



Evaluation 2005/06

The Evaluation Brief.

The requirement of ebbs was for an examination as to the success of the marketing and public relations work in the raising awareness of its services amongst the local target population. To see if current users of the service reflected the wider population of the area, and to identify if there are gaps in the present service provision. In particular ebbs was keen to ensure that it either was reaching the most disadvantaged groups in the community.

Methodology

Work was to be carried out primarily through the administration of a brief questionnaire amongst a random selection of the resident population that reflected the geographical area served, differences in ability, the gender, and the ethnicity balance.

The initial target was for 200 interviews to take place equally divided between the different criteria. Following initial discussions the difficulties identifying such group members, difficult to reach, equal numbers across age range and gender, ethnicity etc by random questionnaires were soon identified. An alternative approach was discussed and adopted that involved working with individuals, agencies, and organisations already thought to be in contact with such groups and using them either to conduct the interview or provide an initial point of contact so that information could be gathered.

A fairly simple questionnaire¹ was produced, refined and agreed that could either be self-administered or completed by an interviewer. A number of potential key agencies, organisations, and individuals were identified who were thought to be able to either collect information on behalf of the evaluation or have relevant contacts within the community.

In order to encourage involvement in the activity a “raffle” was established where those individuals supplying information to the evaluation process with a prize of a meal for two at a town centre restaurant and an entry to the draw offered for each completed form.

There then followed a series of incidents that demonstrated well the fact that while the concept may be sound reality is a different matter. Within the eb4u area there are two centres providing specialist employment advice and support, one in each of the two main estates who were also key at attempting to provide services to difficult to reach groups. These were seen as offering direct contact with unemployed residents, and initial co-operation was sought and agreed to. A month was given for the collection of the required information, however at the end of that period only one provider had collected any questionnaires, and they had only collected three. Although a little later, and a little late, the other provider did return fifty questionnaires there were immediate shortages that needed to be rectified.

¹ Detailed in the appendix of this report,

A further complication was that the youth provider which had an excellent reputation for attracting and working with excluded young people suffered a fire in their building and had to close for repair. The club did support the project to the best of their ability but were unable to deliver the number of completed returns that they originally thought they could.

Two city wide organisations supporting work with people with disabilities and those from mixed and ethnic minority groups did not have a membership identifiable through Neighbourhood Renewal Areas. Nor could the eb4u equalities or health for all team assist, although both were very supportive of the work. While there was the offer of an advertisement in one of the internal magazines the timescale involved made that option unworkable.

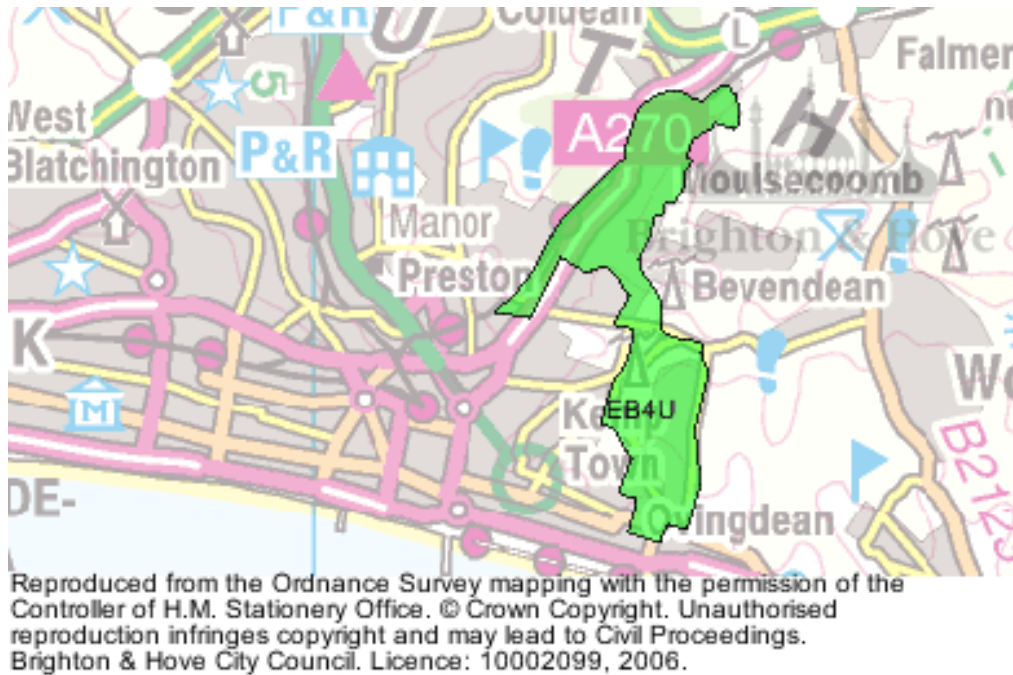
Due to these problems additional survey work was commissioned to identify and question residents within the eb4u area, and where practical priority groups were targeted². This coupled with the results that were achieved through the original routes produced over the initial target of 200 completed questionnaires. However when spoilt returns, and returns from outside the target area were removed a total of 160 completed responses were able to be analysed.

