

Business Link Regional Performance Report

End of Year 2009/10

18/05/10

FINAL

**On behalf of the
Business Link Management Group**

1.0 National Overview

Key Messages

- Just over **1 million customers** used Business Link in 2009/10, a 7% increase on the total number of customers in 2008/09.
- Support for **pre-starts increased by 19%** over the year and the number of **Intensively Assisted customers increased by 25%**.
- The **customer satisfaction score is 90.5%** in Quarter 4 09/10, the highest score achieved in the year.
- The Net Recommend Score has increased steadily over the year and stands at 61 in Quarter 4 09/10.
- There was a dip in most measures at the start of 2009/10, possible reflecting the economic conditions, however scores have increased steadily over the year.
- Just over **14,700 customers received skills brokerage** of some kind in Quarter 4 09/10 and this figure has increased quite substantially since Quarter 2 09/10 (10,059).

parts of the economy, but misses some very small businesses operating without VAT or PAYE schemes (self employed and those with low turnover and without employees) and some non-profit organisations.

Business Link Customers (Quarter 4)

Just over 1 million customers used Business Link in 2009/10, a milestone figure for the service. The total number of customers increased by approximately 64,000 between Quarter 3 09/10 and Quarter 4 09/10. There has been an 11% increase in the number of start-ups supported and an increase of 8% in pre-start support.

Figure 1.1: Customer Profile (Quarter)

| | Q3 09/10 | Q4 09/10 | Change |
|----------------------------|----------------|------------------|-------------------------------|
| Pre-starts | 229,833 | 247,830 | 17,997 (+8%) |
| Start-ups | 52,651 | 58,662 | 6,011 (+11%) |
| Established businesses | 658,128 | 698,246 | 40,118 (+6%) |
| Total customer base | 940,612 | 1,004,738 | 64,126 (+7%) |

Source: BL Management Information Returns, Q3 09/10 and Q4 09/10. Rolling four quarter data.

Introduction

This report summarises the national and regional performance of the Business Link network as well as the use of www.businesslink.gov.uk and the Business Link National Enquiry Line. As an end of year report it summarises both annual performance and activities undertaken in the fourth quarter of 2009/10.

The report has 2 main sections:

Section 1 provides a national overview of performance.

Section 2 outlines the work of Business Link in each of the regions in more detail.

Following these sections is a series of one side summaries of the performance and activities of Business Link nationally and in each of the nine English regions.

As noted in previous quarters, parts of the report make comparisons to the Inter-Departmental Business Register (IDBR). This is a list of UK businesses maintained by the Office for National Statistics (ONS). It provides a sampling frame for surveys of businesses carried out by the ONS and by other Government departments. It is also a key data source for analysis of business activity. The IDBR covers businesses in all

Key Performance Indicators (Annual)

Regional and national performance of the Business Link network is measured against three Key Performance Indicators: Total Customers, Intensive Assistance (IAs) and Customer Satisfaction (see Figure 1.2).

Business Link has experienced a 7% increase in the total number of customers supported since 2008/09. Between 2008/09 and 2009/10 the number of pre-starts supported has increased by 19%, equal to almost 40,000 customers.

The number of Intensively Assisted customers has also increased substantially (+25%) over the year.

Figure 1.2: Key Performance Indicators (Annual)

| | 2008/09 | 2009/10 | Difference |
|-------------------------------|----------------|------------------|--------------------------------|
| Total Customers | 942,166 | 1,004,738 | 62,572 (+7%) |
| <i>Pre-starts</i> | <i>208,444</i> | <i>247,830</i> | <i>39,386</i> <i>(+19%)</i> |
| <i>Start-ups</i> | <i>54,806</i> | <i>58,662</i> | <i>3,856</i> <i>(+7%)</i> |
| <i>Established businesses</i> | <i>678,916</i> | <i>698,246</i> | <i>19,330</i> <i>(+3%)</i> |

| | | | |
|---------------------------------------|---------------|---------------|----------------------|
| Intensively Assisted customers | 77,620 | 97,084 | 19,464 (+25%) |
| Customer Satisfaction* | 89.5% | 90.5% | +1% point |

Source: BL Management Information Returns, Q4 09/10 and Q4 08/09. Rolling four quarter data. * Q4 08/09 and Q4 09/10 figures. Customer Satisfaction figure for 2009/10 include IA figures only for the South East and excludes London Skills IAs.

Priority Groups and Themes

Around 26% of businesses supported by Business Link in Quarter 4 09/10 were majority owned or managed by women, similar to the proportion in Quarter 4 08/09 (25%).

The proportion of businesses majority owned or managed by people from black and minority ethnic groups has increased over the year, from 13% in Quarter 4 08/09 to 15% in Quarter 4 09/10.

The proportion of customers running businesses majority owned or managed by people with disabilities has remained consistent at 4%.

Social enterprise customers account for slightly less of the total number of customers in Q4 09/10 (4% compared with 6% in Quarter 4 08/09).

Customer Satisfaction

90.5% of customers reported that they were either satisfied or very satisfied overall with the service they received from Business Link in Quarter 4 09/10. This is similar to the score achieved in Quarter 3 but represents an increase of 3.8 percentage points since the beginning of the year.

It is also worth noting that the proportion of very satisfied customers has increased by around 4 percentage points from Quarter 3 and around 10 percentage points since the start of 2009/10. This could reflect a general increase in optimism among businesses as the UK emerges from the recession.

Figure 1.3: Customer Satisfaction (Historic Measure %)

| | Q1 09/10 | Q2 09/10 | Q3 09/10 | Q4 09/10 |
|----------------------------|-----------------|-----------------|-----------------|-----------------|
| Satisfied | 86.7 | 88.8 | 90.1 | 90.5 |
| <i>Very Satisfied</i> | 46.4 | 51.6 | 51.6 | 56.2 |
| <i>Fairly satisfied</i> | 40.4 | 37.2 | 38.5 | 34.4 |
| Neither | 8.2 | 6.7 | 6.7 | 5.4 |
| <i>Fairly Dissatisfied</i> | 3.3 | 3.0 | 1.9 | 2.5 |
| <i>Very Dissatisfied</i> | 1.8 | 1.5 | 1.2 | 1.5 |
| Dissatisfied | 5.1 | 4.5 | 3.1 | 3.9 |

Source: BL Customer Satisfaction Returns, Q1-4 09/10. IA figures only for the South East in Q4 09/10. Excludes London Skills IAs.

The average Customer Satisfaction score for 2009/10 is 89.1, which is similar to the scores achieved in the previous three years. The proportion of very satisfied customers is lower in 09/10 than in previous years, however, as Figure 1.3 above illustrates, the scores for this measure have varied quite significantly within the year.

Figure 1.4: Customer Satisfaction year on year (Historic Measure %)

| | 06/07 | 07/08 | 08/09 | 09/10 |
|----------------------------|--------------|--------------|--------------|--------------|
| Satisfied | 90.8 | 89.7 | 88.9 | 89.1 |
| <i>Very satisfied</i> | 55.9 | 54.4 | 55.7 | 51.5 |
| <i>Fairly satisfied</i> | 34.9 | 35.2 | 33.3 | 37.6 |
| Neither | 5.9 | 7.4 | 6.7 | 6.8 |
| <i>Fairly dissatisfied</i> | 2.0 | 1.9 | 2.8 | 2.7 |
| <i>Very dissatisfied</i> | 1.3 | 1.1 | 1.6 | 1.5 |
| Dissatisfied | 3.3 | 3.0 | 4.4 | 4.2 |

Source: BL Customer Satisfaction Returns. Average satisfaction scores across each year. IA figures only for the South East in Q4 09/10. Excludes London Skills IAs in 09/10.

In Quarter 4 09/10 overall satisfaction is highest among Workshop/Events customers (93.0%) followed by Intensively Assisted customers (90.9%).

These are similar to the scores achieved in Quarter 4 08/09. Most channels (with the exception of Intensive Assistance) have seen an increase in the proportion of very satisfied customers. In contrast, there is a slightly higher proportion of dissatisfied Light Touch customers in Quarter 4 09/10 (5.0% compared with 2.7% in Quarter 4 08/09).

Figure 1.5: Satisfaction by service interaction (historic measure Quarter 4 09/10 %)

| | Intensive Assistance | Enquiry Response | Workshop/Event | Other (Light Touch) |
|----------------------------|-----------------------------|-------------------------|-----------------------|----------------------------|
| Satisfied | 90.9 | 88.8 | 93.0 | 86.3 |
| <i>Very satisfied</i> | 58.0 | 56.0 | 56.7 | 43.5 |
| <i>Fairly satisfied</i> | 33.0 | 32.9 | 36.3 | 42.8 |
| Neither | 5.1 | 6.3 | 4.0 | 8.7 |
| <i>Fairly dissatisfied</i> | 2.8 | 2.5 | 2.3 | 2.6 |
| <i>Very dissatisfied</i> | 1.1 | 2.4 | 0.7 | 2.4 |
| Dissatisfied | 3.9 | 4.9 | 2.9 | 5.0 |

Source: BL Customer Satisfaction Returns Q4 09/10. Figures may not sum due to rounding. IA figures only for the South East. Excludes London Skills IAs.

The average Satisfaction Index¹ across 2009/10 has decreased slightly since 2008/09 and stands at 84.8.

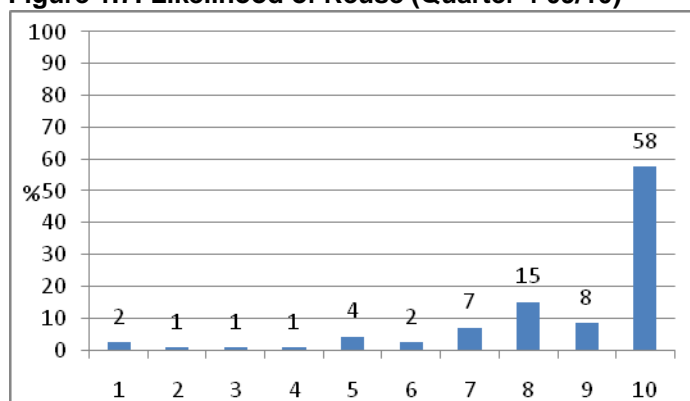
Figure 1.6: Satisfaction Index

| | 2008/09 | 2009/10 |
|----------------------|-------------|-------------|
| All customers | 86.4 | 84.8 |
| Intensive Assistance | 85.6 | 84.5 |
| Enquiry Response | 88.2 | 86.5 |
| Workshop/Event | 86.1 | 84.0 |
| Other (Light Touch) | 82.2 | 80.8 |

Source: BL Customer Satisfaction Returns. Average Satisfaction Index scores across each year. IA figures only for the South East in Q4 09/10. Excludes London Skills IAs in 09/10.

Around two thirds (66%) of customers in Quarter 4 09/10 report that they would be very likely to reuse Business Link, similar to the proportion in Quarter 4 08/09 (68%).

Figure 1.7: Likelihood of Reuse (Quarter 4 09/10)

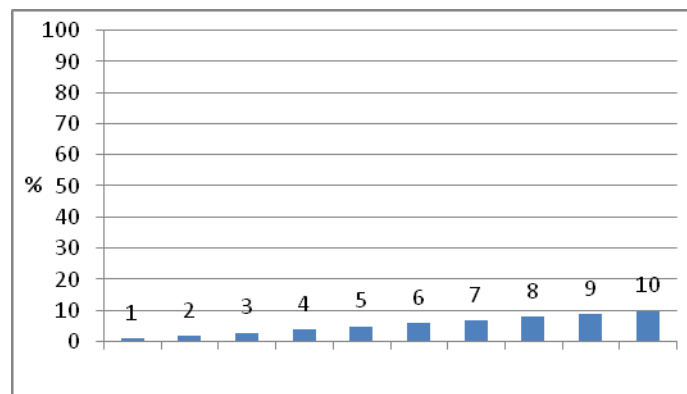


Source: BL Customer Satisfaction Returns Q4 09/10. IA figures only for the South East.

