



GfK NOP

GfK. Growth from Knowledge



Enterprise Week 2007
Report for Make Your Mark
January 2008

Provided by: GfK Consumer



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1 Executive Summary

Since 2005 GfK NOP has been invited annually to conduct a survey for Make Your Mark that would gather feedback about the events organised during Enterprise Week. In 2005 an online methodology was adopted. In 2006 and 2007 an online methodology was adopted followed by a postal survey where respondents could either complete the survey online or send back to us in the post. In 2007 an overall response rate of 45% was achieved.

The summary of the key results is shown below.

- The number of lead organisations who responded to the 2007 survey was 852. These organisations ran 2942 events out of the total number of 5270 events ran in Enterprise Week 2007, of which 5173 were invited to respond to the survey¹.
- 57% of those contacted for the research (5173 events) responded to the survey question about attendance levels. If this 57% is a representative sample (and we have no reason to doubt this) then the results show that 583,514 people attended Enterprise Week events. Statistically, we are 95% confident that the true figure lies between 537,482 and 629,546. In other words, between 537,000 and 630,000 people took part in events during Enterprise Week 2007, with the most likely figure being 584,000.
- This compares to between 404,000 and 492,000 people who attended Enterprise Week events in 2006, with the most likely figure being 448,000 and in 2005, between 308,000 and 507,000 people attended Enterprise Week events with the most likely figure being 408,000.
- 63% of respondents are definitely planning to run activities in next year's Enterprise Week, a slight decrease on last year when 69% said they would definitely plan activities next year, however the scale on this question has changed since last year.
- 70% of respondents used the Make Your Mark logo or phrase when promoting their activities. This is a 9% increase on 2006 when 61% of respondents used the Make Your Mark logo or phrase.

¹ Some Enterprise Week events were registered after the questionnaire had been sent out. The number of events run by those who received the survey was 5,173. The final total number of Enterprise Week events was 5,270.



- The same proportion of respondents as last year (45%) organised just one event and 12% of respondents stated that they organised more than 5 events, with 4% of respondents having organised more than 10 events. The mean number of events organised per respondent was 2.86 a slight decrease from 2006 when the mean was 3.22 but higher than 2005 when the mean was 2.41.
- 85% of event feedback was from events held in England. This is very similar to last year (86%). Again they seemed to be more widely spread this year throughout North West England (13%), London (13%), South East England (12%), South West England (10%) and West Midlands (9%).
- 66% of events were specifically run for Enterprise Week, 16% were already planned and then moved to Enterprise Week and 19% of events were already planned in this week.
- Over half, (52%) of respondents estimated that all the participants at their events were young people (14-30). About a third (32%) estimated that half their attendees were female.
- Over half of respondents (52%) stated that the primary aim of their events was to 'Help participants to develop enterprise capabilities and skills.'



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2 Introduction

Make Your Mark is the national campaign to create an enterprise culture among young people in the UK. It campaigns to give people in their teens and twenties the inspiration and opportunity to turn their ideas into reality, whether through starting businesses or social enterprises or by making an idea happen at work. The campaign is backed by an unprecedented coalition of business, charities, education bodies and government. Uniquely the campaign was founded by the UK's four main business organisations – the British Chamber of Commerce, CBI, Federation of Small Businesses and Institute of Directors, and their Director Generals sit on our board. The Department for Business, Enterprise and Regulatory Reform is the principal funder. As such, the Make Your Mark is young people focused, business-led and government-backed.

In 2004 Make Your Mark conducted its own research project to gain feedback from event organisers. In total 196 questionnaires were returned, giving a response rate of 41%².

In order to gain further feedback on Enterprise Week 2005, GfK NOP was invited to conduct a survey that would gather feedback about the events organised and to help Make Your Mark plan next year's Enterprise Week.

GfK NOP was again invited to conduct the research for Enterprise Week 2006 and this year for 2007 and the results from this wave show a very slight decrease in the response rate to 45% from 47% in 2006, 30% in 2005 and 41% in 2004. The number of events this year has increased from last year so although the overall response rate has dropped slightly since last year the actual number of respondents who completed the survey has increased.

