



**Federation of Small Businesses**  
*The UK's Leading Business Organisation*



**FSB National Panel**

**November 2010 results**

**Prepared by Research by Design**

## Executive summary – CSR and Exporting

- Two-thirds of members are engaged in some form of corporate social responsibility; a third donate goods/services to local charities, whilst three in ten make charitable donations from company profits:
  - Some nine in ten are motivated to do so by their personal views and beliefs.
  - Half feel it is good business practice.
  - Two-fifths feel it has PR advantages; it is good for their company image.
- Four in five members have little or no knowledge of Local Enterprise Partnerships (LEPs).
- Just under a quarter of members export their goods or services overseas:
  - 59% export manufactured goods and 42% services.
  - 48% of exporters cite fluctuating exchange rates/foreign currency and 32% red tape/bureaucracy as their most common challenges to exporting.
  - The European Economic Area (EEA) is by far the most popular region to export to; this is a market for 87% of exporters. This is followed by the USA (45%) and Canada (25%).
  - 85% of those not currently exporting do not see this as a future target for their business; for 73% this is due to the perceived lack of a suitable export product.
  - Better promotion of support available, tax breaks and tailor made information for small businesses are considered the best measures to encourage exporting amongst small businesses.

## Executive summary – Business Waste & Recycling

- Over four in five members are aware of High Street Banks and Business Link as business support services; just under a third are aware of trade missions (32%).
  - 45% have used a High Street Bank and 44% Business Link for business support services. Just 6% have used UKTI.
  - 83% of those who have used UKTI state it has been useful. 73% say the same for Business Link and 55% for High Street Banks.
- The majority of members feel that future decisions around economic development and those around infrastructure and planning should be made at the regional level. Decisions on business support should either be at a regional level or by LEPs. Housing decisions should be made by the local authority.
- 35% of members have their business waste collected by a private waste collection company;
  - 45% have no alternative local authority service, 27% cite that private companies more effectively meet their needs and 23% claim that private companies are cheaper.
  - The majority of those using private waste collection companies feel their most recent price review was quite fair; 39% state this.
  - 11% of member companies are registered as a Waste Carrier with the Environment Agency.
- 39% of members agree that local recycling facilities are sufficient for their business needs; 36% do not and would recycle more if better facilities were available.

## Executive summary - Scotland

- Some three-fifths of Scottish members claim business costs have increased over the last four years as a result of complying with regulation.
- Few businesses could provide a view on the impact of Empty Property Relief; just 2% of businesses actually receive this.
- Private sector job creation is the most important issue for the next Scottish Government's agenda; half of all members suggest this. Reducing the regulatory burden and improving Scotland's physical infrastructure are the next two most important issues.
- 38% of members have taken a business flight in the last 12 months.
- When looking for information regarding staff training a fifth would use a general internet search, whilst around one in six would use a local college or their business contacts.

## Methodology

- Research findings are based on a survey made available to the FSB 'Voice of Small Business' Panel during November 2010.
- All panel members (4,596) were invited to take part in an online survey designed and hosted by Research by Design.
- Fieldwork took place between Tuesday 2<sup>nd</sup> November and Friday 12<sup>th</sup> November 2010.
- Two reminder emails were sent to non respondents.
- 1,668 responses were received; a 36% response rate.
- Data has been weighted to the membership profile

# Businesses and their communities

## Gifts to Charity

If you made a gift and got a benefit for it, see page A-7.

Casualty and Theft Losses

18

20

Casualty

21

Unre

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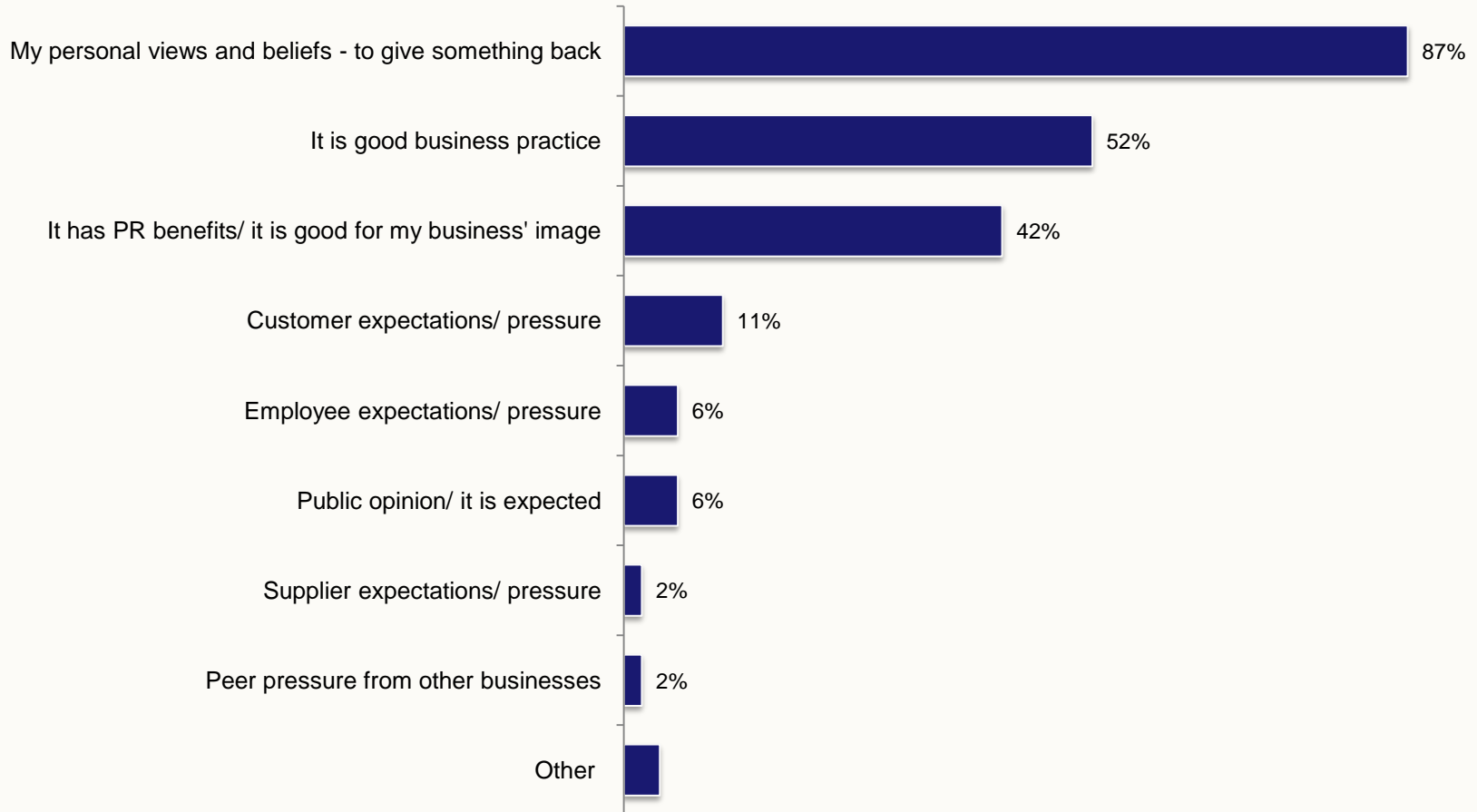
**Two thirds of members undertake at least one of the activities. A third donate goods and services to local charities and 29% make charitable donations from company profits.**

### Activities currently undertaken



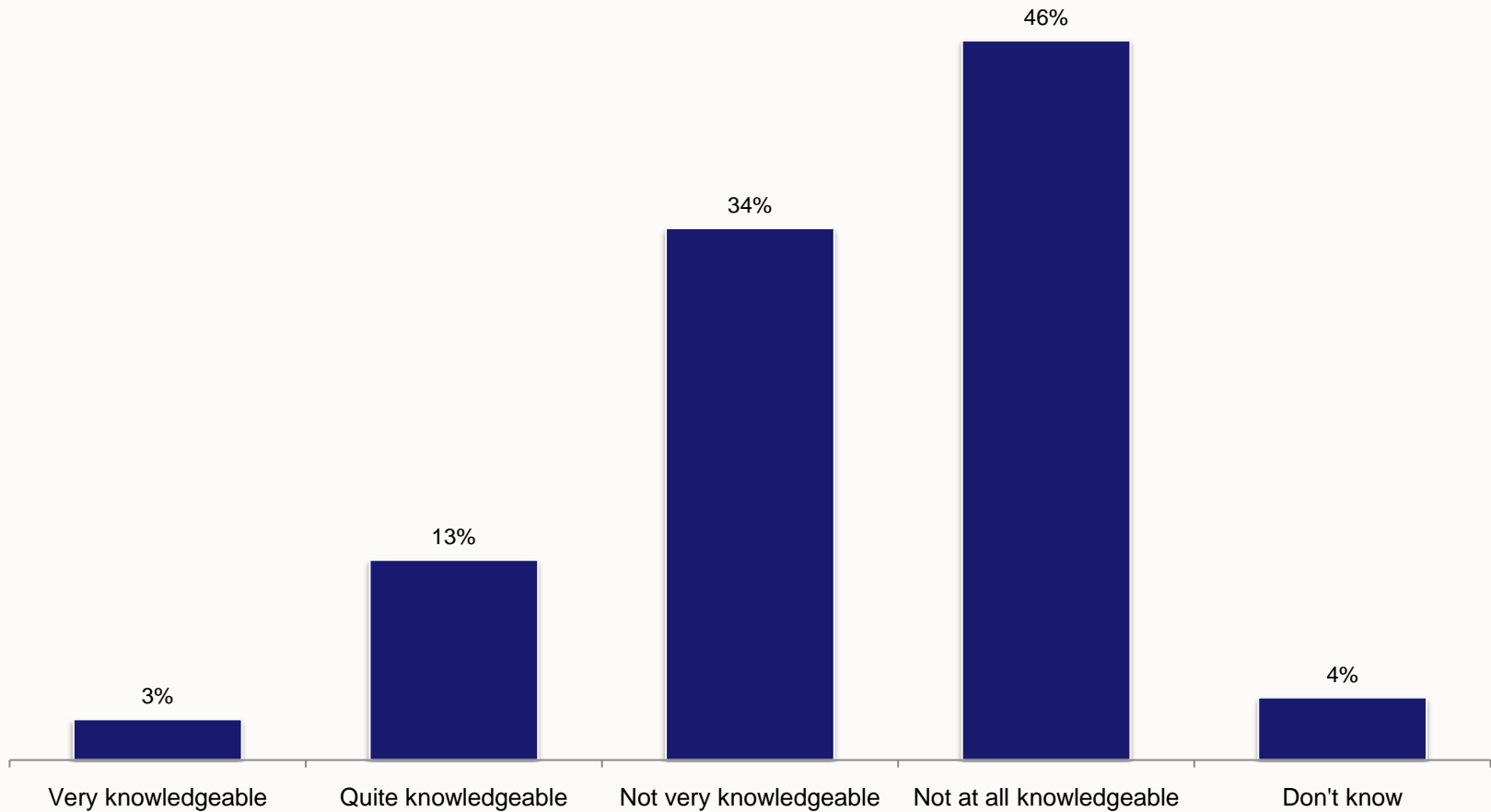
**87% of members are motivated by their own personal beliefs, while over half cite that it is good business practice. Over two fifths feel it has PR benefits and is good for their business' image.**