All figures used in this report come from one of three sources, the 2001 Census, ebbs own database, and the results of the survey carried out as part of this exercise.

² Priority groups identified in the analysis of the employment statistics for the eb4u area detailed in a following section of this report.

Eb4u

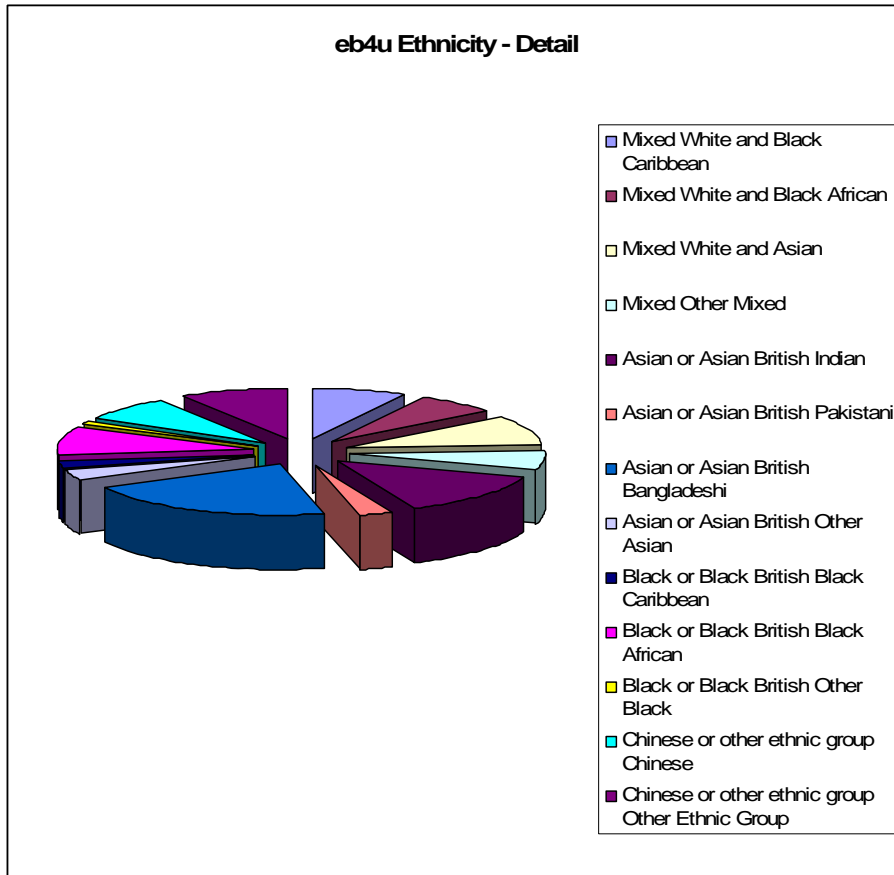
The Area.



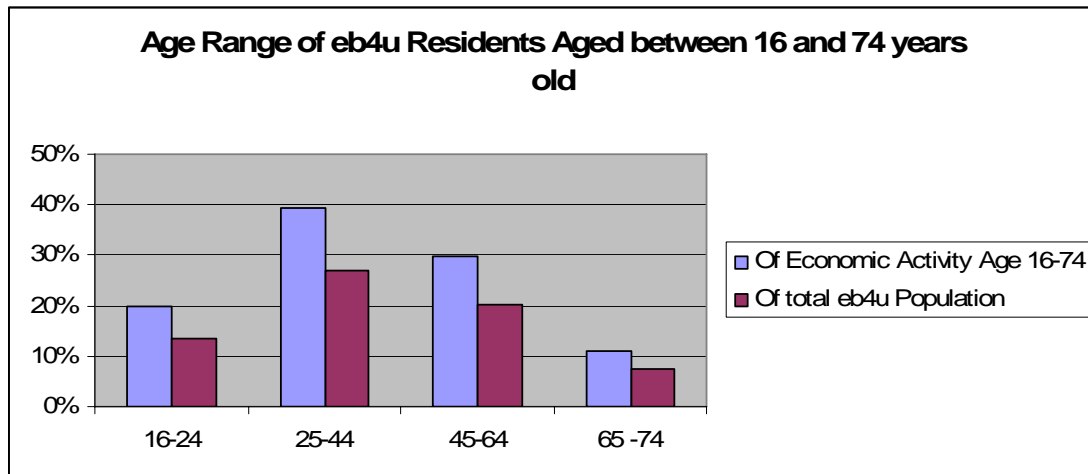
The eb4u New Deal for Communities area includes the large estates of Moulsecombe and Whitehawk with the addition of the Bates Estate and Saunders Park.