² Statistics taken from Enterprise Week Feedback Final Report 2004



3 Methodology

When registering for Enterprise Week, event organisers were required to fill in their details so that Make Your Mark had a database of all who had participated in the 2007 Enterprise Week. The database included email addresses and postal addresses, it was therefore decided to adopt an online methodology followed by a postal survey. The postal, self completion survey was sent to all those respondents who had not yet completed the survey online or who did not have a valid email address. Each respondent was given a unique login to access the survey online or they had the option to complete the paper version and send it back in the pre-paid envelope.

The questionnaire was very similar to last year, however this year we asked respondents more detail about the events they organised including the primary aim of each event. (See Appendix A for the final version of the questionnaire).

The survey was live from 12 November - 14 December 2007. A reminder email was sent to event organisers that had not completed the survey online followed by a paper version being sent to those with a valid postal address. At the close of fieldwork 852 event organisers had completed the survey, giving a response rate of 45% (1,891 event organiser details were provided by Make Your Mark). Of these, 199 were postal returns and 653 were online completions.

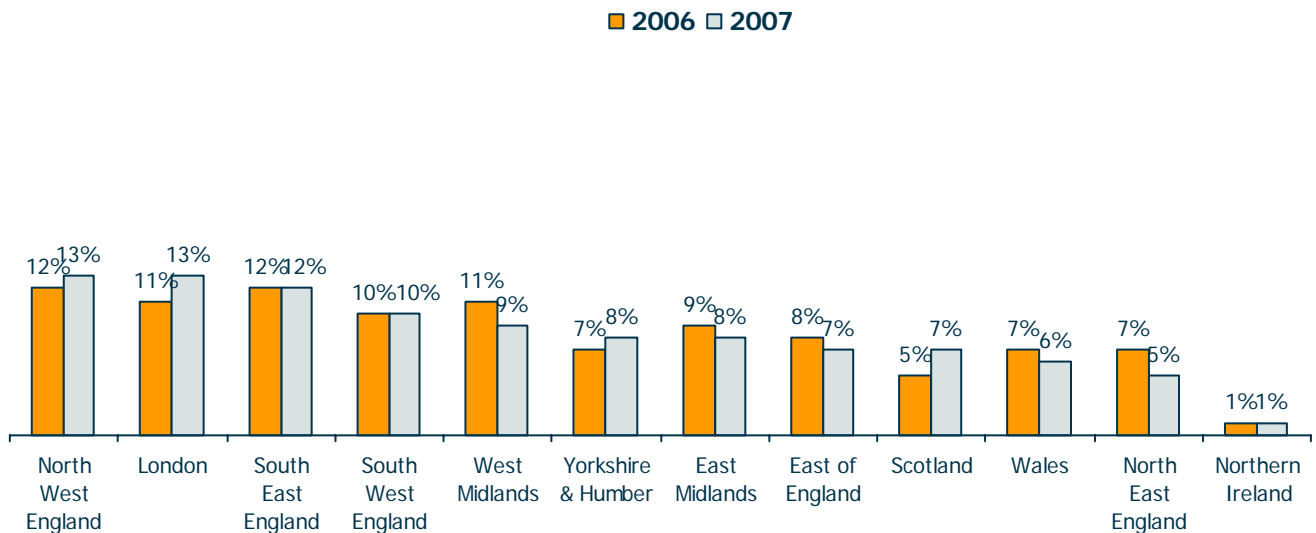


4 Main Findings

This section details the main findings of the 2007 research.

4.1 Region

Respondents were asked which region of the UK they were based in. They were able to select from a pre-coded list, both in the online and postal surveys. An addition to the list this year was the option to choose 'online organisation- not region based'. Just one respondent chose this option (less than 1%) and therefore it is not charted. Three respondents (less than 1%) did not give an answer at this question. Of those who did, North West England and London were most commonly cited (both 13% of respondents). The second most mentioned region was the South East of England (12%) followed by the South West of England (10%) and West Midlands (9%). Wales (6%), the North East of England (5%) and Northern Ireland (1%) were the least frequently given responses.



