

Longitudinal National Evaluation of CompeteFor

Interim Evaluation

Executive Report for Scottish Enterprise



Submitted March 2011

EXECUTIVE SUMMARY REPORT

In April 2009 The Evaluation Partnership in association with OMB Research, Professor Mark Hart of Aston Business School and Professor Stephen Roper of Warwick Business School were contracted to undertake a longitudinal evaluation of the CompeteFor intervention. This Executive Summary report provides a **regional overview for Scotland of the interim evaluation findings**. It follows on directly from the baseline evaluation report which was produced in April 2010 and is focused on the extent to which CompeteFor is meeting its original objectives.

Background

CompeteFor was launched in January 2008 and consists of three interdependent interventions; the electronic brokerage system (EBS), the supplier engagement programme and the buyer engagement programme.

"CompeteFor is a free service that enables businesses to compete for contract opportunities linked to the London 2012 Games and other major public and private sector buying organisations. With a particular focus on supply chain opportunities, CompeteFor acts as a brokerage service, matching buyers with potential suppliers. It also facilitates access to focused business support, through the national Business Link network, helping to boost the long-term competitiveness of your business."

Source: <https://www.competefor.com/business/login.jsp>

- **Electronic Brokerage System (EBS):** This technical, web-based solution was developed to ensure that all members of the UK's business community have access to, and can compete for, Olympics business opportunities¹. It is a core component of the CompeteFor intervention. The delivery agent Serco is responsible for the delivery of this CompeteFor web portal and for running the accompanying helpdesk for both buyers and suppliers.
- **Supplier Engagement Programme:** The aim of this activity is to maximise the number of businesses, particularly SMEs, registering and proceeding to publish their profile on CompeteFor and to promote awareness of 2012 contract opportunities. Each UK region is responsible for delivering and funding regional-level supplier engagement activities which can include: presentations, events, flyers, email campaigns etc. This is locally funded and locally delivered, delivery partners are business support agencies or private sector business groups.
- **Buyer Engagement Programme:** The successful operation of the buyer engagement activity is a key dependency for the CompeteFor service and has a significant bearing on the achievement of the overall CompeteFor objectives (buyers and suppliers). The Objective of the CompeteFor Buyer Engagement Team (BET) is to optimise the use of the CompeteFor website to ensure Tier 2 and below London 2012 related contracts are posted for the Expressions of Interest by the supplier community². The Tier 2 and below buyers will then be encouraged to use the system to produce shortlists of suppliers with whom they will engage with to finalise their procurement

¹ <https://www.competefor.com/business/login.jsp>

² **Definition of a Tier:** A supply chain is the interrelated series of processes within a firm and across different firms that produces a service or product to the satisfaction of customers. The Tiers of a supply chain refers to the different levels and involvement of suppliers. A Tier 1 supplier will be in direct contact with the customer and be responsible for overall delivery. They will contract a number of Tier 2 suppliers who will provide them with services through which they will fulfil their ultimate client commitment. A tier 3 supplier will be providing the Tier 2 suppliers with products / services with which to fulfil their commitment to the Tier 1 supplier and so on.

process. The core activities of the buyer engagement team involve meeting and encouraging prospective buyers to post contract opportunities on CFOR and to operate an open and transparent procurement process for Olympic tenders. The LDA (on behalf of the Nations and Regions) grant fund the ODA to procure and deliver all buyer engagement activities. ODA employ BIP solutions to deliver the buyer engagement service.

Between 2008 and 2011 Scottish Enterprise has invested £593,167 in the CompeteFor intervention which is delivered on their behalf by the London Development Agency. As of the 15th February 2011 a total of 129,943 suppliers had registered with CompeteFor and of these 2.9% (3,771) were located in Scotland³. This accounts for approximately 1.6% of all businesses in Scotland⁴. The table overleaf outlines the supplier outputs for Scotland compared to the English Regions and other Devolved Administrations (DAs) at both the baseline and interim stages.

³ Businesses located in Scotland account for approximately 7% of all UK Businesses.

⁴ Data on the total number of businesses in the region have been taken from the Office of National Statistics. (http://www.statistics.gov.uk/downloads/theme_commerce/PA1003_2010/ukbusiness2010.pdf)

Table 1: CompeteFor overarching supplier outputs at interim stage

Geographic location	Total number of registered businesses		% of total registered business which are published ⁵⁶		% of total registered in region which were referred to Business Support		% of total registered which have been shortlisted		No. of contracts awarded to CompeteFor suppliers	
	Jan-10	Feb-11	Jan-10	Feb-11	Jan-10	Feb-11	Jan-10	Feb-11	Jan-10	Feb-11
East Midlands	5,306	7,319	52%	55%	15%	15%	15%	32%	14	58
East of England	11,417	15,421	49%	50%	17%	17%	15%	41%	54	138
London	29,336	39,406	47%	47%	14%	15%	16%	44%	237	432
North East	2,134	3,444	49%	55%	14%	15%	12%	24%	12	23
North West	5,638	7,972	48%	50%	13%	12%	14%	32%	34	72
Northern Ireland	1,118	1,590	47%	48%	11%	12%	12%	23%	1	4
Scotland	2,824	3,771	47%	50%	12%	13%	13%	28%	7 (+13 ⁷)	32 (+13 ⁸)
South East	17,732	22,905	48%	49%	15%	16%	14%	33%	103	184
South West	5,873	8,011	51%	51%	16%	17%	12%	25%	24	42
Wales	2,222	3,113	48%	52%	15%	16%	10%	27%	2	33
West Midlands	7,633	10,338	51%	51%	14%	14%	14%	38%	194	263
Yorkshire and the Humber	4,971	6,653	48%	50%	13%	12%	13%	34%	20	43
Non-UK	4,411	5,889	38%	45%	0%	0%	7%	13%	3	11
Total	100,615	129,943	48%	49%	14%	15%	14%	37%	705	1,292

Source: TEP analysis of Regional Dashboard 19/01/2010 & 15/02/2011

⁵ Businesses which are published on CompeteFor have successfully completed all mandatory parts of the CompeteFor registration process. This means that the firms are considered to be 'Business Ready'.

⁶ This refers to those firms that have registered on CompeteFor and agreed to publish their profile.

⁷ The statistics provided in the table above were gleaned from the management information provided by Serco (the CompeteFor delivery agent). It should be noted that buyers who use CompeteFor to advertise and shortlist for contracts are not obliged to make CompeteFor aware that they have awarded a contract or the details of who this has been awarded to. This complexity would suggest that the statistics provided by the delivery agent on the number of contracts awarded to CompeteFor suppliers are fundamentally flawed. In response to this issue a manual trawl of contracts was undertaken on behalf of Scottish Enterprise and this would suggest that the total number of contracts awarded to CompeteFor suppliers in Scotland was closer to 20 as of January 2010.

⁸ This is the minimum number of contracts that have been recorded as being won by firms in Scotland.

There has been a marked improvement in the proportion of organisations shortlisted and winning contracts since the baseline stage.

To date a total of 4,941 contracts⁹ have been awarded on CompeteFor of which 27% have been awarded to CompeteFor suppliers¹⁰. Of the 2,336 businesses which were surveyed under the national evaluation circa 3% (83) had been awarded a contract through CompeteFor, this is similar to the overarching picture on CompeteFor where approximately 1% of all registered businesses will have achieved a contract win¹¹. Of the 346 respondents from Scotland (combining both respondents from the National Evaluation survey and the DA top-up survey) nine stated that they had been successful in winning a contract (circa 3%).

Methodology

Reflecting on the guidance produced by the Department for Business, Innovation and Skill (BIS) in the *Impact Evaluation Framework* and more recently in the “*RDA Evaluation: Practical Guidance on Implementing the Impact Evaluation Framework*” (December 2009) the methodology for the National evaluation is centred on:

- Developing a baseline from which to assess the progress / impact generated from the intervention,
- **Measuring the interim impact of the intervention and evaluating process effectiveness; and**
- Undertaking a final impact evaluation and measurement of ‘net impact’.

CompeteFor has been evaluated within the framework of an intervention logic model. This logic model serves to outline the hypothesis which will be tested through the evaluation research and analysis about the delivery and impact of CompeteFor. This logic model sets out the pathways of the intervention’s inputs, activities, outputs and outcomes that are driven by the policy makers’ rationale for intervention in the light of contextual opportunities and challenges.

The evidence gathering approach used for the national evaluation combines: a nationally representative supplier survey; a small number of supplier case studies; and a programme of stakeholder consultation. Over and above this the evaluation team are working alongside the Office of National Statistics (ONS) to link the CompeteFor registered firms to the Business Structures Database which will allow for a more comprehensive assessment of the supplier profile which can be matched against a panel of non-registered profiles.

As part of the national evaluation a total of 100 interviews were conducted with CompeteFor suppliers located in Scotland. In order for the regional responses to be robust at a 95% confidence level +/- 5 standard deviations from the mean an additional 246 interviews were undertaken with suppliers located in the region. This meant that a total of 346 interviews were undertaken with CompeteFor suppliers in Scotland and this is the evidence base on which this Executive Summary Report is based. The table overleaf shows the size distribution of all CompeteFor registrants based

⁹ As at 15th February 2011

¹⁰ Not all contract awards are reported on CompeteFor as this is at the buyers’ discretion furthermore Buyers are not limited to contracting with CompeteFor suppliers

¹¹ CompeteFor does not directly influence the selection of suppliers / what happens after the short-listing process.

in Scotland compared to the size profile for survey respondents from Scotland¹². It is evident from this that no significant variations or sensitivities exist in this regard.

Table 2: Scottish respondent size profile¹³

Scotland	0-4	5-10	11-50	51-100	101-250	Over 250	Not class.	Total
Universe	720	448	795	234	180	187	508	3072
Main survey interviews	11	19	34	8	10	8	10	100
Top-up interviews	79	35	59	23	11	17	22	246
Total interviews	90	54	93	31	21	25	32	346
Universe (%)	23.4%	14.6%	25.9%	7.6%	5.9%	6.1%	16.5%	100%
Total interviews (%)	26.0%	15.6%	26.9%	9.0%	6.1%	7.2%	9.2%	100%

Source: TEP survey respondent profile analysis

There are minimal variations in the profile of respondent firms within Scotland compared to the national picture in terms of sector of operation, age and legal status.

Key regional findings

The remainder of this Executive Report summarises the main findings from the survey of Scottish firms compared to the national survey responses.

Rationale

The supplier survey sought to understand firstly if firms encountered problems in accessing contract opportunities and secondly to unpick which external and internal factors they believed hindered them in doing so. At the interim stage the proportion of respondents recognising the issues around awareness, access and time investments prior to using CompeteFor were lower than at the baseline stage. This said these issues still affected around one-quarter of all respondents.

Table 3: Testing the rationale for CompeteFor

Before CompeteFor to what extent did your business experience the following problems:	All respondents from Scotland (agree / agree strongly)	Responses from firms in Scotland (either agree or agree strongly) versus national level responses (either agree or agree strongly)
We had difficulty in getting access to public or private sector contract opportunities	25%	Less of an issue for SMEs in Scotland (24% instead of 38%) and also for all respondents from Scotland (25% instead of 37%)
We were unaware of how to access 2012 Olympic and Paralympic contracts	29%	Less of an issue for SMEs in Scotland (28% instead of 46%) and also for all respondents from Scotland (29% instead of 45%)
We had to invest significant time searching for contract opportunities	22%	Slightly less of an issue for SMEs in Scotland (21% instead of 32%) and also for all respondents from Scotland (22% instead of 31%)

Source: TEP National Evaluation Supplier Survey and Scotland regional top-up survey 2010/2011

In unpicking the reasons behind these barriers it was clear that other non-CompeteFor related issues played a role. For example; 50% of respondents in Scotland (n=150¹⁴) stated that they could not access contracts as they were hindered to some extent or to a great extent by not meeting the core entry criteria in relation to the size of workforce, quality of ICT, extent of insurance cover etc. A

¹² In stratifying the sample quotas for the national survey consistent profiling information was only available on size and region of firms. This means that information was not available on sector of orientation which was of particular concern.

¹³ As per the data extraction in August 2010

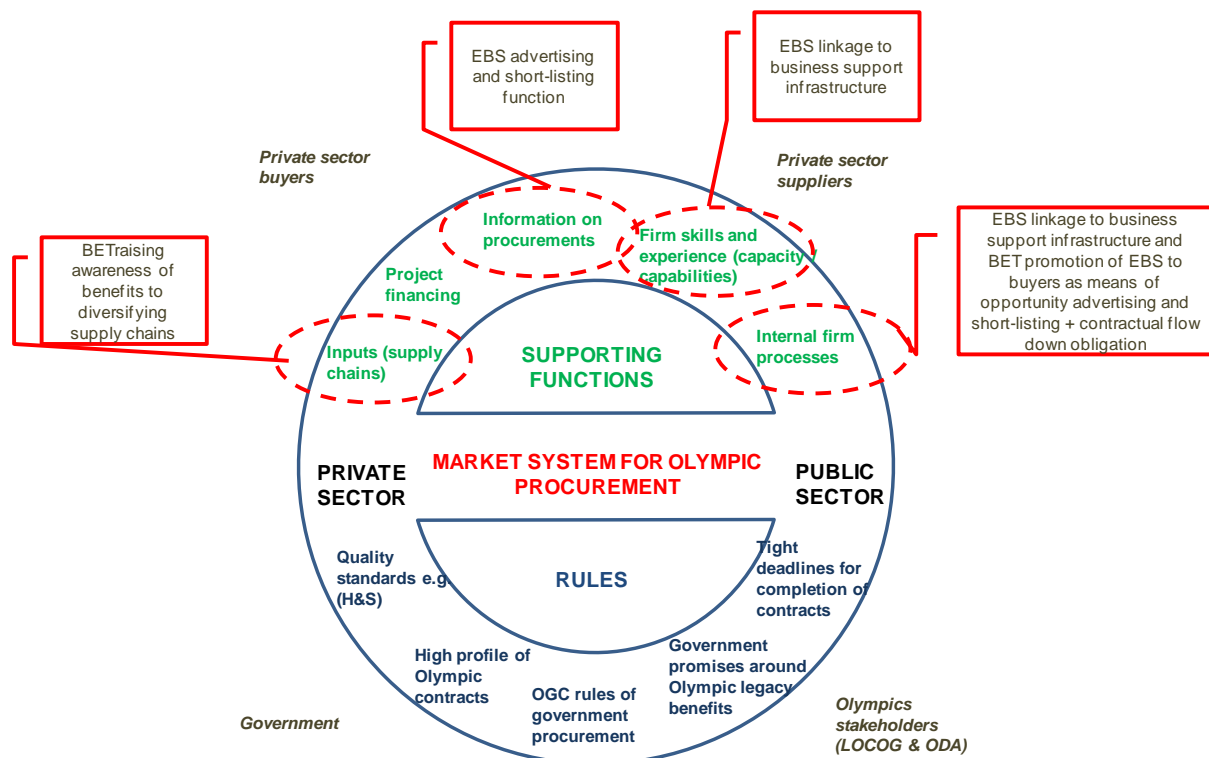
¹⁴ Only respondents stating that they experienced problems around access and awareness were asked this question

similar proportion stated that they were hindered by not meeting the core entry criteria for financial standing such as minimum turnover requirements.

It is therefore important to recognise that CompeteFor operates within a wider market system for Olympic procurement.. The coverage of CompeteFor within this system is depicted in Figure 1. As can be seen there are a number of other rules and supporting functions within this system which can impact on CompeteFor's performance / perceived performance such as the government aspirations and promises around Olympic legacy benefits.

Each of the constraints which CompeteFor is not addressing or is reliant on another agency (such as business support agencies) to address should be noted as risks to the ability of CompeteFor meeting its central objectives.

Figure 1: CompeteFor and the constraints in the market system for Olympic procurement



Source: TEP analysis of market system for Olympic procurement

Awareness and understanding of CompeteFor

Evidence from the survey of CompeteFor registrants in Scotland would suggest that the **direct marketing and business support seminars have raised awareness amongst just under one-third of respondents (30%)**, a further 11% of respondents stated that they first heard about CompeteFor through a friend or an acquaintance and circa 19% of respondents stated that they first heard about CompeteFor through another website. A wide range of methods were cited by respondents which would indicate that all methods are working to some extent and assisting with CompeteFor's regional penetration. **Business support seminars and direct marketing in Scotland continues to have a greater regional awareness raising influence than seen on average across other regions through the national survey results** (national survey result was 26% as opposed to survey result for respondents in Scotland of 30%).