Ethnicity.

General population statistics for 2001 for the area (the statistical base for comparisons used in this section) show a population of approximately 16,777 residents. There is a 53%:47% gender split in favour of females. In ethnicity the area is predominantly White British – 91%, with White Irish and White Other being a further 4%. The ethnicity of the remaining residents are detailed over page:



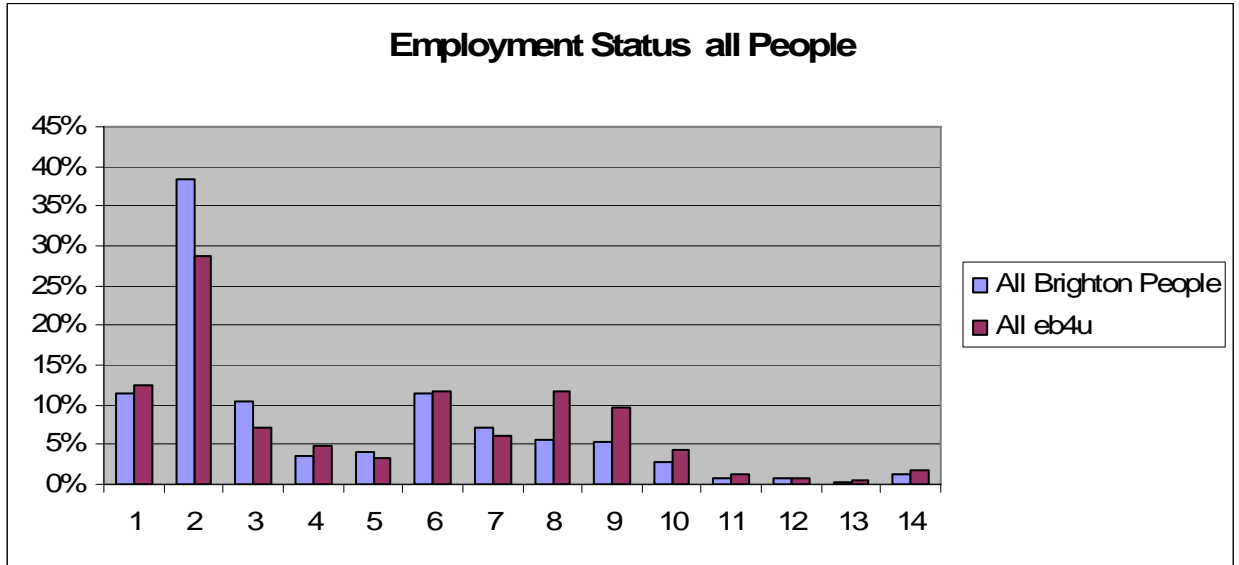
Age Range.



Employment Status.

In relation to the employment status of the residents while there are some similarities with the wider population of the city there are also some marked differences.

Using the most recent census data³ comparison of all people aged 16 – 74 by economic activity the main differences can be identified. These differences are