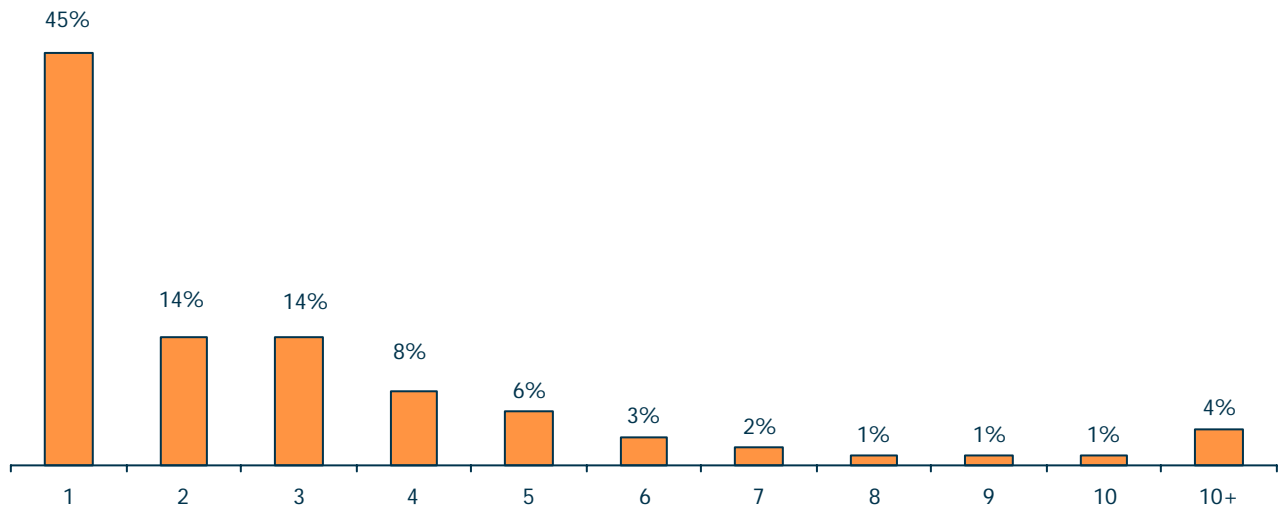
Base: All respondents 2006 (620) 2007 (848)



4.2 Number of events organised

Respondents were then asked the question 'How many events did you organise for Enterprise Week 2007?' This year we asked the respondents to detail how many events they organised up to 10 events. Previously we have asked details of 1-5 events and then more than five events. The majority (45%) organised just the one event, this is exactly the same percentage that organised one event in 2006. Two events were organised by 14% of respondents, and the same percentage organised three events. 12% of respondents organised more than five events and 4% organised more than 10 events. The mean number of events organised per respondent for 2007 was 2.86 a slight decrease on the mean number in 2006 (3.22) but still an increase on 2005 (2.41).

Those who organised just the one event in 2007 were more likely to be definitely planning to get involved in Enterprise Week the following year (35%). This is a slight increase from 2006 where 34% were definitely planning to get involved the following year.



Base: All respondents (852)



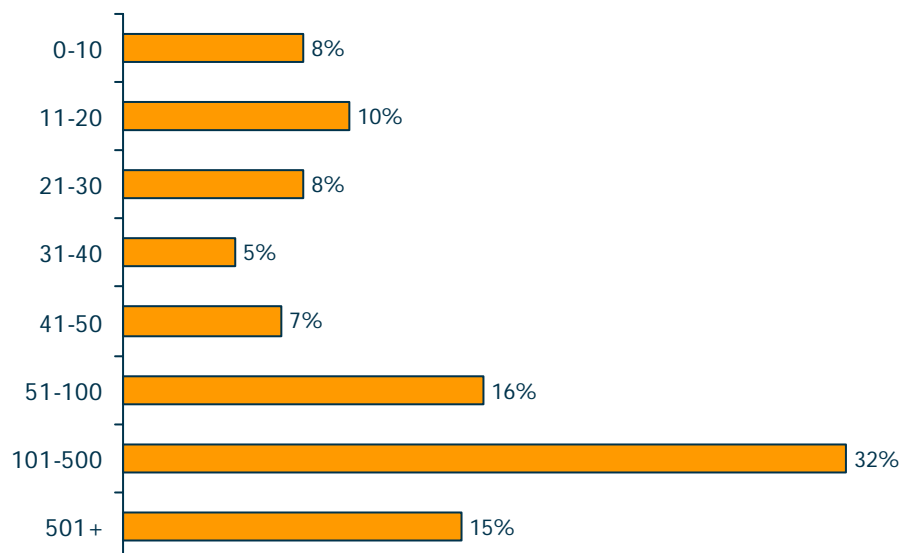
4.3 Number of event attendees

Total attendance for those who organised 1-10 events

Around a third of events (32%) had between 101 – 500 attendees compared to 30% in 2006. In Wales 45% of their events (20 out of the 44 events organised) had 101- 500 attendees. This year 15% of events had more than 500 attendees a 5% increase on last year with 22% of these being in North West England.

