

People and Organisation

Locate in Birmingham Client Survey

Final Report
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Locate in Birmingham – Client Survey 2005

1 Executive Summary

Purpose of Survey:

The Client Survey was commissioned to enable Locate in Birmingham to

- determine client satisfaction with the services currently provided and identify areas for service improvement
- verify relevance of current services and identify potential areas for service development
- obtain an understanding of how services offered by Locate in Birmingham are viewed by 'partner organisations'

Main findings:

- In general clients are happy with Locate in Birmingham staff's attitude and accuracy. The majority of clients rate their performance as satisfactory and very satisfactory
- A large number of clients are not aware of certain services offered. The survey shows a discrepancy between the low number of certain services being received by clients and the high number of clients stating its potential usefulness - especially for information about market intelligence and key sector growth opportunities. The reasons why clients seem to be not aware of services offered or why they did not request them should be further investigated.
- Overall staff availability and quality is the main factor for choosing a business location. This is followed by the right business location, an available professional infrastructure and good transport/access as key factors. (Excluding the awareness sub group) costs only ranked 4th as factor for the choice of a business location.
- Email, direct mail and networking events are the main forms of contact and communication with Locate in Birmingham.
- Events and Network meetings are the services most received by clients. It is an important point of first contact with Locate in Birmingham. However, when clients are asked about Locate in Birmingham's role networking is only mentioned by 4% of respondents.
- The Update magazine (direct mail) is the information format received by most clients. Presentation and clarity of language are rated mostly satisfactory and very satisfactory for all the formats queried.