to reflect on business strategy and practices	3	
Clearer personal career goals	4	
Improved business efficiencies	5	
Networking opportunities	6	
Other (please specify)	7	

15. Did you feel that you and your Mentor were well matched?

Yes	1	
No	2	

- a. *If no, ask please explain why– what could have been better? | If yes, ask what worked well*

--

16. Do you feel that you had enough time with your Mentor to cover all the topics upon which you needed support?

Yes	1	
No	2	

- a. *If no, how much additional time would you have liked with your Mentor per month?*

--

17. Were you satisfied with the frequency of communication between you and the Mentoring service management to monitor that your mentoring relationship was working well?

Yes	1	
No	2	

- a. *If no, ask why not? | If yes, ask what was good about it?*

--

18. Have you applied what you have learnt with/from your Mentor to your daily work?

Yes	1	
No	2	

- a. *If yes, ask in what ways? | if no, ask why not?*

--

NOW GO TO Q27

C. Questions specific to Executive Development clients [Business Growth Hub service only – some adaption for other services]

19. Who was your Executive Development Provider?

--

20. Why did you decide to seek support from the programme? (tick all that apply)

Improve knowledge and understanding of management practices	1	
Develop leadership / management skills	2	
Upskill staff	3	
Other (please specify)	4	

21. Which of the following activities have you undertaken as part of your involvement with the programme: Tick all that apply

Attended a training course(s)	1	
Attended a seminar/event	2	
Received coaching in leadership and management	3	
A mixture of the above	4	
Other (please specify)	5	

22. Please indicate how satisfied you were with the quality of service you received from the training provider:

Highly satisfied	1	
Satisfied	2	
Unsatisfied	3	
Very unsatisfied	4	
I do not know	5	

23. Please indicate how satisfied you were with the quality of service you received from the Business Growth Hub Advisor:

Highly satisfied	1	
Satisfied	2	
Unsatisfied	3	

Very unsatisfied	4	
I do not know	5	

24. Do you feel that your knowledge of best management practices has changed as a result of your involvement with the programme?

Yes, it has increased	1	
No change	2	
D/k	3	

25. Do you feel that your management and leadership skills have changed as a result of your involvement with the programme?

Yes, they have improved	1	
No change	2	
Don't know	3	

a. If yes or no to the above ask – So why did you say this?

--

26. Have you implemented any changes to your business since your involvement with the programme:

Yes – probe for details:	1	
No, but intend to – what and by when:	2	
No	3	
Don't know	4	

NOW GO TO Q27

D. Questions specific to Workforce Development programme clients**27. What type of support did you access?**

One to one with an advisor	1	
Workshops/masterclasses	2	
A cohort programme with a specific start and end date	3	
A mixture of the above	4	

28. What issues did you discuss with your Adviser/workshop facilitator? Tick all that apply

Recruitment and selection	1	
Systems and Processes	2	
Engaging staff	3	
Leading and managing people	4	
Training and development	5	
Apprenticeships	6	
Employee Wellbeing	7	
Succession Planning	8	
Culture and communications	9	
Managing staff operating remotely as a result of Covid	10	
Other (please specify)	11	

29. Has participating in the Workforce Development programme led to changes in your company's... Tick all that apply

Recruitment methods (excluding apprenticeships)?	1	
Approach to apprenticeships?	2	
Approach to staff training (excluding apprenticeships)?	3	
Efforts in retaining staff?	4	
Workforce culture/ethos?	5	
Overall performance?	6	
None of the above	7	

30. For all answers ticked, please can you provide more details on these changes?

	Write in more details below:
Recruitment methods (excluding apprenticeships)?	
Approach to apprenticeships?	
Approach to staff training (excluding apprenticeships)?	
Efforts in retaining staff?	
Workforce culture/ethos?	
Overall performance?	

31. For all answers ticked, please can you provide detail on whether you feel these changes have had any impact upon your company's performance?

	Write in more details below:
Recruitment methods (excluding apprenticeships)?	
Approach to apprenticeships?	
Approach to staff training (excluding apprenticeships)?	
Efforts in retaining staff?	
Workforce culture/ethos?	
Overall performance?	

Impact questions [For all services]

32. Thinking back to the initial goals you had when you first joined the programme, how much progress do you feel you have made against these goals? [include a scale to code the response, including only those that were identified at Q2, e.g.]

	No progress	Some progress	A lot of progress	Have achieved goal	Don't know / Not sure
Create or improve your business strategy					
Access to new markets and export opportunities					
Develop a new product / service					
Access to finance and funding					
Reduce business costs and become more sustainable					
Start or grow your business					
Improve understanding and application of digital technologies					
Develop leadership skills					
Improve operational efficiency / productivity					
Train people and find new talent					
Other [specified in Q2]					

33. What would you have done without the support received from the service?

We would have accessed the same type of support in the same timeframe with a different provider	1	
We would have accessed the same type of support with a different provider, but at a later time	2	
We would have accessed the same type of support with a different provider, but this would have been of a lower quality	3	
We would not have accessed this type of business support	4	

Don't know / Not sure	5	
-----------------------	---	--

34. What was your approximate annual turnover in the financial year before you received support?

Annual turnover was:	
<i>If exact figure is not provided, refer to turnover brackets below</i>	
Pre-revenue	
Less than £50,000	
£50,000 - £99,999	
£100,000 - £249,999	
£250,000 - £499,999	
£500,000 - £749,000	
£750,000 - £999,999	
£1m - £1.99m	
£2m - £4.99m	
£5m+	

35. Now that you have received support, what is your expected annual turnover in the current financial year?

Annual turnover is:	
<i>If exact figure is not provided, refer to turnover brackets below</i>	
Pre-revenue	
Less than £50,000	
£50,000 - £99,999	
£100,000 - £249,999	
£250,000 - £499,999	
£500,000 - £749,000	
£750,000 - £999,999	
£1m - £1.99m	
£2m - £4.99m	
£5m+	

36. To what extent do you feel the support received from the service has contributed towards your current growth in turnover?