Amongst respondents from Scotland the motivation for registering with CompeteFor is largely around gaining access to 2012 related contracts (43%) and then getting access to new clients (28%) and new markets (15%). This is similar to the picture at the baseline stage. **Gaining access to**

2012 related contracts is marginally less of a prominent motivator of Scottish firms than for firms in other regions nationally (43% as opposed to 45% nationally).

In the interim supplier survey suppliers were asked about their initial expectations of CompeteFor. Just under three-quarters (72%) of respondents in Scotland expected to have an opportunity to win Olympic contracts as a result of registering on CompeteFor as opposed to 78% nationally. Furthermore, circa two-fifths of firms in Scotland anticipated having the opportunity to win non-Olympic contracts. **These expectations around winning contracts should be noted when reviewing the satisfaction levels with the system.**

Use of CompeteFor

CompeteFor is rarely the main way firms identify contract opportunities of interest to their business (7% of respondents in Scotland compared to 9% nationally). Other contract advertisement websites proved more popular such as Supply2Gov and Tenders Electronic Daily) with 21% of respondents in Scotland citing these as the main way they identify contracts. These contract advertisement sites do not have an embedded short-listing function or direct referral mechanisms to the business support infrastructure. Overall the most cited mechanism was through receipt of tender opportunities directly from potential clients (circa 50% for respondents in Scotland and the UK).

As with the national level findings and similarly to the situation at the baseline stage a **high proportion of registrants from Scotland are solely relying on the email alerts that they receive from CompeteFor to make them aware of relevant contract opportunities (53% in Scotland and 46% nationally).**

Just over half (51%) of respondents in Scotland (n=273) stated that they are either dissatisfied or very dissatisfied with the relevance of contract opportunities sent via email alerts compared to 50% nationally (n=1653).

Just under one-third of survey respondents from Scotland stated that they had responded to a contract opportunity on CompeteFor (30%), this is lower than the respective proportion at a national level (41%). And of those responding to an opportunity **circa 39% have been shortlisted for a contract (this is up from 21% last year)**. From those responding firms getting shortlisted (42), 7 have been successful in securing a contract (6 of which were SMEs). In addition 2 firms that did not go through a short-listing process were successful in winning contracts (9 Scottish respondents winning contracts in total).

In reviewing satisfaction levels with CompeteFor it is also important to draw on the extent to which initial expectations were met. As discussed earlier in this paper a considerable proportion of firms' expectations centred on winning contracts (both Olympic and non-Olympic in nature). Only 7% of all respondent firms in Scotland stated that their expectations were fully met whilst 43% stated that they were not met at all and a further 28% stated that they were only partially met.

Levels of satisfaction are also low, in particular in relation to the number and relevance of contract opportunities that are identified for businesses and the quality of feedback provided for contracts not won.

Table 4: Levels of satisfaction with aspects of CompeteFor system

Area of consideration	All respondents in Scotland satisfied or very satisfied	All respondents in UK satisfied or very satisfied
The ease of the registration process	39% (n=227)	46% (n=1484)
The effectiveness of the contract opportunity search function on the CompeteFor website	32% (n=301)	31% (n=2336)
The number of contract opportunities which are relevant for your business	14% (n=311)	16% (n=2126)

The relevance of contract opportunities identified and set via the email alerts	14% (n=273)	10% (n=1635)
The quality of information given about each opportunity	23% (n=298)	27% (1986)
The quality of feedback provided if you were shortlisted for a contract but did not win it	22% (n=42)	17% (513)
The usefulness of the CompeteFor helpdesk	23% (n=294)	24% (n=257)

Source: TEP National Evaluation Supplier Survey and Scotland regional top-up survey 2010/2011

Overall satisfaction levels with CompeteFor are marginally higher in Scotland than nationally but lower than at the baseline stage with just over two-fifths of all respondents from the region (41%) stating that they were either dissatisfied or very dissatisfied with the CompeteFor service. This compares to 43% nationally. Furthermore **willingness to pay was low amongst suppliers** at the interim stage with circa 7% of respondents from Scotland stating that they would be willing to pay¹⁵ between £1 and £600 per year.

Soft and anticipated outcomes

The predominant hard outcomes which have been measured during this interim evaluation stages includes the evidence of short-listing and contract wins¹⁶ from CompeteFor. Other benefits reported by Scottish suppliers of all sizes were moderate and of a more behavioural nature. These included:

¹⁵ It should be noted that willingness to pay is only one of a number of options around the sustainability of CompeteFor: other potential options around sustainability could be developed including: sponsorship, value-add services such as exclusive access to events / networks etc, and advertising

¹⁶ Contract wins are considered to be an indirect outcome as the CompeteFor service does not have any control beyond the short-listing process over how buyers allocate the contracts / appoint suppliers.

Table 5: Behavioural / soft benefits from CompeteFor at baseline and interim evaluation stages

Behavioural / soft outcomes	Scotland survey 2009 (n=323)	Scotland survey 2010 (n=346)	National survey 2009 (n=2,333)	National survey 2010 (n=2,336)
Increases in awareness of opportunities arising from the Olympics that the supplier would not otherwise have known about	38%	37%	42%	40%
CompeteFor has made the process of bidding for Olympics contracts easier for the supplier	32%	28%	32%	27%
CompeteFor has increased the number of Olympics contracts that the supplier is likely to bid for	28%	22%	29%	27%

Source: TEP Supplier Survey Regional Top-ups and National supplier survey 2009 & 2010/11

At a regional level Scottish beneficiaries continued to cite marginally lower behavioural benefits than those reported at a national level in relation to increasing awareness of opportunities arising from the Olympics and increasing the number of opportunities they were likely to bid for. Furthermore the proportion of respondents citing or anticipating such benefits was lower compared to the baseline.

Over and above these behavioural outcomes suppliers were asked whether they had achieved any other benefits from using CompeteFor. The responses for both Scottish and national survey respondents are outlined below.

Table 6: Supplier outcomes from CompeteFor engagement

Anticipated outcomes from CompeteFor engagement	Scotland survey 2009 (n=323)	Scotland survey 2010 (n=346)	National survey 2009 (n=2,333)	National survey 2010 (n=2,336)
Exporting for the first time	3%	5%	5%	3%
Seeking out partnerships with others in the UK or overseas	18%	18%	17%	16%
Introducing a new product, service or process to your business ¹⁷	NA	11%	NA	11%
Using the experience from bidding through CompeteFor to bid for wider government or public sector contracts	21%	33%	25%	28%
Using other contract advertising websites such as Supply2Gov	22%	30%	22%	21%
Participate in other 2012 Games related events or activities ¹⁸	NA	28%	NA	24%
None of these	58%	50%	62%	55%

Source: TEP Supplier Survey Regional Top-ups and national survey 2009 and 2010/11

¹⁷ Question not asked at Baseline stage

¹⁸ Question not asked at Baseline stage

Evidence on achieved outcomes above would suggest that outcomes achieved by firms in Scotland are broadly in line with that of the average nationally.

Impact and Value for Money

In reviewing the impact that CompeteFor in Scotland has had on suppliers since the beginning of the project's lifetime, two indicators of a firms' performance were reviewed using a self reported assessment in the supplier survey: turnover and employment growth (since January 2008). The scale of impact was similar across both turnover and employment with circa 2% of all respondents stating that there had been some level of impact.

- **Turnover effects:** Scottish CompeteFor registrants were asked to specify their annual turnover for the last year. Just over half of all (53%) stated that their annual turnover was less than £2m. The self-reported turnover impacts were experienced by a small number of firms, with circa 96% of all Scottish respondents stating that without CompeteFor their turnover would have been exactly the same (n=334). Only 2% of all respondents (6) stated that it would have been lower without CompeteFor as opposed to 5 firms who stated that without CompeteFor their turnover would have been higher (2 of which also stated that as a result of CompeteFor they had to delay other business activities, which may explain the former statement)¹⁹. The turnover effects generated correlate strongly with those firms who had been successful in winning a contract through CompeteFor. The scale of the turnover change in both positive and negative cases were predominantly cited as modest (<10% of total turnover).
- **Employment effects:** 97% of respondents stated that the number of people currently employed in their business would be exactly the same if they had not used CompeteFor (n=346). Of the three per cent who stated that the number employed would have changed, 5 firms believed that this has been a positive impact and 4 a negative impact. The scale of employment impacts (both positive and negative) were predominantly cited as modest (<10% of total employee numbers).

In the majority of cases where firms cited either positive turnover or employment impacts displacement effects were high. Displacement should be viewed as displacement of contracts won by Scottish firms where other firms in Scotland may have won the contract anyway.

After accounting for displacement, only one of the firms interviewed (a construction firm) attributed a net turnover impact to CompeteFor. In other words, only 1 firm in 346 made a net contribution to the Scottish economy. The incremental turnover generated by this company amounted to circa 5% of his overall turnover or £175,000 per year, and the respondent anticipated that this impact would last for 3.5 years.

The 2007 Scottish Input-Output tables provide Gross Value Added (GVA) and Turnover figures in the Construction sector in Scotland. The GVA to Turnover ratio in the Scottish Construction sector was 39%. Therefore the increment to GVA generated by this company was circa £70,000 per year, to be repeated for 2.5 years subsequently.

The survey results also indicate that the negative impact reported was entirely displaced.

While the sample interviewed is statistically robust at the +/-5 confidence interval, it was decided that extrapolating overall impact figures for CompeteFor in Scotland by grossing up the impact reported by only one single beneficiary company would not lead to a robust assessment of CompeteFor's net

¹⁹ Evidence from the national level case study analysis indicates that this is as a result of the resource and time put into registering and bidding by firms which do not subsequently win a contract.

economic impact in Scotland. Therefore it was decided that it would not be appropriate to report on the overall economic impact as well as the results of the Cost Benefit Analysis at this time.

Business support connection

The CompeteFor model was designed to enable the coordination of businesses' engagement with mainstream business support using the Olympics and the resultant procurement opportunities as a catalyst for engaging with those businesses which would not otherwise have accessed support. These **direct linkages between CompeteFor and wider business support are articulated through an auto-referral mechanism** which businesses unlock if they do not meet the 'fit to supply' criteria²⁰. This aims to prompt SMEs to seek / access business support in order to improve their internal capacity and to increase their ability to take full advantage of Olympic opportunities.

Of the 38 respondents in Scotland which were unsuccessful in publishing their business profile and were auto-referred to a business support agency as a result, circa 68% (14 respondents) stated that they received a follow up contact from their regional business support agency²¹ and were subsequently offered information, advice or hands on support to help them successfully publish their business profile. This is of a similar proportion to the national level results.

CompeteFor registrants may also have been contacted by Business Support agencies indirectly as Business Gateway providers and equivalents have been provided with lists of registrants that they have agreement to use to directly penetrate the business community in their regions. There has been a mixed approach to the use of this information. Some RDAs / DAs have been forwarding the lists of registered suppliers onto their respective business support agency (Business Link or equivalent) and these lists have been used to target potential clients and to increase the extent of their market penetration in the region.

From the survey evidence it would appear that 10% of all survey respondents in Scotland (n=346) have subsequently been contacted by the regional Business Support Agency (this is marginally lower than the national level survey figure of 18%). Three-quarters of these respondents (29) went on to be offered support (either information, hands-on support, referred to a third party or other type of support). Furthermore circa two out of every five assisted respondents stated that they would have actively sought assistance from the Agency anyway. Overall **9% of all survey respondents from Scotland cited that they had been provided with some level of support from the Business Support Agency**. This would suggest that the links between business support in Scotland and firms registered on CompeteFor is limited.

²⁰ These criteria include the existence of a Quality management statement, Environmental policy, Health and Safety policy and an Equal Opportunities policy.

²¹ Refers to Scottish Enterprise

ANNEX A – SUPPLIER SURVEY RESULTS 2010

S3. What is the main activity of your business?												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
Agriculture, Hunting, etc	0%	2%	2%	3%	0%	0%	0%	0%	2%	1%	1%	1%
Manufacturing	33%	11%	20%	18%	15%	55%	25%	36%	22%	19%	22%	20%
Electricity, Gas, etc	0%	0%	0%	0%	3%	0%	0%	0%	1%	0%	1%	0%
Construction	0%	11%	9%	9%	9%	15%	17%	21%	11%	13%	12%	12%
Retail, Wholesale, etc	17%	8%	7%	15%	15%	10%	0%	7%	10%	10%	10%	10%
Hotels & Catering	0%	2%	0%	3%	0%	0%	17%	0%	1%	2%	1%	2%
Transport & Communication	0%	0%	2%	3%	12%	0%	8%	7%	3%	4%	4%	3%
Finance	0%	2%	2%	0%	0%	0%	0%	0%	1%	0%	1%	0%
Real estate & Business Activities	17%	50%	54%	36%	41%	15%	25%	29%	41%	42%	40%	42%
Education	0%	5%	2%	9%	3%	5%	0%	0%	4%	5%	4%	5%
Health & Social Work	17%	2%	0%	0%	0%	0%	8%	0%	1%	1%	1%	1%
Other community & social service	17%	8%	2%	3%	3%	0%	0%	0%	4%	4%	4%	4%
<i>n</i>	12	94	69	44	53	30	20	24	322	2181	346	2336

	A1. Is the business UK or foreign-owned?											
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
UK-owned	100%	100%	97%	98%	98%	97%	90%	79%	98%	92%	97%	92%
Foreign owned with offices in the UK	0%	0%	3%	2%	2%	0%	10%	17%	2%	3%	3%	4%
Foreign owned with no offices in the UK	0%	0%	0%	0%	0%	0%	0%	0%	0%	4%	0%	4%
(Joint UK and foreign-owned)	0%	0%	0%	0%	0%	3%	0%	4%	0%	0%	1%	1%
(Don't know)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<i>n</i>	12	94	69	44	53	30	20	24	322	2181	346	2336

A2. How long ago was your business first established?												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
Less than 2 years ago	0%	3%	1%	7%	0%	0%	0%	0%	2%	5%	2%	5%
2-3 years ago	0%	16%	9%	2%	2%	0%	0%	0%	7%	12%	7%	11%
4-5 years ago	42%	20%	7%	7%	8%	0%	0%	0%	11%	14%	10%	14%
6-10 years ago	25%	30%	45%	25%	13%	7%	5%	8%	26%	21%	25%	21%
11-20 years ago	17%	20%	22%	23%	21%	13%	25%	21%	20%	20%	21%	20%
More than 20 years ago	17%	11%	16%	36%	57%	77%	70%	71%	33%	27%	36%	30%
(Not yet trading)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Don't know)	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%
(Refuse)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<i>n</i>	12	94	69	44	53	30	20	24	322	2181	346	2336

A5. Which of the following best describes the current status of your business?												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
Sole trader	83%	24%	3%	5%	2%	3%	0%	4%	12%	13%	12%	12%
Partnership	0%	5%	7%	5%	4%	3%	0%	0%	5%	6%	4%	6%
Private Limited Company (Ltd)	17%	64%	87%	84%	87%	87%	90%	88%	77%	73%	78%	73%
Public Limited Company (plc)	0%	2%	0%	0%	2%	0%	10%	8%	2%	3%	2%	3%
Limited Liability Partnership	0%	3%	3%	2%	4%	3%	0%	0%	3%	3%	3%	3%
Social Enterprise	0%	1%	0%	2%	0%	3%	0%	0%	1%	2%	1%	2%
Or, something else	0%	0%	0%	2%	0%	0%	0%	0%	0%	1%	0%	1%
(Don't know)	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%
(Refuse)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<i>n</i>	12	94	69	44	53	30	20	24	322	2181	346	2336

A6. And is the business...?												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
An independent single-site business	92%	96%	74%	80%	62%	57%	35%	33%	76%	80%	73%	77%
A multi-site business	8%	3%	20%	18%	36%	43%	60%	58%	22%	17%	24%	20%
A subsidiary or associated company	0%	0%	6%	2%	0%	0%	5%	4%	2%	3%	2%	3%
Other	0%	1%	0%	0%	0%	0%	0%	4%	0%	0%	1%	0%
(Don't know)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Refuse)	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%
<i>n</i>	12	94	69	44	53	30	20	24	322	2181	346	2336