### Motivation to become involved in activities



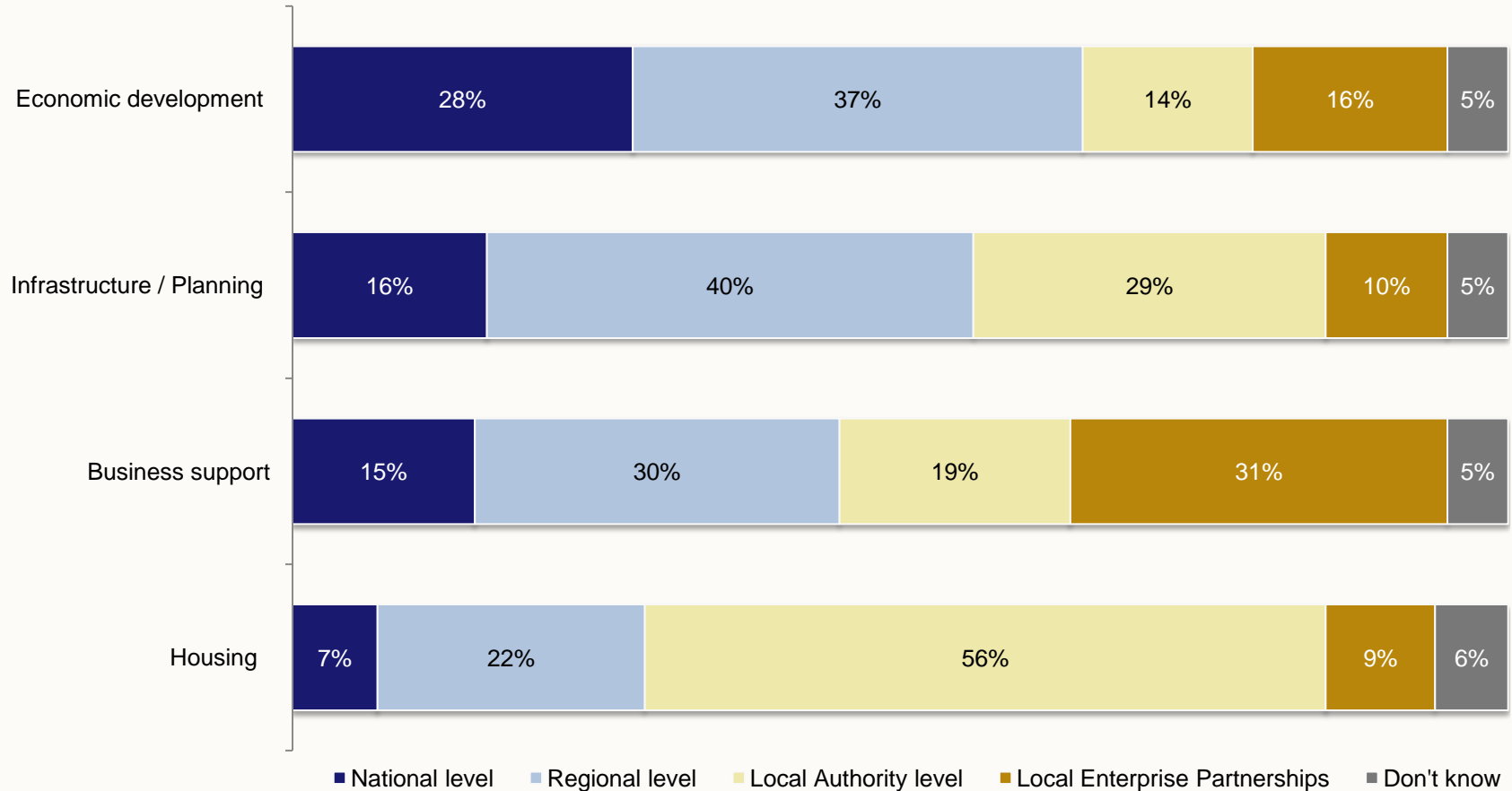
**Awareness of Local Enterprise Partnerships is poor. Four in five claim not to be knowledgeable.**

### Local Enterprise Partnerships awareness



**The majority of members believe future decisions regarding infrastructure and planning should be made at a regional level. Over half believe local authorities should lead in housing decisions.**

### Where future decisions should be made

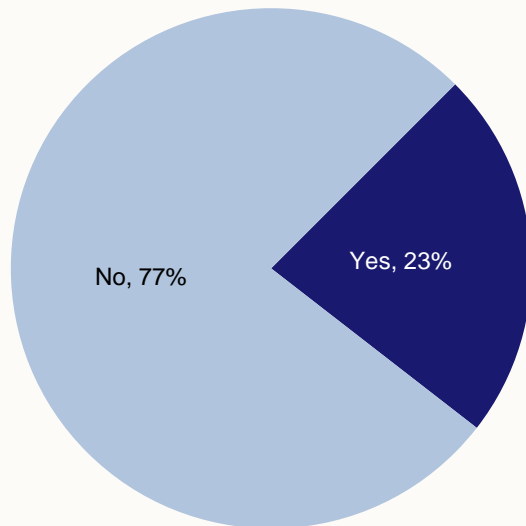


# Exporting

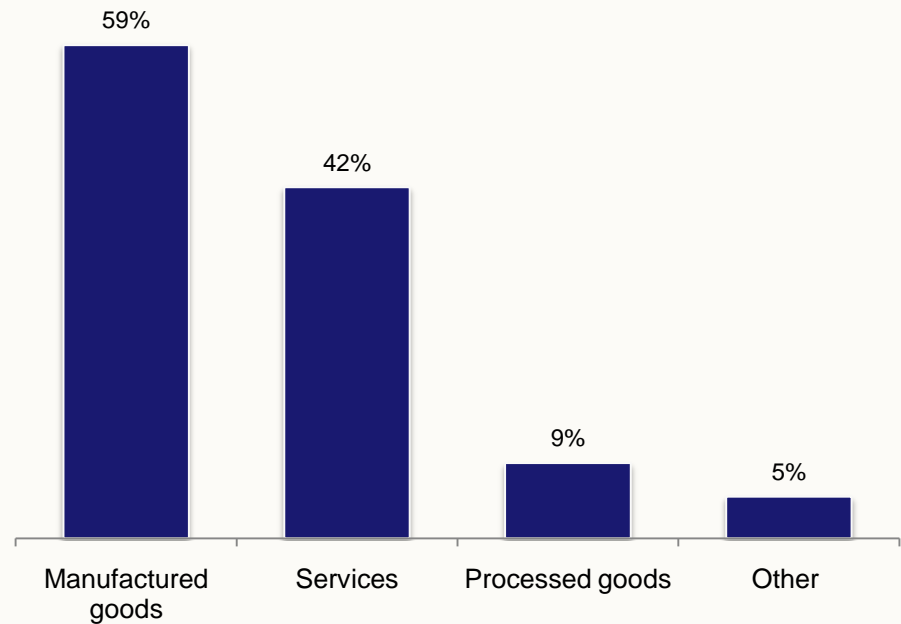


**Just under a quarter of members export goods or services from the UK. Of those, 59% are in the form of manufactured goods; 42% are services.**

