

KEYNOTES FROM FEBRUARY

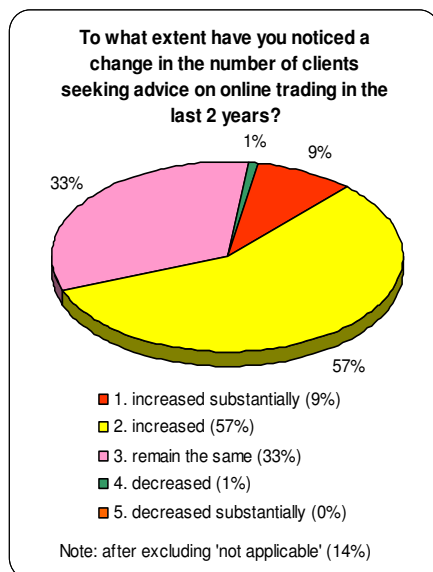
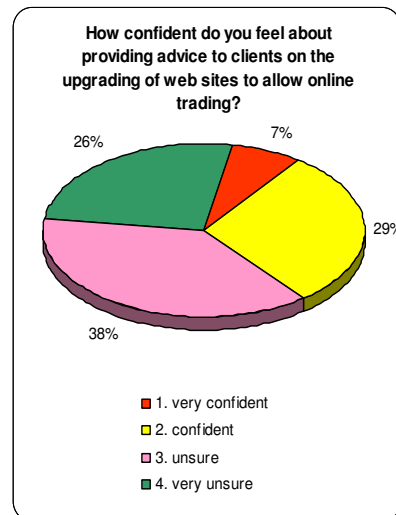
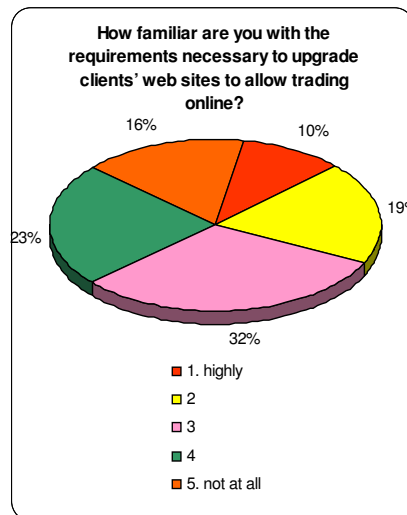
Advisers share their views on various aspects of online trading.

With the continuing growth in internet-based buying and selling, more entrepreneurs are looking to add trading capability to their web-sites.

In February's UK-BAB survey, panel-lists were asked about their clients' activities in online trading and their own confidence in offering advice on the subject.

The Panellist's view

"I do provide advice on on-line trading, but have a referral mechanism to access specialist advice for clients on this topic."



29% of respondents to the UK-BAB February Survey are highly or reasonably highly familiar with what is involved in upgrading clients' websites so that they can sell online. About a third have some knowledge in this area, while 23% know a little about it and 16% have no familiarity with it at all.

The level of confidence felt by respondents about offering advice on upgrading for trading is consistent with the responses to the previous question. 7% are very confident and 29% are confident about the advice they could give, while the remaining 64% are either unsure or very unsure.

The Panellist's view

"In my experience businesses are often not aware how to use their website to best effect. Once they understand the benefits, especially where on-line trading is appropriate, they are usually keen to move forward."

The logo features the letters 'UK' in a large, white, sans-serif font. To the right of 'UK' is a circular graphic with a blue arc and a white line, resembling a barometer or a stylized 'B'.

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> THE QUESTIONS FEBRUARY 2006

February's survey tested views on social enterprises, online trading and over 50's start ups.

Q1. Social enterprises are businesses with a social purpose designed to deliver lasting social and environmental change. They incorporate social costs and benefits as well as financial ones in their accounts and often rely on an element of grant support and donation. How familiar are you with the concept of social enterprise?

Q2. To what extent do you feel confident about providing advice to social enterprises?

Q3. 3. How many social enterprises have you worked with during the last 12 months?

Q4. If you have advised social enterprises, what support have you provided?

Q5. To what extent would you appreciate the opportunity to improve your understanding of social enterprise?

Q6 6. How familiar are you with the requirements necessary to upgrade clients' web sites to allow trading online?

Q7. How confident do you feel about providing advice to clients on the upgrading of web sites to allow online trading?

Q8. Approximately what proportion of your client base has asked you for advice on establishing online trading?

Q9. 9. To what extent have you noticed a change in the number of clients seeking advice on online trading in the last 2 years?

Q10. In your view, what is the main obstacle to the adoption of online trading by business?

