



UK Business Networks & Innovation Survey

Please use black ink to complete this form

Please write your name / address in this box

FROM:

University of Cambridge
Judge Business School
Trumpington Street
Cambridge CB2 1AG
Tel : +44 (0)1223 339700
Fax : +44 (0)1223 339701
www.jbs.cam.ac.uk

YOUR CONTACT FOR HELP AND QUERIES:

Bastiaan de Goei
Email: bd275@cam.ac.uk
Phone: 078 7013 0134

PLEASE COMPLETE AND RETURN THIS FORM VIA POST OR FAX

Please provide informed estimates if exact figures are not available.

Notes are enclosed to help you complete your return or you may telephone your contact named above.

- This survey collects information about levels and characteristics of the collaborative activity of UK enterprises with regards to innovation practices. In order to be able to compare firms with and without innovation activities, we request all firms to respond to all questions, unless otherwise instructed.
- This inquiry will benefit businesses by allowing policy makers to more effectively target their business policies.
- Data will only be used for academic research.
- Data will only be published in an aggregated form making your input anonymous.
- The numbers of businesses and questions are kept to the minimum required to produce reliable results.

THANK YOU FOR YOUR CO-OPERATION

SECTION A GENERAL QUESTIONS

In this section we would like you to tell us something about the character of your business.

1. General Company Information

Please tick one box

1.1 My business is...

- a. A Head Office of a business with one or more other branches
- b. A branch of an enterprise with a Head Office elsewhere
- c. An independent enterprise
- d. None of the above

Please answer ALL other questions as they apply to your business at this location only

Please tick one box

1.2 My enterprise is...

- a. A Sole Proprietorship
- b. A Partnership
- c. A Company
- d. Other

1.3 In what year did your business begin trading? :

Research and Development (R&D) includes discovering new knowledge about products, processes, and / or services, and then applying that knowledge to create new and improved products, processes, and / or services that fill market needs.

2. Company Performance

2.1 Please indicate the number of employees in the latest financial year for which you have data		
Average number of full-time (including working directors)	:	Year
Average number of part-time employees	:	Year
2.2 Please indicate the turnover of your enterprise in the latest financial year for which you have data	£	Year
2.3 Please indicate the amount of investments in the latest financial year for which you have data		
To increase the production of products or services	£	Year
To increase R&D in products, services or processes	£	Year

Please provide the equivalent information for the year, 3 years before the year(s) you used above (if applicable).

2.4 Please Indicate the number of employees		
Average number of full-time (including working directors)	:	
Average number of part-time employees	:	
2.5 Please indicate the turnover of your enterprise	£	
2.6 Please indicate the amount of investments		
To increase the production of products or services	£	
To increase R&D in products, services or processes	£	

3. Innovation

Innovation includes product innovation (**goods or services**) and process innovation. Innovation in this survey are those new **goods, services, or processes** based on the results of new technological or theoretical developments, new combinations of existing technology or theory, or utilisation of other knowledge held or acquired by your enterprise.

Examples of process innovations for service oriented companies are completely new ways of delivering your service via, for instance, the internet or via a unique partnership with another company.

3.1 Has your firm introduced **any** innovations in *manufactured* products or in *service* products, or in their *processes* of production or **distribution**, during the last 3 years?

Please tick the relevant boxes in **each** row.

Products (goods and services) innovation	Innovation new to your firm and to your industry?		Innovation new to your firm but not to your industry?	
	Yes	No	Yes	No
MANUFACTURING oriented companies				
Technologically new or significantly improved manufactured product				
Technological improvements in supply, storage or distribution systems for manufactured product				
SERVICES oriented companies	Yes	No	Yes	No
New or significantly improved service product				
New method to produce or deliver your service product				

IF YES IN ANY BOX, CONTINUE WITH QUESTION 3.2, OTHERWISE PLEASE PROCEED TO 3.3.

Please provide the following information for the latest financial year for which you have data available.

3.2 How many staff-members were engaged in service, product, or process related R&D?		
For part of their time	:	Year
For all their time	:	Year

3.3 Did your enterprise initiate any projects in the past 3 years to develop or introduce new or significantly improved products (goods or services) or processes that were...

Please tick as appropriate

- Abandoned
- Not yet completed but on time
- Not yet completed but seriously delayed
- Not even started
- None of the above

3.4 How were your firm's total sales in the last financial year distributed across the following types of products?

Products or services unchanged or only marginally changed in the last 3 years	%
Significantly improved products or services introduced within the last 3 years	%
New products or services introduced within the last 3 years	%
Total	100%

4. Collaboration and Competition

4.1 Please provide us with the following information.

The number of companies / organisations to whom you sell	:	
<i>In case your enterprise sells mainly to consumers, please tick this box</i>		
The number of companies from whom you purchase	:	
Percentages of total sales and purchasing	Sales	Purchasing
Locally (<i>within a radius of 12 miles around the location of your business address</i>)	%	%
Regionally (<i>within a radius of 25 miles</i>)	%	%
Within the Greater South East (PLEASE SEE MAP ON PAGE 9)	%	%
Nationally	%	%
Internationally	%	%
Total	100%	100%