Whether export goods or services from the UK

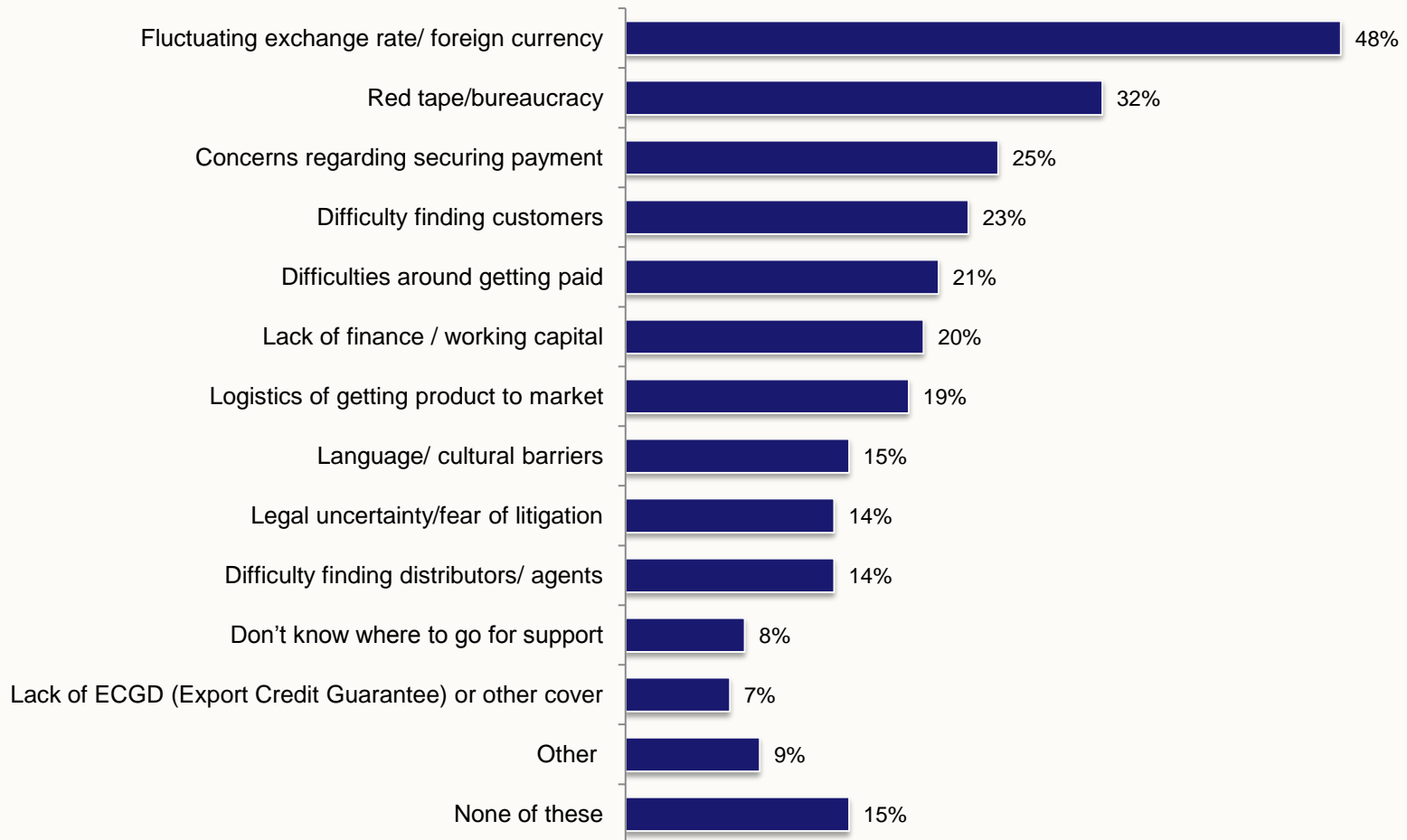


Type of goods exported



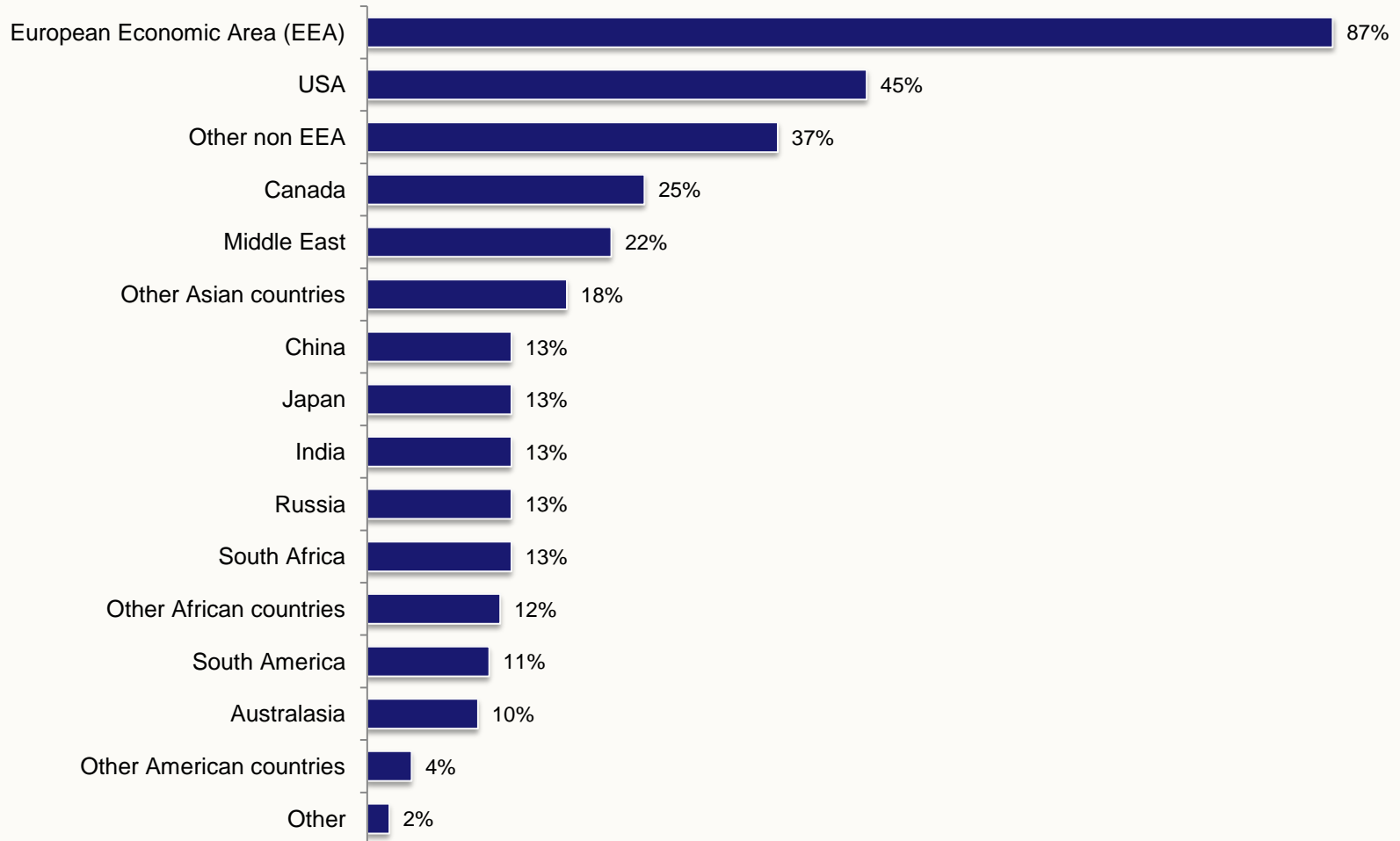
**Fluctuating exchange rates/ foreign currency and red tape/ bureaucracy are the most commonly highlighted challenges faced when exporting goods overseas.**

Challenges to overcome when exporting



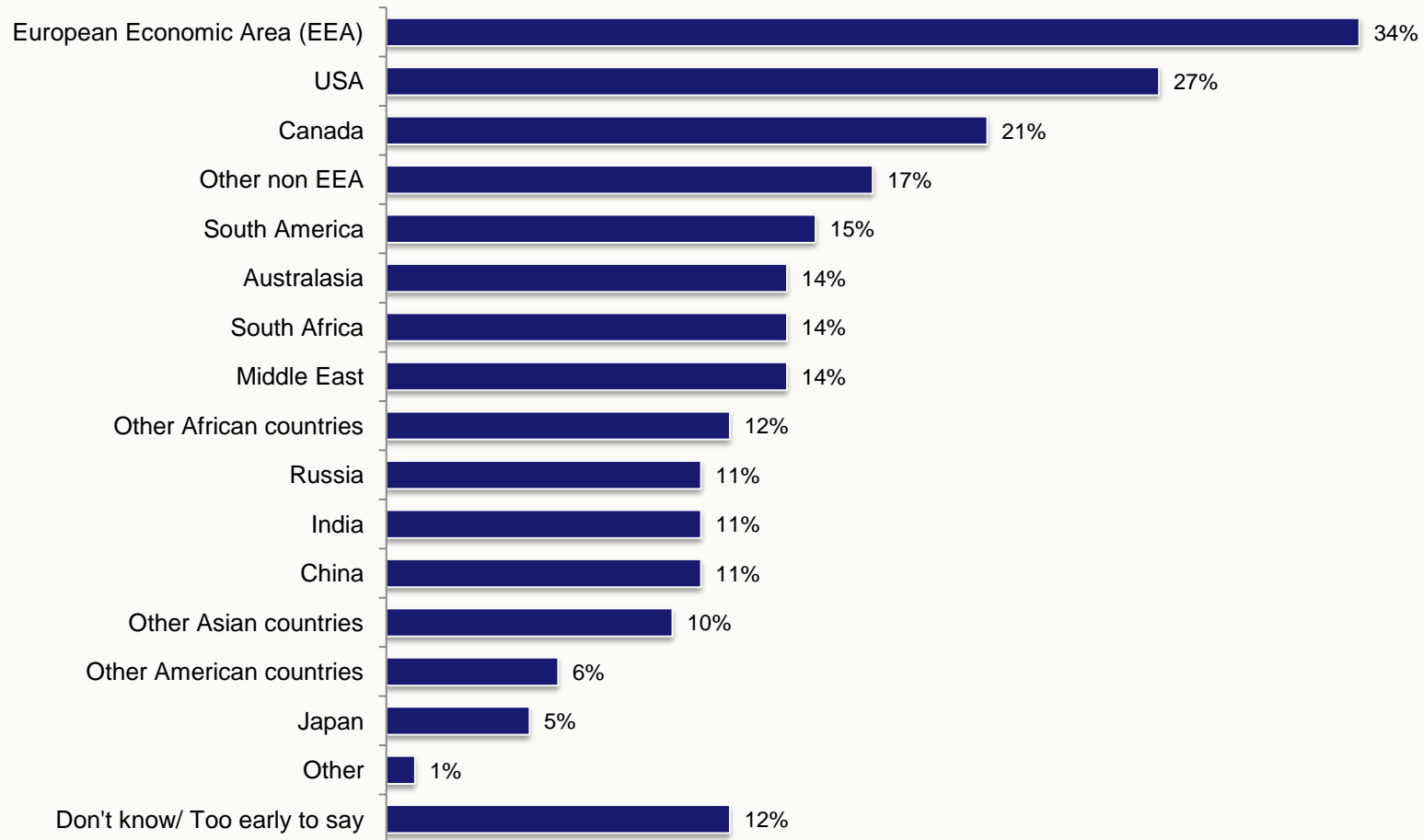
**The vast majority of those exporting target the European Economic Area (EEA), just under half export to the USA. 37% export to non EEA countries.**