Around 71% of customers in Quarter 4 09/10 would be very likely to recommend the Business Link service to someone else (compared with 71% in Quarter 4 08/09).

Figure 1.8: Likelihood of recommendation (Quarter 4 09/10)

¹ The Satisfaction Index is derived from user satisfaction and importance scores across a range of aspects of service delivery for the specific service the customer received. Aspects of the service delivery that are considered more important by customers are given more weight in the Index.



Source: BL Customer Satisfaction Returns Q4 09/10. IA figures only for the South East.

The Net Recommend Score (calculated by taking the proportion of those scoring 6 or less away from those giving scores of 9 or above) stands at 61 in Quarter 4 09/10 and has gradually increased over the year.

Figure 1.9: Net Recommend Score

| | Q1 09/10 | Q2 09/10 | Q3 09/10 | Q4 09/10 |
|----------------------------|-----------|-----------|-----------|-----------|
| Promoters | 69% | 71% | 72% | 71% |
| Detractors | 11% | 11% | 10% | 10% |
| Net Recommend Score | 58 | 60 | 62 | 61 |

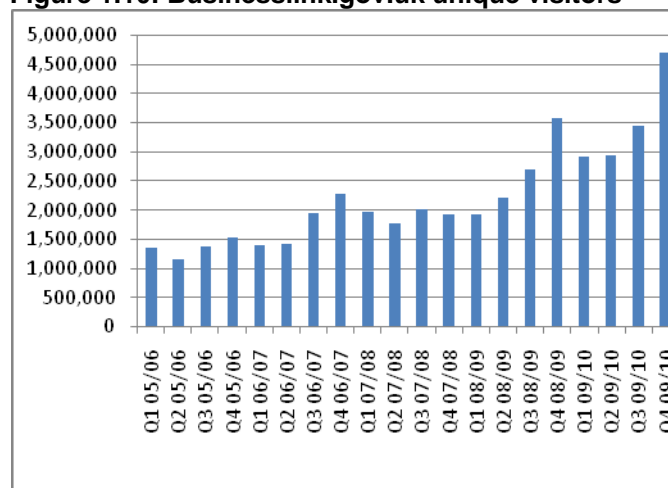
Source: BL Customer Satisfaction Returns Q4 09/10. IA figures only for the South East.

The average Net Recommend Score for 2009/10 is 60, the same as the average score for 2008/09.

National Services

The number of unique visitors to www.businesslink.gov.uk has increased significantly since Quarter 3 09/10 and stands at just under 4,700,000.

Figure 1.10: Businesslink.gov.uk unique visitors



Source: BL Monthly Usage Figures.

The Business Link National Enquiry number took 201,554 calls in 2009/10, compared with approximately 173,000 in 2008/09.

Skills Brokerage

The Proxy Engagement Measure is a useful means of calculating a proxy for the former Train to Gain employer engagement measure. This is calculated by de-duplicating the count of Skills Intensive Assisted businesses and those that have received a proposal and/or a referral. In Quarter 4 09/10 there were 14,765 Proxy Engagements compared with 11,838 in Quarter 3 09/10.

Each region is asked to include a minimum of 100 Skills IAs in the Customer Satisfaction Survey. A Skills IA is defined as an in-depth customer interaction that complies with the definition for an Intensive Assistance and results in the submission of a proposal and/or a referral. There is no significant difference in the satisfaction levels of Skills IAs and Business Link customers in general. The Skills IA Customer Satisfaction scores in Quarter 4 09/10 are fairly similar to the scores achieved in Quarter 3 09/10.

Figure 1.11: Customer Satisfaction – Skills IAs (historic measure %)

| | Skills IAs (Q4 09/10) | All customers (Q4 09/10) |
|----------------------------|-----------------------|--------------------------|
| Satisfied | 91.0 | 90.5 |
| <i>Very Satisfied</i> | 56.0 | 56.2 |
| <i>Fairly satisfied</i> | 35.0 | 34.4 |
| Neither | 5.2 | 5.4 |
| <i>Fairly Dissatisfied</i> | 3.7 | 2.5 |
| <i>Very Dissatisfied</i> | 1.4 | 1.5 |
| Dissatisfied | 5.1 | 3.9 |

Source: BL Customer Satisfaction Returns Q4 09/10.

There were approximately 37,200 Skills IAs delivered in 2009/10. The distribution of skills IAs across the sectors has remained fairly consistent across the quarters, with around a third in Public Administration, Health & Social Care and a fifth in Retail & Tourism and Business & Financial Services.

Figure 1.12: Skills IAs by sector

| | Q2 09/10 | Q3 09/10 | Q4 09/10 | Cumulative (year to date) |
|--------------------------------------|----------|----------|----------|---------------------------|
| Public Admin, Health and Social Care | 32 | 31 | 30 | 31 |
| Retail and Tourism | 15 | 14 | 17 | 17 |
| Business and financial services | 19 | 20 | 20 | 20 |
| Manufacturing | 12 | 13 | 12 | 14 |
| Unidentified | 9 | 10 | 7 | 5 |

| | | | | |
|--------------------------------------|---|---|---|---|
| Construction | 7 | 7 | 7 | 8 |
| Transport, storage and communication | 3 | 4 | 3 | 4 |
| Land based and utilities | 2 | 2 | 2 | 2 |

Source: Brokerage Data Reports, 2009/10.

Just under 19,500 proposals were made in 2009/10, and 61% of these were NVQs.

Figure 1.13: Proposal lines by learning type (%)

| | Q2 09/10 | Q3 09/10 | Q4 09/10 | Cumulative (year to date) |
|---------------------|----------|----------|----------|---------------------------|
| NVQ | 56 | 63 | 60 | 61 |
| Apprenticeships | 8 | 10 | 11 | 8 |
| Bespoke | 9 | 4 | 7 | 8 |
| Skills for Life | 5 | 7 | 3 | 6 |
| Other Full Level 2 | 1 | 0 | 0 | 0 |
| HND/HNC | 1 | 0 | 0 | 0 |
| Thin Qualifications | 1 | 1 | 0 | 1 |
| SME Units | 0 | 0 | 0 | 0 |
| GCSE/A Level | 0 | 0 | 0 | 0 |
| Other | 19 | 14 | 17 | 16 |

Source: Brokerage Data Reports, 2009/10.

Around 52,000 onward referrals were made in 2009/10, with almost 15,700 of these made to leadership and management programmes. It was also fairly common for customers to be referred on to non-LSC funded training.

Figure 1.14: Onward referrals by destination

| | Q2 09/10 | Q3 09/10 | Q4 09/10 | Cumulative (Year to date) |
|------------------------------|----------|----------|----------|---------------------------|
| L&M Prog. | 3,936 | 5,062 | 5,159 | 15,653 |
| Non LSC Funded Training | 2,625 | 5,013 | 2,253 | 11,549 |
| Other | 1,262 | 1,748 | 2,071 | 5,668 |
| Skills Pledge commitment | 1,317 | 2,025 | 1,774 | 5,245 |
| Business to Business Network | 755 | 992 | 767 | 2,749 |
| NAS | 364 | 1,336 | 737 | 2,062 |
| Jobcentre Plus | 583 | 689 | 429 | 1,962 |

| | | | | |
|------------------------------|---------------|---------------|---------------|---------------|
| liP Advisor | 483 | 847 | 314 | 1,590 |
| HE Institution | 290 | 485 | 283 | 1,014 |
| IAG | 153 | 153 | 266 | 731 |
| Sector Skills Broker | 255 | 650 | 237 | 907 |
| L&M Skills Solution | 828 | 489 | 213 | 1,596 |
| Sector Compact | 184 | 337 | 179 | 760 |
| Connexions | 79 | 64 | 44 | 260 |
| Other Skills Broker | 151 | 57 | 20 | 128 |
| NSA | 14 | 14 | 13 | 34 |
| Local Employment Partnership | 21 | 17 | 10 | 60 |
| TUC | 10 | 5 | 9 | 25 |
| NES | 8 | 4 | 8 | 22 |
| Learning Agreement Pilot | 2 | 0 | 0 | 0 |
| TOTAL | 13,320 | 19,987 | 14,786 | 52,015 |

Source: Brokerage Data Reports, 2009/10.

2.0 Regional Overview

Key Messages

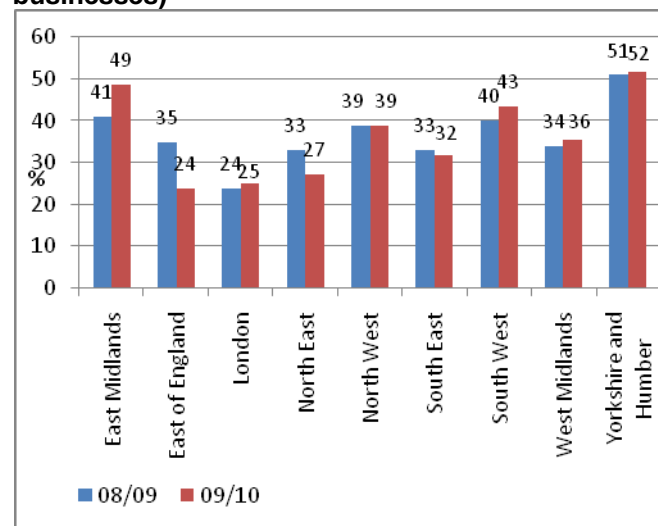
- The proportion of the IDBR accounted for by Business Link customers has remained fairly similar for most regions over the year, although some have experienced an increase.
- Four regions have experienced an increase in their customer satisfaction scores since Quarter 4 08/09: London, the North West, the South West and the West Midlands.
- The Net Recommend Score ranges from 56 in London to 69 in the South West and four regions have experienced an increase in their scores since Quarter 3 09/10.
- The integration of skills brokerage is either complete or progressing well across all regions.

The performance of the individual regions for the three KPIs are outlined in the Annex of regional summaries. This section provides an overview of regional performance, but as noted in previous reports is not a 'league table'. Regional priorities are determined by the respective RDA Regional Economic Strategies and targets are set by RDAs to reflect those priorities. The level of funding for Business Link services also varies significantly across the regions.

Figure 2.1 shows the proportion of the IDBR each region's customer numbers accounted for in 09/10 and in 08/09. The proportions have remained fairly similar for most regions, however the East Midlands, London, the South West and the West Midlands have all experienced slight increases.

Established businesses account for 52% of the IDBR in Yorkshire and Humber. Yorkshire Forward comment that they have continued to develop their marketing approaches throughout the year and have had several successful campaigns, including 'Surviving and thriving in the recession', pre-start campaigns based around Enterprise Shows and an autumn campaign based around coming out of recession. The region has also seen an uptake in their information centre products, including the Business Bulletin and the Hints and Tips series.

