Our customers by Industry Sector

- Leisure/Hospitality: 6%
- Banking/Finance: 2%
- Manufacturing/Engineering: 6%
- Creative/Media: 22%
- Professional Services: 23%
- Education: 6%
- Environment/CSR: 3%
- Health/Social Work: 5%
- IT/Telecommunications: 6%
- N/A: 6%
- Retail/Wholesale: 12%
- Public Sector/Government: 2%
- Other: 2%

We provide a valuable and appreciated service

- 96% would recommend the Centre to others
- 94% were satisfied with the service they received (65% very satisfied)
- 90% will continue to use the Centre
- 84% could not have achieved their results without our help

What our customers valued

- Free access to information (85%)
- Finding all the resources in one location (55%)
- A great place to work (48%)
- Gained inspiration from the resources (45%)
- Gained confidence to start up a business (33%)

1 Based on Economic Impact Analysis by Adroit Economics, April 2012, based on a survey of 1201 respondents in February/March 2012.
Our services give entrepreneurs skills and confidence

46% increased their awareness of the importance of intellectual property
43% were able to understand their customers and markets better
40% acquired new skills through workshops
23% were helped to write their business plan
21% were helped to protect their novel idea or invention

These skills help them to start, sustain and grow their businesses

We have helped to create 2,775 businesses, of which 40% are owned by women, 29% by ethnic minority groups and 10% by disabled people.

We have also created 3,345 additional jobs in new and existing businesses.

Overall these businesses have increased their turnover by £153 million.

The results indicate that using the Business & IP Centre gives people a better than average chance of success: on average only one in ten businesses in our census had failed after year three, compared with just under four in ten across the UK.

These businesses help to drive the economy

Average turnover increase of £8.80 per £1 of public money invested.

£47.1 million of net Gross Value Added has been generated, equating to £8.13 of GVA per £1 of public money invested.

£11.2 million of in-kind contributions generated, including pro bono support and press coverage.

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2 Annual GVA per £1 spent is £2.71. The above figure given assumes business improvements last for three years.