



BUSINESS ADVISER BAROMETER

monthly brochure

> AUGUST EDITION — KEYNOTES FROM JULY 2007 - BAB59

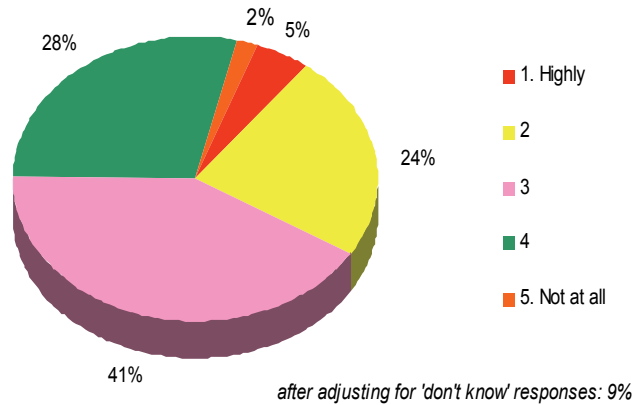
### As congestion bites, UKBAB and UKBB respondents have their say on a possible solution — working from home.

Increased traffic congestion together with insufficient public transport and increasing awareness of the cost of fuel pollution all contribute to increasing pressure on today's transport systems. In 2006-2007 the number of passengers travelling by train grew by 7.5%.<sup>3</sup> Numbers of vehicles registered for use on UK roads continued to climb as did estimated traffic levels, while the average vehicle delay on the slowest 10% of journeys increased by 8.7% compared to 2004-2005.<sup>4</sup> 29% of respondents say that clients are highly or relatively highly prepared to allow more home working by their staff, although 30% say clients are unlikely to be or not at all prepared to do so.

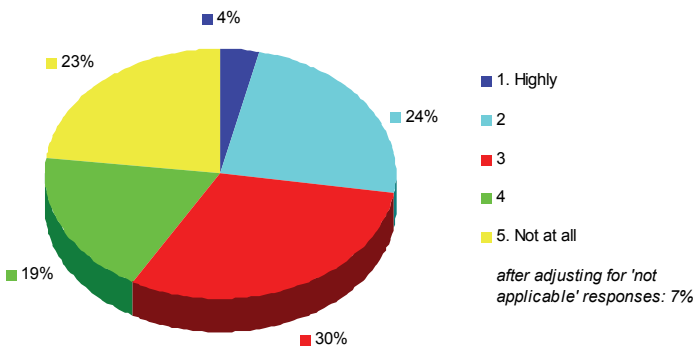
<sup>3</sup> Office of Rail Regulation

<sup>4</sup> Road Statistics 2006: Traffic, Speeds and Congestion – Department for Transport

Compared to two years ago, to what extent are clients prepared to allow employees to work from their homes (either part or full time)?



To what extent has congestion on the roads reached the point where it is holding your business back?



### Is Home working the answer?

In light of this, another finding for July is perhaps not surprising – more than a quarter of UKBB respondents said they would prefer more home working by their staff, and 30 per cent said it would be practical for their staff to do so.

### Business held back by congestion says UKBB panel.

Three-quarters of businesses are being held back by congestion on the roads according to findings in the July survey.

Respondents said that the traffic jams that routinely bring British roads to a standstill have reached a point where they are an impediment to success in business. Increased traffic congestion, together with insufficient public transport and increasing awareness of carbon emissions from vehicles, all contribute to increasing pressure on today's transport systems.

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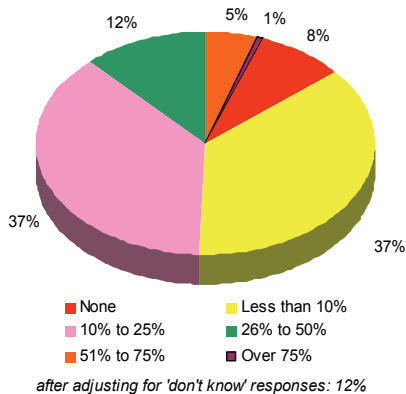
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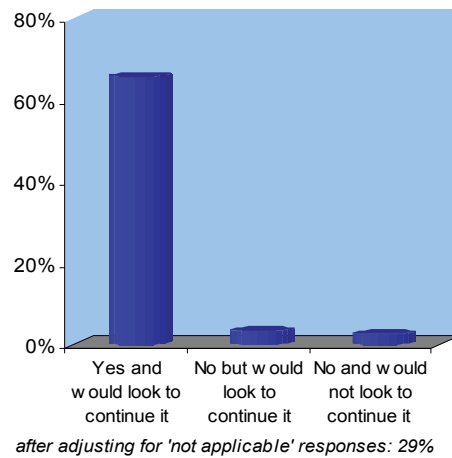
**Cooperation with complementary businesses — UKBAB and UKBB responses compared.**

71% of UKBB respondents said they have worked with complementary businesses and of those that have, 92% have found it to be successful and amongst the 8% of the respondents with experience of working with complementary businesses who didn't find it successful, over half (57%) would still look to continue to work with them.

As far as you are aware, do many of your clients work on a quid pro quo basis with 'complementary businesses' (not competitors, but companies whose products or services complement their own)?