Figure 2.1: Regional IDBR penetration (established businesses)



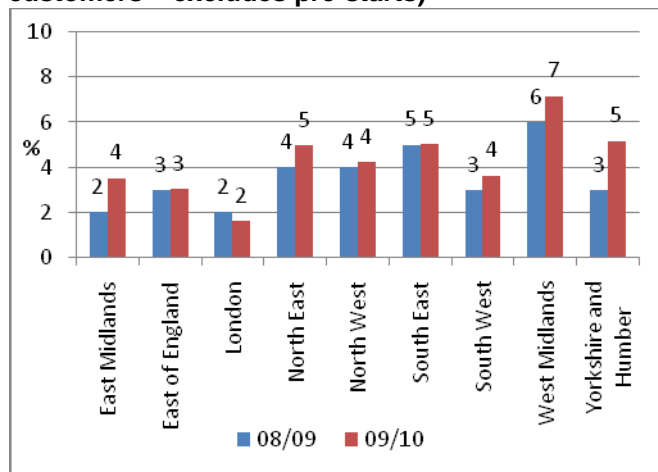
Source: BL Management Information Returns, Q4 09/10 and Q4 08/09. Rolling four quarter data. Base = the IDBR in use in Quarter 4 08/09 and Quarter 4 09/10.

The East of England has seen a drop in the proportion of established businesses since 2008/09. However, this was predicted as the region has agreed with the East of England Development Agency to focus less on new client acquisition for light touch services in favour of delivering a greater number of added value services.

As illustrated in Figure 2.2, five regions have experienced slight increases in the levels of Intensively Assisted businesses, as a proportion of the IDBR.

The East Midlands has experienced a 2 percentage point increase over the year. The East Midlands Development Agency highlights that the Business Healthcheck has been well received by customers and has led to greater awareness and use of the service.

Figure 2.2: Regional IDBR penetrations (IA customers – excludes pre-starts)



Source: BL Management Information Returns, Q4 09/10 and Q4 08/09. Rolling four quarter data. Base = the IDBR in use in Quarter 4 08/09 and Quarter 4 09/10.

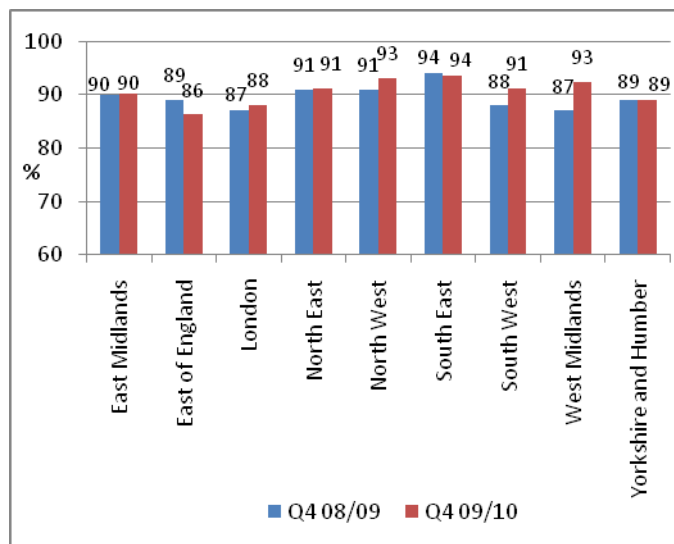
The West Midlands has experienced a 6 percentage point increase in their Customer Satisfaction levels since Quarter 4 08/09. The West Midlands Development Agency attributes this significant improvement to the ongoing progress of the organisations recovery plan. This was put in place to address the fall in Customer Satisfaction at the beginning of 2009/10. There have also been improvements in the management of customer feedback in the region.

The South West has also experienced an increase in their Customer Satisfaction scores since Quarter 4 08/09 (3 percentage points). The South West Development Agency comments that all providers in the region have produced action plans and have been looking at improving service quality standards over the year. The action plans included staff training, better follow-up support and closer working between the gateway and the advisers and have resulted in changes to operations and working practices.

The North West has seen a 2 percentage point increase in Customer Satisfaction since Quarter 4 08/09. The North West Development Agency highlight that a number of activities have taken place to ensure that all teams follow up customers and ensure that agreed actions are completed.

The South East has achieved consistently high Customer Satisfaction scores across the year. Due to an inability to extract data from the new CRM system, only Intensively Assisted customers were interviewed in Quarter 4 2009/10 in the South East. The South East England Development Agency notes that satisfaction levels were consistent across the providers and all above target.

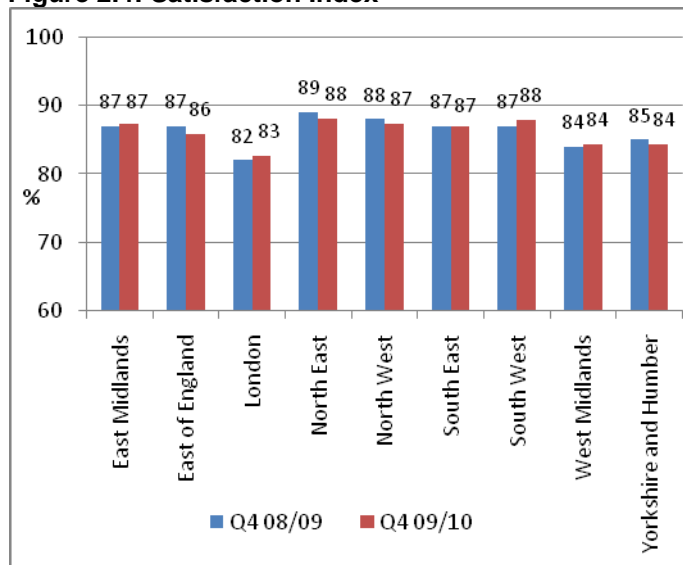
Figure 2.3: Customer Satisfaction (Historic Measure)



Source: BL Customer Satisfaction Returns Q4 09/10 and Q4 08/09. IA figures only for the South East in Q4 09/10. Excludes London skills IAs in 2009/10.

The Satisfaction Index for each region has remained fairly consistent between Quarter 4 08/09 and Quarter 4 09/10. The North East have a relatively high Satisfaction Index (89). One North East note that Customer Satisfaction has remained fairly consistent over the year. Customer Satisfaction levels will continue to be closely monitored by both the Business Improvement Manager at Business Link and the Business Support Team at One North East.

Figure 2.4: Satisfaction Index



Source: BL Customer Satisfaction Returns Q4 09/10. IA figures only for the South East in Q4 09/10. Excludes London Skills IAs.

Business Link in London has introduced a range of measures based on the Customer Satisfaction Survey results. These include enhancing the Business Adviser shadowing scheme from Regional Team level to Pan-London to help increase knowledge transfer opportunities and introducing role-play training for enquiry staff on the booking process to help them match clients with the most appropriate events.

Net Recommend Scores range from 56 in London to 69 in the South West. Four regions have experienced

an increase in their Net Recommend Scores since Quarter 3 09/10.

Figure 2.5: Regional Net Recommend Scores

| | Q1 09/10 | Q2 09/10 | Q3 09/10 | Q4 09/10 |
|----------------------|-------------|-------------|-------------|-------------|
| England | 58 | 62 | 63 | 61 |
| East of England | 62 | 62 | 62 | 61 |
| East Midlands | 57 | 61 | 64 | 67 |
| London | 61 | 55 | 58 | 56 |
| North East | 68 | 63 | 59 | 64 |
| North West | 61 | 57 | 59 | 62 |
| South East | 61 | 63 | 64 | 57 |
| South West | 58 | 62 | 63 | 69 |
| West Midlands | 41 | 57 | 66 | 60 |
| Yorkshire and Humber | 53 | 64 | 64 | 61 |

Source: BL Customer Satisfaction Returns Q4 09/10. Excludes London Skills IAs. IA figures only for South East in Q4.

Skills Brokerage

The number of proxy engagements nationally has increased steadily since Quarter 2 09/10 and most regions have experienced increases over this time period.

Figure 2.6: Proxy Engagements

| | Q2 09/10 | Q3 09/10 | Q4 09/10 |
|----------------------|---------------|---------------|---------------|
| East Midlands | 1,008 | 1,574 | 1,634 |
| East of England | 820 | 1,282 | 2,699 |
| London | 2,046 | 1,958 | 2,063 |
| North East | 526 | 845 | 1,209 |
| North West | 486 | 653 | 1,868 |
| South East | 1,970 | 1,736 | 1,861 |
| South West | 966 | 1,141 | 822 |
| West Midlands | 1,569 | 1,416 | 1,312 |
| Yorkshire and Humber | 668 | 910 | 1,297 |
| TOTAL | 10,059 | 11,838 | 14,765 |

Source: Brokerage Data Reports, 2009/10.

The integration of skills brokerage is either complete or progressing well across all regions.

For example, in the East of England the transition to the Integrated Brokerage contract was made on 1st April 2010. The East of England Development Agency anticipate that a single team of brokers will be able to provide a responsive and holistic service to employers.

Only partial integration has been achieved in London due to legal and procurement restraints, however a number of interim measures have been put into place

and are working well. This includes a joint steering group on integration activities between the Skills Brokerage Service and Business Link.

The South West Development Agency reports that the skills brokerage integration has progressed well with a number of activities completed. The region is planning to implement a single integrated skills and business support CRM system by June 2010 and introduce a core CPD common to all advisers.

Yorkshire Forward notes that the integration of skills into the geographical teams is "bearing fruit". The region has recruited additional Skills Specialist Advisers to support advisers at a local team level and encourage them to integrate skills into their wider IDB activity.

Skills brokerage was successfully integrated into the West Midlands service earlier in the year and the Regional Development Agency highlights that ongoing training for advisers has contributed to improving the offer.

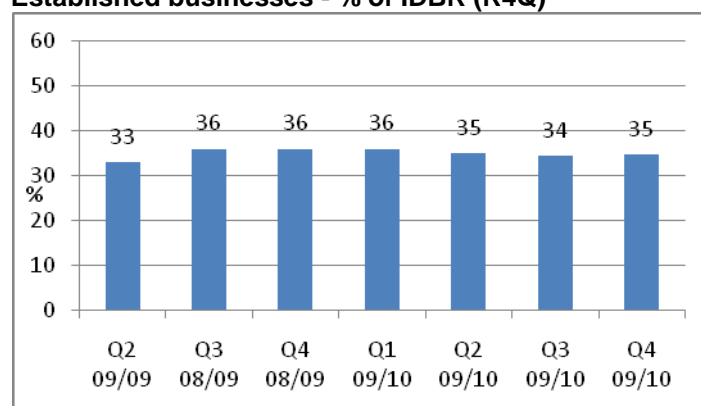
The East Midlands Development Agency comments that the integration has been very successful and expects the smooth progress to continue in the next year.

England

Business Link Customers Rolling 4 quarters (R4Q)

| | Customers | % IDBR business base |
|--|-----------|----------------------|
| Pre-starts | 247,830 | - |
| Start-ups | 58,662 | - |
| Established businesses | 698,246 | 35% |
| Total customer base | 1,004,738 | - |
| <i>Of whom intensively assisted</i> | 97,084 | - |
| <i>Intensively assisted businesses</i> | 80,329 | 4% |
| <i>Intensively assisted pre-starts</i> | 16,755 | - |

Established businesses - % of IDBR (R4Q)

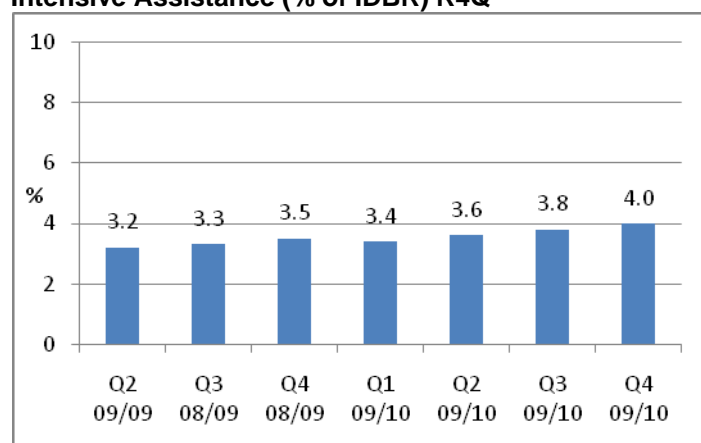


Priority Groups & Themes

| | % | Estimated number of customers |
|----------------------------|-----|-------------------------------|
| Maj. Female managed | 26% | 261,200 |
| Maj. BAME managed | 15% | 150,700 |
| Maj. PWD managed | 4% | 40,200 |
| Social Enterprise | 4% | 40,200 |

Q4 09/10 Customer Satisfaction data. Estimates to be treated with caution. IA figures only for the South East.