Total Attendance for all events

Statistically, we are 95% confident that the true total attendance figure lies between 537,482 and 629,546. In other words, between 537,000 and 630,000 people took part in events during Enterprise Week 2007, with the most likely figure being 584,000. This compares to between 404,000 and 492,000 people who attended Enterprise Week events in 2006, with the most likely figure being 448,000 and in 2005, between 308,000 and 507,000 people attended Enterprise Week events with the most likely figure being 408,000.



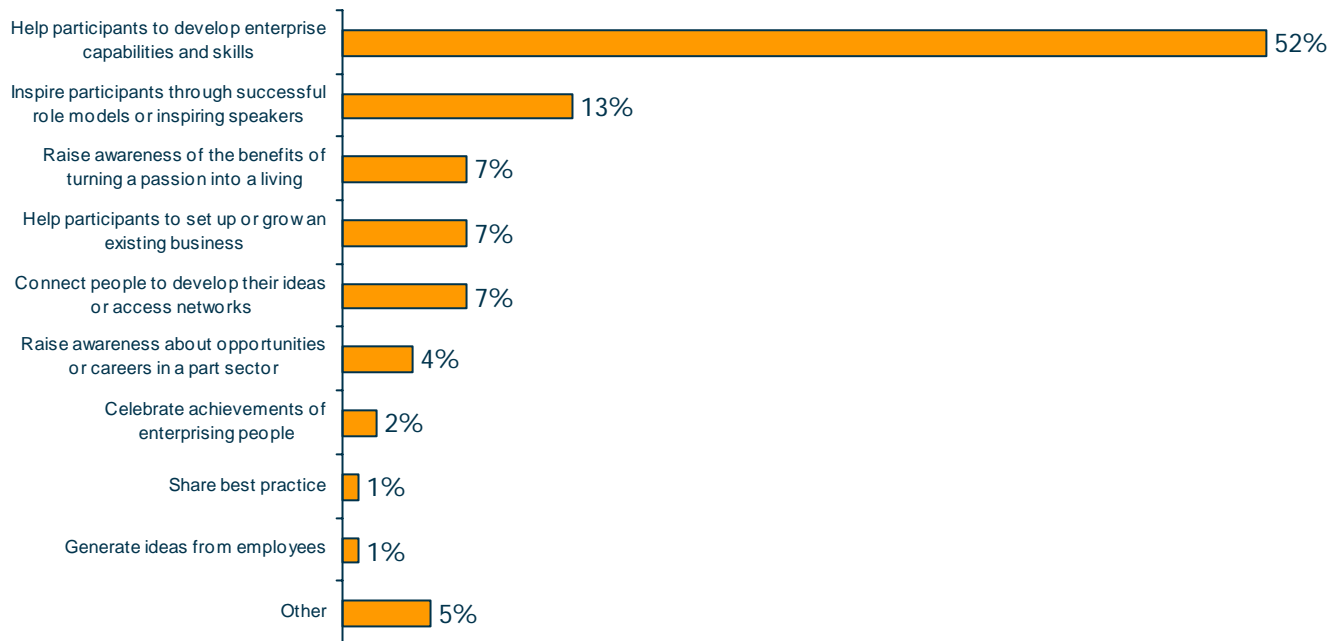
Base: All respondents who answered that they organised 1-10 events (815)



4.4 Aim of the Event

This year we introduced a new question to find out the primary aim of each event. Respondents could choose the main aim from a drop down box or choose the 'other' option and specify their aim. This question was only asked to those respondents that organised 10 or fewer events, therefore 4% of respondents were not asked this question (those who organised 10+ events).

Over half of respondents (52%) stated that the main aim of their event was to 'help participants to develop enterprising capabilities and skills'. This was followed by 13% stating that their events were to 'inspire participants through successful role models or inspiring speakers'. 7% of respondents stated that the main aim of their event was to 'raise awareness of the benefits of turning a passion into a living', to 'help participants to set up or grow an existing business' and to 'connect people to develop their ideas or access to networks'.