### Current export regions



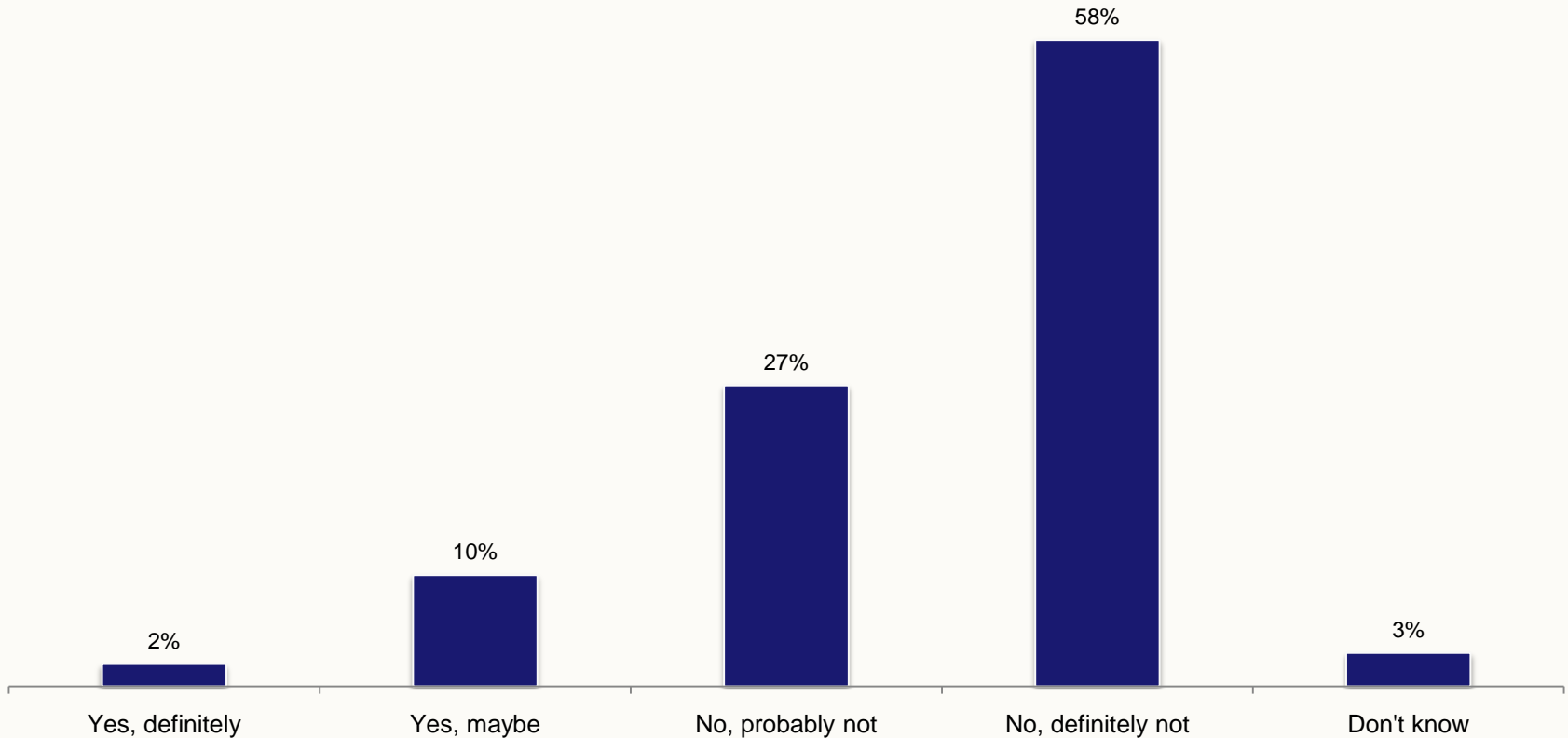
**Amongst those identifying future exporting prospects, over a third classify the European Economic Area as a potential target, 27% highlight the USA, 21% Canada.**

### Future export regions



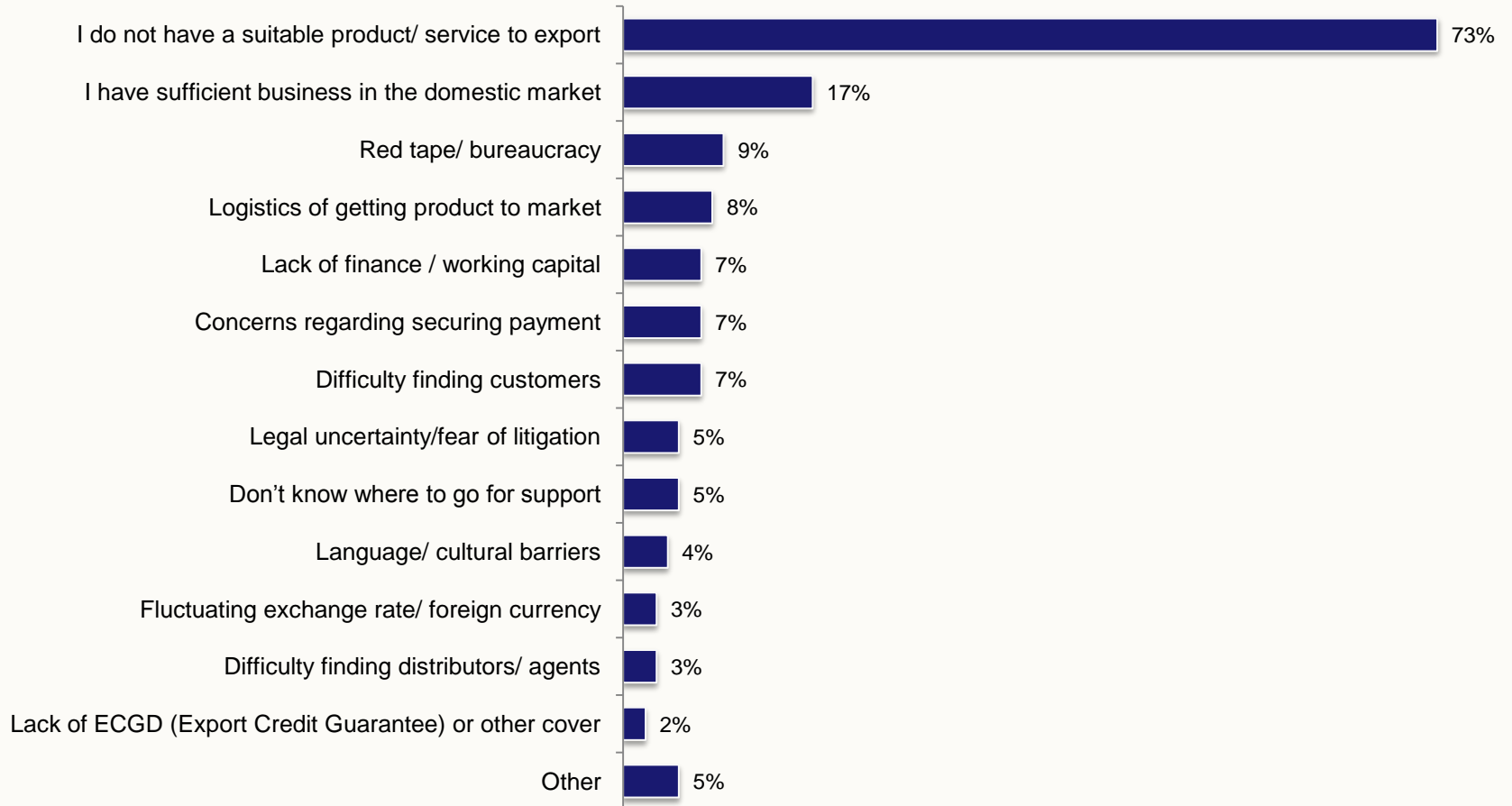
**Amongst businesses not currently exporting, almost nine in ten claim exporting in the future is not a target for their business.**

### Whether exporting is a future business target



**Almost three quarters of those not currently exporting cite the lack of a suitable product or service as the principal reason.**