Intensive Assistance (% of IDBR) R4Q



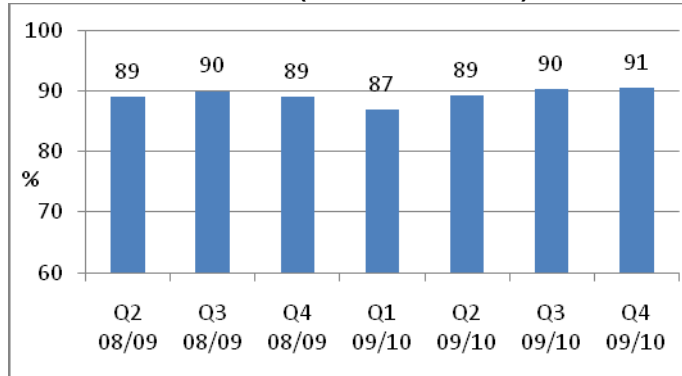
Note: IA businesses only, excludes pre-start IAs.

Skills Brokerage

| | Q1 09/10 | Q2 09/10 | Q3 09/10 | Q4 09/10 | Year to Date* |
|------------------|----------|----------|----------|----------|---------------|
| Skills IAs | 5,756 | 8,622 | 8,635 | 9,451 | 37,164 |
| Proposals | 4,907 | 5,500 | 4,416 | 7,654 | 19,432 |
| Onward Referrals | 9,448 | 11,911 | 12,296 | 14,786 | 52,015 |

Brokerage Data Reports. * Cumulative year to date data. Q1 to Q4 figures may not sum to the cumulative figures due to changes made to monthly returns after submission.

Customer Satisfaction (Historic Measure)



% very satisfied or satisfied overall with the service received. IA figures only for the South East.

Satisfaction Index

| | Q1 09/10 | Q2 09/10 | Q3 09/10 | Q4 09/10 |
|----------------------|-----------|-----------|-----------|-----------|
| All customers | 84 | 85 | 85 | 85 |
| Intensive Assistance | 83 | 85 | 85 | 85 |
| Enquiry Response | 85 | 86 | 87 | 88 |
| Workshops/Events | 84 | 84 | 84 | 84 |
| Other (Light Touch) | 81 | 80 | 81 | 81 |

IA figures only for the South East in Q4 09/10.

Recommendation and Reuse

| | Q1 09/10 | Q2 09/10 | Q3 09/10 | Q4 09/10 |
|--------------------------|----------|----------|----------|----------|
| Recommendation | | | | |
| Very likely to recommend | 69% | 71% | 72% | 71% |
| Unlikely to recommend | 11% | 11% | 10% | 10% |
| Have already recommended | 49% | 48% | 50% | 50% |
| Net Recommend Score | 58 | 60 | 62 | 61 |
| Reuse | | | | |
| Very likely to reuse | 67% | 68% | 68% | 66% |
| Unlikely to reuse | 12% | 12% | 11% | 12% |
| Mean reuse score | 8.7 | 8.7 | 8.8 | 8.7 |

Very likely = those scoring 9 or 10, unlikely = those scoring 6 or below. IA figures only for the South East.

Notes

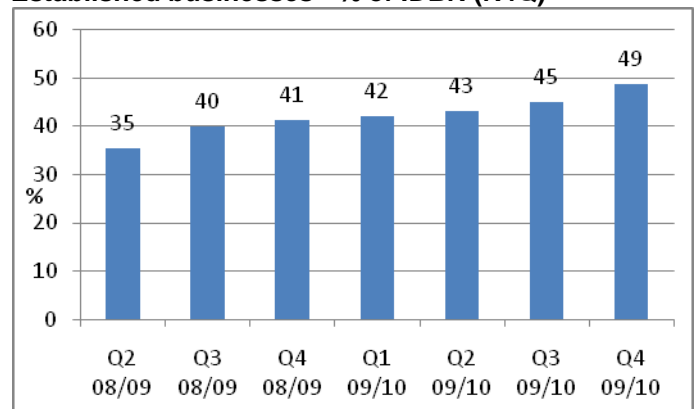
- Over 1 million customers used Business Link in 2009/10.
- Customer Satisfaction has increased steadily over the year and stands at 91% in Quarter 4 09/10.

East Midlands

Business Link Customers Rolling 4 quarters (R4Q)

| | Customers | % IDBR business base |
|--|-----------|----------------------|
| Pre-starts | 21,670 | - |
| Start-ups | 3,960 | - |
| Established businesses | 76,294 | 49% |
| Total customer base | 101,924 | - |
| <i>Of whom intensively assisted</i> | 8,186 | - |
| <i>Intensively assisted businesses</i> | 5,531 | 4% |
| <i>Intensively assisted pre-starts</i> | 2,655 | - |

Established businesses - % of IDBR (R4Q)



Priority Groups & Themes

| | % | Estimated number of customers |
|----------------------------|-----|-------------------------------|
| Maj. Female managed | 26% | 26,500 |
| Maj. BAME managed | 12% | 12,200 |
| Maj. PWD managed | 6% | 6,100 |
| Social Enterprise | 4% | 4,100 |

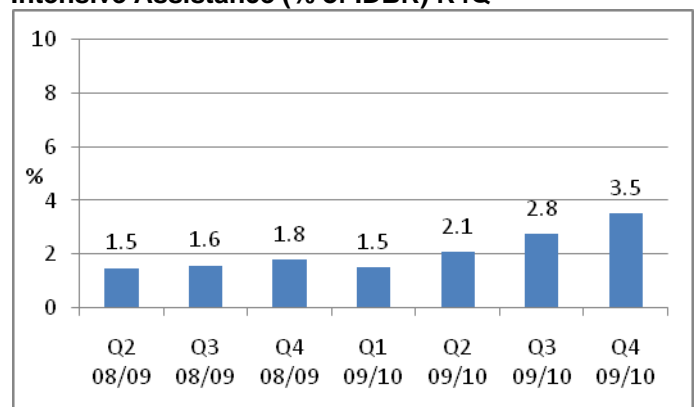
Q4 09/10 Customer Satisfaction data. Estimates to be treated with caution.

Skills Brokerage

| | Q1 09/10 | Q2 09/10 | Q3 09/10 | Q4 09/10 | Year to Date* |
|------------------|----------|----------|----------|----------|---------------|
| Skills IAs | 1,116 | 1,089 | 1,085 | 1,018 | 4,496 |
| Proposals | 713 | 726 | 594 | 582 | 2,746 |
| Onward Referrals | 2,035 | 2,379 | 2,460 | 2,692 | 9,658 |

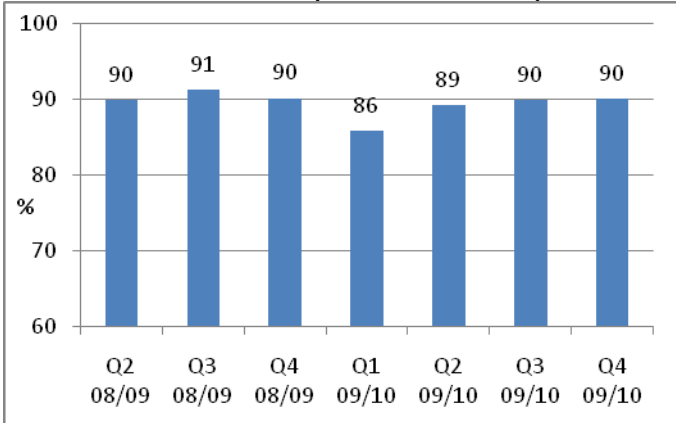
Brokerage Data Reports. * Cumulative year to date data. Q1 to Q4 figures may not sum to the cumulative figures due to changes made to monthly returns after submission.

Intensive Assistance (% of IDBR) R4Q



Note: IA businesses only, excludes pre-start IAs.

Customer Satisfaction (Historic Measure)



% very satisfied or satisfied overall with the service received.

Satisfaction Index

| | Q1 09/10 | Q2 09/10 | Q3 09/10 | Q4 09/10 |
|----------------------|-----------|-----------|-----------|-----------|
| All customers | 86 | 87 | 87 | 87 |
| Intensive Assistance | 87 | 86 | 87 | 87 |
| Enquiry Response | 85 | 89 | 88 | 90 |
| Workshops/ Events | 86 | 87 | 87 | 85 |
| Other (Light Touch) | 81 | 79 | 80 | 79 |

Note: Light Touch has a small in-quarter sample.

Recommendation and Reuse

| | Q1 09/10 | Q2 09/10 | Q3 09/10 | Q4 09/10 |
|--------------------------|----------|----------|----------|----------|
| Recommendation | | | | |
| Very likely to recommend | 69% | 73% | 73% | 74% |
| Unlikely to recommend | 12% | 11% | 9% | 7% |
| Have already recommended | 52% | 55% | 53% | 51% |
| Net Recommend Score | 57 | 61 | 64 | 67 |
| Reuse | | | | |
| Very likely to reuse | 66% | 64% | 67% | 66% |
| Unlikely to reuse | 13% | 14% | 11% | 12% |
| Mean reuse score | 8.6 | 8.5 | 8.7 | 8.7 |

Very likely = those scoring 9 or 10, unlikely = those scoring 6 or below.

Notes

- The RDA notes that the exceptionally strong performance has continued to the end of the year, with an overall achievement 22.8% above the target.
- Support for start-ups is 7% above the target and the region has seen enthusiasm for self employment continue throughout Quarter 4.

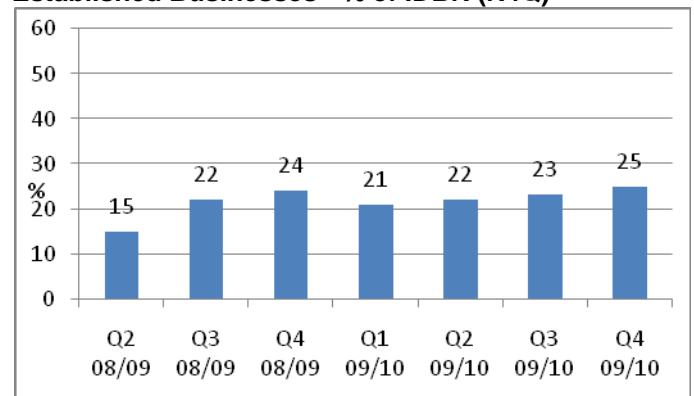
London

Business Link Customers Rolling 4 quarters (R4Q)

| | Customers | % IDBR business base |
|---|-----------|----------------------|
| Pre-starts* | 68,087 | - |
| Start-ups | 9,802 | - |
| Established businesses | 97,968 | 25% |
| Total customer base | 175,857 | - |
| <i>Of whom intensively assisted</i> | 7,585 | - |
| <i>Intensively assisted businesses</i> | 6,394 | 2% |
| <i>Intensively assisted pre-starts*</i> | 1,191 | - |

* includes other/unknown

Established Businesses - % of IDBR (R4Q)



Priority Groups & Themes

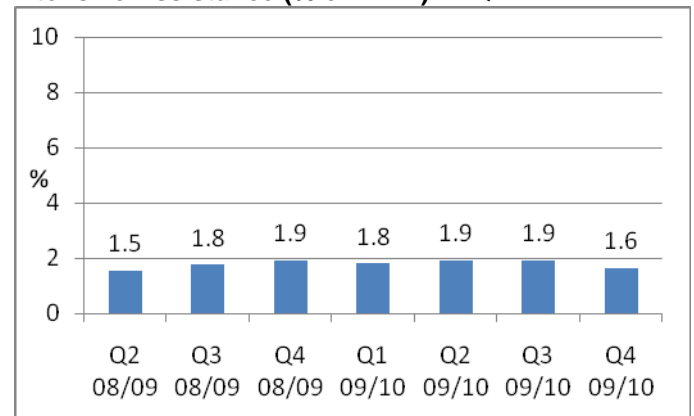
| | % | Estimated number of customers |
|----------------------------|-----|-------------------------------|
| Maj. Female managed | 35% | 61,600 |
| Maj. BAME managed | 42% | 73,900 |
| Maj. PWD managed | 4% | 7,000 |
| Social Enterprise | 6% | 10,600 |

Q4 09/10 Customer Satisfaction data. Estimates to be treated with caution. Excludes skills IAs.