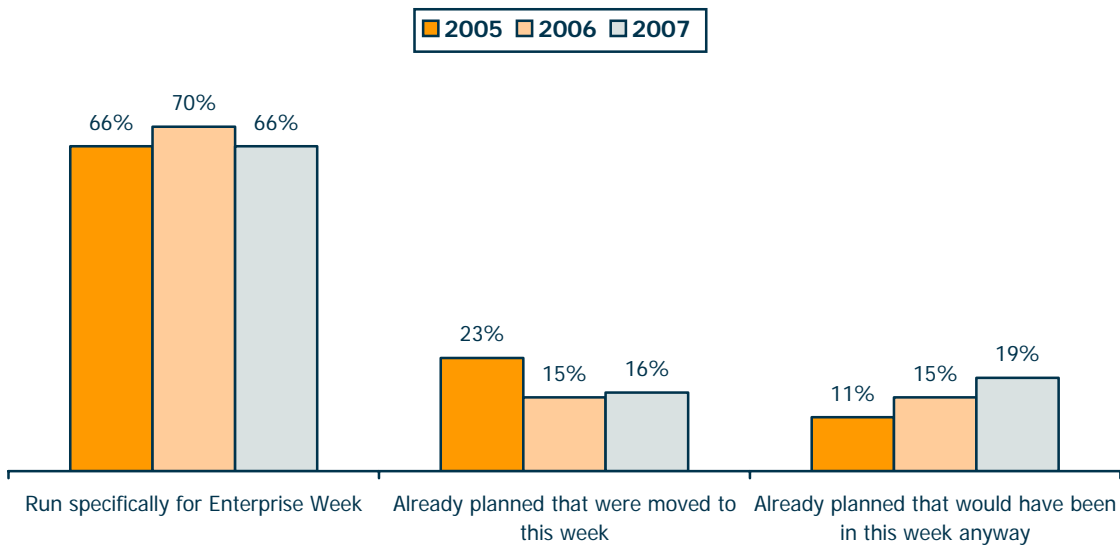


Base: All respondents (850)

4.5 Type of event

The question asked to the respondents was 'How many of your events were: Events that were run specifically for Enterprise Week, Events already planned that were moved to be in this week, Events already planned that would have been in this week anyway.'

This year two thirds (66%) of events were run specifically for Enterprise Week a slight decrease from 70% in 2006 but the same as in 2005. 16% of events were already planned and were then moved to be in Enterprise Week and 19% were already planned to be in this week anyway. There has been a year on year increase in the number of events already planned that would have been in this week anyway.



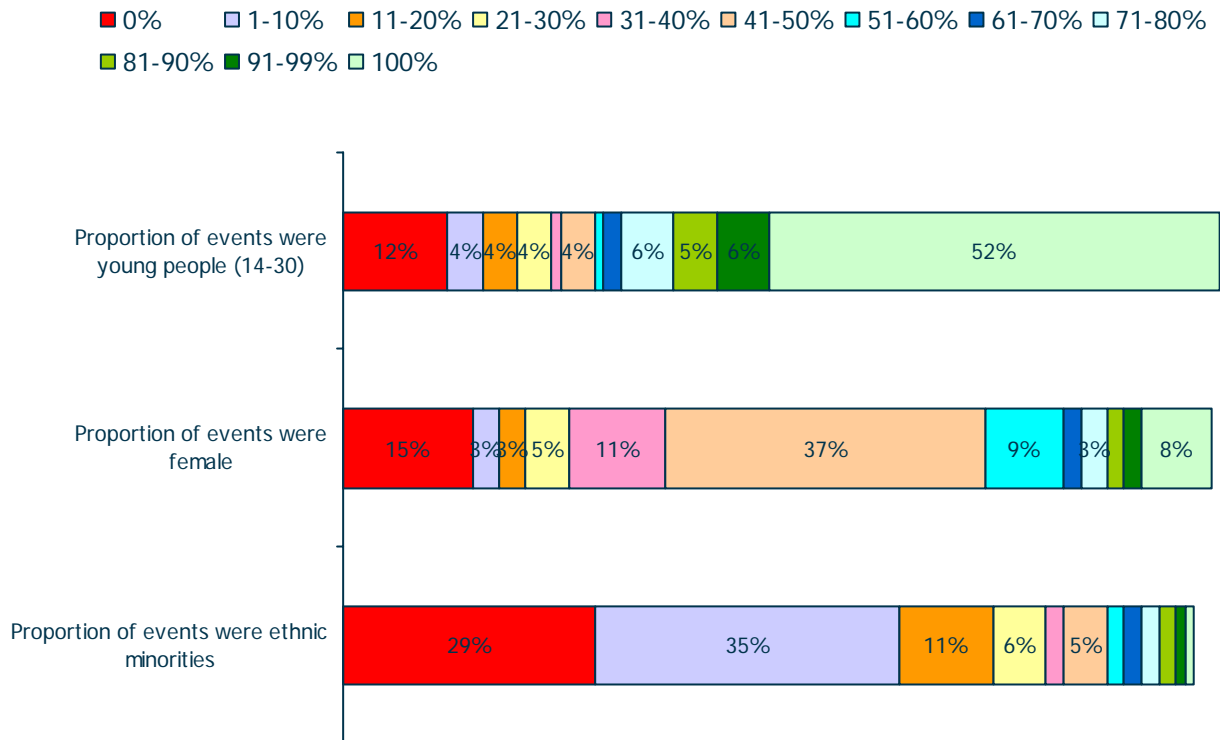
Base: All respondents 2005 (593), 2006 (620), 2007 (852)