### Reasons for not exporting currently



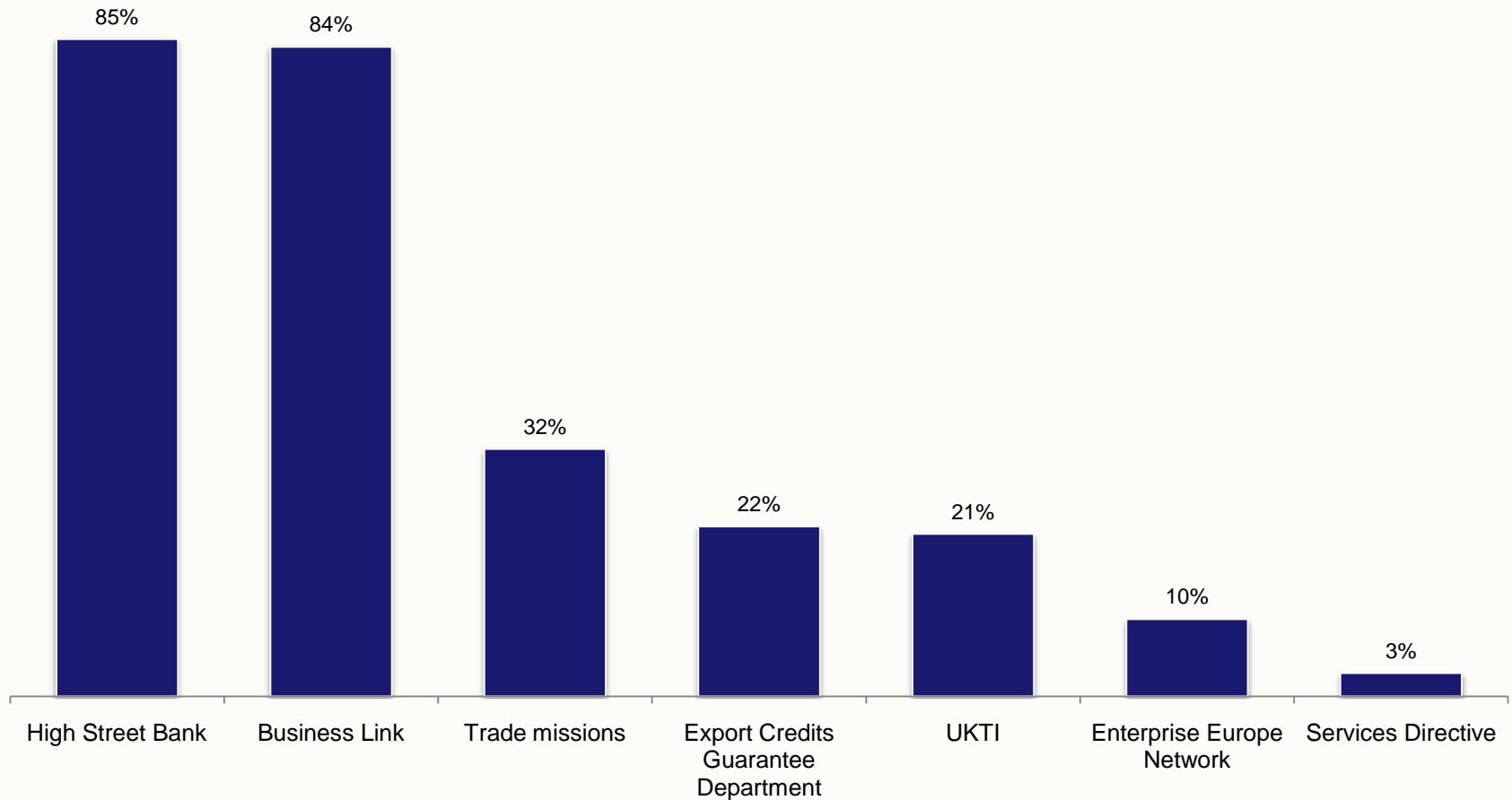
**Members associate with a number of business encouragement measures. Around half feel that better promotion of support, tax breaks and tailor made information for small businesses are the best measures to encourage small businesses to export.**

### Small business encouragement to export



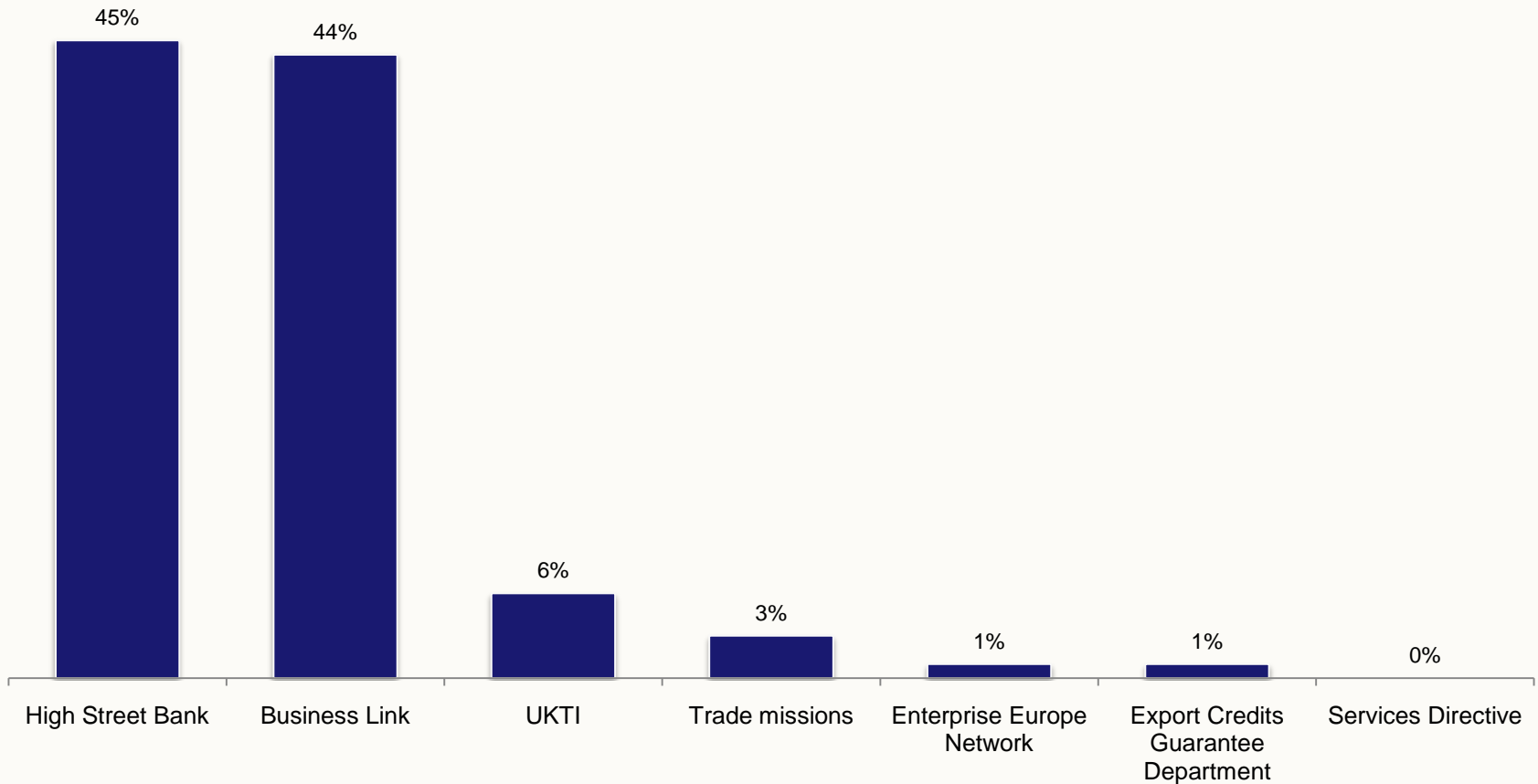
The majority of members are aware of Business Link and High Street Banks as business support services; just under a third are aware of trade missions.

### Awareness of business support services



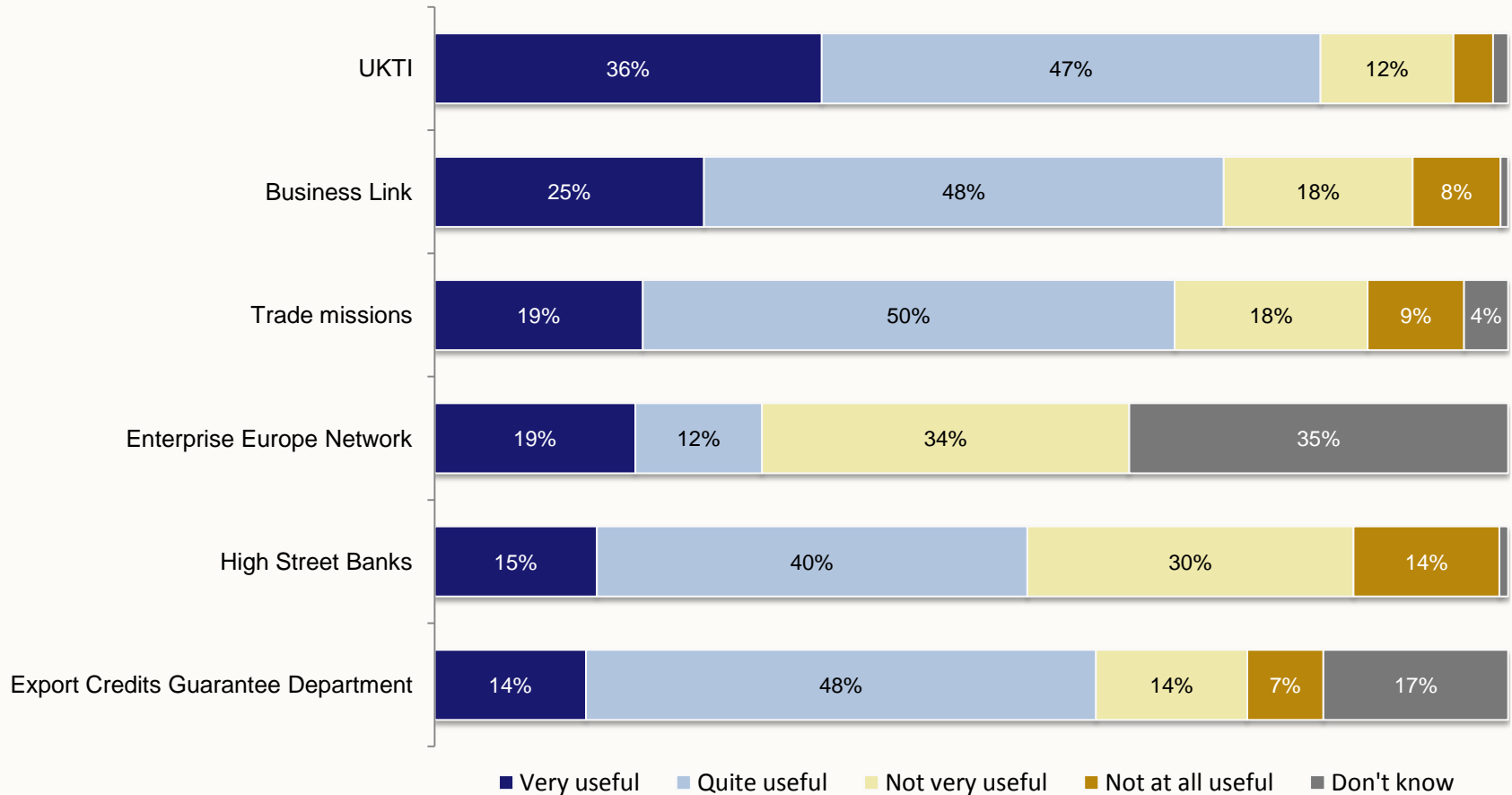
**Of those aware, 45% have used High Street Banks and 44% Business Link's business support services.**