Skills Brokerage

| | Q1 09/10 | Q2 09/10 | Q3 09/10 | Q4 09/10 | Year to Date* |
|------------------|----------|----------|----------|----------|---------------|
| Skills IAs | 1,703 | 2,046 | 1,958 | 2,063 | 7,770 |
| Proposals | 796 | 809 | 621 | 744 | 3,187 |
| Onward Referrals | 1,386 | 1,696 | 1,644 | 2,312 | 7,036 |

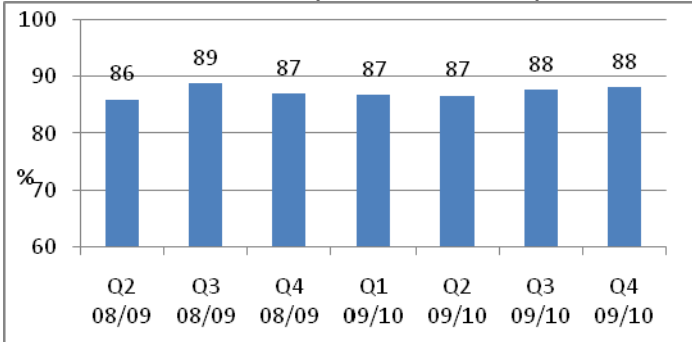
Intensive Assistance (% of IDBR) R4Q



Note: IA businesses only, excludes pre-start IAs.

Brokerage Data Reports. * Cumulative year to date data Q1 to Q4 figures may not sum to the cumulative figures due to changes made to monthly returns after submission.

Customer Satisfaction (Historic Measure)



% very satisfied or satisfied overall with the service received. Excludes skills IAs.

Satisfaction Index

| | Q1 09/10 | Q2 09/10 | Q3 09/10 | Q4 09/10 |
|----------------------|-----------|-----------|-----------|-----------|
| All customers | 81 | 81 | 82 | 83 |
| Intensive Assistance | 79 | 81 | 81 | 82 |
| Enquiry Response | 81 | 78 | 81 | 82 |
| Workshops/Events | 84 | 82 | 85 | 84 |
| Other (Light Touch) | 80 | 83 | 83 | 84 |

Note: Light Touch has a small in-quarter sample. Excludes skills IAs.

Recommendation and Reuse

| | Q1 09/10 | Q2 09/10 | Q3 09/10 | Q4 09/10 |
|--------------------------|----------|----------|----------|----------|
| Recommendation | | | | |
| Very likely to recommend | 72% | 70% | 71% | 68% |
| Unlikely to recommend | 11% | 15% | 13% | 11% |
| Have already recommended | 43% | 38% | 48% | 49% |
| Net Recommend Score | 61 | 55 | 58 | 57 |
| Reuse | | | | |
| Very likely to reuse | 71% | 68% | 65% | 67% |
| Unlikely to reuse | 10% | 14% | 13% | 11% |
| Mean reuse score | 8.7 | 8.6 | 8.6 | 8.7 |

Very likely = those scoring 9 or 10, unlikely = those scoring 6 or below. Excludes skills IAs.

Notes

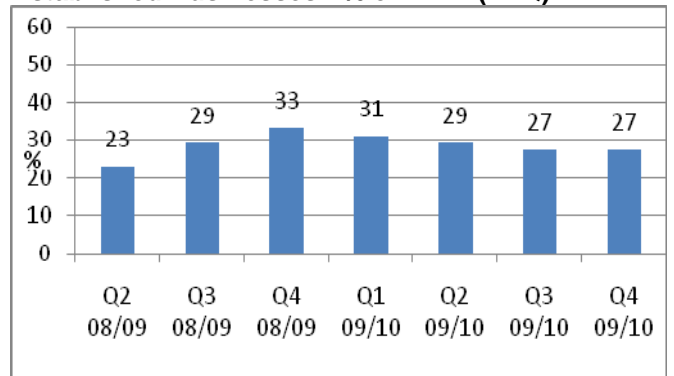
- The RDA notes that Quarter 4 09/10 has seen an increase in the number of customers using Business Link, with growth due to ongoing acquisition activity.
- The research agency undertaking the Customer Satisfaction Survey for the region has helped Business Link in London identify the service areas they need to focus on to improve satisfaction.

North E

Business Link Customers Rolling 4 quarters (R4Q)

| | Customers | % IDBR business base |
|--|-----------|----------------------|
| Pre-starts | 12,616 | - |
| Start-ups | 3,513 | - |
| Established businesses | 17,121 | 27% |
| Total customer base | 33,250 | - |
| <i>Of whom intensively assisted</i> | 8,427 | - |
| <i>Intensively assisted businesses</i> | 3,125 | 5% |
| <i>Intensively assisted pre-starts</i> | 5,302 | - |

Established Businesses - % of IDBR (R4Q)



Priority Groups & Themes

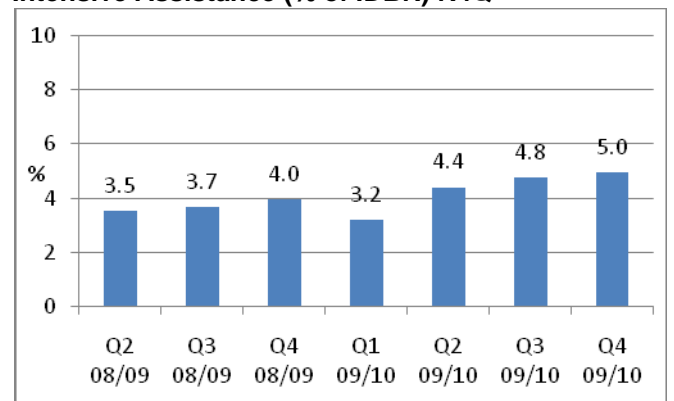
| | % | Estimated number of customers |
|----------------------------|-----|-------------------------------|
| Maj. Female managed | 20% | 6,700 |
| Maj. BAME managed | 3% | 1,000 |
| Maj. PWD managed | 6% | 2,000 |
| Social Enterprise | 3% | 1,000 |

Q4 09/10 Customer Satisfaction data. Estimates to be treated with caution.

Skills Brokerage

| | Q1 09/10 | Q2 09/10 | Q3 09/10 | Q4 09/10 | Year to Date* |
|------------------|----------|----------|----------|----------|---------------|
| Skills IAs | 849 | 603 | 656 | 907 | 5,483 |
| Proposals | 137 | 306 | 241 | 356 | 1,823 |
| Onward Referrals | 1,025 | 976 | 845 | 1,128 | 4,591 |

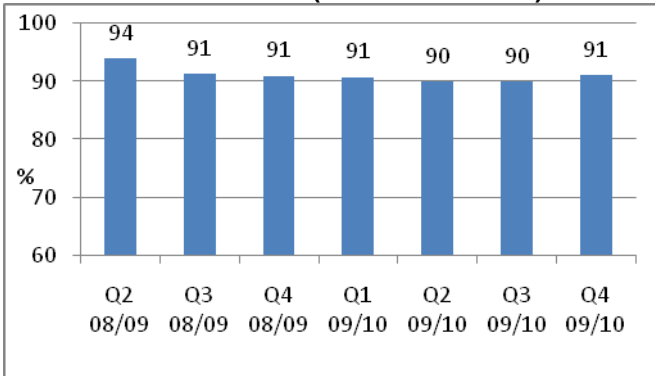
Intensive Assistance (% of IDBR) R4Q



Note: IA businesses only, excludes pre-start IAs.

Brokerage Data Reports. * Cumulative year to date data. Q1 to Q4 figures may not sum to the cumulative figures due to changes made to monthly returns after submission.

Customer Satisfaction (Historic Measure)



% very satisfied or satisfied overall with the service received.

Satisfaction Index

| | Q1 09/10 | Q2 09/10 | Q3 09/10 | Q4 09/10 |
|----------------------|-----------|-----------|-----------|-----------|
| All customers | 88 | 87 | 87 | 88 |
| Intensive Assistance | 85 | 85 | 85 | 87 |
| Enquiry Response | 91 | 91 | 89 | 92 |
| Workshops/Events | 87 | 86 | 85 | 85 |
| Other (Light Touch) | 83 | 83 | 85 | 80 |

Note: Light Touch has a small in-quarter sample.

Recommendation and Reuse

| | Q1 09/10 | Q2 09/10 | Q3 09/10 | Q4 09/10 |
|--------------------------|----------|----------|----------|----------|
| Recommendation | | | | |
| Very likely to recommend | 76% | 74% | 70% | 73% |
| Unlikely to recommend | 8% | 11% | 11% | 9% |
| Have already recommended | 50% | 49% | 46% | 51% |
| Net Recommend Score | 68 | 63 | 59 | 64 |
| Reuse | | | | |
| Very likely to reuse | 70% | 72% | 68% | 71% |
| Unlikely to reuse | 10% | 13% | 12% | 11% |
| Mean reuse score | 8.9 | 8.8 | 8.7 | 8.8 |

Very likely = those scoring 9 or 10, unlikely = those scoring 6 or below.

Notes

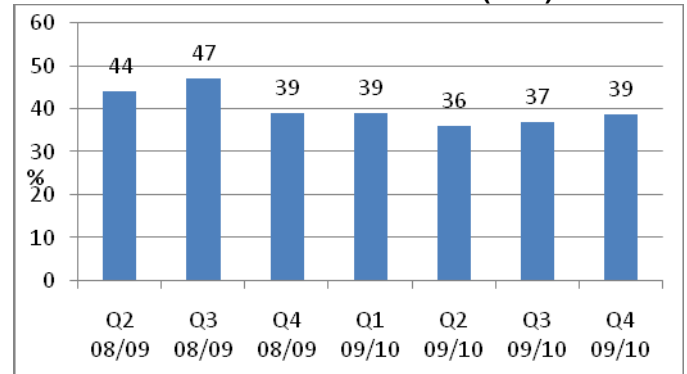
- The RDA notes a strong performance across the year in all reported areas of activity.
- The Business Link Provider in the region has demonstrated consistent levels of Customer Satisfaction over the year and there are no concerns from the RDA or Business Link about satisfaction scores.