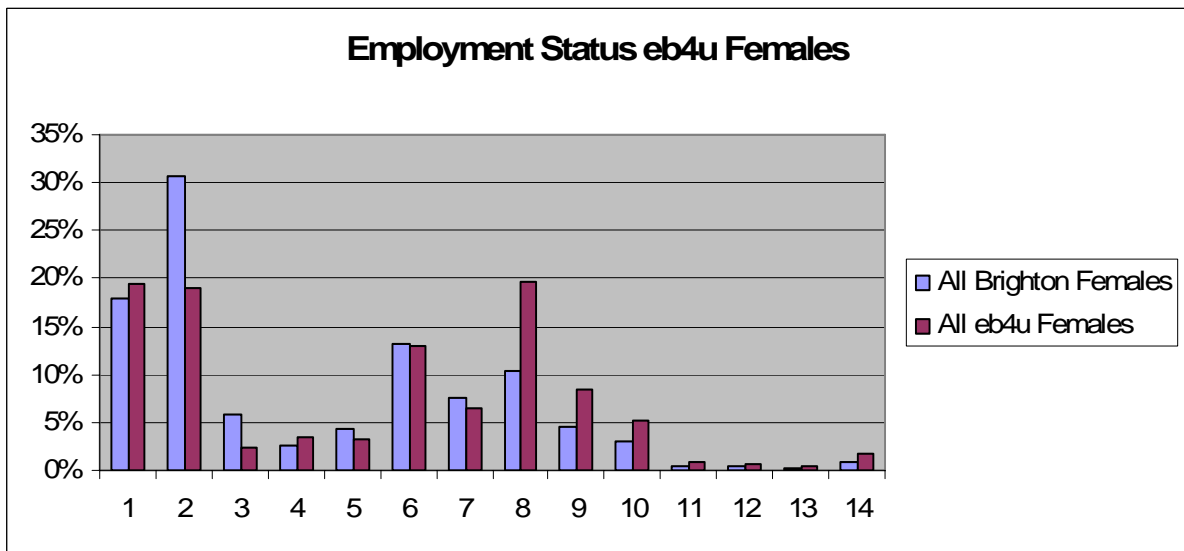
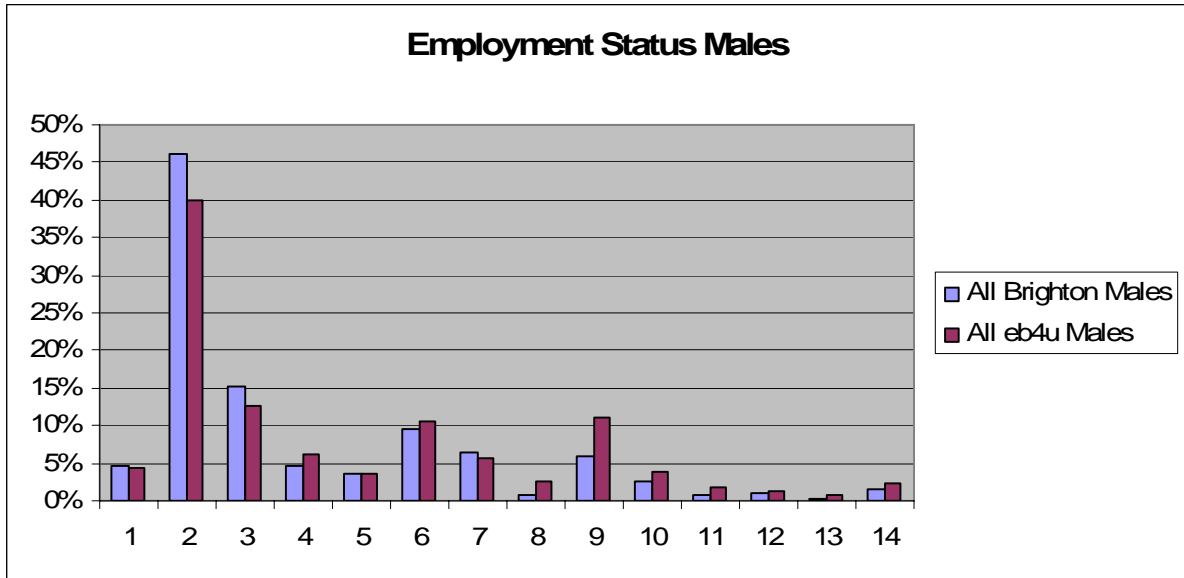


Key	Category	City Wide	Eb4u
1	Employed Part Time	11%	12%
2	Employed Full Time	38%	29%
3	Self-employed	10%	7%
4	Unemployed	4%	5%
5	Full-time Student	7%	6%
6	Retired	11%	12%
7	Student	6%	7%
8	Looking after home/family	6%	12%
9	Permanent Sick/Disabled	5%	10%
10	Inactive Other	3%	4%
11	16-24 year olds	1%	1%
12	Aged 50 and above	1%	1%
13	Never worked	0%	0%
14	Long term Unemployed	1%	2%

In relation to all adults in the area compared to city wide there are significantly fewer people employed full time and self employed although the percentage employed part time are similar. There is a doubling of the percentage of adults whose economic activity is looking after a home and or a family, and a similar difference in those registered as permanently sick or disabled.

However the differences between genders and their comparisons in the wider city that in some classifications are even more marked.

³ 2001 produced from citystats.