4.2 Please provide us with the following information.

The number of serious competitors that are located	
Locally (<i>within a radius of 12 miles around the location of your business address</i>)	:
Regionally (<i>within a radius of 25 miles</i>)	:
Within the Greater South East (PLEASE SEE MAP ON PAGE 9)	:
Nationally	:
Internationally	:
Total	:
The number of those competitors with a larger turnover than your company	:
The number of those competitors with a smaller turnover than your company	:

SECTION B REGIONAL COMPETITIVENESS

5. Regional Factors

5.1 To what extent does the following in your region contribute to your company's competitiveness? Please tick the boxes as appropriate.

Your region: a radius of 25 miles around the location of your business address.

1. <i>insignificant advantage</i>	2. <i>slight advantage</i>	3. <i>moderate advantage</i>	4. <i>significant advantage</i>			5. <i>crucial advantage</i>	
			1.	2.	3.	4.	5.
Universities							
Community / Technical Colleges							
Public or Private Research Organisations							
Professional Service Firms							
Regional Customers							
Other Business in your Industry							
Absence of Competitors							
Regional Suppliers							
Banks							
Venture Capital Firms							
Angel Investors							
Business Incubators							
Industry or Cluster Associations							
Non-Professional Associations (alumni clubs, athletic clubs etc.)							
Entrepreneurial Networks							
Business Assistance Networks							
Not listed above, namely...							
...							

5.2 How do you rate the following in **your region** with regards to attracting and keeping employees? Please tick the boxes as appropriate.

1. <i>significant disadvantage</i>	2. <i>slight disadvantage</i>	3. <i>neither disadvantage or advantage</i>	4. <i>slight advantage</i>			5. <i>significant advantage</i>	
			1.	2.	3.	4.	5.
Cost of Living (daily needs)							
Cost of Housing							
Quality of Schools							
Recreation Facilities (bars, restaurants, hotels, theatres)							
Medical Facilities							
Environmental Considerations (air-quality, waste disposal)							
Public Transport							
Good Infrastructure (congestion and traffic)							
Natural Environment							
Crime Rate							
Not listed above, namely...							
...							

SECTION C SUPPLIER AND CUSTOMER NETWORKS

*In this section we ask you for information on your important business relations, such as important customers and suppliers. We are interested in their geographical locations, in order to investigate company networks. If you do not wish to provide the name of the company, please only supply the **postcode**. Data will only be used in an anonymous aggregated form.*

6. Company relationships

6.1 Please provide us with the following information on the 5 most important suppliers for your company.

6.1 Suppliers				
	Postcode*	Name	Percentage of your total purchases	Year the relationship started
1				
2				
3				
4				
5				

* Please fill out the country if the company is located abroad. In case you do not know the postcode, please fill out the city.

6.2 Please provide us with the following information on the 5 most important customers for your company.

6.2 Customers				
	Postcode*	Name	Percentage of your total sales	Year the relationship started
1				
2				
3				
4				
5				

* Please fill out the country if the company is located abroad. In case you do not know the postcode, please fill out the city.

SECTION D INNOVATION AND COLLABORATION NETWORKS

In this section we ask you for information on important relationships related to innovation. We are interested in geographical locations in order to investigate the importance of networks. If you do not wish to provide the name of the company, please only supply the **postcode**. Data will only be used in an anonymous aggregated form.

Innovation cooperation means active participation in joint innovation projects (including R&D) with other organisations. It does not necessarily imply that either partner derives immediate commercial benefits from the venture. Pure contracting out of work, where there is no active collaboration, is not defined as cooperation in this context.

7. Company relationships

7.1 Please provide us with the following information on the 5 most important innovation partners for your company and **list them in order of importance**. Please tick the boxes as appropriate.

7.1 Innovation Partners													
	Postcode*	Name	Main objective of relationship				Type of Partner						Year the relationship started
			1) Knowledge Transfer	2) Collective Development	3) Sharing Costs	4) Other	1) Same Industry	2) Similar Industry	3) Different Industry	4) University	5) Public organisation	6) Other	
			1	2	3	4	1	2	3	4	5	6	
1													
2													
3													
4													
5													

* Please fill out the country if the company is located abroad. In case you do not know the postcode, please fill out the city.

7.2 How do your 5 most important innovation partners compare to your company **using your best estimates**? Please tick one box per attribute for each company you listed in table 7.1.

7.2 Innovation Partners																									
Partner	1) Much Lower					2) Lower					3) Similar					4) Larger					5) Much Larger				
	Turnover					No. of Employees					R&D Expenditure					Innovation Output									
	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5					
1																									
2																									
3																									
4																									
5																									

SECTION E BUSINESS NETWORKS AND INFORMAL BUSINESS RELATIONSHIPS

In this section we ask you for information on informal networks.