4.6 Attendees at each event

A new question this year was to ask respondents to estimate what proportion of people at their events were young people (14-30), what proportion were female and what proportion were from an ethnic minority. The three groups were not mutually exclusive as you could be running an event for young females from ethnic minority.

12% of respondents estimated that no young people attended their events, however over half (52%) held events where 100% of attendees were young people. 15% of respondents held events where there were no female attendees, just under two fifths (37%) of respondents estimated that between 41-50% of attendees at their events were female (32% of respondents estimated that half the attendees were female) and 8% of respondents estimated that their events were attended by females only. Almost 3 in 10 respondents (29%) had no ethnic minorities at their events and just over a third (35%) had 1-10% of their attendees from an ethnic minority. Just 10% had more than half attendees from ethnic minorities.



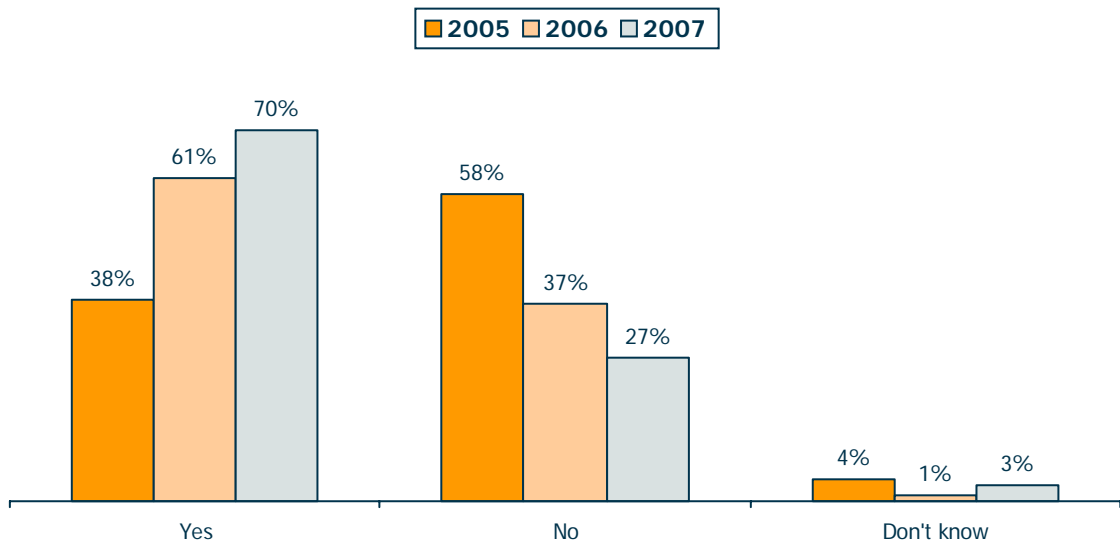
Base: All respondents (852)



4.7 Make Your Mark Logo or Phrase

All respondents were asked if they had used the Make Your Mark logo or phrase when organising and promoting their events. 70% stated that they had done so, this is a 9% increase on 2006 when 61% of respondents had used the logo or phrase. In 2005, just 38% indicated that they had used the Make Your Mark Logo and in 2004 the figure was 33% of respondents. Therefore the percentage using the logo or phrase has doubled between 2004 and 2007. Just 3% of respondents did not know whether it had been used or not. Wales was most likely to have used the logo or phrase (79%) followed by the East Midlands (74%).