Key	Category	City Male	Eb4u Male	City female	Eb4u Female
1	Employed Part Time	5%	4%	18%	20%
2	Employed Full Time	46%	40%	31%	19%
3	Self-employed	15%	13%	6%	2%
4	Unemployed	5%	6%	3%	3%
5	Full-time Student	4%	4%	4%	3%
6	Retired	10%	10%	13%	13%
7	Student	6%	6%	8%	8%
8	Looking after home/family	1%	3%	10%	20%
9	Permanent Sick/Disabled	6%	11%	5%	8%
10	Inactive Other	3%	4%	3%	5%
11	16-24 year olds	1%	2%	0%	1%
12	Aged 50 and above	1%	1%	0%	1%
13	Never worked	0%	1%	0%	0%
14	Long term Unemployed	2%	2%	1%	2%

More detailed analysis in relation to gender based differences within the eb4u area when compared to city wide statistics highlight:

- Full time employment – while male f/t employment is 6% below that of the wider city the equivalent female figures are 12% below that of the wider city.
- Self employment is low compared with the city as a whole for males but is significantly lower for females at 2% and 6% respectively.
- The percentage of adults looking after the home or the family are greater in the eb4u area all around but again the numbers for females are far greater with a fifth of the females in the 16-74 year old age range performing this role.
- Adults who are permanently sick or disabled are significantly higher amongst males although females are also above the city figures.
- While in combined results unemployment amongst young people (16-24 year olds) are comparable to those city wide when separated by gender there are small but significant increases.

Using the available census material the areas of priority groupings can be identified within eb4u. While it is recognised that all unemployment should be treated as a priority certain groups within the eb4u area are over represented in the ranks of the unemployed and as such should be targeted. It is suggested that these are:

- **Full-time employment especially in relation to female residents.**
- **Self employment again especially in relation to female residents.**
- **Those responsible for the home or for families especially in relation to female residents.**
- **Adults who are permanently sick or disabled.**
- **Under 24 year olds.**

Representative Nature of Current ebbs Service Provision

During the period in question ebbs worked supported 84 eb4u residents. Of these 65% were males, 5% members of the BME community, and 2% classified themselves of having a disability. In addition to these categories and age breakdown ebbs also has identified specific disadvantaged groups in relation to:

Lone Parents – 5% of current caseload
 Young people – 2% of current caseload
 Older people – 2% of current caseload
 Carers - >1% of current caseload
 Gay/lesbian/bisexual - >1% of current caseload.

Comparison of the ebbs collected data with the wider eb4u Census statistics demonstrate a fairly high correlation amongst some of the categories with a need to address some of the others.

Gender	Eb4u	Ebbs
Male	47%	65%
Female	53%	35%

Age Range				
Eb4u – years old	% of population	% of economically active	Ebbs –years old	
16-24	20%	14%	16-24	11%
25-44	39%	27%	25-35	32%
			36-49	46%
45-64	30%	20%	50-64	11%
64-74	11%	7%	65+	0%

Ethnic Origin	Eb4u	Ebbs	Variation
White British	91%	86%	-5%
White Irish	1.5%	1%	0%
White Other	2%	7%	5%
<i>Combined White</i>	<i>95%</i>	<i>94%</i>	<i>-1%</i>
White and Black African	2%	1%	-1%
Black/Black British: African	1%	2%	1%
Asian/Asian British ; Indian	2%	2%	0%

Eb4u Permanently sick or disabled	- 10%	Ebbs classified having disability	- 2%
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The indicators show that ebbs has achieved a good spread of services that has reflected well against the wider eb4u population, especially in relation to its work with members of the ethnic minority population. Comparison with the economic priority groups identified in the previous section identifies a number of gaps. These are primarily in relation to attracting and supporting females, adults who are permanently sick or disabled, and younger people.

It is recommended that ebbs gives additional thought to ways of contacting and working with these groups during its next year of operation.

Awareness of the Services of ebbs

Information for this and the subsequent sections are based on the results of the survey detailed in the section on Methodology.

Survey Detail.

In respect of the geographical areas within the eb4u area the residents surveyed lived in the following:

Moulsecoomb and Higher Bevendean	45%
Whitehawk and Manor	46%
Saunders Park	6%
Bates Estate	3%

Emphasis was placed on over-compensating for the identified priority groups resulting in the following.

Ethnic Origin of Respondents.

Asian or Asian British		White	
Asian British	4%	White British	62%
Asian - Indian	4%	White Irish	4%
Asian - Pakistani	1%	Other White	6%
Asian - Bangladeshi	1%		
Asian - Other	2%	Chinese or other South East Asian	
		Chinese	0%
		Other	0%
Black or Black British		Prefer not to say	4%
Black British	2%		
Black Caribbean	1%		
Black African	3%		
Black Other	0%		
Dual Ethnicity			
White & Black Caribbean	2%		
White & Black African	1%		
White & Asian Other	2%		
Backgrounds	1%		

Gender and Age Range

Gender

Male	41%
Female	59%

Age Group

Under 18	4%
19-29	35%
30-39	29%
40-49	18%
50-59	7%
60-69	4%
70 and over	3%
Prefer not to say	3%

Respondents categorising themselves as having a Disability.