North West

Business Link Customers Rolling 4 quarters (R4Q)

| | Customers | % IDBR business base |
|--|-----------|----------------------|
| Pre-starts | 19,958 | - |
| Start-ups | 6,663 | - |
| Established businesses | 90,547 | 39% |
| Total customer base | 117,168 | - |
| <i>Of whom intensively assisted</i> | 9,849 | - |
| <i>Intensively assisted businesses</i> | 9,849 | 4% |
| <i>Intensively assisted pre-starts</i> | - | - |

Established Businesses - % of IDBR (R4Q)



Priority Groups & Themes

| | % | Estimated number of customers |
|---------------------|-----|-------------------------------|
| Maj. Female managed | 27% | 31,600 |
| Maj. BAME managed | 8% | 9,400 |
| Maj. PWD managed | 4% | 4,700 |
| Social Enterprise | 4% | 4,700 |

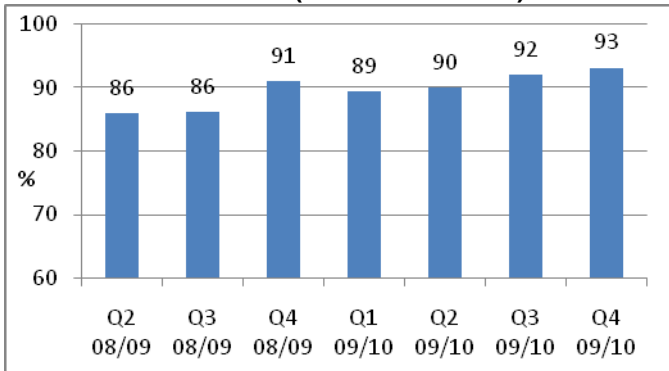
Q4 09/10 Customer Satisfaction data. Estimates to be treated with caution.

Skills Brokerage

| | Q1 09/10 | Q2 09/10 | Q3 09/10 | Q4 09/10 | Year to Date* |
|------------------|----------|----------|----------|----------|---------------|
| Skills IAs | 498 | 768 | 388 | 621 | 2,376 |
| Proposals | 654 | 1,059 | 522 | 568 | 2,764 |
| Onward Referrals | 1,551 | 1,718 | 1,143 | 1,961 | 6,319 |

Brokerage Data Reports. * Cumulative year to date data. Q1 to Q4 figures may not sum to the cumulative figures due to changes made to monthly returns after submission.

Customer Satisfaction (Historic Measure)



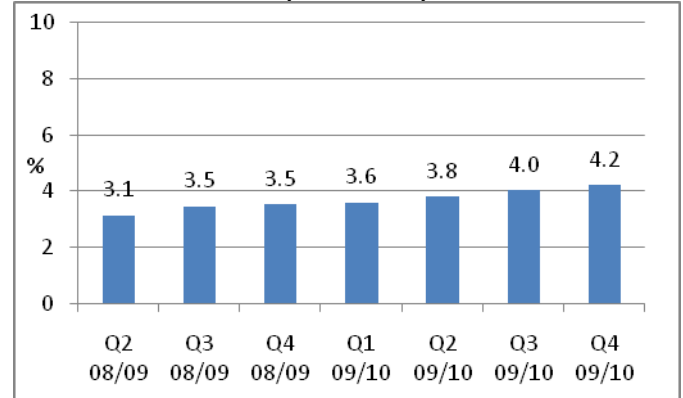
% very satisfied or satisfied overall with the service received.

Satisfaction Index

| | Q1 09/10 | Q2 09/10 | Q3 09/10 | Q4 09/10 |
|----------------------|----------|----------|----------|----------|
| All customers | 86 | 85 | 87 | 87 |
| Intensive Assistance | 85 | 84 | 86 | 87 |
| Enquiry response | 88 | 89 | 90 | 90 |
| Workshops/Events | 83 | 81 | 81 | 84 |
| Other (Light Touch) | 83 | 82 | 84 | 81 |

Note: Light Touch has a small in-quarter sample.

Intensive Assistance (% of IDBR) R4Q



Note: IA businesses only, excludes pre-start IAs.

Recommendation and Reuse

| | Q1 09/10 | Q2 09/10 | Q3 09/10 | Q4 09/10 |
|--------------------------|----------|----------|----------|----------|
| Recommendation | | | | |
| Very likely to recommend | 71% | 67% | 68% | 71% |
| Unlikely to recommend | 10% | 10% | 9% | 9% |
| Have already recommended | 50% | 47% | 46% | 49% |
| Net Recommend Score | 61 | 57 | 59 | 62 |
| Reuse | | | | |
| Very likely to reuse | 68% | 66% | 65% | 67% |
| Unlikely to reuse | 13% | 10% | 12% | 10% |
| Mean reuse score | 8.7 | 8.7 | 8.7 | 8.8 |

Very likely = those scoring 9 or 10, unlikely = those scoring 6 or below.

Notes

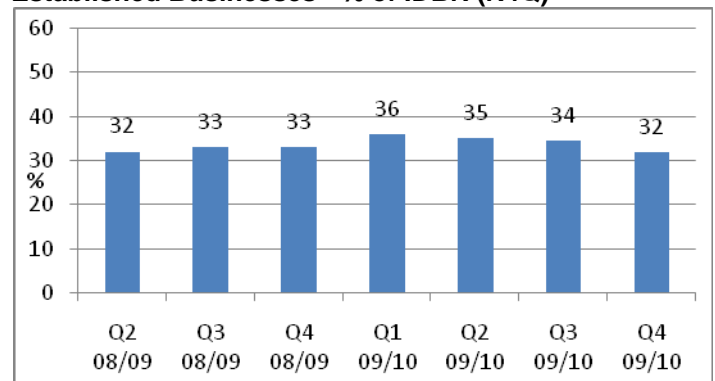
- The RDA notes that overall performance for the year was 12% ahead of target, primarily due to the volume of start-up enquiries across the year.
- A number of activities have taken place to ensure that all teams follow up customers and ensure that agreed actions are completed.

South East

Business Link Customers Rolling 4 quarters (R4Q)

| | Customers | % IDBR business base |
|---------------------------------|-----------|----------------------|
| Pre-starts | 24,502 | - |
| Start-ups | 7,872 | - |
| Established businesses | 117,574 | 32% |
| Total customer base | 149,948 | - |
| Of whom intensively assisted | 18,678 | - |
| Intensively assisted businesses | 18,678 | 5% |
| Intensively assisted pre-starts | - | - |

Established Businesses - % of IDBR (R4Q)



Priority Groups & Themes

| | % | Estimated number of customers |
|----------------------------|-----|-------------------------------|
| Maj. Female managed | 20% | 30,000 |
| Maj. BAME managed | 8% | 12,000 |
| Maj. PWD managed | 2% | 3,000 |
| Social Enterprise | 3% | 4,500 |

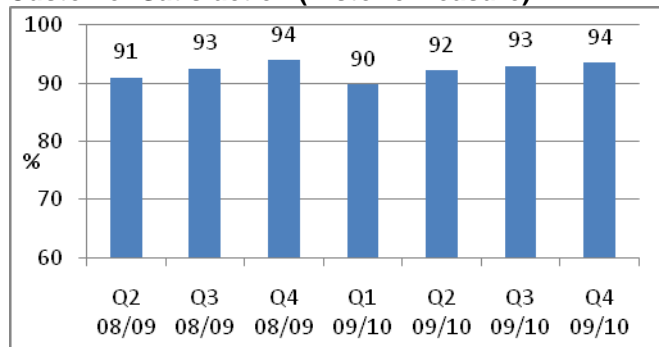
Q4 09/10 Customer Satisfaction data. Estimates to be treated with caution. IAs only.

Skills Brokerage

| | Q1 09/10 | Q2 09/10 | Q3 09/10 | Q4 09/10 | Year to Date* |
|------------------|----------|----------|----------|----------|---------------|
| Skills IAs | 546 | 1,226 | 1,399 | 1,168 | 4,178 |
| Proposals | 1,157 | 1,196 | 1,158 | 701 | 3,689 |
| Onward Referrals | 952 | 819 | 470 | 1,066 | 3,043 |

Brokerage Data Reports. * Cumulative year to date data. Q1 to Q4 figures may not sum to the cumulative figures due to changes made to monthly returns after submission.

Customer Satisfaction (Historic Measure)



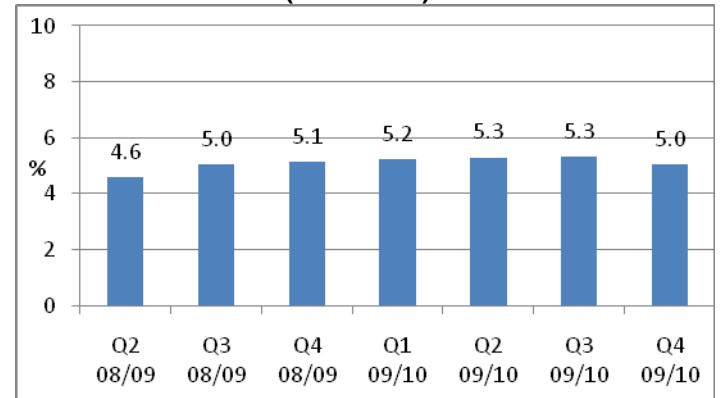
% very satisfied or satisfied overall with the service received. Q4 09/10 is IAs only.

Satisfaction Index

| | Q1 09/10 | Q2 09/10 | Q3 09/10 | Q4 09/10 |
|----------------------|-----------|-----------|-----------|----------|
| All customers | 86 | 88 | 87 | - |
| Intensive Assistance | 86 | 87 | 87 | 87 |
| Enquiry Response | 88 | 90 | 88 | - |
| Workshops/ Events | 84 | 87 | 85 | - |
| Other (Light Touch) | 82 | 80 | 81 | - |

Note: Light Touch has a small in-quarter sample.

Intensive Assistance (% of IDBR) R4Q



Note: IA businesses only, excludes pre-start IAs.

Recommendation and Reuse

| | Q1 09/10 | Q2 09/10 | Q3 09/10 | Q4 09/10 |
|--------------------------|----------|----------|----------|----------|
| Recommendation | | | | |
| Very likely to recommend | 70% | 72% | 72% | 67% |
| Unlikely to recommend | 9% | 9% | 8% | 10% |
| Have already recommended | 58% | 55% | 54% | 50% |
| Net Recommend Score | 61 | 63 | 64 | 57 |
| Reuse | | | | |
| Very likely to reuse | 66% | 68% | 68% | 61% |
| Unlikely to reuse | 11% | 11% | 9% | 12% |
| Mean reuse score | 8.7 | 8.8 | 8.8 | 8.6 |

Very likely = those scoring 9 or 10, unlikely = those scoring 6 or below. Q4 09/10 is IAs only.

Notes

- The RDA notes a resounding successful achievement of the target given the changes that have taken place in the region in Quarter 4 09/10.
- Only Intensively Assisted customers were interviewed for the Customer Satisfaction Survey in Quarter 4 due to an inability to extract data from the new CRM system.