1 - RATIONALE

B1a – Before you used CompeteFor, to what extent did your business experience the following problems? We had to invest significant time searching for contract opportunities												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
1 = not a problem at all	33%	37%	35%	36%	42%	43%	35%	54%	39%	26%	37%	27%
2	17%	17%	17%	16%	30%	17%	20%	29%	20%	17%	19%	17%
3	8%	12%	22%	18%	11%	13%	40%	4%	16%	22%	16%	22%
4	17%	10%	10%	14%	8%	20%	5%	0%	10%	15%	11%	15%
5 = very significant problem	25%	15%	12%	14%	6%	7%	0%	8%	11%	17%	11%	16%
(Don't know)	0%	10%	4%	2%	4%	0%	0%	4%	5%	3%	5%	3%
<i>n</i>	12	94	69	44	53	30	20	24	322	2181	346	2336

B1a – Before you used CompeteFor, to what extent did your business experience the following problems? We had difficulty in getting access to public or private sector contract opportunities												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
1 = not a problem at all	33%	38%	35%	45%	55%	47%	35%	79%	44%	26%	42%	27%
2	25%	15%	23%	18%	19%	20%	25%	8%	18%	12%	19%	12%
3	0%	5%	10%	16%	8%	13%	15%	8%	9%	19%	9%	19%
4	0%	9%	7%	7%	9%	10%	15%	0%	8%	17%	8%	17%
5 = very significant problem	42%	24%	20%	11%	6%	10%	10%	4%	16%	21%	17%	20%
(Don't know)	0%	9%	4%	2%	4%	0%	0%	0%	4%	4%	4%	4%
<i>n</i>	12	94	69	44	53	30	20	24	322	2181	346	2336

B1a – Before you used CompeteFor, to what extent did your business experience the following problems? We were unaware of how to access 2012 Olympic and Paralympics contracts												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
1 = not a problem at all	33%	37%	36%	41%	40%	40%	35%	63%	40%	26%	38%	26%
2	8%	16%	14%	16%	25%	10%	15%	17%	16%	12%	16%	12%
3	17%	9%	16%	5%	8%	10%	25%	8%	11%	15%	11%	15%
4	8%	6%	12%	18%	8%	23%	10%	8%	11%	18%	11%	18%
5 = very significant problem	33%	22%	14%	18%	19%	13%	10%	0%	17%	28%	18%	27%
(Don't know)	0%	10%	7%	2%	2%	3%	5%	4%	5%	2%	6%	2%
<i>n</i>	12	94	69	44	53	30	20	24	322	2181	346	2336

B1ca – And before you used CompeteFor, to what extent did the following hinder your ability to access public or private sector contracts? The procurement process for public or private sector contracts lacked transparency												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
1 = Hindered you to great extent	14%	46%	41%	35%	23%	40%	15%	20%	35%	32%	35%	31%
2= Hindered you to some extent	43%	38%	44%	40%	50%	27%	31%	80%	41%	36%	40%	36%
3= Did not hinder you to all	43%	15%	15%	25%	18%	33%	46%	0%	22%	30%	23%	30%
4= Don't know	0%	0%	0%	0%	9%	0%	8%	0%	2%	3%	2%	3%
<i>n</i>	7	39	34	20	22	15	13	5	150	1560	155	1642

B1cb – And before you used CompeteFor, to what extent did the following hinder your ability to access public or private sector contracts? The qualifying criteria were not flexible and didn't take into account all private and public sector experience												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
1 = Hindered you to great extent	14%	56%	32%	40%	23%	20%	15%	20%	34%	34%	35%	33%
2= Hindered you to some extent	43%	31%	44%	40%	50%	53%	31%	60%	41%	34%	40%	34%
3= Did not hinder you to all	43%	13%	21%	15%	18%	27%	46%	20%	21%	29%	21%	30%
4= Don't know	0%	0%	3%	5%	9%	0%	8%	0%	3%	2%	3%	2%
<i>n</i>	7	39	34	20	22	15	13	5	150	1560	155	1642

B1cc – And before you used CompeteFor, to what extent did the following hinder your ability to access public or private sector contracts? You didn't meet the core entry criteria for financial standing, such as minimum turnover requirements, etc												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
1 = Hindered you to great extent	43%	28%	24%	30%	18%	7%	0%	0%	22%	31%	21%	30%
2= Hindered you to some extent	43%	36%	41%	15%	23%	13%	15%	20%	29%	24%	28%	24%
3= Did not hinder you to all	14%	31%	26%	45%	50%	73%	77%	80%	42%	39%	43%	41%
4= Don't know	0%	5%	6%	10%	9%	7%	8%	0%	7%	6%	7%	5%
<i>n</i>	7	39	34	20	22	15	13	5	150	1560	155	1642

B1cd – And before you used CompeteFor, to what extent did the following hinder your ability to access public or private sector contracts? You didn't meet the core entry criteria for other areas such as size of workforce, quality of your ICT, type and extent of insurance cover, etc												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
1 = Hindered you to great extent	29%	26%	24%	15%	9%	7%	0%	20%	17%	23%	17%	22%
2 = Hindered you to some extent	29%	33%	44%	35%	32%	20%	23%	0%	33%	29%	32%	29%
3 = Did not hinder you to all	43%	36%	26%	35%	55%	60%	69%	80%	42%	44%	43%	46%
4 = Don't know	0%	5%	6%	15%	5%	13%	8%	0%	7%	4%	7%	4%
<i>n</i>	7	39	34	20	22	15	13	5	150	1560	155	1642

B1da – And <u>before</u> you used CompeteFor, to what extent did the following mean that you had to invest significant time searching for contract opportunities? The procurement process for public or private sector contracts lacked transparency												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
You had to invest significant time	50%	32%	33%	30%	23%	25%	11%	33%	30%	39%	30%	38%
You had to invest some time	33%	50%	47%	65%	46%	50%	44%	67%	50%	39%	50%	39%
Or, did it have no impact on the time you spent (Don't know)	0%	15%	20%	5%	31%	25%	33%	0%	18%	20%	17%	20%
	17%	3%	0%	0%	0%	0%	11%	0%	2%	3%	2%	3%
<i>n</i>	6	34	30	20	13	12	9	3	124	1199	127	1261

B1db – And <u>before</u> you used CompeteFor, to what extent did the following mean that you had to invest significant time searching for contract opportunities? Your internal process for contract identification was not well developed												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
You had to invest significant time	33%	21%	23%	15%	15%	33%	0%	67%	20%	26%	21%	26%
You had to invest some time	67%	59%	53%	70%	69%	33%	67%	0%	59%	46%	57%	46%
Or, did it have no impact on the time you spent (Don't know)	0%	15%	20%	10%	8%	33%	22%	33%	16%	25%	17%	26%
	0%	6%	3%	5%	8%	0%	11%	0%	5%	2%	5%	3%
<i>n</i>	6	34	30	20	13	12	9	3	124	1199	127	1261

B1dc – And <u>before</u> you used CompeteFor, to what extent did the following mean that you had to invest significant time searching for contract opportunities? There was no consistency in the procurement processes used by public sector organisations												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
You had to invest significant time	67%	38%	23%	35%	31%	50%	44%	67%	36%	33%	37%	36%
You had to invest some time	17%	47%	50%	50%	54%	33%	33%	33%	45%	40%	45%	45%
Or, did it have no impact on the time you spent (Don't know)	17%	12%	23%	10%	8%	17%	11%	0%	15%	23%	14%	15%
	0%	3%	3%	5%	8%	0%	11%	0%	4%	5%	4%	4%
<i>n</i>	6	34	30	20	13	12	9	3	124	1199	127	1261

B1dd – And <u>before</u> you used CompeteFor, to what extent did the following mean that you had to invest significant time searching for contract opportunities? You did not have specific in-house expertise in business development and contract identification												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
You had to invest significant time	33%	35%	27%	10%	23%	17%	22%	33%	25%	33%	25%	27%
You had to invest some time	33%	38%	37%	55%	31%	50%	44%	33%	41%	40%	41%	38%
Or, did it have no impact on the time you spent (Don't know)	33%	26%	37%	35%	38%	33%	22%	33%	32%	23%	32%	31%
	0%	0%	0%	0%	8%	0%	11%	0%	2%	5%	2%	5%
<i>n</i>	6	34	30	20	13	12	9	3	124	1199	127	1261

2 – THE SUPPLIER JOURNEY: Awareness and understanding

B2a - Now I want to ask you a few questions about the nature of your relationship with CompeteFor. How did you first become aware of the service?												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
Business Support Seminar	0%	5%	11%	6%	12%	10%	8%	7%	8%	6%	8%	6%
Direct Marketing	17%	19%	24%	21%	32%	25%	25%	7%	24%	20%	22%	20%
Advertised in the press	0%	5%	4%	0%	3%	0%	17%	0%	4%	3%	4%	3%
Friend or business acquaintance	17%	10%	15%	6%	12%	15%	8%	14%	11%	18%	11%	18%
Supply2Gov	0%	2%	7%	6%	3%	5%	0%	0%	4%	4%	4%	4%
Through Business Link	0%	2%	7%	6%	3%	0%	0%	0%	3%	13%	3%	12%
Through another website	33%	32%	7%	9%	12%	20%	33%	29%	19%	15%	19%	15%
Other	33%	11%	20%	30%	9%	20%	0%	21%	16%	12%	17%	12%
(Don't know)	0%	15%	7%	15%	15%	5%	8%	21%	11%	9%	12%	9%
<i>n</i>	6	62	46	33	34	20	12	14	213	1390	227	1484

3 – THE SUPPLIER JOURNEY: Registering and publishing profiles with CompeteFor

B2b. Which one of the following was the main reason that your business registered with CompeteFor? Was it...?												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
To get access to new clients	17%	32%	22%	24%	32%	30%	33%	29%	28%	27%	28%	27%
To get exposure to new markets	17%	10%	17%	24%	9%	20%	8%	7%	14%	12%	15%	12%
To gain access to 2012 related contracts	67%	40%	43%	42%	38%	45%	58%	50%	44%	45%	43%	45%
To gain access to non-Olympic contracts	0%	2%	4%	3%	0%	5%	0%	0%	2%	3%	2%	3%
To develop new business partnerships	0%	10%	13%	6%	21%	0%	0%	14%	10%	9%	10%	9%
Other reason	0%	2%	0%	0%	0%	0%	0%	0%	0%	1%	1%	1%
None of these / No particular reason	0%	2%	0%	0%	0%	0%	0%	0%	0%	1%	1%	1%
(Don't know/can't remember)	0%	3%	0%	0%	0%	0%	0%	0%	1%	1%	1%	1%
<i>n</i>	6	62	46	33	34	20	12	14	213	1390	227	1484

B2b. And what did you originally expect to achieve as a result of using CompeteFor? Was it...?				
	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
To have a chance to win Olympic Contracts	73%	78%	72%	78%
To have a chance to win non-Olympic Contracts	42%	47%	42%	47%
To learn about public procurement processes and use this to bid for wider government or public sector contracts	42%	41%	41%	40%
To build business partnerships with others in the UK or overseas	39%	43%	39%	44%
(Other reason (SPECIFY))	3%	3%	3%	3%
(Don't know/can't remember)	0%	0%	1%	0%
<i>n</i>	322	2181	346	2336

B3. According to our records, you have successfully published your business's profile on CompeteFor. When you registered for CompeteFor and filled in your company profile information, did you either receive an email saying that you'd been referred to "Business Support Agency"											
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
Yes - received email	17%	14%	10%	12%	15%	3%	12%	12%	21%	11%	20%
No	67%	79%	71%	79%	73%	90%	71%	76%	69%	77%	69%
(Don't know/can't remember)	17%	7%	19%	9%	13%	7%	18%	12%	10%	12%	10%
<i>n</i> ¹	12	91	68	43	48	30	17	309	2066	331	2217

¹ Question applies to those who successfully published their profile on CompeteFor were asked this question.

B3c. Could you estimate how long it was after receiving the referral email or your profile being locked before you were contacted by "Business Support Agency"												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
Within 2-3 days	0%	0%	14%	20%	14%	0%	0%	0%	8%	8%	8%	12%
Within one week	0%	8%	14%	0%	29%	0%	50%	0%	13%	13%	13%	12%
Within two weeks	0%	23%	14%	0%	0%	0%	0%	0%	11%	11%	11%	8%
Within the month	50%	15%	29%	20%	14%	0%	0%	0%	19%	19%	19%	16%
Longer than one month	50%	23%	14%	20%	14%	0%	0%	0%	19%	19%	19%	21%
(Don't know/can't remember)	0%	31%	14%	40%	29%	100%	50%	100%	30%	30%	30%	31%
<i>n</i> ²	2	13	7	5	7	1	2	1	37	400	38	419

² Question applies to those who were contacted by a business agency ("Yes" at B3b).

B3e. Did the Business Support Agency do any of the following to help you improve your business?				
	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
Provide information or advice	59%	66%	58%	67%
Give you hands-on support or help	41%	33%	39%	33%
Refer you to a third party who provided support or assistance	24%	27%	24%	26%
Other	11%	4%	11%	3%
None of these	38%	35%	39%	34%
Don't know/can't remember	0%	3%	0%	3%
<i>n</i> ³	37	400	38	419

³ Question applies to those who were provided support

B4. Overall, how satisfied were you with the assistance you received from “Business Support Agency” on this occasion?				
	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
1 = Very dissatisfied	10%	4%	10%	4%
2	3%	9%	3%	9%
3	21%	27%	21%	27%
4	41%	32%	41%	33%
5 = Very satisfied	24%	25%	24%	25%
Don't know	0%	3%	0%	3%
<i>n</i> ⁴	29	307	29	324

⁴ Question applies to those who were provided support

B5a. Proportion of respondents stating 'strongly agree' or 'agree' about the following statements	All respondents (Scotland)	All respondents (UK)
After the assistance we received, we were then able to improve our business in this area	34%	21%
We would have actively sought assistance from "Business Support Agency" even if they had not contacted us directly first	41%	41%
Now feel that our business is better able to take advantage of the CompeteFor service following the support we received from "Business Support Agency"	44%	9%
We would use "Business Support Agency" again	62%	58%
n=	29	324

4 – THE SUPPLIER JOURNEY: Identification of relevant contract opportunities

C1a) Now thinking about your use of procurement services more generally, which of the following is the <u>main</u> way in which you identify contract opportunities that might be of interest to your business? Do you mainly...?				
	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
Use CompeteFor	6%	9%	7%	9%
Use non-CompeteFor contract advertisement websites (such as Supply2gov, Tenders Electronic Daily, etc.)	20%	18%	21%	18%
Search through potential clients' own procurement sites	12%	12%	12%	12%
Or, receive tender opportunities directly from potential clients (through frameworks or existing relationships)	50%	50%	49%	50%
Other	12%	12%	12%	12%
n=	322	2181	346	2336

C1. Firstly, how do you identify contract opportunities that might be of interest to your business on CompeteFor? Do you...?												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
Search on the CompeteFor website	8%	4%	10%	2%	6%	0%	0%	13%	5%	6%	5%	6%
Review the email alerts that you receive	25%	52%	49%	66%	57%	57%	40%	46%	52%	47%	53%	46%
Or use a combination of both	25%	17%	17%	16%	19%	30%	55%	38%	22%	27%	21%	28%
Haven't received any alerts from them	0%	1%	0%	0%	2%	0%	0%	0%	1%	1%	1%	1%
Other (SPECIFY)	8%	1%	0%	0%	0%	0%	0%	0%	1%	1%	1%	1%
(Never use CompeteFor)	33%	24%	22%	14%	17%	13%	5%	4%	18%	1%	19%	1%
(Don't know)	0%	0%	1%	2%	0%	0%	0%	0%	1%	17%	1%	16%
<i>n</i>	12	94	69	44	53	30	20	24	322	2181	346	2336

C2. How often do you search for contract opportunities on the CompeteFor website?												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
Every day	0%	0%	5%	13%	8%	0%	9%	17%	6%	5%	5%	5%
2-3 times a week	0%	15%	5%	0%	15%	11%	0%	8%	8%	7%	8%	7%
Every week	75%	20%	47%	50%	31%	44%	45%	33%	39%	21%	40%	21%
Every fortnight	0%	15%	5%	13%	15%	11%	0%	17%	10%	15%	10%	15%
Every month	0%	25%	21%	13%	23%	0%	18%	8%	17%	23%	18%	23%
Every 2-3 months	0%	10%	0%	13%	0%	22%	9%	8%	7%	8%	7%	9%
Or less often	25%	15%	16%	0%	8%	11%	18%	8%	13%	18%	13%	18%
<i>n</i> ⁵	4	20	19	8	13	9	11	12	84	748	96	813