Consider have a disability

Yes	13%
No	66%
Prefer not to say	22%

Of those who “preferred not to say” some were in receipt of Incapacity Benefit or Disability Living Allowance.

Employment Status

Employment Status

Employed	38%
Self-employed	8%
Unemployed	42%
Full time Student	13%

Receipt of Benefits.

Benefits	Claiming	44%
	Not Claiming	56%

Of those on

Benefits	Job Seeker Allowance	29%
	Incapacity benefit	10%
<i>More than one benefit available per individual</i>	Housing benefit	41%
	Carers Allowance	17%
	Working Tax Credit	19%
	Income Support	21%
	Disability Living Allowance	20%
	Other	10%

Those categorising themselves under “Other” were in receipt of a Pension or Pension Tax Credit.

The detail of the respondents to the questionnaires are seen to be representative of eb4u as a whole with a bias towards the identified employment priority groups.

Knowledge of ebbs – Logo and Name.

Brighton and Hove is fairly unique with the number and diversity in relation to the number of business support agencies operating within its boundaries. Many offer differing services and a number, such as ebbs, operate within strict boundaries. This situation could have produced a very confusing situation for individuals who may be looking for business advice. To test how well ebbs had promoted its image and services respondents were shown the ebbs logo and asked if they were aware of it. They were then asked if they had heard of ebbs. In both cases if the reply was positive they were asked where they had seen or heard of ebbs.

These questions produced the following results;

Knowledge of ebbs

Recognise the Logo	36%
Heard the Name	34%

In total over a third of those asked recognised the logo and had heard the name “ebbs”. In a majority of cases both the logo and the name were recognised. Often there was vagueness about where the respondent had received the information, of those that could

16% thought it was through a leaflet or flyer
6% thought it was through an advertisement

1% thought it was through a newspaper, The Bridge, the University, or a Friend.

In order to provide a comparison residents were asked if they knew of, and if so if they had used any of a listed 12 other organisation involved in some degree of business support or development. This produced the following result.

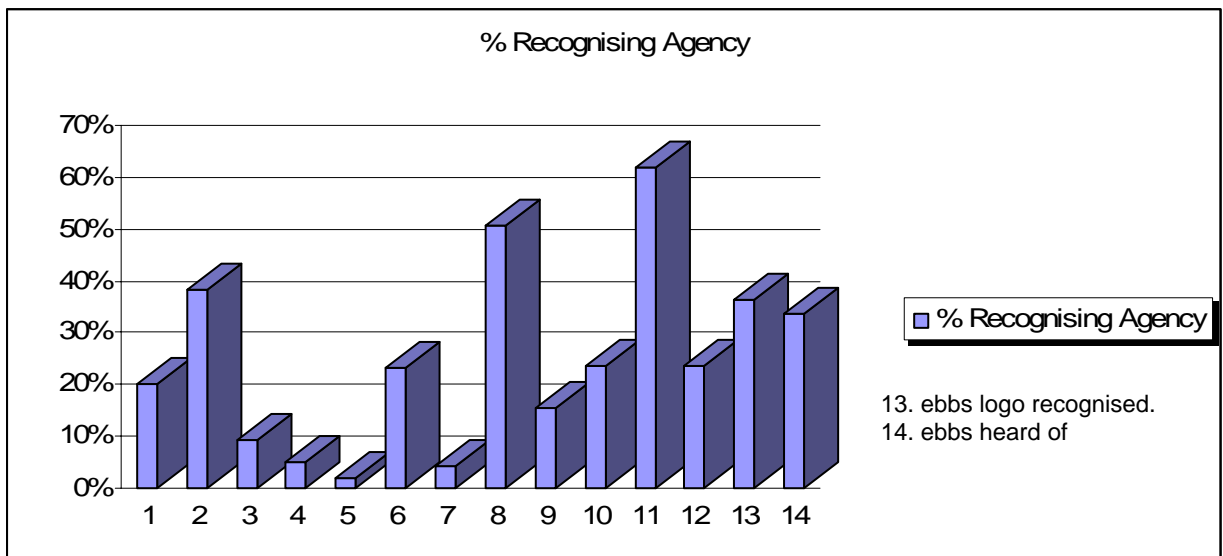
Knowledge of Business Support Services

	Heard of	Used
1. Brighton, Hove and Lewes Enterprise Agency	20%	3%
2. Sussex Enterprise	38%	6%
3. PRIME	9%	1%
4. Fredericks Foundation	5%	1%
5. Enham	2%	1%
6. Sussex Innovation Centre	23%	2%
7. Eastbourne Enterprise Agency (EDEAL)	4%	3%
8. Prince’s Trust	51%	3%
9. InBiz	16%	1%
10. Tomorrows People	24%	3%
11. Inland Revenue	62%	39%
12. Working Links	24%	3%

More than one category available per individual

The highest recognised organisation was, unsurprisingly, the Inland Revenue. However it should be noted that 38% of the respondents failed to recognise it at all.