South West

Business Link Customers Rolling 4 quarters (R4Q)

| | Customers | % IDBR business base |
|--|-----------|----------------------|
| Pre-starts | 14,811 | - |
| Start-ups | 4,477 | - |
| Established businesses | 88,689 | 43% |
| Total customer base | 107,977 | - |
| <i>Of whom intensively assisted</i> | 9,221 | - |
| <i>Intensively assisted businesses</i> | 7,425 | 4% |
| <i>Intensively assisted pre-starts</i> | 1,796 | - |

Priority Groups & Themes

| | % | Estimated number of customers |
|---------------------|-----|-------------------------------|
| Maj. Female managed | 27% | 29,200 |
| Maj. BAME managed | 3% | 3,200 |
| Maj. PWD managed | 5% | 5,400 |
| Social Enterprise | 4% | 4,300 |

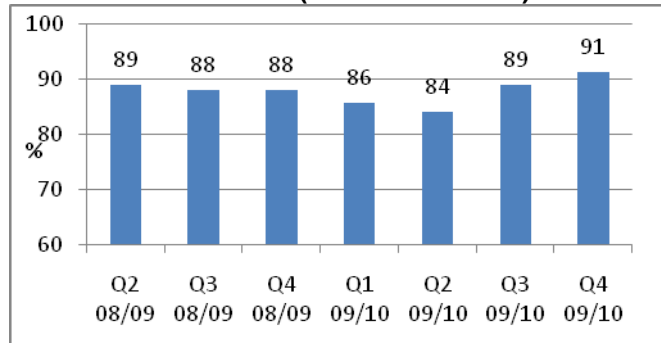
Q4 09/10 Customer Satisfaction data. Estimates to be treated with caution.

Skills Brokerage

| | Q1 09/10 | Q2 09/10 | Q3 09/10 | Q4 09/10 | Year to Date* |
|------------------|----------|----------|----------|----------|---------------|
| Skills IAs | 220 | 373 | 336 | 659 | 1,702 |
| Proposals | 521 | 658 | 561 | 342 | 2,007 |
| Onward Referrals | 551 | 644 | 1,642 | 2,068 | 4,965 |

Brokerage Data Reports. * Cumulative year to date data. Q1 to Q4 figures may not sum to the cumulative figures due to changes made to monthly returns after submission. Skills IAs only counted when GVA data collected in the South West.

Customer Satisfaction (Historic Measure)



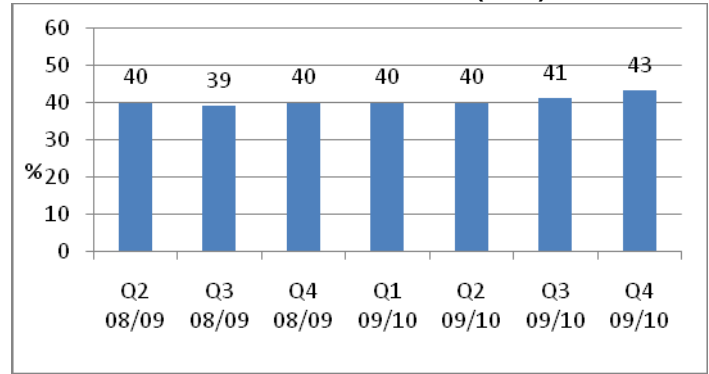
% very satisfied or satisfied overall with the service received.

Satisfaction Index

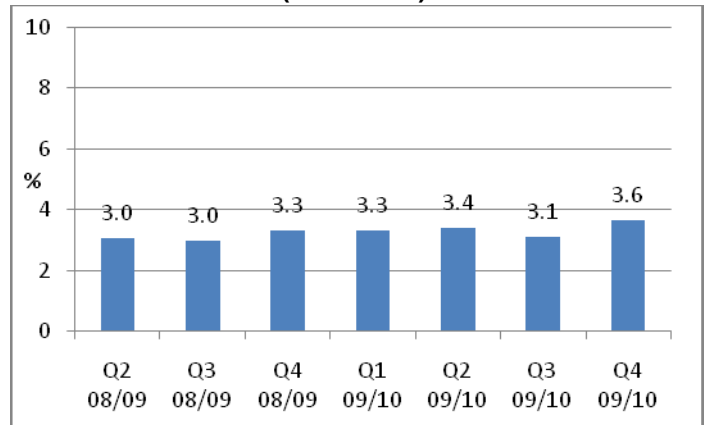
| | Q1 09/10 | Q2 09/10 | Q3 09/10 | Q4 09/10 |
|----------------------|----------|----------|----------|----------|
| All customers | 85 | 85 | 87 | 88 |
| Intensive Assistance | 84 | 86 | 87 | 88 |
| Enquiry Response | 88 | 87 | 89 | 90 |
| Workshops/ Events | 85 | 85 | 85 | 86 |
| Other (Light Touch) | 78 | 76 | 78 | 80 |

Note: Light Touch has a small in-quarter sample.

Established Businesses - % of IDBR (R4Q)



Intensive Assistance (% of IDBR) R4Q



Note: IA businesses only, excludes pre-start IAs.

Recommendation and Reuse

| | Q1 09/10 | Q2 09/10 | Q3 09/10 | Q4 09/10 |
|--------------------------|----------|----------|----------|----------|
| Recommendation | | | | |
| Very likely to recommend | 70% | 71% | 72% | 77% |
| Unlikely to recommend | 11% | 9% | 8% | 8% |
| Have already recommended | 52% | 49% | 50% | 50% |
| Net Recommend Score | 58 | 62 | 63 | 69 |
| Reuse | | | | |
| Very likely to reuse | 67% | 65% | 68% | 70% |
| Unlikely to reuse | 13% | 12% | 11% | 10% |
| Mean reuse score | 8.7 | 8.7 | 8.8 | 8.9 |

Very likely = those scoring 9 or 10, unlikely = those scoring 6 or below.

Notes

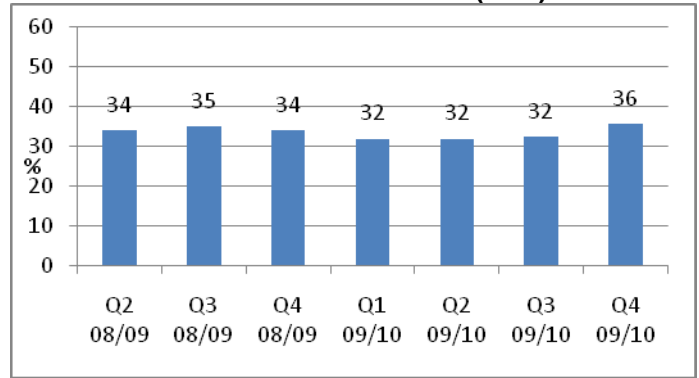
- The RDA notes a strong performance from all providers in the region in Quarter 4 09/10 and a pleasing year end.
- Customer Satisfaction has been a focus of attention during the year and all providers have produced action plans and are looking at improving service quality standards to try and improve figures.

West Midlands

Business Link Customers Rolling 4 quarters (R4Q)

| | Customers | % IDBR business base |
|---------------------------------|-----------|----------------------|
| Pre-starts | 32,041 | - |
| Start-ups | 8,103 | - |
| Established businesses | 67,666 | 36% |
| Total customer base | 107,810 | - |
| Of whom intensively assisted | 13,610 | - |
| Intensively assisted businesses | 13,610 | 7% |
| Intensively assisted pre-starts | - | - |

Established Businesses - % of IDBR (R4Q)



Priority Groups & Themes

| | % | Estimated number of customers |
|---------------------|-----|-------------------------------|
| Maj. Female managed | 25% | 27,000 |
| Maj. BAME managed | 16% | 17,300 |
| Maj. PWD managed | 5% | 5,400 |
| Social Enterprise | 3% | 3,200 |

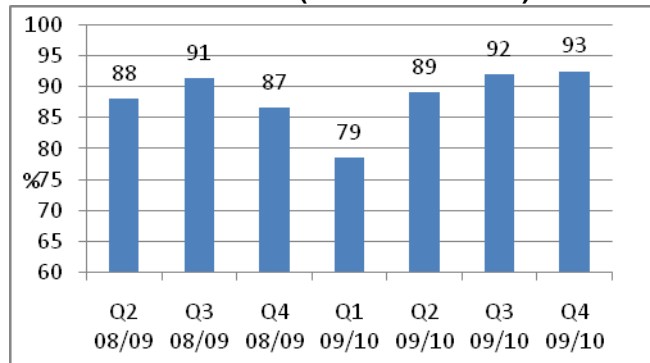
Q4 09/10 Customer Satisfaction data. Estimates to be treated with caution.

Skills Brokerage

| | Q1 09/10 | Q2 09/10 | Q3 09/10 | Q4 09/10 | Year to Date* |
|------------------|----------|----------|----------|----------|---------------|
| Skills IAs | 241 | 1,321 | 1,415 | 1,302 | 4,279 |
| Proposals | 244 | 275 | 287 | 245 | 1,051 |
| Onward Referrals | 947 | 1,882 | 2,575 | 2,104 | 7,508 |

Brokerage Data Reports. * Cumulative year to date data. Q1 to Q4 figures may not sum to the cumulative figures due to changes made to monthly returns after submission.

Customer Satisfaction (Historic Measure)



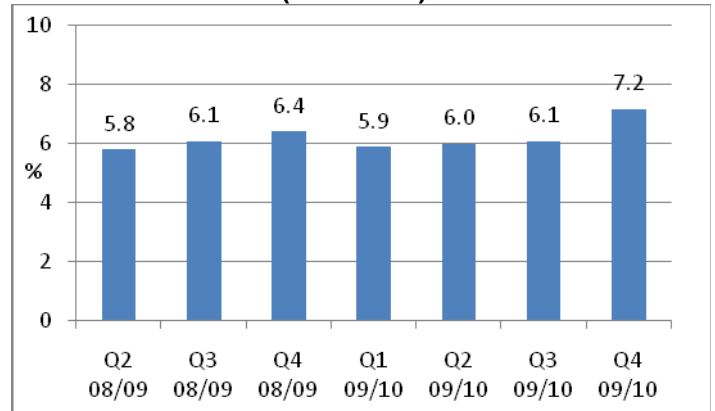
% very satisfied or satisfied overall with the service received.

Satisfaction Index

| | Q1 09/10 | Q2 09/10 | Q3 09/10 | Q4 09/10 |
|----------------------|----------|----------|----------|----------|
| All customers | 78 | 83 | 84 | 84 |
| Intensive Assistance | 75 | 83 | 83 | 84 |
| Enquiry Response | 80 | 85 | 87 | 86 |
| Workshops/ Events | 79 | 80 | 83 | 84 |
| Other (Light Touch) | 81 | 73 | 79 | 76 |

Note: Light Touch has a small in-quarter sample.

Intensive Assistance (% of IDBR) R4Q



Note: IA businesses only, excludes pre-start IAs.

Recommendation and Reuse

| | Q1 09/10 | Q2 09/10 | Q3 09/10 | Q4 09/10 |
|--------------------------|----------|----------|----------|----------|
| Recommendation | | | | |
| Very likely to recommend | 58% | 69% | 73% | 71% |
| Unlikely to recommend | 17% | 11% | 7% | 11% |
| Have already recommended | 36% | 41% | 40% | 45% |
| Net Recommend Score | 41 | 57 | 66 | 60 |
| Reuse | | | | |
| Very likely to reuse | 59% | 69% | 73% | 68% |
| Unlikely to reuse | 16% | 13% | 8% | 12% |
| Mean reuse score | 8.3 | 8.7 | 9.0 | 8.7 |

Very likely = those scoring 9 or 10, unlikely = those scoring 6 or below.

Notes

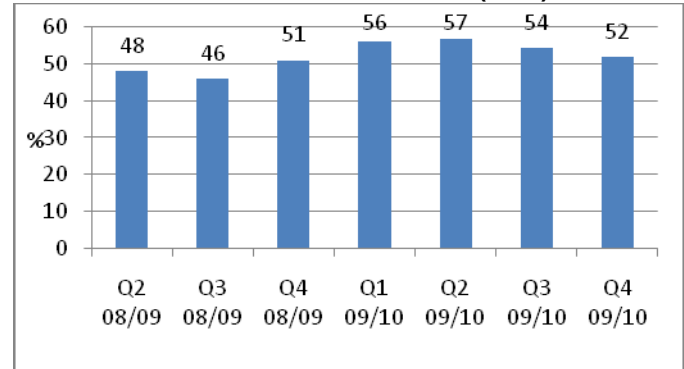
- The RDA notes that the target has been overachieved by 9.77%, which is a good achievement overall.
- Customer Satisfaction has increased three quarters in a row and is in part due to ongoing progress made with the organisational recovery plan, introduced to address the fall in satisfaction at the start of the year.