Of those who organised just the one event 64% used the logo or phrase compared with 56% last year. A similar percent (71%) of those who organised more than five events used the logo or phrase this year (compared with 72% in 2006).



Base: All respondents 2005 (451), 2006 (620), 2007 (852)

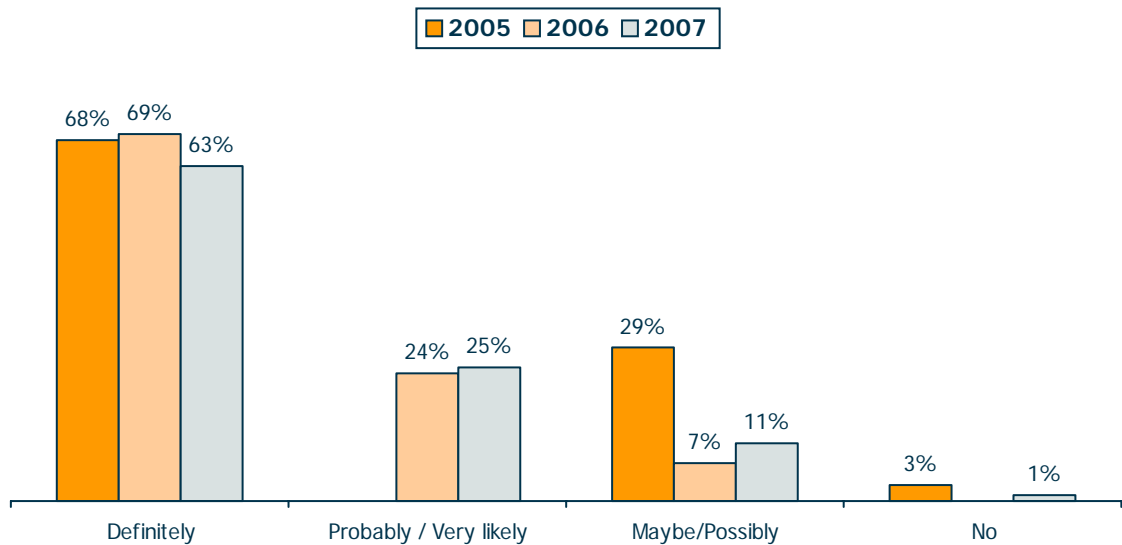


4.8 Enterprise Week 2007

We then asked respondents if they were expecting to run activities in Enterprise Week 2008. The pre-codes for this question changed slightly this year. 'Probably' became 'Very likely' and 'Maybe' became 'possibly'. Therefore when comparing the figures to previous waves we must take into consideration that respondents perceptions of the pre-codes may differ.

63% of respondents stated that they 'definitely' would be running activities the following year, compared with 69% in 2006 and 68% in 2005. A quarter of respondents said that they were 'very likely' to run activities in 2008, compared to 24% in 2006 who said they would 'probably' run activities next year. An important point to note is that in 2005 'probably' was not an answer option available to respondents. It was introduced in 2006 to provide a midpoint between definitely and maybe. 11% said they would 'possibly' get involved next year compared to 7% of respondents who said that they 'might' get involved in 2006 and 29% who stated they 'might' get involved in 2005. Only six respondents (1%) stated that they would not be taking part in the next year.

The East Midlands is the region with the highest percentage that expect to 'definitely' run activities in 2008 (71%) followed by the East of England (70%).



Base: All respondents 2005 (451), 2006 (620), 2007 (852)



4.9 Comments

At the end of the survey respondents were given the option to give their own comments about Enterprise Week 2007. The comments were obviously very varied but a large number of the respondents gave very positive feedback. One comment that did appear several times was that the website crashed on the morning of the Make Your Mark Challenge which caused people some difficulty in downloading the relevant materials.