⁵ Question applies to those who search for contracts on the CompeteFor website

5 – THE SUPPLIER JOURNEY: Probability of being shortlisted

C3a. As a result of using the service, has your business responded to any of the contract opportunities advertised on CompeteFor?												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
Yes	42%	22%	20%	30%	42%	43%	45%	50%	32%	41%	30%	41%
No	58%	73%	77%	68%	57%	53%	50%	46%	65%	58%	67%	57%
(Don't know)	0%	4%	3%	2%	2%	3%	5%	4%	3%	1%	3%	1%
<i>n</i>	12	94	69	44	53	30	20	24	322	2181	346	2336

C3f) Roughly what proportion of all the contract opportunities that you have bid or tendered for in this period have come through the CompeteFor service?				
	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
Less than 10%	63%	64%	61%	64%
11-25%	3%	13%	3%	12%
26-50%	4%	5%	4%	5%
51-75%	1%	3%	3%	3%
76-100%	29%	14%	29%	14%
Don't know	0%	2%	0%	1%
n=	97	932	109	1011

C4a. And have you been successful in being shortlisted for any of the contracts you have responded to through CompeteFor?												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
Yes	20%	24%	43%	23%	64%	38%	56%	25%	40%	36%	39%	38%
No	80%	71%	50%	69%	36%	46%	33%	58%	54%	55%	54%	53%
(Don't know)	0%	5%	7%	8%	0%	15%	11%	17%	6%	9%	7%	9%
n ⁶	5	21	14	13	22	13	9	12	97	932	109	1011

⁶ Question applies to those who responded to contract opportunities advertised on CompeteFor

C4a. And have you been won any of the contracts you have responded to through CompeteFor?												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
Yes	0	2	1	0	2	1	0	3	6	36%	9	83
No	12	92	67	44	49	28	19	20	308	55%	331	2200
(Don't know)	0	0	1	0	2	1	1	1	5	9%	6	53
<i>n</i>	12	94	69	44	53	30	20	24	322	2181	346	2336

C6c) Roughly what proportion of all the contract opportunities that you have won in this period have come through the CompeteFor service?				
	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
Less than 10%	50%	71%	43%	68%
11-25%	0%	4%	0%	3%
26-50%	0%	7%	0%	6%
51-75%	0%	2%	0%	1%
76-100%	33%	11%	43%	14%
Don't know	17%	5%	14%	6%
n=	6	64	7	76

6 – THE SUPPLIER JOURNEY: Satisfaction

C7a. How satisfied are you with...? The ease of the registration process for CompeteFor												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
1 = Very dissatisfied	0%	13%	13%	12%	0%	15%	8%	0%	10%	7%	10%	7%
2	0%	11%	13%	15%	21%	0%	17%	0%	12%	11%	13%	11%
3	33%	31%	30%	24%	35%	50%	50%	36%	33%	28%	33%	28%
4	17%	15%	24%	18%	24%	10%	0%	14%	17%	26%	17%	27%
5 = Very satisfied	33%	27%	15%	27%	15%	20%	17%	50%	23%	19%	22%	19%
(Don't know)	17%	2%	2%	3%	0%	0%	8%	0%	2%	3%	2%	3%
(Not Applicable)	0%	2%	2%	0%	6%	5%	0%	0%	2%	5%	2%	5%
<i>n</i>	6	62	46	33	34	20	12	14	213	1390	227	1484

C7b. How satisfied are you with...? The effectiveness of the contract opportunity search function on the CompeteFor website												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
1 = Very dissatisfied	17%	20%	14%	11%	23%	17%	25%	8%	17%	15%	18%	14%
2	0%	9%	3%	25%	19%	20%	10%	13%	12%	13%	12%	13%
3	17%	23%	33%	18%	28%	23%	35%	21%	26%	30%	26%	29%
4	17%	20%	23%	23%	15%	3%	20%	25%	19%	19%	19%	19%
5 = Very satisfied	17%	10%	4%	9%	6%	23%	5%	21%	10%	8%	9%	8%
(Don't know)	8%	4%	4%	2%	2%	3%	0%	0%	3%	3%	3%	3%
(Not Applicable)	25%	14%	17%	11%	8%	10%	5%	13%	13%	12%	13%	12%
<i>n</i>	12	94	69	44	53	30	20	24	322	2181	346	2336

C7c. How satisfied are you with...? The number of contract opportunities on CompeteFor which are relevant for your business												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
1 = Very dissatisfied	33%	38%	38%	25%	38%	37%	20%	17%	35%	30%	34%	29%
2	33%	15%	14%	32%	21%	30%	25%	25%	21%	23%	21%	23%
3	0%	19%	19%	20%	19%	10%	25%	29%	18%	21%	19%	21%
4	0%	6%	4%	9%	8%	13%	20%	13%	8%	10%	8%	10%
5 = Very satisfied	0%	5%	3%	5%	4%	0%	10%	8%	4%	4%	4%	5%
(Don't know)	8%	5%	6%	5%	4%	3%	0%	0%	5%	5%	4%	5%
(Not Applicable)	25%	11%	16%	5%	8%	7%	0%	8%	10%	9%	10%	9%
<i>n</i>	12	94	69	44	53	30	20	24	322	2181	346	2336

C7d. How satisfied are you with...? The effectiveness of the partnership opportunity advertisement function on CompeteFor												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
1 = Very dissatisfied	17%	27%	30%	20%	28%	27%	10%	29%	26%	23%	25%	22%
2	8%	15%	12%	20%	15%	20%	15%	13%	15%	14%	15%	14%
3	25%	15%	17%	23%	23%	23%	25%	21%	20%	18%	20%	18%
4	0%	7%	9%	11%	6%	7%	10%	4%	8%	4%	8%	5%
5 = Very satisfied	0%	2%	1%	5%	8%	0%	5%	4%	3%	2%	3%	2%
(Don't know)	8%	9%	12%	5%	8%	3%	0%	4%	7%	9%	7%	9%
(Not Applicable)	42%	26%	19%	16%	13%	20%	35%	25%	22%	29%	21%	30%
<i>n</i>	12	94	69	44	53	30	20	24	322	2181	346	2336

C7e. How satisfied are you with...? The relevance of the contract opportunities identified and sent via the email alerts												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
1 = Very dissatisfied	25%	33%	23%	25%	34%	23%	15%	29%	28%	22%	28%	22%
2	8%	18%	20%	9%	13%	27%	25%	8%	17%	17%	17%	17%
3	0%	21%	14%	23%	21%	10%	30%	29%	19%	22%	19%	22%
4	25%	6%	10%	23%	13%	17%	15%	4%	13%	15%	12%	16%
5 = Very satisfied	8%	6%	6%	9%	9%	10%	5%	13%	8%	6%	8%	7%
(Don't know)	8%	1%	6%	0%	0%	0%	0%	0%	2%	3%	2%	3%
(Not Applicable)	25%	14%	20%	11%	9%	13%	10%	17%	14%	15%	14%	15%
<i>n</i>	12	94	69	44	53	30	20	24	322	2181	346	2336

C7f. How satisfied are you with...? The quality of the information given about each contract opportunity												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
1 = Very dissatisfied	8%	17%	17%	18%	15%	20%	10%	29%	17%	12%	17%	12%
2	8%	13%	9%	16%	13%	20%	5%	8%	12%	14%	12%	14%
3	17%	23%	25%	9%	36%	10%	30%	25%	23%	28%	23%	28%
4	17%	19%	25%	32%	15%	27%	35%	21%	23%	22%	23%	22%
5 = Very satisfied	17%	14%	4%	9%	8%	17%	15%	13%	11%	10%	11%	10%
(Don't know)	8%	3%	6%	0%	2%	0%	0%	0%	3%	3%	3%	3%
(Not Applicable)	25%	11%	14%	16%	11%	7%	5%	4%	12%	12%	12%	12%
<i>n</i>	12	94	69	44	53	30	20	24	322	2181	346	2336

C7g. How satisfied are you with...? The quality of feedback provided if you were short-listed for a contract but didn't win it												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
1 = Very dissatisfied	100%	43%	29%	75%	43%	33%	20%	20%	41%	37%	39%	36%
2	0%	14%	14%	25%	21%	0%	20%	0%	16%	19%	14%	19%
3	0%	0%	29%	0%	14%	50%	0%	40%	16%	21%	18%	21%
4	0%	43%	14%	0%	7%	17%	60%	0%	21%	10%	18%	11%
5 = Very satisfied	0%	0%	14%	0%	0%	0%	0%	20%	2%	6%	4%	6%
(Don't know)	0%	0%	0%	0%	14%	0%	0%	20%	5%	2%	6%	3%
(Not Applicable)	0%	0%	0%	0%	0%	0%	0%	0%	0%	5%	0%	5%
<i>n</i> ⁷	1	7	7	4	14	6	5	5	44	458	49	513

⁷ Question applies to those who were shortlisted

C7h. How satisfied are you with...? The usefulness of the CompeteFor helpdesk												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
1 = Very dissatisfied	25%	22%	20%	20%	15%	23%	10%	17%	20%	9%	20%	8%
2	8%	14%	16%	16%	17%	7%	15%	13%	14%	3%	14%	3%
3	42%	29%	19%	18%	30%	27%	30%	21%	26%	11%	25%	11%
4	17%	15%	13%	18%	8%	17%	30%	8%	15%	7%	14%	7%
5 = Very satisfied	0%	7%	4%	7%	6%	3%	0%	13%	5%	4%	6%	4%
(Don't know)	8%	4%	10%	0%	9%	3%	0%	4%	6%	11%	5%	11%
(Not Applicable)	0%	9%	17%	20%	15%	20%	15%	25%	14%	55%	15%	55%
<i>n</i>	12	94	69	44	53	30	20	24	322	2181	346	2336

C8. Taking everything into account and thinking about your total experience of the CompeteFor service, how would you rate your satisfaction overall?												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
1 = Very dissatisfied	0%	10%	12%	7%	9%	10%	5%	0%	9%	22%	8%	21%
2	8%	10%	6%	16%	8%	3%	10%	25%	9%	22%	10%	22%
3	8%	17%	16%	23%	21%	30%	40%	38%	21%	32%	22%	32%
4	17%	24%	33%	23%	25%	27%	25%	17%	26%	18%	25%	18%
5 = Very satisfied	42%	37%	30%	32%	32%	27%	20%	17%	32%	4%	31%	4%
(Don't know)	0%	1%	1%	0%	2%	3%	0%	4%	1%	3%	1%	3%
<i>n</i>	12	94	69	44	53	30	20	24	322	2181	346	2336

C9. Overall, how has your experience of the CompeteFor service so far compared with your initial expectations? Have your expectations been...?												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
Exceeded	0%	5%	0%	0%	0%	0%	5%	0%	2%	1.6	2%	1.7
Fully met	8%	10%	7%	11%	4%	3%	0%	13%	7%	5.8	8%	6.4
Met in the main	0%	11%	13%	23%	11%	17%	30%	38%	14%	13.9	16%	13.7
Partially met	25%	27%	32%	18%	32%	30%	40%	21%	29%	26.9	28%	27.2
Not met at all	42%	46%	45%	48%	47%	43%	25%	25%	44%	45.9	43%	45.0
(Don't know)	0%	0%	0%	0%	2%	3%	0%	0%	1%	1.0	1%	1.1
(Did not have prior expectations)	25%	2%	3%	0%	4%	3%	0%	4%	3%	4.8	3%	4.8
<i>n</i>	12	94	69	44	53	30	20	24	322	2181	346	2336

C10. If you had to pay for the CompeteFor service, how much would you be willing to pay per year?												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
£0 / Nothing	83%	82%	87%	86%	87%	80%	75%	79%	84%	72%	84%	72%
Up to £100 per year	8%	4%	1%	2%	2%	13%	10%	4%	4%	6%	4%	6%
£101 - £500 per year	8%	3%	6%	2%	4%	0%	0%	0%	3%	5%	3%	5%
More than £500 per year	0%	0%	0%	0%	0%	0%	0%	4%	0%	1%	0%	1%
(Don't know)	0%	7%	4%	9%	4%	7%	10%	4%	6%	12%	6%	12%
(Refused)	0%	3%	1%	0%	4%	0%	5%	8%	2%	5%	3%	5%
<i>n</i>	12	94	69	44	53	30	20	24	322	2181	346	2336

D4a. To what extent do you agree with the following statements? CompeteFor has made you aware of opportunities for your business arising out of the Olympics that you would not otherwise have known about												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
1 = Disagree strongly	33%	27%	42%	25%	25%	33%	25%	21%	30%	26%	29%	26%
2	8%	14%	7%	14%	8%	10%	15%	17%	11%	13%	11%	13%
3	42%	14%	20%	23%	21%	10%	15%	13%	18%	17%	18%	17%
4	8%	15%	7%	11%	19%	20%	30%	21%	15%	20%	15%	20%
5 = Agree strongly	8%	24%	19%	25%	23%	23%	15%	25%	22%	20%	22%	20%
(Don't know)	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%
(Non Applicable)	0%	5%	4%	2%	6%	3%	0%	4%	4%	4%	4%	4%
<i>n</i>	12	94	69	44	53	30	20	24	322	2181	346	2336

D4b. To what extent do you agree with the following statements? CompeteFor has made the process of bidding for Olympics contracts easier												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
1 = Disagree strongly	33%	33%	36%	30%	34%	30%	35%	17%	33%	30%	32%	30%
2	8%	20%	12%	7%	13%	10%	20%	17%	14%	13%	14%	13%
3	17%	13%	20%	20%	19%	10%	25%	17%	17%	20%	17%	20%
4	33%	15%	13%	20%	13%	23%	15%	25%	17%	16%	17%	16%
5 = Agree strongly	0%	13%	10%	9%	11%	17%	0%	17%	11%	12%	11%	11%
(Don't know)	0%	1%	3%	5%	2%	0%	0%	0%	2%	3%	2%	3%
(Non Applicable)	8%	5%	6%	9%	8%	10%	5%	8%	7%	7%	7%	7%
<i>n</i>	12	94	69	44	53	30	20	24	322	2181	346	2336

Source: TEP Supplier Survey 2010

D4c. To what extent do you agree with the following statements? CompeteFor has increased the number of Olympics contracts that you are likely to bid for												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
1 = Disagree strongly	33%	46%	51%	34%	49%	37%	45%	21%	44%	36%	43%	35%
2	0%	13%	9%	18%	6%	10%	10%	21%	11%	12%	11%	12%
3	42%	12%	13%	14%	25%	7%	15%	21%	15%	17%	16%	17%
4	8%	13%	7%	9%	8%	23%	20%	13%	12%	17%	12%	17%
5 = Agree strongly	0%	12%	10%	11%	6%	13%	10%	17%	10%	10%	10%	10%
(Don't know)	8%	2%	1%	2%	0%	0%	0%	0%	2%	1%	1%	1%
(Non Applicable)	8%	3%	9%	11%	8%	10%	0%	8%	7%	7%	7%	7%
<i>n</i>	12	94	69	44	53	30	20	24	322	2181	346	2336

7 - ANTICIPATED SUPPLIER OUTCOMES

D2a. Have you done, or do you expect to do, any of the following business development activities as a direct result of using CompeteFor?										
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	All respondents (Scotland)
D2a. Exporting for the first time										
	1	4	4	1	3	2	0	3	15	18
D2a. Seeking out partnerships with others in the UK or overseas										
	3	15	16	8	14	5	2	1	63	64
D2a. Introduce a new product, service or process to your business										
	2	10	11	4	7	1	1	1	36	37
D2a. Using the experience you got from bidding through CompeteFor to bid for wider government or public sector contracts										
	3	30	24	14	21	9	7	5	108	113
D2a. Using other contract advertising websites such as Supply2Gov										
	1	22	25	13	23	10	7	4	101	105
D2a. Participate in other 2012 Games-related events or activities										
	5	24	21	7	17	8	9	6	91	97
D2a. None of these										
	6	48	32	24	24	17	6	15	157	172
<i>n</i>	12	94	69	44	53	30	20	24	322	346

