

BIPC Norfolk Update - Impact

A web survey of BIPC Norfolk customers was undertaken Adroit Economics in 2016 as part of the library's membership of the BIPC network.

When asked about what services respondents had accessed at the library, the most accessed service was Library databases and market research (64%), followed by networking events (36%) and practical workshops and one to one advice (both on 18%).

Most (82%) said they benefited from free access to information, followed by 53% from making valuable business contacts and 52% finding all resources in one location.

1. Business starts, employment and turnover

- a. 55% of respondents had started a business and 32% intended to do so.
- b. Of those respondents who had started a business, 50% were Sole Traders and 50% Private Limited Companies.
- c. 91% of respondents who had started a business said the primary location from which their business operates was their home.
- d. When respondents, that had started businesses, were asked about the number of employees they currently employ, 75% said just themselves (0-1) with the remaining 25% employing between 2 and 5 workers.
- e. Respondents were then asked how many people they anticipated employing in 3 years' time. 58% said 2 to 5, whilst 42% said just themselves (0-1).
- f. When respondents, that had started businesses, were asked about their current turnover, 17% said £0-9,999, 58% said £10,000-£49,999; 25% said £50,000-99,999.
- g. Respondents were then asked what they thought their turnover would be in 3 years' time. 8% said £0-9,999 50% said £10,000-49,999; 33% said £50,000-99,999. One person said £100,000-249,000.
- h. The largest proportion (33%) of businesses that had been set up since using the library were in Creative / Media / Publishing / Fashion; the second largest proportion with 22% each were in professional services and IT/ Telecommunications.

2. Overall perceived contribution of the library's services and support

- a. All respondents were asked their view of the overall contribution of the support received from the library's services. 5% felt that they would have achieved similar results anyway; 95% felt that use of library services had contributed and of these, 23% felt that they would probably not have achieved similar results.
- b. Overall satisfaction levels were high. 86% of users were satisfied with the help and support offered by the library, 45% were very satisfied, and nobody was dissatisfied.
- c. One of the features of the services and support offered by the library is the opportunity for users to receive direct, face-to-face support. 68% felt this was either very or extremely important.

3. Economic Impact

Adroit Economics estimated that during the survey period

- a. 10 new businesses were created as a result of use of library services
- b. That a further 15 new businesses were anticipated to be created
- c. £300,000 turnover had already been created
- d. £1m was anticipated to be created over three years
- e. 14 jobs had been created by users (including the proprietor), as a result of use of library services over the evaluation period
- f. Users anticipated that they will create a further 39 jobs over the next three years, as a result of use of library services
- g. £86,000 net additional GVA had been generated by BIPC Norfolk customers
- h. Adroit estimated that BIPC customers were likely to create a further £310,000 GVA