Comparing the recognition of ebbs to the other agency demonstrates that it is the 4th most recognised behind the Inland Revenue, the Princes’ Trust, and Sussex Enterprise.

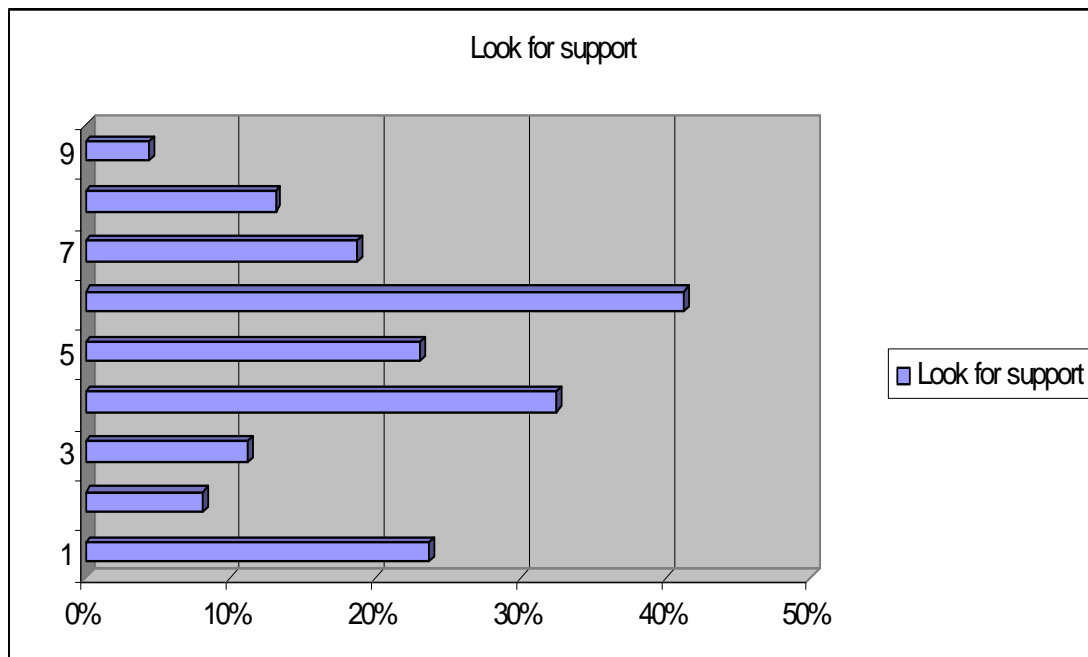


By contrast 67% of respondents had heard of eb4u but only 21% were aware that they funded ebbs.

The results of this survey demonstrate that ebbs has been extremely successful in its promotional activities within eb4u.

Additional Publicity Methods.

If ebbs engages in a review of its publicity methods and materials the survey has indicated where the majority of residents would look for information relating to business support.



- 1 Phone Directory
- 2 Newspaper
- 3 Direct contact from EBBS
- 4 Advertisement
- 5 Leaflet
- 6 Internet
- 7 Yellow Pages
- 8 From another organisation
- 9 Other

The results from this survey indicates that the Internet is the first place most people would look for information relating to business support followed by the more general placing of advertisements, leaflets, and phone directories.

Identification of Additional Services, Priorities, and Developments.

Barriers to Self Employment.

51% of the respondents to the survey had considered self employment as an option and 6% were actually self-employed. This group was asked to identify either what prevented them from moving to self-employment or was a barrier when they did embark on this option.

Of those considering Self Employment these barriers prevented them from progressing

<i>Finance</i>	Getting Finance	65%
<i>Support</i>	Losing Security	29%
<i>Finance</i>	Fear of Debt	34%
<i>Support</i>	No business idea	35%
	None	0%
<i>Finance</i>	Losing Income	13%
<i>Training</i>	Knowledge	24%
<i>Training</i>	Lacking skills	18%
<i>Finance</i>	Fear of Failure	29%
<i>Support</i>	Confidence	35%
<i>Support</i>	No Support	39%
	Other	10%
<i>More than one barrier available per individual</i>		

Competition, age, child care, and current readiness were given as reasons under the “other” category.

It is worth noting that not one respondent thought that there were no barriers. Those identified can be categorised into three main headings, issues relating to Finance, those relating to Support, and those relating to Training.