Informal networks are networks through which you exchange informal advice and support with other business people, such as word-of-mouth communication. These networks often exist outside the work place in informal settings, such as clubs and others.

8. Please answer the following questions by ticking the boxes as appropriate.

1. insignificant advantage	2. slight advantage	3. moderate advantage	4. significant advantage			5. crucial advantage	
			1.	2.	3.	4.	5.
How important do you value business networking to the success of your business?							
How important do you value the following objectives of business networking to the success of your business?							
			1.	2.	3.	4.	5.
a) obtaining knowledge / ideas							
b) creating new enterprises							
c) raising financial capital							
d) obtaining new customers							
e) obtaining new suppliers							
f) sharing costs of R&D							
g) sharing costs of production							
How important do you value the following forms of business networking to the success of your business?							
			1.	2.	3.	4.	5.
a) Extended Family and Friends							
b) Informal Contacts with Colleagues in <i>your</i> Industry							
c) Informal Contacts with Colleagues in <i>other</i> Industries							
d) Informal Contacts with Colleagues in Universities							
c) Social Events (dinners etc.)							
d) Continuing Professional Development Events							
e) Business Clubs							
f) Exhibitions (<i>Non-University related</i>)							
g) Seminars Conferences (<i>Non-University related</i>)							
h) University Related Events (workshops and Conferences held at or by Universities)							
i) Other, namely:...							

9. Business relationships with individuals

In this section we ask you for information about the geography of your most important informal business contacts (the 5 most important). These people might not have a business background and could include family, business people from other industries, colleagues, etc. Data will only be used in an anonymous aggregated form.

Please fill out your 5 most important informal Business Relations with individuals and list them in order of importance. Please also tick one box per row where appropriate.

9.1 Business Relations									
Contact	Postcode of the <i>FIRST</i> meeting place*	Type of Place:							Year the relationship started
		1.	2.	3.	4.	5.	6.	7.	
		1) Business Clubs 2) Continuing Professional Development Events 3) Exhibitions (Non-University related) 4) Conferences (Non-University related) 5) University Related Events 6) Current or Old Colleagues in the Industry 7) Other							
1									
2									
3									
4									
5									

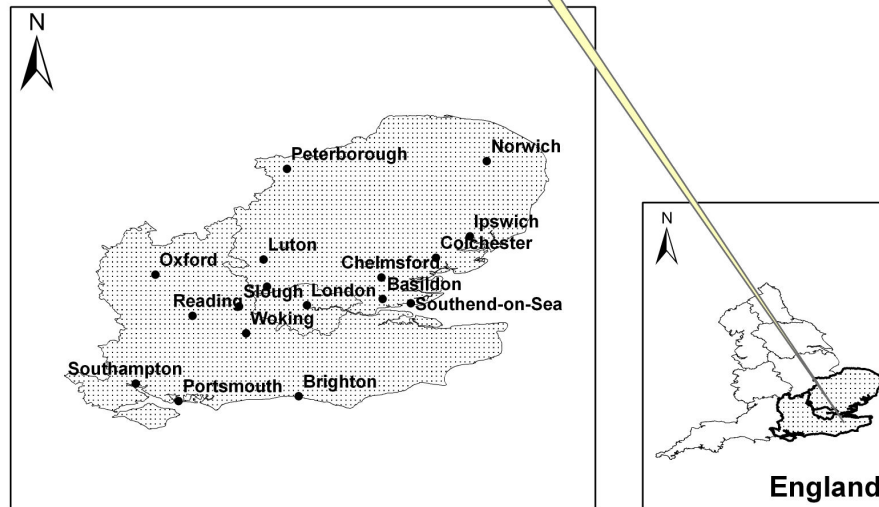
*Please fill out the country if contact is established abroad. In case you do not know the postcode, please fill out the city.

10. If you have any comments or suggestions on either this survey or this research, please do so below. Also, if you would like to clarify or further explain your answers on some questions, please use the space provided below.

11. If you are interested in the results of this research and would like to keep updated, then please provide us with the following contact information.

Name	:			
Phone	:			
Email	:			
<i>(An email address is necessary for us to provide you with your password for the protected area on our website where our first results will be published)</i>				
Mailing address	:			
I am willing to be contacted about my views		<table border="1"> <tr> <td>YES</td> <td>NO</td> </tr> </table>	YES	NO
YES	NO			

Greater South East



The regions in the Greater South East are home to 21 million people, which is 35 per cent of the UK's population. The Greater South East is home to almost 753,000 VAT registered businesses, and has a combined annual GDP of over £451bn, which would make it the 10th largest economy in the world.

THANK YOU FOR YOUR HELP

PLEASE RETURN THE QUESTIONNAIRE IN THE ENVELOPE PROVIDED.

ANY QUESTIONS ?

PLEASE TELEPHONE: 078 70130134

OR EMAIL: BD275@CAM.AC.UK