### Usage of business support services



**UKTI is recognised as useful by the vast majority using the service, similarly, around three quarters claim Business Link is useful. 44% claim High Street Banks are not useful.**

### Usefulness of business services



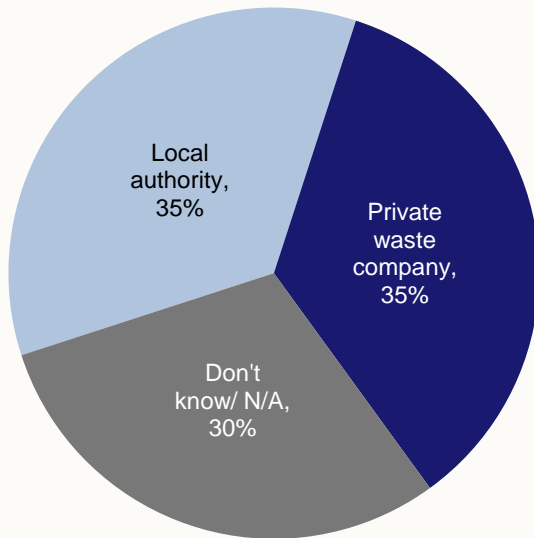
■ Very useful   ■ Quite useful   ■ Not very useful   ■ Not at all useful   ■ Don't know



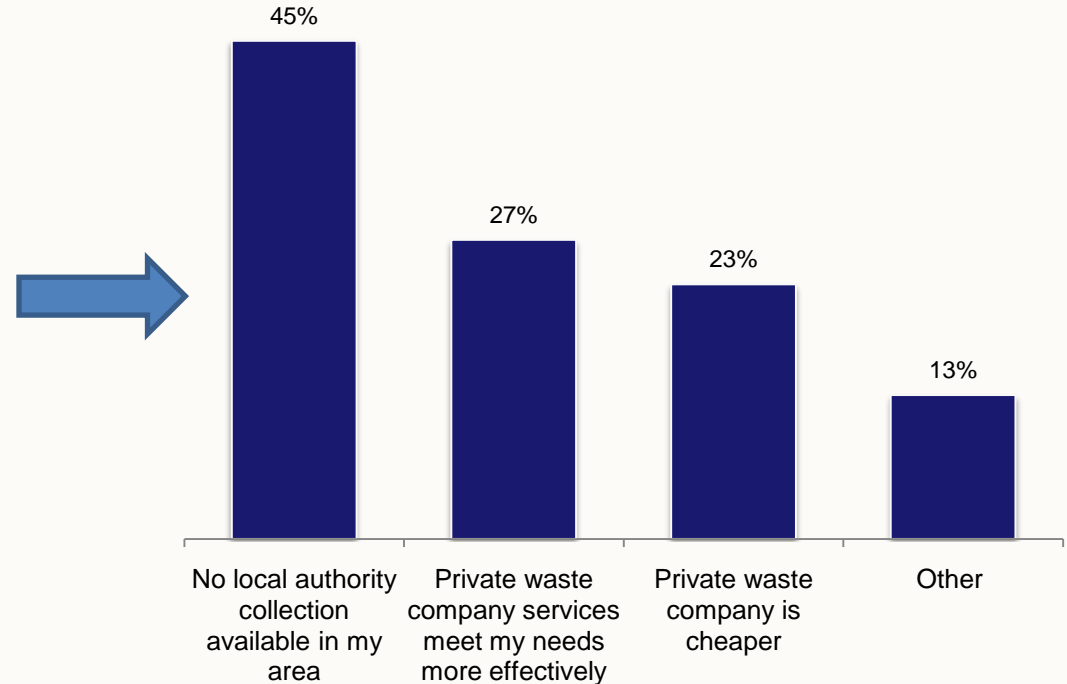
# **Business waste & recycling**

**35% of members have their business waste collected by a private waste company. For 45% this is because there is no local authority collection available in their area, while 27% claim to have their needs met more effectively by private waste companies.**

### Business waste collection

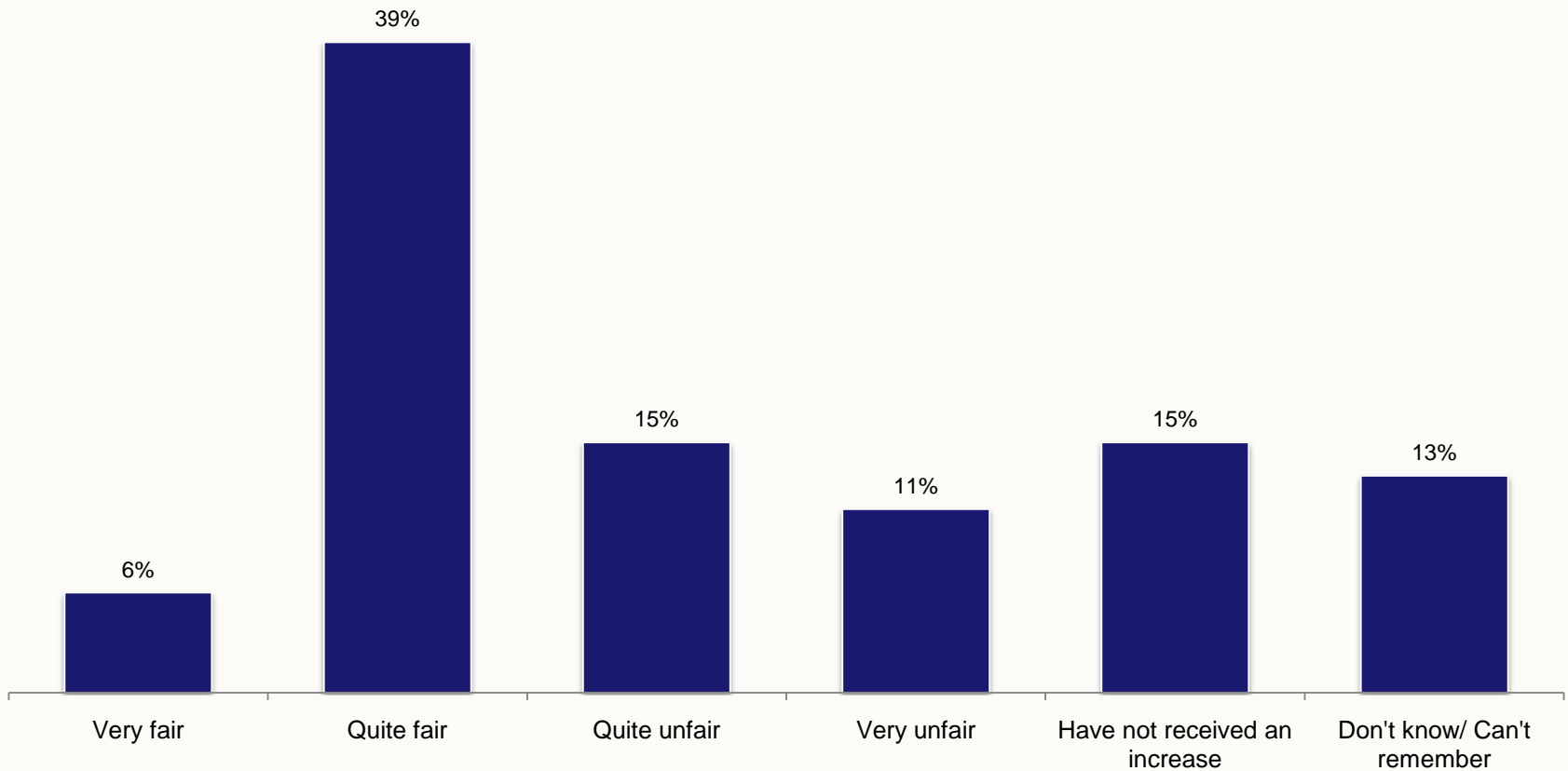


### Reason for employing private waste collection



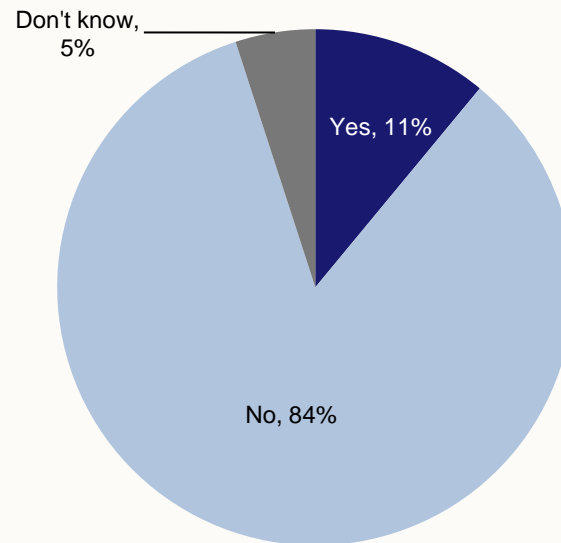
The majority of members employing a private waste collection service claim their most recent price review was 'quite fair'. A quarter identify an unfair increase.