"The Make Your Mark Challenge website went down for a couple of hours. Luckily I had printed off the challenge to give out to the 9 forms involved but the start of the challenge would be easier if the challenge went online at 830 or earlier"

"Our school participated in the MYM challenge The event was a great experience but there were a few teething problems with us being able to access the website due to great demand"

Another theme which came out in the comments was that there was little promotional material on a National level:

"A very good week that needs more promotion nationally to increase awareness"

"The national level of promotion was 'somewhat subtle!'"

"Personally I think it was poorly promoted on a national basis I did not notice any media exposure or pr activity"

The following verbatim answers are examples of the general types of response given:

" very inspirational for the students and staff".

"Very useful promotional materials which an individual organisation could not arrange".

"It is an exciting opportunity for learners to feel part of something worthwhile The practical skills they use and develop in that week are excellent"

"Provides excellent focus, a little early in the year, Feb/Mar would be better".

"Due to the task being unseen until the day of the event, staff seemed reluctant to take part and this filtered through to the students Would have been more successful if the task was seen and then preparation could have been done".



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Appendix A

Enterprise Week Questionnaire

Q1. Please provide us with the following information:

- Q1A - Your name – WRITE IN
- Q1B - The region you are based in
 - North West England
 - North East England
 - Yorkshire & Humber
 - East of England
 - London
 - South East England
 - South West England
 - West Midlands
 - East Midlands
 - Wales
 - Scotland
 - Northern Ireland
 - Online organisation – not region based
- Q1C – Please provide the postcode of your organisation– WRITE IN
- Q1D – The name of your organisation

Q2A. How many events did you organise for Enterprise Week 2007?

- One
- Two
- Three
- Four
- Five
- Six
- Seven
- Eight
- Nine
- Ten
- More than ten – PLEASE TYPE IN EXACT NUMBER



Q3A (first event), B(2nd event), C(3rd event), D(4th event), E(5th event), F(6th event), G(7th event), H(8th event), I(9th event), J(10th event)

If 1-10 THEN: How many people attended your event(s)? Please be as accurate as possible, and insert the name of the event if known and the primary aim of each event.

- One Event Name Aim of the event (pick from a drop down menu)
- Two Event Name Aim of the event (pick from a drop down menu)
- Three Event Name Aim of the event (pick from a drop down menu)
- Four Event Name Aim of the event (pick from a drop down menu)
- Five Event Name Aim of the event (pick from a drop down menu)
- Six Event Name Aim of the event (pick from a drop down menu)
- Seven Event Name Aim of the event (pick from a drop down menu)
- Eight Event Name Aim of the event (pick from a drop down menu)
- Nine Event Name Aim of the event (pick from a drop down menu)
- Ten Event Name Aim of the event (pick from a drop down menu)

Q3Y. **If more than 10:** In **TOTAL** how many people attended your x events (all those noted in the previous question)? Please be as accurate as possible. **WRITE IN**

Q4. How many of your events were: [the total number of answers needs to equal the total number of events at Q2]

- Events that were run specifically for Enterprise Week
- Events already planned that were moved to be in this week
- Events already planned that would have been in this week anyway

Q5. Thinking about all the events you ran, please estimate what proportion of the participants came from the following groups:

- Approximately what proportion were young people (14-30)
- Approximately what proportion were female
- Approximately what proportion were ethnic minorities
- Don't Know

Q6. Enterprise Week is part of the "Make Your Mark" campaign. Did you use the phrase "Make Your Mark" or the Make Your Mark logo when promoting your activities during the week? SINGLE CODE

- Yes
- No
- Don't Know

Q7. Do you expect to run activities in the next Enterprise Week, in 2008? SINGLE CODE

- Definitely
- Very likely
- Possibly
- No



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Q8. Please give us any other comments about Enterprise Week: VERBATIM

The drop down list for the aim of the event for Q2A is as follows:

- Help participants to develop enterprise capabilities and skills
- Inspire participants through successful role models or inspiring speakers
- Raise awareness of the benefits of turning a passion into a living or running a business
- Help participants to set up or grow an existing business
- Generate ideas from employees
- Raise awareness about opportunities or careers that exist in a particular sector or industry (e.g. manufacturing or retail)
- Connect people together to enable them to develop their ideas or access networks and entrepreneurs
- Share best practice amongst practitioners and/or policy makers
- Celebrate the achievements of enterprising people (e.g. an awards ceremony)
- Other.....