Yorkshire a

Business Link Customers Rolling 4 quarters (R4Q)

| | Customers | % IDBR business base |
|--|-----------|----------------------|
| Pre-starts | 23,170 | - |
| Start-ups | 9,862 | - |
| Established businesses | 86,101 | 52% |
| Total customer base | 119,133 | - |
| <i>Of whom intensively assisted</i> | 10,582 | - |
| <i>Intensively assisted businesses</i> | 8,571 | 5% |
| <i>Intensively assisted pre-starts</i> | 2,011 | - |

Established Businesses - % of IDBR (R4Q)



Priority Groups & Themes

| | % | Estimated number of customers |
|---------------------|-----|-------------------------------|
| Maj. Female managed | 21% | 25,000 |
| Maj. BAME managed | 5% | 6,000 |
| Maj. PWD managed | 3% | 3,400 |
| Social Enterprise | 4% | 4,800 |

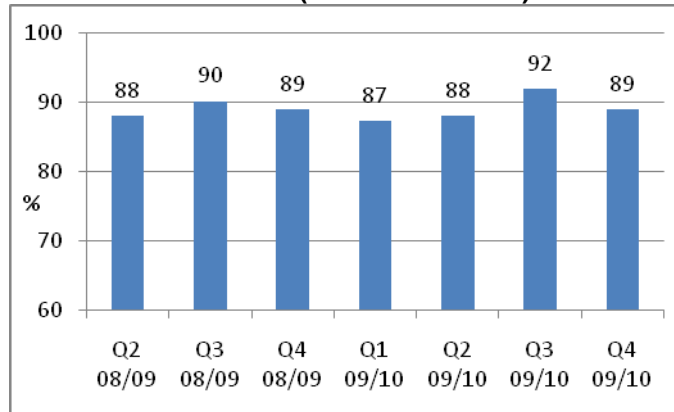
Q4 09/10 Customer Satisfaction data. Estimates to be treated with caution.

Skills Brokerage

| | Q1 09/10 | Q2 09/10 | Q3 09/10 | Q4 09/10 | Year to Date* |
|------------------|----------|----------|----------|----------|---------------|
| Skills IAs | 503 | 483 | 704 | 1,051 | 4,035 |
| Proposals | 126 | 91 | 81 | 100 | 459 |
| Onward Referrals | 1,179 | 668 | 315 | 321 | 4,850 |

Brokerage Data Reports. * Cumulative year to date data. Q1 to Q4 figures may not sum to the cumulative figures due to changes made to monthly returns after submission.

Customer Satisfaction (Historic Measure)



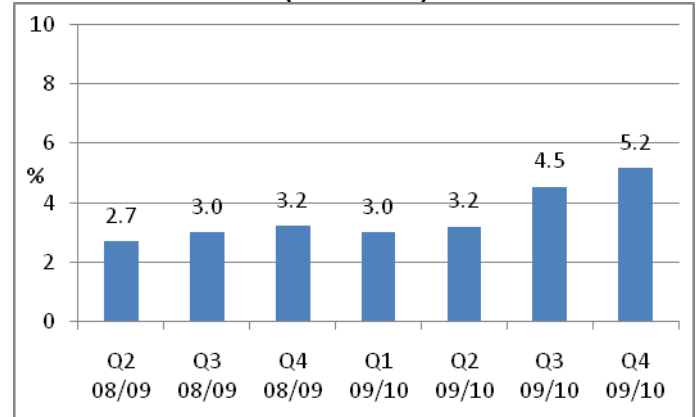
% very satisfied or satisfied overall with the service received.

Satisfaction Index

| | Q1 09/10 | Q2 09/10 | Q3 09/10 | Q4 09/10 |
|----------------------|----------|----------|----------|----------|
| All customers | 81 | 84 | 85 | 84 |
| Intensive Assistance | 80 | 84 | 85 | 84 |
| Enquiry Response | 81 | 85 | 85 | 86 |
| Workshops/ Events | 81 | 84 | 86 | 81 |
| Other (Light Touch) | 82 | 83 | 86 | 83 |

Note: Light Touch has a small in-quarter sample.

Intensive Assistance (% of IDBR) R4Q



Note: IA businesses only, excludes pre-start IAs.

Recommendation and Reuse

| | Q1 09/10 | Q2 09/10 | Q3 09/10 | Q4 09/10 |
|--------------------------|----------|----------|----------|----------|
| Recommendation | | | | |
| Very likely to recommend | 68% | 74% | 75% | 71% |
| Unlikely to recommend | 15% | 10% | 11% | 11% |
| Have already recommended | 43% | 46% | 55% | 51% |
| Net Recommend Score | 53 | 64 | 64 | 60 |
| Reuse | | | | |
| Very likely to reuse | 67% | 73% | 76% | 66% |
| Unlikely to reuse | 15% | 10% | 10% | 13% |
| Mean reuse score | 8.5 | 8.9 | 9.0 | 8.6 |

Very likely = those scoring 9 or 10, unlikely = those scoring 6 or below.

Notes

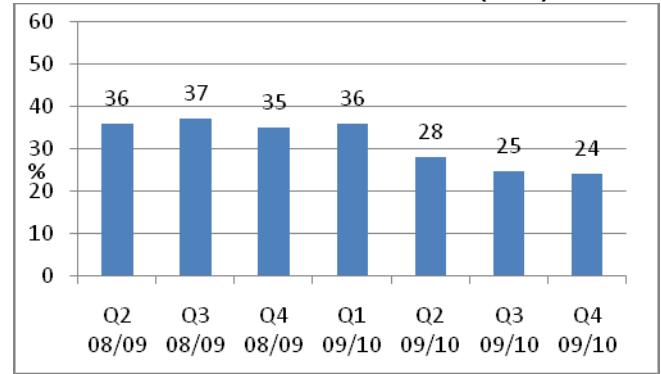
- The RDA notes that overall performance in 09/10 is 13% above that of 08/09 and is 2% above the target for the year.
- Customer Satisfaction has decreased slightly since Quarter 3 and is in part attributed to events that have been sponsored and/or joint branded, over which the RDA and Business Link have less control.

East of England

Business Link Customers Rolling 4 quarters (R4Q)

| | Customers | % IDBR business base |
|--|-----------|----------------------|
| Pre-starts | 30,975 | - |
| Start-ups | 4,410 | - |
| Established businesses | 56,286 | 24% |
| Total customer base | 91,671 | - |
| <i>Of whom intensively assisted</i> | 10,946 | - |
| <i>Intensively assisted businesses</i> | 7,146 | 3% |
| <i>Intensively assisted pre-starts</i> | 3,800 | - |

Established Businesses - % of IDBR (R4Q)



Priority Groups & Themes

| | % | Estimated number of customers |
|---------------------|-----|-------------------------------|
| Maj. Female managed | 27% | 24,800 |
| Maj. BAME managed | 8% | 7,300 |
| Maj. PWD managed | 6% | 5,500 |
| Social Enterprise | 3% | 2,800 |

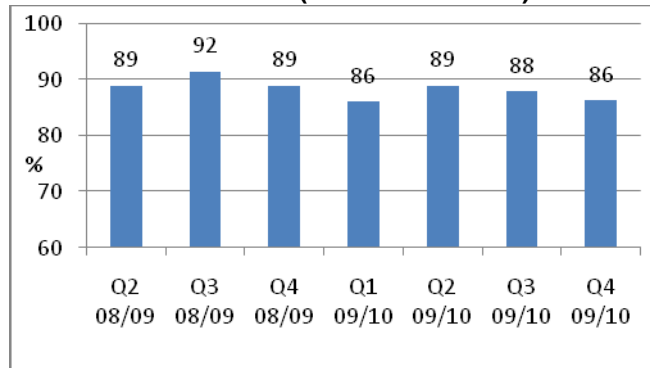
Q4 09/10 Customer Satisfaction data. Estimates to be treated with caution.

Skills Brokerage

| | Q1 09/10 | Q2 09/10 | Q3 09/10 | Q4 09/10 | Year to Date* |
|------------------|----------|----------|----------|----------|---------------|
| Skills IAs | 293 | 713 | 694 | 661 | 2,845 |
| Proposals | 594 | 380 | 264 | 349 | 1,706 |
| Onward Referrals | 424 | 1,129 | 1,202 | 1,134 | 4,045 |

Brokerage Data Reports. * Cumulative year to date data. Q1 to Q4 figures may not sum to the cumulative figures due to changes made to monthly returns after submission.

Customer Satisfaction (Historic Measure)



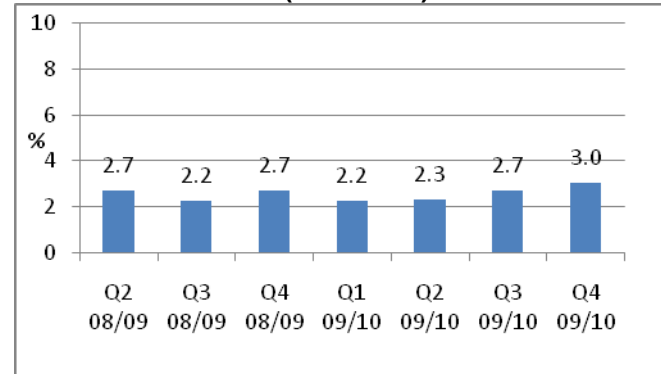
% very satisfied or satisfied overall with the service received.

Satisfaction Index

| | Q1 09/10 | Q2 09/10 | Q3 09/10 | Q4 09/10 |
|----------------------|----------|----------|----------|----------|
| All customers | 86 | 85 | 86 | 86 |
| Intensive Assistance | 86 | 85 | 86 | 84 |
| Enquiry Response | 86 | 87 | 88 | 90 |
| Workshops/ Events | 87 | 89 | 86 | 86 |
| Other (Light Touch) | 78 | 77 | 75 | 78 |

Note: Light Touch has a small in-quarter sample.

Intensive Assistance (% of IDBR) R4Q



Note: IA businesses only, excludes pre-start IAs.

Recommendation and Reuse

| | Q1 09/10 | Q2 09/10 | Q3 09/10 | Q4 09/10 |
|--------------------------|----------|----------|----------|----------|
| Recommendation | | | | |
| Very likely to recommend | 72% | 71% | 71% | 72% |
| Unlikely to recommend | 10% | 9% | 9% | 11% |
| Have already recommended | 56% | 54% | 56% | 51% |
| Net Recommend Score | 62 | 62 | 62 | 61 |
| Reuse | | | | |
| Very likely to reuse | 69% | 67% | 68% | 66% |
| Unlikely to reuse | 12% | 12% | 13% | 13% |
| Mean reuse score | 8.7 | 8.7 | 8.7 | 8.7 |

Very likely = those scoring 9 or 10, unlikely = those scoring 6 or below.

Notes

- The rising number of Intensively Assisted customers demonstrates the providers' ability to flex the budget away from lighter touch interventions towards more added-value services.
- Customer Satisfaction is in line with the targets set by the RDA at the beginning of the 2009/10 contract. The RDA has also been focusing on a wider range of satisfaction measures, including perceived benefit and likelihood of recommendation.