D2c. Will any of these business development activities involve using external business support?												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
Yes - public sector/government support	33%	6%	14%	10%	7%	8%	7%	0%	10%	6%	9%	6%
Yes - private sector support	17%	11%	8%	0%	11%	23%	0%	11%	9%	6%	9%	7%
Yes - both	0%	21%	19%	25%	29%	23%	21%	33%	22%	29%	22%	29%
No	17%	62%	54%	60%	54%	46%	71%	44%	56%	55%	56%	55%
Don't know	33%	0%	5%	5%	0%	0%	0%	11%	3%	3%	3%	3%
<i>n</i> ⁸	6	47	37	20	28	13	14	9	165	988	174	1058

⁸ Question applies to those who undertook, or expect to undertake business development activities

D5a. As a result of your use of CompeteFor and the contracts that you have won through it//, have you delayed any other business activity that you had planned to undertake over the next 12 months?												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
Yes	0%	1%	3%	0%	2%	0%	0%	0%	1%	2%	1%	2%
No	100%	99%	97%	98%	98%	100%	100%	96%	98%	97%	98%	98%
(Don't know)	0%	0%	0%	2%	0%	0%	0%	4%	0%	1%	1%	0%
<i>n</i>	12	94	69	44	53	30	20	24	322	2181	346	2336

D5c. Approximately what commercial value would you place on this delayed business activity?					
Number of Employees	1-4	5-10	21-50	SME respondents (Scotland)	All respondents (Scotland)
Less than £100k	0	1	0	1	1
£100k to £250k	0	1		1	1
>£1,000,000	0	0	1	1	1
<i>Total</i>	0	2	1	3	3

D5b. And what aspects of business activity have you delayed?												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
Taking on other work/contracts	0	0	1	0	0	0	0	0	1	9	1	9
Staff training and development	0	0	1	0	0	0	0	0	1	2	1	2
Strategic business planning	0	1	1	0	0	0	0	0	2	8	2	8
Marketing/promotional activity	0	0	1	0	0	0	0	0	1	19	1	19
Development of new product/process	0	0	1	0	0	0	0	0	1	8	1	8
<i>Total</i>	0	1	5	0	0	0	0	0	6	24	6	24

8 - IMPACTS

D7a. What is the current annual turnover of your business?												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
Up to £500k	67%	61%	39%	17%	8%	0%	0%	0%	32%	32%	30%	31%
£501 to £1,000k	8%	3%	12%	24%	6%	0%	0%	0%	8%	10%	7%	9%
£1,001 to £5,000k	0%	1%	6%	14%	26%	36%	5%	4%	12%	15%	11%	14%
£5,001 to £10,000k	0%	0%	0%	5%	4%	18%	32%	4%	5%	4%	5%	4%
More than £10,000k	0%	0%	3%	0%	9%	11%	47%	58%	6%	6%	1%	7%
(Don't know)	17%	25%	22%	26%	32%	29%	16%	29%	25%	25%	25%	26%
(Refuse)	8%	9%	19%	14%	15%	7%	0%	4%	12%	9%	12%	9%
<i>n</i>	12	87	69	42	53	28	19	24	310	2,057	334	2,207

D8a. Approximately what proportion of your current turnover is accounted for by purchased inputs?												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
Zero / nothing	0%	5%	6%	7%	4%	4%	0%	0%	5%	7%	4%	7%
Up to 10%	42%	18%	14%	12%	9%	0%	11%	8%	14%	12%	13%	12%
11% to 20%	17%	15%	13%	12%	8%	4%	0%	13%	11%	8%	11%	8%
21 %to 30%	8%	8%	4%	7%	11%	7%	11%	4%	8%	11%	7%	10%
More than 30%	33%	24%	22%	24%	21%	32%	16%	17%	24%	26%	23%	26%
(Don't know)	0%	23%	17%	19%	21%	25%	53%	21%	22%	23%	22%	24%
(Refuse)	0%	7%	23%	19%	26%	29%	11%	38%	17%	12%	19%	13%
<i>n</i>	12	87	69	42	53	28	19	24	310	2,057	334	2,207

D8c. Are your purchased inputs sourced from any of the following?												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
Local suppliers within your region	58%	57%	58%	69%	58%	57%	68%	79%	60%	67%	61%	67%
Suppliers based elsewhere in the UK	58%	60%	64%	52%	72%	61%	74%	79%	63%	69%	64%	70%
Suppliers based overseas	33%	26%	25%	29%	28%	46%	37%	46%	29%	36%	31%	36%
(Don't know)	0%	23%	17%	19%	21%	25%	53%	21%	6%	6%	6%	6%
(Refuse)	0%	7%	23%	19%	26%	29%	11%	38%	2%	2%	2%	3%
<i>n</i>	12	87	69	42	53	28	19	24	310	2,057	334	2,207

D8d. What percentage of your purchased inputs is sourced from local suppliers within your region?												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
Up to 25%	50%	26%	35%	33%	33%	13%	27%	38%	30%	29%	31%	28%
26-50%	0%	26%	19%	47%	29%	13%	9%	6%	24%	20%	22%	19%
51-75%	0%	7%	15%	7%	4%	0%	9%	13%	8%	15%	8%	14%
More than 75%	50%	41%	27%	0%	25%	38%	36%	6%	29%	17%	26%	17%
(Don't know)	0%	0%	0%	13%	4%	0%	18%	31%	4%	14%	8%	16%
(Refuse)	0%	0%	4%	0%	4%	38%	0%	6%	4%	6%	5%	6%
<i>n</i>	4	27	26	15	24	8	11	16	115	1,022	131	1,104

D9a. If you had not registered on CompeteFor, do you think that your current turnover would be...?												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
Lower (than it is now)	0%	2%	3%	0%	0%	7%	0%	0%	2%	4%	2%	4%
Exactly the same	92%	94%	96%	100%	100%	93%	95%	100%	96%	93%	96%	93%
Higher (than it is now)	8%	2%	1%	0%	0%	0%	5%	0%	2%	2%	1%	1%
(Don't know)	0%	1%	0%	0%	0%	0%	0%	0%	0%	2%	0%	2%
<i>n</i>	12	87	69	42	53	28	19	24	310	2,057	334	2,207

D9b. Approximately how much lower would your current turnover be if you had not used CompeteFor?												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
Up to 10% lower	0	1	0	0	0	2	0	0	3	30	3	33
11-20%	0	0	0	0	0	0	0	0	0	8	0	10
21-40%	0	1	0	0	0	0	0	0	1	6	1	6
41-60%	0	0	0	0	0	0	0	0	0	0	0	0
61-80%	0	0	0	0	0	0	0	0	0	0	0	0
81-100%	0	0	0	0	0	0	0	0	0	0	0	0
More than 100% higher	0	0	0	0	0	0	0	0	0	0	0	0
(Don't know)	0	0	2	0	0	0	0	0	2	3	2	3
(Refuse)	0	0	0	0	0	0	0	0	0	0	0	0
<i>Total</i>	0	2	2	0	0	2	0	0	6	47	6	52

D9b. Approximately how much higher would your current turnover be if you had not used CompeteFor?												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
Up to 10% lower	0	0	1	0	0	0	0	0	1	21	1	22
11-20%	0	1	0	0	0	0	0	0	1	5	1	5
21-40%	0	0	0	0	0	0	0	0	0	0	0	0
41-60%	0	0	0	0	0	0	0	0	0	0	0	0
61-80%	0	0	0	0	0	0	0	0	0	0	0	0
81-100%	0	0	0	0	0	0	0	0	0	0	0	0
More than 100% higher	1	1	0	0	0	0	0	0	2	0	2	0
(Don't know)	0	0	0	0	0	1	0	0	1	4	1	4
(Refuse)	0	0	0	0	0	0	0	0	0	0	0	0
<i>Total</i>	<i>1</i>	<i>2</i>	<i>1</i>	<i>0</i>	<i>0</i>	<i>1</i>	<i>0</i>	<i>0</i>	<i>5</i>	<i>30</i>	<i>5</i>	<i>31</i>

D13. Would you say that this %752,/positive //%754,/negative// effect of CompeteFor on your turnover...?												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
Will only affect your firm this year	0	2	0	0	0	0	0	0	2	20	2	20
Will continue for more years at the same level	1	0	3	0	0	1	1	0	6	11	6	12
Will continue but steadily diminish	0	0	0	0	0	0	0	0	0	18	0	20
Will increase in the future	0	2	0	0	0	1	0	0	3	21	3	24
(Don't know)	0	0	0	0	0	0	0	0	0	7	0	7
(Refuse)	0	0	0	0	0	0	0	0	0	0	0	0
Total	1	4	3	0	0	2	1	0	11	77	11	83

D14. How many years do you think this effect on your turnover will last?												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
1-2 years	0	0	1	0	0	0	0	0	1	14	1	14
3-4 years	0	1	0	0	0	1	0	0	2	9	2	13
4-6 years	0	0	1	0	0	0	0	0	1	7	1	8
7-10 years	0	0	0	0	0	0	0	0	0	0	0	0
More than 10 years	0	0	0	0	0	0	0	0	0	5	0	5
(Don't know)	0	0	0	0	0	1	0	0	1	1	1	1
(Refuse)	0	0	0	0	0	0	0	0	0	0	0	0
<i>Total</i>	<i>0</i>	<i>1</i>	<i>2</i>	<i>0</i>	<i>0</i>	<i>2</i>	<i>0</i>	<i>0</i>	<i>5</i>	<i>36</i>	<i>5</i>	<i>41</i>

D15a. And thinking more generally, overall would you say the recent economic downturn has had...?												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
No effect on your turnover	33%	26%	16%	12%	13%	18%	0%	4%	18%	18%	17%	17%
A moderate effect	33%	37%	39%	52%	43%	39%	68%	58%	43%	37%	44%	37%
A significant effect	33%	23%	32%	24%	34%	25%	16%	21%	27%	31%	27%	31%
A very significant effect	0%	14%	13%	10%	9%	14%	16%	17%	12%	14%	12%	13%
(Don't know)	0%	0%	0%	2%	0%	4%	0%	0%	1%	1%	1%	1%
(Refuse)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<i>n</i> ⁹	12	87	69	42	53	28	19	24	310	2,057	334	2,207

⁹ Those who stated being in a position to produce a turnover

D15b. And specifically, has the recent economic downturn affected the impact that CompeteFor has had on your turnover?												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
Yes	0%	8%	10%	11%	2%	9%	5%	0%	8%	7%	7%	7%
No	88%	86%	90%	86%	93%	91%	95%	100%	89%	90%	90%	90%
(Don't know)	13%	6%	0%	3%	4%	0%	0%	0%	3%	3%	3%	3%
(Refuse)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<i>n</i> ¹⁰	8	64	58	36	46	22	19	23	253	1,711	276	1,833

¹⁰ Those who answered 2 to 4 at D15a

D15c. And thinking more generally, overall would you say the recent economic downturn has had...?												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
Reduced the impact of CFOR	0%	20%	17%	50%	0%	0%	100%	0%	26%	32%	26%	31%
Delayed the impact of CFOR	0%	60%	50%	25%	0%	50%	0%	0%	42%	23%	42%	23%
Increased the impact of CFOR	0%	20%	0%	0%	100%	50%	0%	0%	16%	11%	16%	12%
(Don't know)	0%	0%	33%	25%	0%	0%	0%	0%	16%	33%	16%	33%
(Refuse)	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%

D17a. If you had not registered on CompeteFor, do you think that the number of people currently employed by your business %768,/at this site// would be...?

¹¹ Only those who answered “Yes” at D15b

Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
Lower (than it is now)	0%	1%	3%	2%	2%	0%	0%	0%	2%	1%	1%	1%
Exactly the same	92%	99%	91%	95%	98%	100%	100%	100%	97%	97%	97%	97%
Higher (than it is now)	8%	0%	4%	0%	0%	0%	0%	0%	1%	1%	1%	1%
(Don't know)	0%	0%	0%	2%	0%	0%	0%	0%	0%	1%	0%	1%
(Refuse)	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<i>n</i>	12	94	69	44	53	30	20	24	322	2181	346	2336

D17b. Approximately how much lower would your current employee numbers be if you had not used CompeteFor? Would you have...?												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
Up to 10% fewer employees	0	0	1	1	1	0	0	0	3	16	3	19
11-20%	0	0	0	0	0	0	0	0	0	5	0	5
21-40%	0	0	0	0	0	0	0	0	0	2	0	2
41-60%	0	0	0	0	0	0	0	0	0	0	0	0
61-80%	0	0	0	0	0	0	0	0	0	0	0	0
81-100%	1	0	0	0	0	0	0	0	1	1	1	1
More than 100% more	0	0	0	0	0	0	0	0	0	0	0	0
(Don't know)	0	0	1	0	0	0	0	0	1	2	1	3
(Refuse)	0	0	0	0	0	0	0	0	0	1	0	1
<i>Total</i>	1	0	2	1	1	0	0	0	5	27	5	31

D17c. Approximately how many more people would be employed by your business if you had not used CompeteFor? Would you have...?												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
Up to 10% fewer employees	0	0	3	0	0	0	0	0	3	11	3	11
11-20%	0	0	0	0	0	0	0	0	0	3	0	4
21-40%	0	0	0	0	0	0	0	0	0	2	0	2
41-60%	0	0	0	0	0	0	0	0	0	0	0	0
61-80%	0	0	0	0	0	0	0	0	0	0	0	0
81-100%	1	0	0	0	0	0	0	0	1	0	1	0
More than 100% more	0	0	0	0	0	0	0	0	0	1	0	1
(Don't know)	0	0	0	0	0	0	0	0	0	3	0	3
(Refuse)	0	0	0	0	0	0	0	0	0	1	0	1
<i>Total</i>	<i>1</i>	<i>0</i>	<i>3</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>4</i>	<i>21</i>	<i>4</i>	<i>22</i>

G7a. Moving on, has your organisation either made or attracted any financial investment as a result of using CompeteFor?												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
Yes	0%	0%	0%	0%	0%	0%	5%	0%	0%	0%	0%	0%
No	100%	100%	99%	100%	100%	97%	95%	100%	99%	99%	99%	99%
(Don't know)	0%	0%	1%	0%	0%	3%	0%	0%	1%	1%	1%	1%
(Refuse)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<i>n</i>	12	94	69	44	53	30	20	24	322	2181	346	2336

G7b. Roughly, how much has this financial investment amounted to in total?												
Number of Employees	Zero	1-4	5-10	11-20	21-50	51-100	101-250	Over 250	SME respondents (Scotland)	SME respondents (UK)	All respondents (Scotland)	All respondents (UK)
Up to £50k	0	0	0	0	0	0	0	0	0	2	0	2
£51 to £100k	0	0	0	0	0	0	0	0	0	1	0	1
£101 to £250k	0	0	0	0	0	0	0	0	0	0	0	0
£251 to £500k	0	0	0	0	0	0	0	0	0	0	0	0
£501k to £2m	0	0	0	0	0	0	0	0	0	0	0	0
£2m to £5m	0	0	0	0	0	0	0	0	0	0	0	0
£5m to £10m	0	0	0	0	0	0	0	0	0	0	0	0
More than £10m	0	0	0	0	0	0	1	0	1	1	1	1
(Don't know)	0	0	0	0	0	0	0	0	0	3	0	3
(Refuse)	0	0	0	0	0	0	0	0	0	0	0	0
<i>Total</i>	0	0	0	0	0	0	1	0	1	7	1	7

ANNEX B – COMPETEFOR SUPPLIER QUESTIONNAIRE

CompeteFor Supplier Questionnaire– Interim Impact Survey (September 2010)

OMB Research & TEP for the Department for Business, Innovation and Skills

SECTION S: INTRO & SCREENERS

SAMPLE GROUPS:

X1	OLD SAMPLE - INTERVIEWED MAIN SURVEY & YES TO FURTHER RESEARCH
X2	OLD SAMPLE - NOT INTERVIEWED MAIN SURVEY
X3	NEW SAMPLE

READ OUT TO ALL

Ask for named respondent

ALL SAMPLE GROUPS

Good morning/afternoon, my name is ... and I'm calling from OMB Research, an independent market research agency, working alongside The Evaluation Partnership. We have recently been commissioned by the Department for Business, Innovation and Skills to conduct an evaluation of the CompeteFor service.

IF SAMPLE GROUP X1

You may remember taking part in a survey on the same topic in <RESEARCH MONTH FROM SAMPLE>, and you kindly agreed that we could contact you for the next stage of this research.

IF SAMPLE GROUP X2

We understand from our records that you have registered on CompeteFor in the last 3 years.

IF SAMPLE GROUP X3

We understand from our records that you have recently registered with CompeteFor (in the past 18 months).