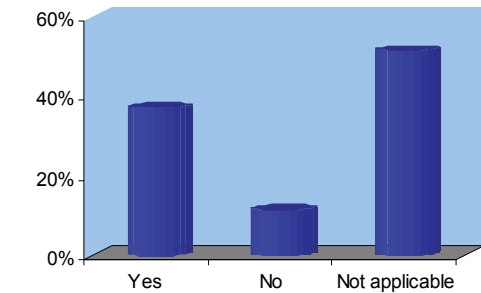
If so, was the cooperation successful?



**Working with complementary businesses is less common among the clients of the business advisers who responded to the July UKBAB.**

43% of advisers say that 10% or less of their clients work with complementary businesses, 49% of advisers think that between 10% and 50% of their clients do, and only 6% of advisers think that over 75% of their clients work like that. The overall average number of clients working with complementary businesses is 17%.

If you have not worked with 'complementary businesses', is it something that you would consider?



**Is it something you would consider?**

The idea of working with complementary businesses attracted substantial interest among those who were not able to say that they have tried it. The 28% of respondents who have not worked with complementary businesses were in two groups – those who said this idea is not applicable to them (17% of total respondents) and those who have not tried it (11%).

Note: the chart on the right covers all the respondents who responded 'no' or 'not applicable' to the question: Do you/ Have you co-operate(d) with 'complementary businesses'?

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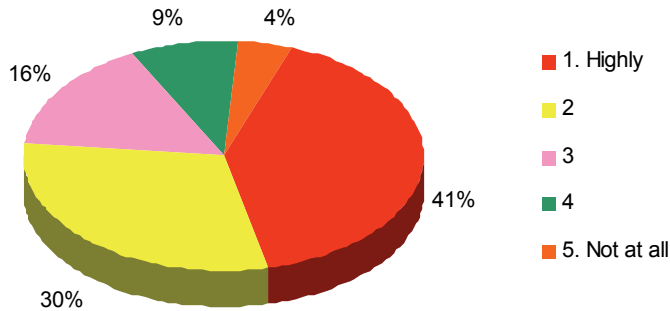
**Professional accreditation — how useful is it? The UKBAB panel have their say.**

Professional accreditation is clearly very popular amongst the respondents to the UKBAB. 71% consider it useful to a high or comparatively high extent although 13% think it is of little or no use.

**Panellist's view**

There was an accreditation scheme set up a few years ago which must have been a good money making process for those running the scheme and gave little if any assurance to the ultimate customer.

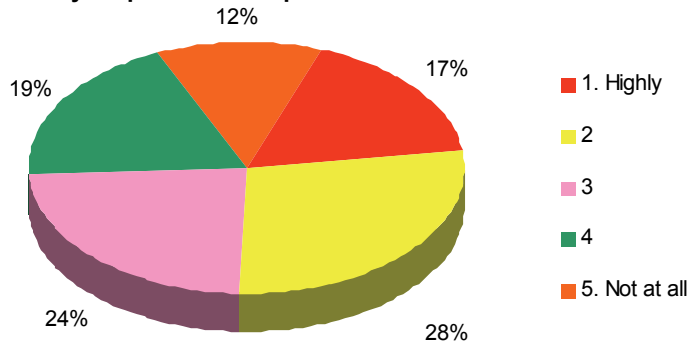
**To what extent do you consider it useful for business advisers and consultants to have their professional standards accredited by a standards body?**



**Does gaining work depend upon accreditation?**

Although professional accreditation is generally thought to be useful, only 45% depend on accreditation and/or qualifications for gaining work to a high or fairly high extent and 31% say that they either do not, or only slightly, depend on them.

**To what extent does gaining work as an Adviser depend on your professional qualifications and/or accreditation?**



**Panellist's view**

Where I work some advisers have high qualifications and some less so but we all need a standard at least to work.



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- Q1.** When seeking funds for clients, to what extent is gaining access to funds on a short timescale a challenging proposition in the current climate?
- Q2.** Does your business have a website?
- Q3.** To what extent are you aware of your abilities to optimise your website's profile on search engines such as Google?
- Q4.** To what extent do you think information presented by search engines is pushed at you rather than discovered by you ?
- Q5.** Do you monitor the number of hits on your website?
- Q6.** To what extent do you feel able to advise your clients on website optimisation?
- Q7.** Appointments were made recently of Ministers and Shadow Ministers for specific UK regions , to what extent do you think that such appointments will benefit business?
- Q8.** To what extent do you consider it useful for business advisers and consultants to have their professional standards accredited by a standards body?
- Q9.** To what extent does gaining work depend upon your professional qualifications and/or accreditation?
- Q10.** At times when your premises is closed, do you make arrangements to switch off machines completely rather than leave them on stand-by?
- Q11.** To what extent are clients prepared to allow employees to work from their homes?
- Q12.** As far as you are aware, do many of your clients work, on a quid pro quo basis, with 'complementary businesses' (not competitors, but companies whose products or services complement their own)?

Click here to view the complete set of results for this and for previous surveys:

[www.ukbab.ac/UI/surveys.aspx](http://www.ukbab.ac/UI/surveys.aspx)

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Greater transparency of business needs as observed by the adviser community

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