0% - none of it is due to the support received	1	
--	---	--

Less than 25% is due to the support received	2	
26-50% is due to the support received	3	
51-75% is due to the support received	4	
100% - all of it is due to the support received	5	
Don't know / not sure	6	

37. Do you expect your turnover to grow in the next 3 years? [Yes, No, Don't know]

38. If yes, please provide an approximation of what your turnover is expected to be in the next 3 years?

Annual turnover will be:	
<i>If exact figure is not provided, refer to turnover brackets below</i>	
re-revenue	
Less than £50,000	
£50,000 - £99,999	
£100,000 - £249,999	
£250,000 - £499,999	
£500,000 - £749,000	
£750,000 - £999,999	
£1m - £1.99m	
£2m - £4.99m	
£5m+	

39. To what extent do you feel the support received from the service will contribute towards your future growth in turnover?

0% - none of it will be due to the support received	1	
Less than 25% will be due to the support received	2	
26-50% will be due to the support received	3	
51-75% will be to the support received	4	
100% - all of it will be to the support received	5	
Don't know / not sure	6	

40. What was your employment count before you received support? [open ended]

**41. Since receiving support from the service, has your number of paid employees (FTEs),
[include yourself if your business has started trading since accessing support]**

Increased	1	
Stayed the same	2	
Decreased	3	
Prefer not to say/refuse to answer	4	
Don't know	5	

**42. To what extent is the increase/decrease in your number of paid employees (FTEs) due to
the support you have received from the service?**

0% - none of it is due to the support received	1	
Less than 25% is due to the support received	2	
26-50% is due to the support received	3	
51-75% is due to the support received	4	
100% - all of it is due to the support received	5	
Don't know / not sure	6	

43. Approximately what proportion of your employees live in Greater Manchester?

None	1	
1-25%	2	
26-50%	3	
51-75%	4	
76-100%	5	

**44. We would like to understand more about your competitors. Approximately what proportion
of your direct competitors are located in Greater Manchester?**

None	1	
1-25%	2	
26-50%	3	
51-75%	4	
76-100%	5	

45. And approximately what proportion of the goods and services your firm purchases are sourced from suppliers in the Greater Manchester?

None	1	
1-25%	2	
26-50%	3	
51-75%	4	
76-100%	5	

46. Has your business delivered any social value as a result of the support provided?

Moved to paying real living wage	1	
Increased the number of local Greater Manchester Suppliers	2	
Supported staff in volunteering	3	
Other (please specify)	4	

47. Has the support provided safeguarded exiting jobs?

Yes	1	
No	2	
Don't know	3	

a. If Yes, ask how many jobs do you think were safeguarded?

--

48. Has Covid-19 affected your ability to benefit from the support received?

Yes	1	
Partially	2	
No	3	
Don't know		

Overview questions

49. How would you score the quality of all the elements of the support you received from the service, where 1 = very poor and 5 = excellent?

1=very poor	1	
2	2	
3	3	
4	4	
5=excellent	5	

a. Why did you score this as x? e.g. if 5 what made it excellent?

--

50. How would you score the relevance of the support you received from the service, where 1 = very poor and 5 = excellent?

1=very poor	1	
2	2	
3	3	
4	4	
5=excellent	5	

51. How would you score the speed/timeliness of the support you received from the service, where 1 = very poor and 5 = excellent?

1=very poor	1	
2	2	
3	3	
4	4	
5=excellent	5	

52. To what extent were you made aware of the other appropriate support available to you through the Business Growth Hub, or from other public or, private sector services?

Made aware and services accessed	1	
Made aware but services not required	2	
Not made aware	3	
Already engaged with other business growth hub services	4	
Not applicable	5	

53. If company has accessed services, which additional Business Growth Hub services have you accessed? *Prompts: Access to Finance advice, Sectors programmes, Innovation advice, Growth Services, international trade advice, workforce training*

54. Do you intend to continue to access external business advice (excluding standard accounting and legal advice) in future?

Yes	1	
No	2	
Don't know	3	

55. Do you now consider the Business Growth Hub as the first port of call for further business support and advice?

Yes	1	
No	2	
Don't know	3	

56. Do you feel better connected to other like-minded businesses as a result of the support you received from the service?

Yes	1	
No	2	
Don't know	3	

57. Would you recommend the service to another company?

Yes	1	
No	2	

58. If no, please give the reason for your response:

--

59. If you had a magic wand, what one thing would you change/improve about the service?

--

60. Do you have any other comments you would like to make?

--

THANK AND CLOSE