SHOW FOR ALL

ADD IF NECESSARY: CompeteFor is the free service that enables businesses to compete for contract opportunities linked to the London 2012 Games and other major public and private sector contracts. Users can access the contract opportunities by searching the website and by receiving regular email alerts.

IF SENT PRE-CONTACT EMAIL

You should recently have received an email explaining that we were conducting this research (INTERVIEWER NOTE: The email was sent to <EMAIL>).

READ OUT TO ALL

This research will cover areas such as your awareness, understanding and usage of the CompeteFor service, the impact it has had on your firm and your satisfaction with the service. We are particularly interested in how valuable CompeteFor is to your business and whether there are any areas for further improvement. The survey will take around 15-20 minutes depending on your answers. Is it convenient to speak to you now or would you prefer to make an appointment for another time?

ADD IF NECESSARY: It does not matter how brief your use of CompeteFor has been, or whether you've actually tendered for or won any contracts through CompeteFor, we are still very interested in your feedback.

EXPLAIN IF NECESSARY

- The research is being conducted under the Code of Practice of the Market Research Society, which means that all of the answers you give are strictly confidential and anonymous. Participation in this survey is voluntary.
- The responses of all businesses taking part will be combined into a statistical report
- Your organisation was selected at random from a list of registered suppliers on the CompeteFor website
- If you wish to check that OMB Research is a bona fide market research agency, you can contact the Market Research Society on 0500 396999, or call James Murray at OMB Research on 08448 871099

OFFER FAX/EMAIL REASSURANCE IF NECESSARY

Outcome codes to include 'Not registered on CompeteFor', 'Never used CompeteFor', 'Never heard of CompeteFor', 'No Longer Trading'

ASK ALL

S1 First of all, can I just check that you are one of the people best qualified to talk about your company's experience of the CompeteFor process, including how valuable it has been to your business?

INTERVIEWER NOTE: WE IDEALLY NEED TO SPEAK TO SOMEONE WHO IS ABLE TO TALK BOTH ABOUT THEIR USE OF THE SERVICE (E.G. EASE OF USE, EASE OF REGISTERING) AND ITS IMPACT ON THE BUSINESS

INTERVIEWER NOTE: REFERRALS CAN ONLY BE TAKEN TO A DIFFERENT SITE IF THE SITE IS IN THE SAME REGION AS THE ONE YOU CALL (E.G. BOTH IN THE NORTH EAST)

Yes..... 1
No – take referral and being transferred 2
No – take referral and arrange callback 3 - APPOINTMENT
No – refused referral..... 4 - CLOSE

ASK IF SAMPLE GROUP X1

S4 INTERVIEWER: IS INTERVIEW BEING CONDUCTED WITH THE NAMED RESPONDENT (I.E. THE SAME PERSON AS THE ORIGINAL INTERVIEW)?

Yes – named/same respondent..... 1
No – different respondent 2

ASK IF SAMPLE GROUP X2 and X3

S2 And can I just confirm that you are not a public sector organisation?

INTERVIEWER NOTE: SOCIAL ENTERPRISES, NOT-FOR-PROFIT ORGANISATIONS AND CO-OPERATIVES CAN BE INTERVIEWED. NON-BUSINESSES SHOULD CLOSE.

Not a public sector organisation..... 1
Public sector organisation..... 2 - CLOSE
(Not a business) 3 - CLOSE
(Don't know) 4

READ IF X1

IF X1 & S4 = 1

We spoke to you last year for the first stage of this research and at various points during this interview I will just need to confirm that the information you provided is still correct.

IF X1 & S4 = 2

We spoke to one of your colleagues last year for the first stage of this research and at various points during this interview I will just need to confirm that the information they provided is still correct.

READ TO ALL

I'd like to start by getting some information on the background to your business.

ASK IF SAMPLE GROUP X2 OR X3

S3 So firstly, what is the main activity of your business?

RECORD VERBATIM. PROBE FULLY FOR INDUSTRY TYPE - IF MANUFACTURING WHAT TYPE OF MANUFACTURING, IF FINANCIAL SERVICES WHAT KIND, ETC. RECORD SECTOR TO 1 LEVEL SIC

.....

A – Agriculture, forestry or hunting	1
B – Fishing	2
C – Mining & quarrying	3
D – Manufacturing	4
E – Electricity, gas & water supply	5
F – Construction	6
G – Wholesale, retail & certain repair	7
H – Hotels & restaurants	8
I – Transport, storage or communication	9
J – Finance	10
K – Real estate, renting or business activities	11
L – Public administration & defence	12
M – Education	13
N – Health & social work	14
O – Community, social & personal services	15
P – Private households with employees	16
Q – Extra territorial organisations	17
Other (SPECIFY)	18

SECTION A: PROFILING

ASK IF SAMPLE GROUP X1 EXCEPT IF \$A1 IS BLANK

A1a Can I confirm that the business is <\$A1TEXT> ? SINGLE CODE ONLY.

- Yes.....1
- No2
- (Don't know)3

ASK IF SAMPLE GROUP X2 OR X3 OR (X1 & (A1A = 2 OR \$A1 = BLANK))

A1b Is the business UK or foreign-owned? SINGLE CODE ONLY. IF FOREIGN OWNED CHECK WHETHER HAS OFFICES IN UK.

- UK-owned1
- Foreign owned with offices in the UK.....2
- Foreign owned with no offices in the UK.....3
- (Joint UK and foreign-owned)4
- (Don't know)5

ASK ALL

A2 How long ago was your business first established? READ OUT AS NECESSARY. IF NEEDED CLARIFY THAT THIS MEANS WHEN THE BUSINESS STARTED TRADING

- Less than 2 years ago1
- 2-3 years ago2
- 4-5 years ago3
- 6-10 years ago4
- 11-20 years ago5
- More than 20 years ago.....6
- (Not yet trading).....7
- (Don't know)8
- (Refused)9

ASK IF SAMPLE GROUP X2 OR X3 OR (X1 & S4 = 2)

A3 Record gender of respondent. DO NOT ASK – INTERVIEWER TO CODE

- Male1
- Female2

ASK ALL

A4 And what is your position within the business? READ OUT AS NECESSARY.
SINGLE CODE

Owner/proprietor	1
Managing Director	2
Partner	3
Director.....	4
Senior Manager.....	5
Company Secretary.....	6
General Manager	7
Chief Executive (CEO)	8
Chairman.....	9
Office Manager.....	10
Account Manager/Director	11
Other (SPECIFY).....	95
(Don't know)	97
(Refused)	98

ASK IF SAMPLE GROUP X1 EXCEPT IF \$A5 IS BLANK

A5a Can I confirm that the business is a <\$A5TEXT> ? SINGLE CODE ONLY.

Yes.....	1
No	2
(Don't know)	3

ASK IF SAMPLE GROUP X2 OR X3 OR IF (X1 & (A5A = 2 OR \$A5 = BLANK))

A5b <IF A5A = 2 So, >Which of the following best describes the current status of your business? READ OUT. SINGLE CODE

Sole trader.....	1
Partnership.....	2
Private Limited Company (Ltd)	3
Public Limited Company (plc)	4
Limited Liability Partnership.....	5
Social Enterprise (AS NECESSARY: whose main purpose is to pursue social or environmental goals and any profit or surplus generated is primarily reinvested for this purpose, including community enterprises)	6
Or, something else (SPECIFY).....	95
(Don't know)	97
(Refused)	98

ASK IF SAMPLE GROUP X1 EXCEPT IF \$A6 IS BLANK

A6a And can I confirm that the business is <\$A6TEXT> ? SINGLE CODE ONLY.

Yes.....	1
No	2
(Don't know)	3

ASK IF SAMPLE GROUP X2 OR X3 OR IF (X1 & (A6A = 2 OR \$A6 = BLANK))

A6b <IF A6A = 2 **So, >Is the business...? READ OUT. SINGLE CODE**

An independent single site business.....	1
A multi-site business.....	2
Or a subsidiary or associated company	3
(Other – SPECIFY).....	95
(Don't know)	97
(Refused)	98

IF MULTI SITE (CODE 2 AT A6B) OR (A6A = 1 AND \$A6 = 2)

A7 Do each of the sites act autonomously when it comes to business development and decisions around tendering for work?

Yes.....	1
No	2
Don't know	3

IF MULTI SITE & AUTONOMOUS SITES (CODE 1 AT A7)

A8 In which region is the site where you are based? READ OUT AS NECESSARY. SINGLE CODE ONLY

Greater London	1
South East England.....	2
South West England.....	3
East of England	4
East Midlands.....	5
West Midlands.....	6
Yorkshire and the Humber.....	7
North East England	8
North West England	9
Scotland	10
Wales	11
Northern Ireland	12
Overseas (outside the UK)	13
Other/Not sure of region (SPECIFY TOWN/CITY).....	95
(Don't Know).....	97
(Refused)	98

READ OUT IF MULTI SITE & AUTONOMOUS (CODE 1 AT A7)

For the rest of this interview, when I ask about your business please can you answer just about the site at which you work.

READ OUT IF MULTI SITE & NOT AUTONOMOUS (CODES 2-3 AT A7)

For the rest of this interview, when I ask about your business please can you answer about your business as a whole, so including all of your sites.

READ OUT IF SUBSIDIARY (CODE 3 AT A6B OR (CODE 3 AT \$A6 & CODE 1 AT A6A)

For the rest of this interview, when I ask about your business please can you answer just about the subsidiary at which you work (and not about your parent company).

ASK IF SAMPLE GROUP X1 EXCEPT IF \$A9 IS BLANK

A9a – You mentioned in your last interview that your business had < EMPLOYEES FROM \$A9 > employees in the UK. Is this still the case?

- Yes1
No2
(Don't know)3

ASK IF SAMPLE X2 OR X3 OR IF (X1 & (CODE 2 AT A9A OR \$A9 IS BLANK))

A9b How many people are currently employed by your business <IF CODE 1 AT A7 at this site>? Please give me the full time equivalent, so count part time employees according to the proportion of time that they work.

WRITE IN NUMBER (0+) (ROUND TO NEAREST WHOLE NUMBER)
(Don't know)
(Refused)

IF DON'T KNOW AT A9B

A9c If you had to estimate, approximately how many people are employed by your business <IF CODE 1 AT A7 at this site>? READ OUT

- Zero.....1
1-4.....2
5-10.....3
11-20.....4
21-50.....5
51-100.....6
101-250.....7
Over 2508
(Don't know)9
(Refused)10

ASK ALL

A10a I'd now like you to think about your businesses' competitors. First of all, how would you describe the nature of the competition in your main markets. Would you say that there is...? READ OUT. SINGLE CODE.

- Very intense competition1
Intense competition2
Moderate competition3
Weak competition4
Or no competition at all.....5
(Don't know)6

ASK ALL EXCEPT THOSE WITH NO COMPETITION (CODE 5 AT A10a)

A10b If your business were to cease trading tomorrow, who do you think would take up your current sales? Would it mainly be competitors based...? READ OUT. AIM FOR SINGLE CODE BUT MULTI CODE ALLOWED.

- Within your region of the UK.....1
- Elsewhere in the UK.....2
- In other countries in the EU.....3
- Or, in countries outside of the EU.....4
- (No one would take up our sales).....5
- (Don't know).....6

ASK ALL EXCEPT THOSE WITH NO COMPETITION (CODE 5 AT A10a)

A10c Thinking specifically about your main competitor, if they reduced their prices by 10%, to what extent do you think this would impact on your sales? Would your sales be...? READ OUT. SINGLE CODE.

AS NECESSARY: **Please just give me your best estimate.**

INTERVIEWER NOTE: ASK IN TERMS OF VOLUME OF SALES RATHER THAN PRICE

- The same1
- Up to 10% lower2
- 11 - 20% lower3
- 21 - 30% lower4
- Or, more than 30% lower.....5
- (Higher)6
- (Don't know)7
- (Refused)8

ASK ALL

A10d Now thinking specifically about your own prices, if you had to raise your prices by 10%, to what extent do you think this would impact on your sales? Would your sales be...? READ OUT. SINGLE CODE.

AS NECESSARY: **Please just give me your best estimate.**

- The same1
- Up to 10% lower2
- 11 - 20% lower3
- 21 - 30% lower4
- Or, more than 30% lower.....5
- (Higher)6
- (Don't know)7
- (Refused)8

SECTION B: REGISTERING WITH COMPETEFOR

READ OUT TO ALL

I'd now like you to think about how your firm accesses contract opportunities.

ASK ALL

B1a Before you used CompeteFor, to what extent did your business experience the following problems? Please answer on a scale of 1 to 5, where 5 means it was a very significant problem and 1 means it was not a problem at all. So firstly...? READ OUT

b) You had difficulty in getting access to public or private sector contract opportunities

c) You were unaware of how to access 2012 Olympic and Paralympics contracts

a) You had to invest significant time searching for contract opportunities

- | | |
|---|---|
| 1 – Was not a problem at all..... | 1 |
| 2..... | 2 |
| 3..... | 3 |
| 4..... | 4 |
| 5 – Was a very significant problem..... | 5 |
| (Don't know)..... | 6 |

ASK IF SAMPLE GROUP X2 OR X3

B1b And did your business have any other major problems with accessing contract opportunities before using CompeteFor that I haven't already mentioned? RECORD VERBATIM

.....

ASK IF (CODE 3, 4 OR 5 AT B1A B) OR (CODE 3, 4 OR 5 AT B1A C)

B1c And before you used CompeteFor, to what extent did the following hinder your ability to access public or private sector contracts? So firstly...? READ OUT

a) The procurement process for public or private sector contracts lacked transparency

b) The qualifying criteria were not flexible and didn't take into account all private and public sector experience

c) You didn't meet the core entry criteria for financial standing, such as minimum turnover requirements, etc

d) You didn't meet the core entry criteria for other areas such as size of workforce, quality of your ICT, type and extent of insurance cover, etc

SHOW AFTER EACH OF A–D: **Would you say that this...?**

- | | |
|--------------------------------------|---|
| Hindered you to a great extent | 1 |
| Hindered you to some extent | 2 |
| Did not hinder you at all | 3 |
| (Don't know)..... | 4 |

ASK IF CODE 3, 4 OR 5 AT B1A A

B1d And before you used CompeteFor, to what extent did the following mean that you had to invest significant time searching for contract opportunities?
So firstly...? READ OUT

- a) The procurement process for public or private sector contracts lacked transparency
- b) Your internal process for contract identification was not well developed
- c) There was no consistency in the procurement processes used by public sector organisations
- d) You did not have specific in-house expertise in business development and contract identification

SHOW AFTER EACH OF A–D: **Did this mean that...?**

You had to invest significant time searching for contract opportunities1
You had to invest some time searching for contract opportunities2
Or, did it have no impact on the time you spent searching for contract opportunities3
(Don't know).....4

ASK ALL

I'd now like to move on to talking about CompeteFor more specifically

ASK IF SAMPLE GROUP X2 OR X3

B2a So firstly, how did you first become aware of the CompeteFor service?
PROMPT AS NECESSARY. SINGLE CODE ONLY

Through a business support seminar1
Through direct marketing (e.g. emails, mailings, etc)2
It was advertised in the press3
Through a friend, business acquaintance or colleague4
Through Supply2Gov.....5
Through Business Link6
Through another website (Specify)7
Other (Specify)95
(Don't know)97

ASK IF X2 OR X3

B2b Which one of the following was the main reason that your business registered with CompeteFor? Was it...? READ OUT. SINGLE CODE. RANDOMISE ORDER BUT ALWAYS ASK CODE 4 DIRECTLY AFTER CODE 3.

INTERVIEWER NOTE: READ OUT ALL THE CODES BEFORE ACCEPTING AN ANSWER.

To gain access to 2012 Olympics and Paralympics related contracts ..	3
To get access to new clients	1
To get exposure to new markets	2
To develop new business partnerships	5
To gain access to other non-Olympic related contracts	4
(Other reason (SPECIFY))	95
(None of these / No particular reason)	96
(Don't know/can't remember)	97

ASK ALL

B2c And what did you originally expect to achieve as a result of using CompeteFor? Did you expect...? READ OUT. CODE ALL THAT APPLY. RANDOMISE ORDER.