### Most recent private waste collection price review



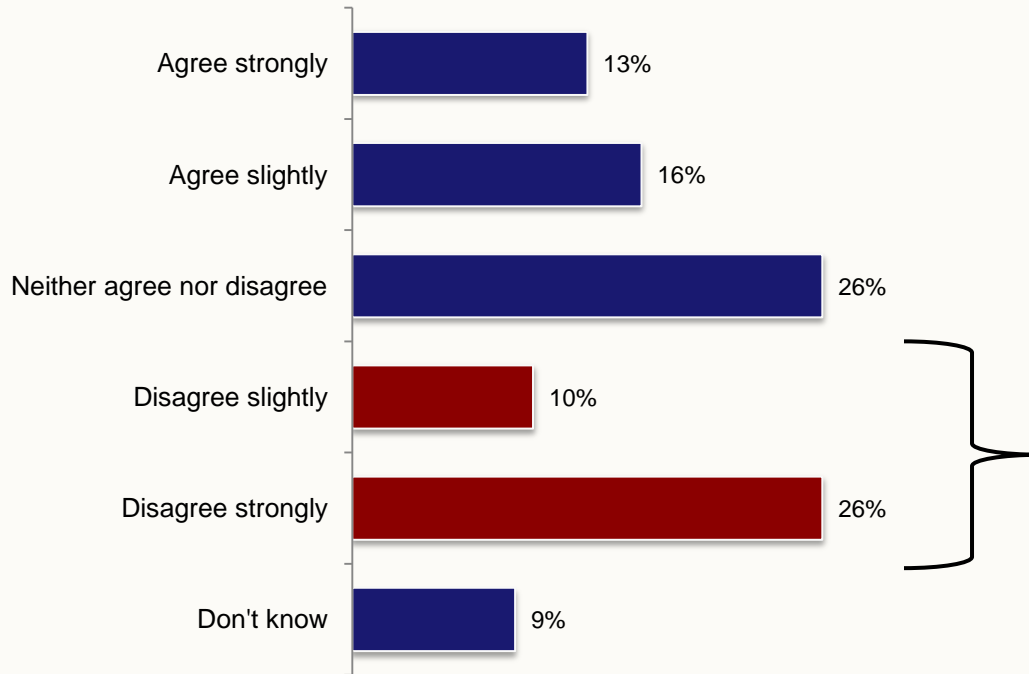
**11% of members are registered as a waste carrier with the Environment Agency.**

Whether registered as a waste carrier

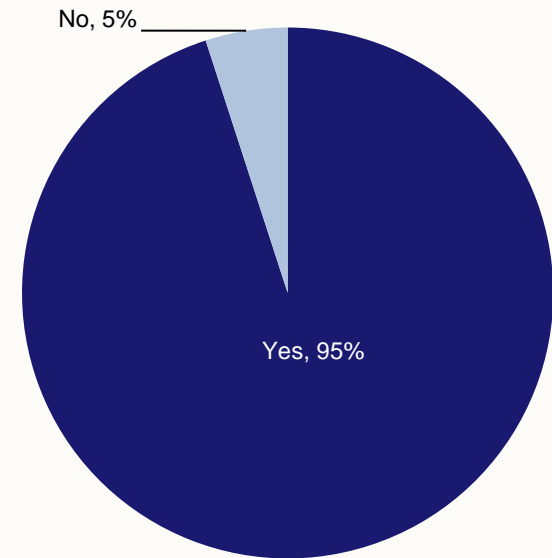


**For around 4 in 10, local recycling facilities do not meet business needs. Of those identifying this, the overwhelming majority would recycle more if better facilities were available.**

### Local recycling meeting needs



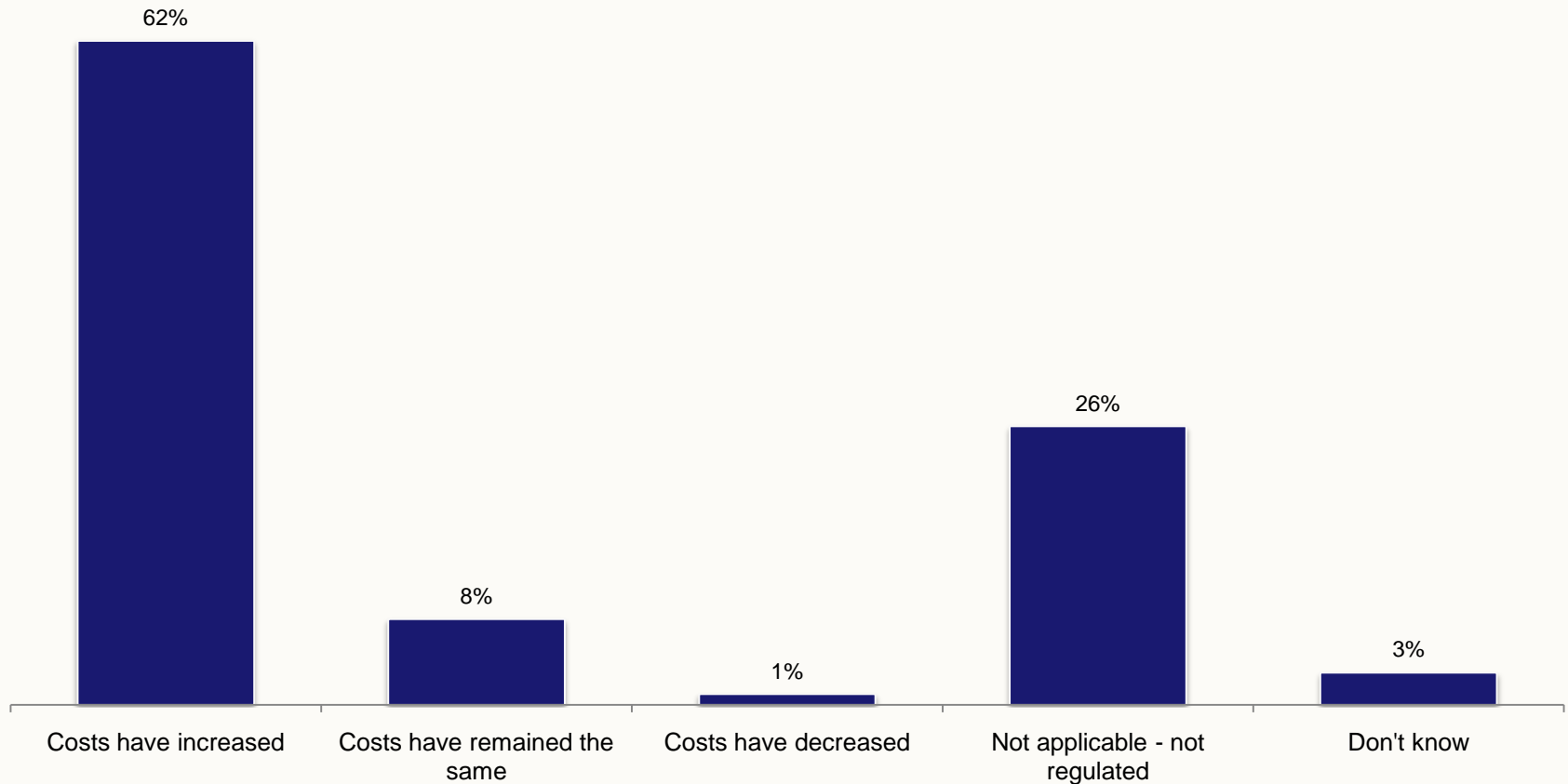
### Whether would recycle more with better facilities





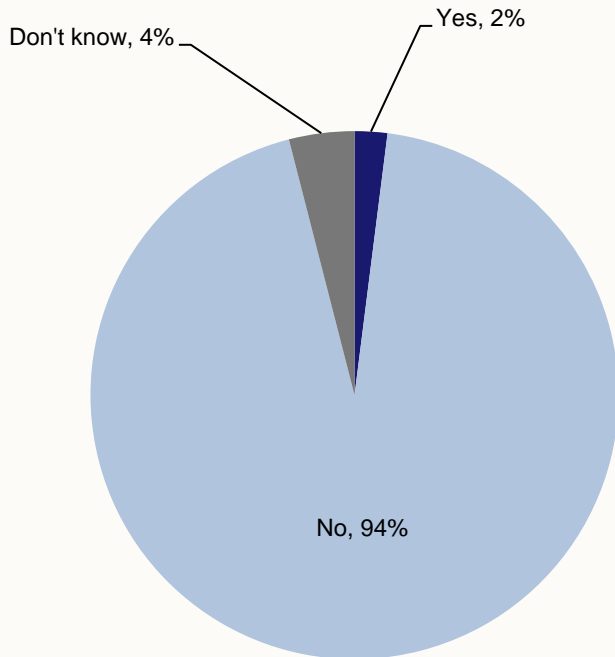
**Over three fifths of Scottish members claim costs have increased over the last four years as a result of complying with regulation (such as licences, planning fees, etc).**