Q11. Some survey evidence suggests that increased numbers of over 50 year olds are seeking to establish new businesses. Over the last five years, to what extent have you observed a change in the number of older people (over 50's) seeking to start up a new business ?

Q12. In your experience, are businesses started by older people (over 50) more or less likely to create new jobs than those started by younger people?

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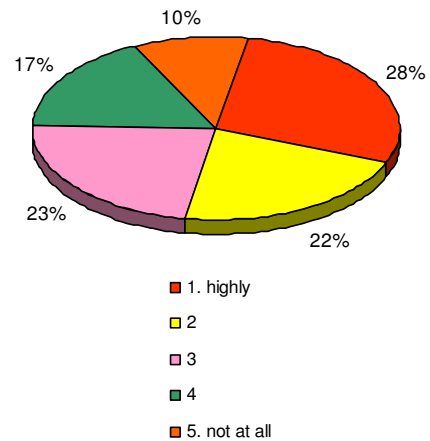
> ANALYSIS FOR FEBRUARY 2006

Securing a place for social enterprise in business is key for the continued prosperity of the economy, according to Industry and the Regions Minister Alun Michael. UKBAB panellists were quizzed on the subject in this month's survey.

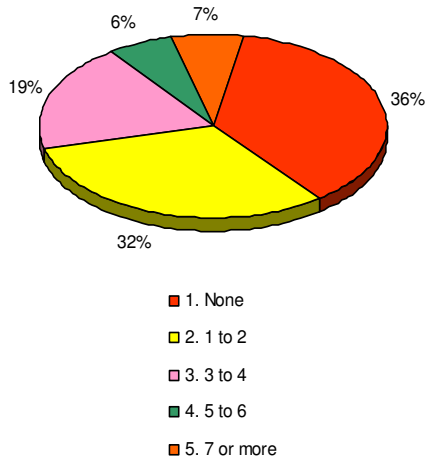
Social enterprises are businesses with a social purpose designed to deliver lasting social and environmental change. They incorporate social costs and benefits as well as financial ones in their accounts and often rely on an element of grant support and donation. The term social enterprise is relatively new but this type of business has existed for at least a century.

Respondents to the February UK Business Advisers Survey varies widely in the degree of familiarity with the concept, such that although 50% were highly or relatively highly conversant with the concept of social enterprise, 27% had little or knowledge about it.

How familiar are you with the concept of social enterprise?



How many social enterprises have you worked with during the last 12 months?



1.2% and counting A survey undertaken in 2004 for the Social Enterprise Unit of the DTI found that 1.2% of all UK enterprises are social enterprises. In the last 12 months 64% of responding advisers have worked with social enterprises at least once, and 33% have seen at least three social enterprise clients over that period. The range of support provided has included advice on business planning, revenue generation, legal structures and feasibility studies, but a substantial proportion was on

Help in understanding of social enterprise

42% of respondents would very much like the opportunity to increase their understanding of social enterprise, although 30% are not very interested. The most interest was expressed by advisers who have been most involved with social enterprise over the last 12 months, and the least interest by those least engaged in advising social enterprises.

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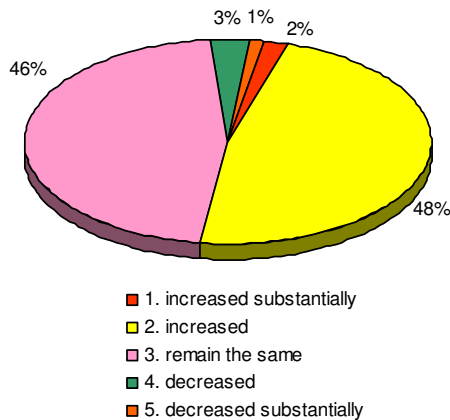
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> ANALYSIS FOR FEBRUARY 2006

Over 50's start ups

Over the last five years, to what extent have you observed a change in the number of older people (over 50's) seeking to start up a new business ?



Note: after excluding 'not applicable' (9%)

Some survey evidence suggests that increased numbers of over 50 year olds are seeking to establish new businesses. This is in accord with about half the respondents to the February Survey (excluding those answering 'not applicable'), although 46% think that numbers have stayed the same.

In terms of creating new jobs, only 17% believe that businesses started by older people are more likely to create new jobs, while 35% think the reverse – that such business are less likely to create new jobs than those of younger entrepreneurs.

MORE FINDINGS FOR FEBRUARY

A round up of further issues explored on the UK Business Adviser Barometer.



Business needs as observed by the adviser community

February's UKBAB survey also asked for panellists' views on: social enterprises (businesses with a social

purpose designed to deliver lasting social and environmental change) and businesses started up by the over 50s.

To access the full version of the February analysis visit www.ukbab.ac

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