To have a chance to win Olympic Contracts	1
To have a chance to win non-Olympic Contracts	2
To learn about public procurement processes and use this to bid for wider government or public sector contracts	3
To build business partnerships with others in the UK or overseas.....	4
(Other reason (SPECIFY))	95
(None of these / no particular expectation).....	96
(Don't know/can't remember)	97

ASK X2 OR X3 IF BUSINESS HAS PUBLISHED PROFILE (PUBLISHED = 1 FROM SAMPLE) OR IF X1 AND BUSINESS HAS PUBLISHED PROFILE SINCE BASELINE SURVEY (PUBLISHED = 2 FROM SAMPLE)

B3 According to our records, you have successfully published your business's profile on CompeteFor. When you registered for CompeteFor and filled in your company profile information, did you receive an email saying that your current profile does not meet the business readiness criteria for CompeteFor and that your details had been forwarded to <BUSINESS SUPPORT AGENCY>?

Yes – received email.....	1
No.....	2
(Don't know/can't remember)	3

ASK IF X2 OR X3 OR (X1 & ((\$B3B = 2, 3 OR 4) OR (B3 = 1)))

B3b IF CODE 1 AT B3: **And have you actually been contacted by a representative from <BUSINESS SUPPORT AGENCY> since this point?**

IF B3 IS CODE 2-3 OR NOT ASKED: **Have you been contacted by a representative from <BUSINESS SUPPORT AGENCY> since you registered with CompeteFor?**

Yes 1
No 2
(Don't know/can't remember) 3

IF CONTACTED BY SUPPORT AGENCY (CODE 1 AT B3b)

B3c IF CODE 1 AT B3: **Could you estimate how long it was after receiving the email about your profile not meeting the CompeteFor business readiness criteria before you were contacted by <BUSINESS SUPPORT AGENCY>? READ OUT AS NECESSARY**

IF B3 IS CODE 2-3 OR NOT ASKED: **Could you estimate how long after registering with CompeteFor it was before you were contacted by <BUSINESS SUPPORT AGENCY>? READ OUT AS NECESSARY**

Within 2-3 days 1
Within one week 2
Within two weeks 3
Within the month 4
Longer than one month 5
(Don't know/can't remember) 6

IF CONTACTED BY SUPPORT AGENCY (CODE 1 AT B3b) AND RECEIVED EMAIL (CODE 1 AT B3)

B3d **And did <BUSINESS SUPPORT AGENCY> offer you information, advice or hands-on support to help you successfully publish your business profile?**

Yes 1
No 2
(Don't know/can't remember) 3

IF CODE 1 AT \$B3B AND (B3 IS CODE 2-3 OR B3 NOT ASKED)

B3g **Back in <RESEARCH MONTH FROM SAMPLE> you said that you had been contacted by <BUSINESS SUPPORT AGENCY> following your registration on CompeteFor. Have you received any further contact or support from them since this point?**

Yes 1
No 2
(Don't know/can't remember) 3

IF CONTACTED BY SUPPORT AGENCY (CODE 1 AT B3B OR B3G)

B3e Thinking about all the support you have received from <BUSINESS SUPPORT AGENCY> since registering on CompeteFor, did they <IF CODE 1 AT B3D also> do any of the following to help you improve your business <IF CODE 1 AT B3D more generally >? READ OUT. CODE ALL THAT APPLY.

- Provide information or advice 1
- Give you hands-on support or help..... 3
- Refer you to a third party who provided support or assistance (such as a consultant, a different Government body, etc) 4
- (Other – SPECIFY)..... 95
- (None of these)..... 96
- (Don't know/can't remember)..... 97

IF REFERRED TO 3rd PARTY (CODE 4 AT B3e)

B3f What type of assistance was provided by this third party? RECORD VERBATIM. PROBE FULLY FOR DETAILS OF WHAT THE 3rd PARTY SUPPORT COVERED

IF PROVIDED SUPPORT (CODE 1 AT B3d OR CODES 1-4 OR 95 AT B3e)

B4. Overall, how satisfied were you with the assistance you received from <BUSINESS SUPPORT AGENCY>? Please answer on a scale of 1 to 5, where 5 means 'very satisfied' and 1 means 'very dissatisfied'.

- 1 – Very dissatisfied 1
- 2..... 2
- 3..... 3
- 4..... 4
- 5 – Very satisfied..... 5
- (Don't know) 6

IF PROVIDED SUPPORT (CODE 1 AT B3d OR CODES 1-4 OR 95 AT B3e)

B5. To what extent do you agree with the following statements? Please answer on a scale of 1 to 5 where 5 means you 'agree strongly' and 1 means you 'disagree strongly'. READ OUT. RANDOMISE ORDER OF A-C

a) After the assistance we received, we were then able to improve our business in this area

b) We would have actively sought assistance from <BUSINESS SUPPORT AGENCY> even if they had not contacted us directly first

c) We now feel that our business is better able to take advantage of the CompeteFor service following the support we received from <BUSINESS SUPPORT AGENCY>

d) We would use <BUSINESS SUPPORT AGENCY>again

- 1 – Disagree strongly..... 1
- 2..... 2
- 3..... 3
- 4..... 4
- 5 – Agree strongly 5
- (Don't know) 6

IF BUSINESS HAS NOT PUBLISHED PROFILE (PUBLISHED = 3 FROM SAMPLE)

B7. When they register on CompeteFor, firms can publish their business profile. This involves providing various information such as a company description, details of their main business areas and their core capabilities, and then making this visible to other users of CompeteFor. According to our records, you have not published your business profile, is there any particular reason why this is the case? DO NOT READ OUT BUT CODE AS PER PRECODES. CODE ALL THAT APPLY.

Thought I had done this	1
Didn't realise I had to do this	2
Didn't meet all the requirements – and not trying to	3
Didn't meet all the requirements – but am working on this	4
Not enough time / too many questions.....	5
Purposefully chose not to publish / make details visible	6
There are more effective ways for me to publish my businesses profile.....	10
Other (SPECIFY).....	95
(Don't know)	97

SECTION C: USAGE & SATISFACTION WITH COMPETEFOR

ASK ALL

C1a. Now thinking about your use of procurement services more generally, which of the following is the main way in which you identify contract opportunities that might be of interest to your business? Do you mainly...? READ OUT. SINGLE CODE

INTERVIEWER NOTE: READ OUT ALL THE CODES BEFORE ACCEPTING AN ANSWER. IF USE MORE THAN ONE ASK THEM TO PICK THE MOST IMPORTANT WAY.

- Use CompeteFor 1
- Use non-CompeteFor contract advertisement websites (such as Supply2gov, Tenders Electronic Daily, etc.)..... 2
- Search through potential clients' own procurement sites 3
- Or, receive tender opportunities directly from potential clients (through frameworks or existing relationships)..... 4
- (Other (Specify)) 95
- (Don't know) 97

ASK ALL

C1. And how do you identify contract opportunities on CompeteFor that might be of interest to your business? Do you...? READ OUT. SINGLE CODE

- Search for contracts on the CompeteFor website 1
- Review the email alerts that you receive..... 2
- Or use a combination of searching the website and the email alerts.. 3
- Other (SPECIFY)..... 95
- (Never use CompeteFor) 96
- (Don't know) 97

IF SEARCH ON WEBSITE (CODES 1 OR 3 AT C1)

C2. How often do you search for contract opportunities on the CompeteFor website? READ OUT AS NECESSARY. SINGLE CODE

- Every day 1
- 2-3 times a week 2
- Every week..... 3
- Every fortnight 4
- Every month 5
- Every 2-3 months 6
- Or less often 7
- (Don't know) 8

ASK ALL

C3a. As a result of using the service, has your business responded to any of the contract opportunities advertised on CompeteFor?

AS NECESSARY: **By responding to opportunities I mean clicking the ‘respond’ option on the website to express an interest in tendering for the contract. It doesn’t matter whether or not you were successful, I’m just interested in whether you’ve responded to any of the contract opportunities.**

Yes..... 1
No 2
(Don’t know) 3

IF RESPONDED (CODE 1 AT C3a)

C3b. To the best of your knowledge, how many contract opportunities has your business responded to?

AS NECESSARY: **It doesn’t matter whether or not you were successful, I’m just interested in how many contracts you’ve responded to.**

Write in number:
(Don’t know)
(Refused)

IF DON’T KNOW AT C3b

C3c. If you had to estimate, would you say it was...? READ OUT AS NECESSARY

One 1
2-5 2
6-10 3
11-20 4
21-30 5
31-50 6
More than 50 7
(Don’t know) 8
(Refused) 9

C3d DELETED

C3e DELETED

IF RESPONDED (CODE 1 AT C3a)

C3f I’d now like you to think about all the contracts that your business has responded to since registering with CompeteFor, including those that came through CompeteFor and those that came through other sources. Roughly what proportion of all the contract opportunities that you have bid or tendered for in this period have come through the CompeteFor service? READ OUT AS NECESSARY.

Less than 10%..... 1
11-25%..... 2
26-50%..... 3
51-75%..... 4
76-100%..... 5
(Don’t know) 6
(Refused) 7

IF RESPONDED (CODE 1 AT C3a)

C4a. IF SHORTLISTED = YES ON SAMPLE: **According to our records your firm has been successful in being shortlisted for <NUMBER_SHORTLISTED> contracts through CompeteFor. Is this correct?**

IF SHORTLISTED = NO ON SAMPLE: **And have you been successful in being shortlisted for any of the contracts that you have responded to?**

Yes..... 1
No 2
(Don't know) 3

IF (SHORTLISTED = YES AND C4A = 2) OR (SHORTLISTED = NO AND C4A = 1)

C4b. **How many contracts have you been shortlisted for?**

Write in number:
(Don't know)
(Refused)

IF DON'T KNOW OR REFUSED AT C4b OR (SHORTLISTED = YES AND C4A = 3)

C4c. **If you had to estimate, would you say it was...? READ OUT AS NECESSARY**

One 1
2-5 2
6-10 3
11-20 4
21-30 5
31-50 6
More than 50 7
(Don't know) 8
(Refused) 9

IF RESPONDED (C3A = 1)

C5a. IF WON_CONTRACTS = YES ON SAMPLE: **And according to our records your firm has actually won <NUMBER_WON_CONTRACTS> contracts in total as a result of being shortlisted through the CompeteFor service? Is this correct?**

IF WON CONTRACTS = NO ON SAMPLE: **And have you actually won any contracts as a result of being shortlisted through the CompeteFor service?**

IF (SHORTLISTED = NO & C4A = 2) OR C4B = 0

AS NECESSARY: I know you mentioned that you had not been shortlisted for any contracts, but it is still possible for firms to win contracts without being shortlisted.

Yes..... 1
No 2
(Don't know) 3

IF (WON CONTRACTS = YES AND C5A = 2) OR (WON CONTRACTS = NO AND C5A = 1)

C5b. How many contracts have you won?

Write in number:

(Don't know)

(Refused)

IF DON'T KNOW OR REFUSED AT C5b OR (WON CONTRACTS = YES AND C5A = 3)

C5c. If you had to estimate, would you say it was...? READ OUT AS NECESSARY

One	1
2-5	2
6-10	3
11-20	4
21-30	5
31-50	6
More than 50	7
(Don't know)	8
(Refused)	9

IF (WON CONTRACTS = YES ON SAMPLE & C5A = 1) OR (C5B > 0 OR C5C = 1-9)

C6c I'd now like you to think about all the contracts that your business has won where you've had to bid or tender for work, including those that came through CompeteFor and those that came through other sources. Roughly what proportion of the contracts that you have won since registering with CompeteFor have come through the CompeteFor service? READ OUT AS NECESSARY.

AS NECESSARY: Please answer based on the number of contracts rather than their value

Less than 10%.....	1
11-25%.....	2
26-50%.....	3
51-75%.....	4
76-100%.....	5
(Don't know)	6
(Refused)	7

IF (WON CONTRACTS = YES ON SAMPLE & C5A = 1) OR (C5B > 0 OR C5C = 1-9)

C6a Please could you estimate the total value of the contracts you have won through the CompeteFor service in pounds? Please include all contracts you have won even if they haven't yet taken place or been completed.

ADD IF NECESSARY: Please just give me your best estimate.

Insert amount in £

(Don't know)

(Refused)

CATI TO VALIDATE AMOUNT ENTERED USING RANGES IN C6b

IF DON'T KNOW AT C6a

C6b If you had to estimate, would you say the total value of these contracts is...?
READ OUT AS NECESSARY

Zero/nothing	1
Up to £5,000.....	2
£5,001 - £10,000	3
£10,001 - £20,000	4
£20,001 - £50,000	5
£50,001 - £100,000	6
£100,001 - £250,000	7
£250,001 - £500,000	8
£500,001 - £1million	9
£1million - £5million	10
More than £5million	11
(Don't know)	12
(Refused)	13

IF (WON CONTRACTS = YES ON SAMPLE & C5A = 1) OR (C5B > 0 OR C5C = 1-9)

C6d And thinking about the total value of all the contracts that your business has won where you've had to bid or tender for work, since registering with CompeteFor, roughly what proportion of this is accounted by contracts won through the CompeteFor service? READ OUT AS NECESSARY.

AS NECESSARY: Please answer based on the total value of these contracts rather than the number of contracts

Less than 10%.....	1
11-25%.....	2
26-50%.....	3
51-75%.....	4
76-100%.....	5
(Don't know)	6
(Refused)	7

ASK ALL

C7 I'd now like you to rate your experiences of using CompeteFor. Please can you tell me how satisfied you are with the following aspects of the service, using a scale of 1 to 5, where 5 means you are 'very satisfied' and 1 means you are 'very dissatisfied'. So firstly, how satisfied are you with...? READ OUT

- a) IF X2 OR X3: The ease of the registration process for CompeteFor
- b) The effectiveness of the contract opportunity search function on the CompeteFor website
- c) The number of contract opportunities on CompeteFor which are relevant for your business
- h) The effectiveness of the partnership opportunity advertisement function on CompeteFor
- e) The relevance of the contract opportunities identified and sent via the email alerts
- f) The quality of the information given about each contract opportunity
- g) IF SHORTLISTED (IF (SHORTLISTED = YES ON SAMPLE & C4A = 1) OR (C4B > 0 OR C4C = 1-9) The quality of feedback provided if you were short-listed for a contract but didn't win it
- i) The usefulness of the CompeteFor helpdesk

1 – Very dissatisfied	1
2.....	2
3.....	3
4.....	4
5 – Very satisfied.....	5
(Don't know)	6
(Not applicable)	7

ASK ALL

C8 Taking everything into account and thinking about your total experience of the CompeteFor service, how would you rate your satisfaction overall?
AS NECESSARY: Again, please give me a score of between 1 and 5, where 5 means 'very satisfied' and 1 means 'very dissatisfied'.

1 – Very dissatisfied	1
2.....	2
3.....	3
4.....	4
5 – Very satisfied.....	5
(Don't know)	6

ASK ALL

C9 Overall, how has your experience of the CompeteFor service so far compared with your initial expectations? Have your expectations been...? READ OUT. SINGLE CODE.

- Exceeded 1
- Fully met..... 2
- Met in the main..... 3
- Partially met..... 4
- Or, not met at all..... 5
- (Don't know) 6
- (Did not have prior expectations) 7

ASK ALL

C10a If you had to pay for the CompeteFor service, how much would you be willing to pay per year?

ADD IF NECESSARY: **Please just give me your best estimate.**

Insert amount in £
(Don't know)
(Refused)

CATI TO VALIDATE AMOUNT ENTERED USING RANGES IN C10b

IF DON'T KNOW AT C10a

C10b If you had to estimate, would you say you'd be prepared to pay...? READ OUT AS NECESSARY

- Zero/nothing 1
- Up to £100 per year..... 2
- £101 - £500 per year 3
- £501 - £1,000 per year 4
- More than £1,000 per year 5
- (Don't know) 6
- (Refused) 7

IF FIGURE GREATER THAN 0 AT C10a OR CODES 2-5 AT C10B

C10c And if there were charges for particular aspects of the CompeteFor service, which, if any, of the following would you be willing to pay for? READ OUT - CODE ALL THAT APPLY

- The email alert notifications 1
- The contract search function 2
- The partnership opportunity advertisement function 3
- The ability to publish your business profile 4
- Anything else? (SPECIFY) 95
- (None of these)..... 96

ASK ALL

C11 If there was one change you could make to any aspect of the CompeteFor service, what would it be? RECORD VERBATIM. PROBE FULLY

.....

SECTION D: OUTCOMES & IMPACTS

ASK ALL

I'd now like to move on to thinking about the impact that CompeteFor has had on your business.