### Change in costs of complying with regulation

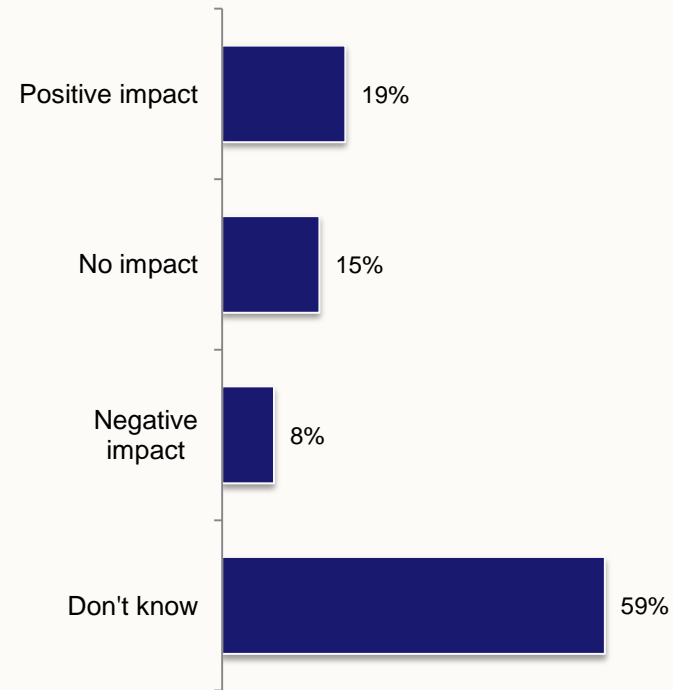


**94% indicate that they do not benefit from Empty Property Rate Relief. Three in five are unsure of its impact.**

Whether benefit from Empty Property Rate Relief

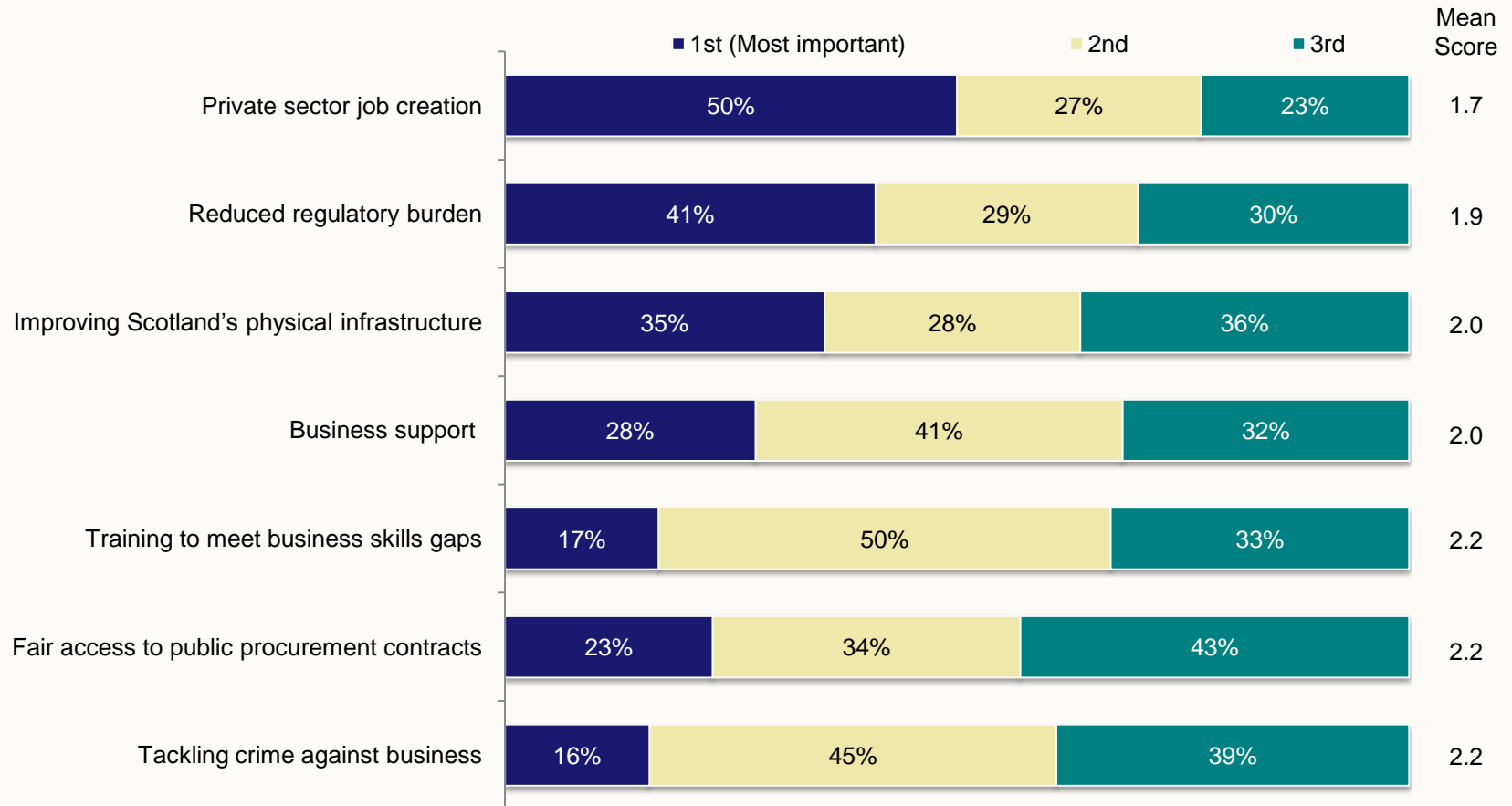


Empty Property Rate Relief impact



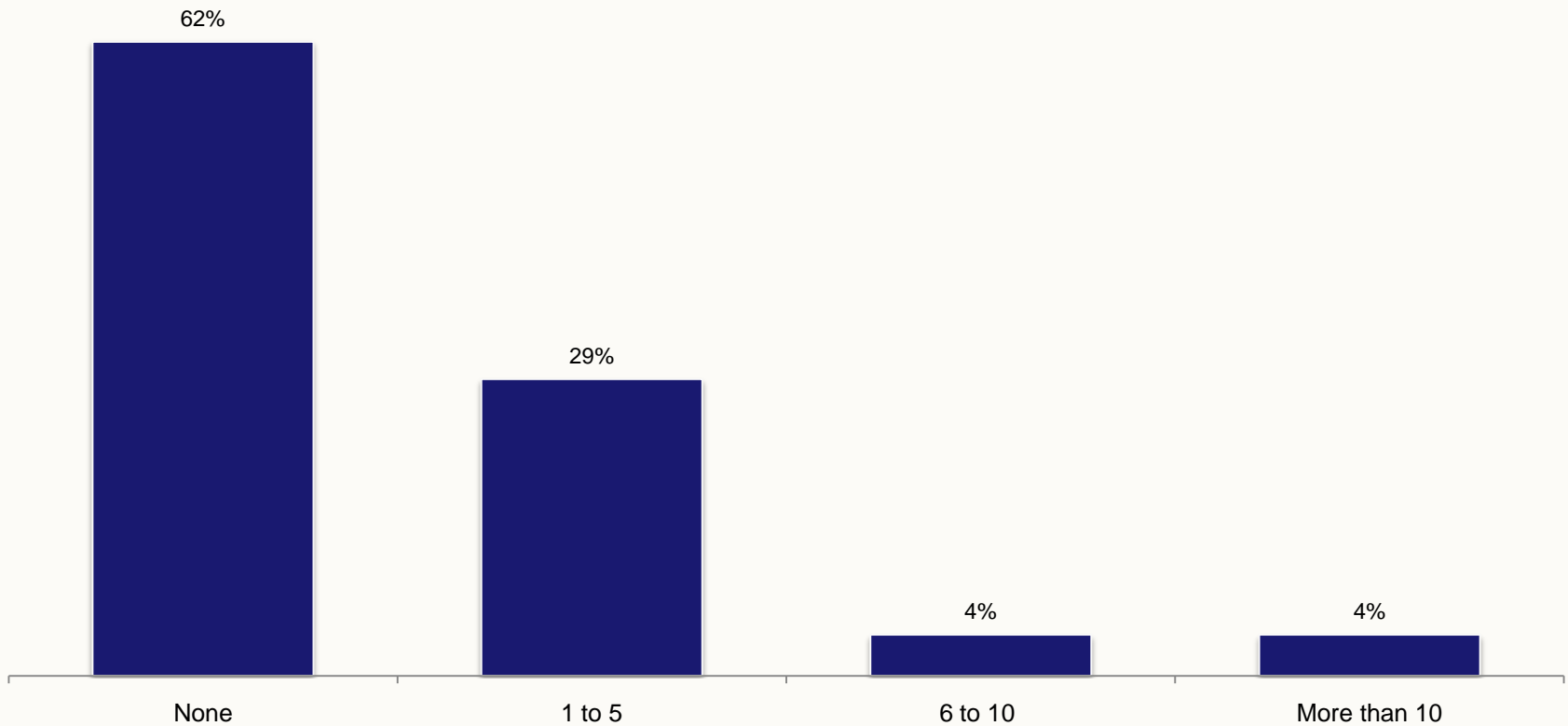
**Half of members rate private sector job creation as the most important issue for the next Scottish Government's agenda, while over two fifths feel it should concern itself with reducing the regulatory burden.**

### Most important issues for the next Scottish Government's agenda



Three fifths of Scottish members have not taken a business flight in the last 12 months; 29% have taken between 1 and 5 flights.

### Business flights taken in last 12 months



**A fifth would use a general internet search to find staff training information, while around 17% would use a local college or their business contacts.**

### Where to find staff training information