ASK ALL

D4 To what extent do you agree with the following statements? Please answer on a scale of 1 to 5 where 5 means you 'agree strongly' and 1 means you 'disagree strongly'.

- a) CompeteFor has made you aware of opportunities for your business arising out of the Olympics that you would not otherwise have known about
- b) CompeteFor has made the process of bidding for Olympics contracts easier
- c) CompeteFor has increased the number of Olympics contracts that you are likely to bid for

1 – Disagree strongly.....	1
2.....	2
3.....	3
4.....	4
5 – Agree strongly	5
(Don't know)	6
(Not applicable)	7

ASK ALL

D2a As a direct result of using CompeteFor, have you done, or do you expect to do, any of the following...?

READ OUT. RANDOMISE ORDER. CODE ALL THAT APPLY

Export for the first time, as a result of using CompeteFor	1
Seek out partnerships with others in the UK or overseas, as a result of using CompeteFor	2
IF CODE 3 AT \$A1 OR CODE 3 AT A1B: Investigate inward investment opportunities in the UK, as a result of using CompeteFor	3
Introduce a new product, service or process to your business, as a result of using CompeteFor	4
Use the experience you got from using CompeteFor to bid for wider government or public sector contracts.....	5
Participate in other 2012 Games-related events or activities, as a result of using CompeteFor	6
Use other contract advertising websites such as Supply2Gov, as a result of using CompeteFor	7
(None of these).....	8
(Don't know)	9

ASK ALL

D2b And have you done, or are you planning, any other business development activity as a result of CompeteFor that I haven't just mentioned?
IF YES: What type of business development activity? RECORD VERBATIM IF YES

Yes (SPECIFY) 95
No 96
Don't know 97

IF BUSINESS DEVELOPMENT ACTIVITIES (CODES 1-7 AT D2a OR CODE 95 AT D2b)

D2c Will any of the activities that you've just mentioned involve using external business support from either public or private sector providers?

ADD IF NECESSARY: Please include public sector support such as that provided by <BUSINESS SUPPORT PROVIDER> as well as private sector support such as that provide by accountants, solicitors, consultants, etc. IF YES PROBE WHETHER PUBLIC SECTOR, PRIVATE SECTOR OR BOTH

Yes – public sector/government support (e.g. <BUSINESS SUPPORT PROVIDER>, etc)..... 1
Yes – private sector support (e.g. consultants, accountants, etc) 2
Yes – both 3
No 4
(Don't know) 5

TURNOVER

ASK ALL

I'd now like to ask a few questions about the background to your business.

ASK ALL

D6 Can I just check whether your business is currently in a position where you are making sales or generating any income?

- Yes1
- No2
- (Don't know).....3
- (Refused)4

ASK IF CODE 1 AT D6 UNLESS OVERSEAS BASED FIRMS (REGION = OVERSEAS ON SAMPLE)

D7a And what is the current annual turnover of your business?

ADD AS NECESSARY: **By turnover I mean your annual sales, income or receipts**

REASSURE AS NECESSARY: **We are just after your best estimate**

WRITE IN AMOUNT IN £ (£0+)

(Refused)

(Don't know) – PROMPT WITH RANGES

VALIDATION OF AMOUNT ENTERED USING RANGES AT D7b IN WORDS EG.
LESS THAN ONE HUNDRED THOUSAND

IF DON'T KNOW AT D7A

D7b If you had to estimate your annual turnover, into which of the following bands would you put it? READ OUT AS NECESSARY

- Up to £50,000.....1
- £50,001 - £100,0002
- £100,001 – £250,000.....3
- £250,001 - £500,0004
- £500,001 - £2million5
- £2million - £5million6
- £5million - £10million7
- More than £10million8
- (Don't know)9
- (Refused)10

ASK IF CODE 1 AT D6 UNLESS OVERSEAS BASED FIRMS (REGION = OVERSEAS ON SAMPLE)

D8a Approximately what proportion of your current turnover is accounted for by purchased inputs?

AS NECESSARY **By purchased inputs I mean everything that you buy in to the company, so basically everything except your labour costs.**

REASSURE AS NECESSARY: **We are just after your best estimate**

WRITE IN PERCENTAGE

(Don't know) - PROMPT WITH BANDS

(Refused)

IF DON'T KNOW AT D8A

D8b If you had to estimate this proportion, into which of the following bands would you place it? READ OUT AS NECESSARY

Zero/nothing	1
Up to 10%	2
11-20%.....	3
21-30%.....	4
More than 30%	5
(Don't know)	6
(Refused)	7

ASK IF CODE 1 AT D6 UNLESS OVERSEAS BASED FIRMS (REGION = OVERSEAS ON SAMPLE)

D8c Are your purchased inputs sourced from any of the following? READ OUT – CODE ALL THAT APPLY - MULTICODE

Local suppliers within your region.....	1
Suppliers based elsewhere in the UK, but outside of your region	2
Suppliers based overseas	3
(Don't know)	4
(Refused)	5

IF D8C=1 AND (D8C=2 OR 3)

D8d What percentage of your purchased inputs are sourced from local suppliers within your region?

REMIND AS NECESSARY: **By purchased inputs I mean everything that you buy in to the company and excluding any labour costs**

REASSURE AS NECESSARY: **We are just after your best estimate**

WRITE IN PERCENTAGE

(Don't know) - PROMPT WITH BANDS

(Refused)

IF DON'T KNOW AT D8D

D8e If you had to estimate this proportion, into which of the following bands would you place it? READ OUT AS NECESSARY

Up to 25%.....	1
26-50%.....	2
51-75%.....	3
More than 75%	4
(Don't know)	5
(Refused).....	6

ASK IF CODE 1 AT D6

D9a If you had not registered on CompeteFor, do you think that your current turnover would be...? READ OUT

- Lower (than it is now)1
- Exactly the same2
- Or higher (than it is now)3
- (Don't know)4
- (Refused)5

ASK IF CODE 1 AT D9A

D9b Approximately how much lower would your current turnover be if you had not used CompeteFor? PROMPT AS NECESSARY

- Up to 10% lower1
- 11-20%.....2
- 21-40%.....3
- 41-60%.....4
- 61-80%.....5
- 81-100%.....6
- (Don't know)7
- (Refused)8

ASK IF CODE 3 AT D9A

D9c Approximately how much higher would your current turnover be if you had not used CompeteFor? PROMPT AS NECESSARY

- Up to 10% higher.....1
- 11-20%.....2
- 21-40%.....3
- 41-60%.....4
- 61-80%.....5
- 81-100%.....6
- More than 100% higher7
- (Don't know)8
- (Refused)9

D10a DELETED

D10b DELETED

ASK IF CODE 3 AT D9A

D12 You said that your turnover would have been higher if you had not registered on CompeteFor. In your own words could you just explain why this is the case? RECORD VERBATIM

.....
.....

ASK IF CODE 1 OR 3 AT D9A

D13 Would you say that this <IF D9A=1 positive / IF D9A=3 negative> effect of CompeteFor on your turnover...? READ OUT – SINGLE CODE

- Will only affect your firm this year1
- Will continue for more years at the same level.....2
- Will continue but steadily diminish3
- Will increase in the future.....4
- (Don't know)5
- (Refused).....6

IF (CODES 2, 3 OR 4 AT D13) AND (CODE 1 AT D9A)

D14 How many years do you think this effect on your turnover will last? PROBE AS PER PRECODES

- 1-2 years1
- 3-4 years2
- 4-6 years3
- 7-10 years4
- More than 10 years.....5
- (Don't know)6
- (Refused).....7

Note: D11a/b moved back to here (previously came after D9c)

ASK IF CODE 1 AT D9A AND (CODE 1 AT B3d OR CODES 1-4 OR 95 AT B3e)

D11a Would you have achieved the same increase to your turnover without the support you received from <BUSINESS SUPPORT AGENCY>?

- Yes1
- No.....2
- (Don't know)3
- (Refused).....4

IF CODE 2 AT D11a

D11b How important was the support you received from <BUSINESS SUPPORT AGENCY> in achieving this increase to your turnover? READ OUT

- Very important1
- Somewhat important.....2
- Not very important4
- Not important at all.....5
- (Don't know)6
- (Refused).....7

ASK IF CODE 1 AT D6

D15a And thinking more generally, overall would you say the recent economic downturn has had...? READ OUT SINGLE CODE

- No effect on your turnover1
- A moderate effect2
- A significant effect3
- Or a very significant effect on your turnover.....4
- (Don't know)5
- (Refused).....6

ASK IF CODES 2-4 AT D15a

D15b And specifically, has the recent economic downturn affected the impact that CompeteFor has had on your turnover?

- Yes1
- No2
- (Don't know)3
- (Refused)4

IF CODE 1 AT D15b

D15c Would you say that the downturn has....? READ OUT SINGLE CODE

- Reduced the impact of CompeteFor on your turnover..... 1
- Delayed the impact of CompeteFor on your turnover..... 2
- Or, has the downturn actually increased the impact of CompeteFor
on your turnover 3
- (Don't know) 4
- (Refused) 5

EMPLOYMENT

D16 DELETED

ASK ALL

D17a If you had not registered on CompeteFor, do you think that the number of people currently employed by your business < IF CODE 1 AT A7 at this site > would be...? READ OUT

- Lower (than it is now)1
- Exactly the same2
- Or higher (than it is now)3
- (Don't know)4
- (Refused)5

ASK IF CODE 1 AT D17A

D17b Approximately how much lower would your current employee numbers be if you had not used CompeteFor? Would you have...? PROMPT AS NECESSARY

- Up to 10% fewer employees.....1
- 11-20% fewer2
- 21-40% fewer3
- 41-60% fewer4
- 61-80% fewer5
- 81-100% fewer6
- (Don't know)7
- (Refused)8

ASK IF CODE 3 AT D17A

D17c Approximately how many more people would be employed by your business if you had not used CompeteFor? Would you have...? PROMPT AS NECESSARY

- Up to 10% more employees1
- 11-20% more.....2
- 21-40% more.....3
- 41-60% more.....4
- 61-80% more.....5
- 81-100% more.....6
- Over 100% more employees7
- (Don't know)8
- (Refused)9

D18 DELETED

INVESTMENT

ASK ALL

G7a Moving on, has your organisation either made or attracted any financial investment as a result of using CompeteFor?

AS NECESSARY: Please include any financial investment made from your own funds, from loans or overdrafts, and from external investors

- Yes 1
- No..... 2
- (Don't know) 3
- (Refused)..... 4

IF YES (CODE 1 AT G7a)

G7b Roughly, how much has this financial investment amounted to in total?

AS NECESSARY: Please include any financial investment made from your own funds, from loans or overdrafts, and from external investors such as venture capitalists or business angels.

ADD AS NECESSARY: We are just after your best estimate

WRITE IN AMOUNT IN £ (£0+)

(Refused)

(Don't know) – PROMPT WITH RANGES

VALIDATION OF AMOUNT ENTERED USING RANGES AT G7c IN WORDS EG.
LESS THAN ONE HUNDRED THOUSAND

IF DONT KNOW AT G7b

G7c If you had to estimate the total financial investment undertaken since using CompeteFor into which of the following bands would you put it? READ OUT AS NECESSARY

- Up to £50,000 1
- £50,001 - £100,000 2
- £100,001 – £250,000..... 3
- £250,001 - £500,000 4
- £500,001 - £2million 5
- £2million - £5million 6
- £5million - £10million 7
- More than £10million 8
- (Don't know) 9
- (Refused) 10

ASK ALL

D5a As a result of your use of CompeteFor <IF (WON CONTRACTS = YES ON SAMPLE & C5A = 1) OR (C5B > 0 OR C5C = 1-9) and the contracts that you have won through it >, have you delayed any other business activity that you had planned to undertake over the next 12 months?

- Yes..... 1
No 2
(Don't know) 3

IF DELAYED OTHER ACTIVITY (CODE 1 AT D5a)

D5b And what aspects of business activity have you delayed? DO NOT READ OUT. CODE AS PER PRECODES. CODE ALL THAT APPLY.

- Marketing and promotional activities..... 1
Staff training and development 2
Development of new products / services 3
Strategic business planning / forward planning 4
Taking on other work/contracts..... 5
Taking on new staff 6
Other (SPECIFY)..... 95
(Don't know) 97

IF DELAYED OTHER ACTIVITY (CODE 1 AT D5a)

D5c Approximately what commercial value would you place on this delayed business activity, in terms of the financial benefit it would have generated for your business?

AS NECESSARY: By 'commercial value' I mean the likely financial benefit to your business of this delayed activity

- Zero/nothing 1
Less than £100,000 2
£100,001 - £250,000 3
£250,001 - £500,000 4
£500,001 - £1 million 5
£1 million - £5 million 6
£6 million - £10 million 7
£11 million - £20 million 8
Over £20 million 9
(Don't know) 10
(Refused) 11

SECTION E: PARTNERS & DIRECTORS

ASK ALL

E1. I'd like to finish by asking you a few questions about the owners, partners and directors in your business. <IF CODES 1-4 OR 8-9 AT A4 Including yourself, > how many owners, partners or directors are there in day to day control of the business <IF CODE 1 AT A7 at this site>? PROBE FOR BEST ESTIMATE

IF NECESSARY: Please do not include any non-executive directors.

Enter number (ALLOW FOR ZERO)
(Don't know)
(Refused)

IF ANY NUMBER GIVEN AT E1 (1+)

E2. And how many of these owners, partners or directors are female? PROBE FOR BEST ESTIMATE

Enter number (ALLOW FOR ZERO)
(Don't know)
(Refused)

IF ANY NUMBER GIVEN AT E1 (1+)

E3a. And how many are from ethnic minority groups? PROBE FOR BEST ESTIMATE

Enter number (ALLOW FOR ZERO)
(Don't know)
(Refused)

IF ANY ETHNIC MINORITY AT E3a (1+)

E3b. Which ethnic minority groups? PROBE AS PER PRECODES. CODE ALL THAT APPLY.

Mixed – White and Black Caribbean.....	1
Mixed – White and Black African	2
Mixed – White and Asian	3
Mixed – Other	4
Asian or Asian British - Indian.....	5
Asian or Asian British - Pakistani	6
Asian or Asian British - Bangladeshi.....	7
Asian or Asian British - Other	8
Black or Black British - Caribbean	9
Black or Black British - African.....	10
Black or Black British - Other	11
Chinese	12
White Irish	13
White Other	14
Any other ethnic group	15
(Don't know)	16
(Refused)	17

IF ANY NUMBER GIVEN AT E1 (1+)

E3c. How many of the owners, partners or directors have disabilities? PROBE FOR BEST ESTIMATE

Enter number (ALLOW FOR ZERO)

(Don't know)

(Refused)

ASK ALL

E4. In addition to the owners, partners or directors in day to day control of the business, does your business have any non-executive directors?

Yes.....1

No2

(Don't know)3

(Refused)4

SECTION F: WRAP-UP

ASK ALL

F1. That is the end of the interview, thank you very much for taking part. I just need to check a few things before you go. Firstly, would you be willing to take part in any future research on this topic conducted on behalf of the Department for Business, Innovation and Skills?

AS NECESSARY: This further research won't take place until 2012. If you say yes and are contacted, you can always decline to participate if it's not convenient.

Yes1
No.....2
(Don't know)3

ASK ALL

F2. We are working with academic researchers who would like to be able to analyse your answers alongside data you may provide to central Government, such as through Companies House. We can assure you that your answers will still remain confidential and will only reported in the form of statistical summaries. Would this be OK? INTERVIEWER NOTE: READ OUT EXACTLY AS SCRIPTED

AS NECESSARY: This will allow the researchers to 'look up' other data held on your business by central Government, which will in turn allow them to conduct a fuller and more meaningful analysis of this survey data.

Yes1
No.....2
(Don't know)3

ASK ALL

F3. Can I just check your business postcode?

CATI TO DISPLAY POSTCODE IF AVAILABLE – AMEND IF MISSING OR INCORRECT

IF YES TO FURTHER RESEARCH (CODE 1 AT F1)

F4. And can I check your email address?

CATI TO DISPLAY EMAIL IF AVAILABLE – AMEND IF MISSING OR INCORRECT
AS NECESSARY:

This is just so that we can contact you about any future research on this subject, and will not be used for any other purpose.

ASK ALL

F5. And may I take a note of your name?

WRITE IN

STANDARD THANK & CLOSE

AS NECESSARY: If you have any questions about CompeteFor you can call the CompeteFor HelpLine on 0845 2177804.