This information will assist ebbs to both tailor its services but also to be able to use solutions to the problems in its promotional and advertising material.

Identified Support Service Requirements.

All respondents were asked to identify what help they thought they would need if they were considering starting a business or moving into self-employment.

Finance featured strongly in the top four choices, directly in three of them – Financial Planning, Grants and Loans, Tax Advice – and indirectly in the other – Business Planning. There was then a gap and Mentoring was the fifth most chosen support requirement.

When considering Self-Employment or Business

Start Up what support is required

	All
Business Planning	46%
Financial Planning	49%
Grants & Loans	43%
Training	24%
Marketing advice	20%
Property Search	7%
Benefit advice	16%
Tax Advice	44%
Accounts	23%
Professional Services	11%
Mentoring	33%
Links to Business networks	15%
Other	1%

The significance of the importance of finance related issues is not surprising but again the list of services can be used to assist ebbs in the revision and development of its current service provision.

It should also be noted that the importance of Benefits Advice should not be overlooked given that a priority group identified earlier in this report are those who are registered disabled or on long-term sick. It is believed that the reason that Benefits Advice did not score a higher response was the belief that respondents included it under Financial Planning and Tax advice. The impact of the loss of some benefits and their key to further ones are more important to individuals and specialist advice, if not already available, needs to be supplied.

Conclusion and Recommendations

Introduction.

The primary purpose of this evaluation was to determine if the ebbs marketing and public relations activity to raise awareness of its services was successful in respect of its target population. Secondary to this was to see if the service currently provided was reaching its target population, and to see which of its services were the most required.

Further to this a priority was to see if the views of difficult to reach and disadvantaged groups within the area were being reached.

Initial difficulties were experienced in the methods chosen to gather the information. This was partly due to the fact that agencies and roles that were anticipated to have contact with such groups did not, or did not in a form that was easily and readily accessible. There was also a, varying, degree of reluctance by some other agencies in assisting with the gathering of the necessary information. A final blow was the temporary closure of one provision that was to be used for information gathering.

From this experience it has become clear that there is a limitation on the gathering of information of difficult to reach and priority groups in the eb4u area amongst agencies. While not the direct responsibility of ebbs the promotion of collection and cooperation amongst agencies both within eb4u and the wider city would be to its future advantage.

For this reason it is recommended that ebbs approach eb4u to organise a joint meeting/workshop to promote the gathering and sharing of information about priority groups in the area.

Priority Groups within eb4u.

Using census data on employment status comparison was made between the situation within the wider city. While any unemployment and barriers to employment are a priority to be talked over-representation of some groups amongst the unemployed call for specific targeting of resources. These groups that need to be targeted for support on employment related issues were:

- **Full-time employment promotion especially in relation to female residents.**
- **Self employment again especially in relation to female residents.**
- **Those responsible for the home or for families especially in relation to female residents.**
- **Adults who are permanently sick or disabled.**
- **Under 24 year olds.**

Is ebbs Reaching Target/Priority Groups?

Using the data provided by ebbs comparison was made to the wider eb4u population and the now identified target groups. This demonstrated that ebbs had been very effective in working with these groups and had achieved a good spread of services that has reflected well against the wider eb4u population, especially in relation to its work with members of the ethnic minority population.

Comparison with the economic priority groups did however identify some gaps in this coverage. These were primarily in relation to attracting and supporting females, adults who are permanently sick or disabled, and younger people.

It is recommended that ebbs gives additional thought to ways of contacting and working with these groups during its next year of operation.

A further, and minor, point would be the adoption by ebbs of age groupings similar to that used by the Census which would assist greatly in future comparisons.

Does ebbs Marketing and Promotional Activities reach its Target Audience?

The survey carried out to answer this question prioritised responses from the identified priority/target groups that also represented the different geographical areas that make up eb4u.

Using data drawn from this survey it has been demonstrated that 36% of those interviewed recognised the ebbs logo and 34% new of the organisations name. To put this into context those questioned were given a list of twelve other employment related agencies, some such as the Inland Revenue should have been very well known others not so. In comparison ebbs was the 4th most recognised behind the Inland Revenue, the Princes' Trust, and Sussex Enterprise.

The results of this survey demonstrate that ebbs has been extremely successful in its promotional activities within eb4u.

In addition information has been gathered about where people would look for information about business support which can be used for future marketing activities.

Future ebbs Development and Service Provision.

Part of the reason for some of the questions used in the survey was to identify barriers experienced by those considering self-employment, and those actually faced by those currently self-employed. Of the respondents 51% had considered self employment as an option and 6% were actually self-employed. The issues they identified were able to be categorised under the headings of Finance – Training – Support.

In addition all those taking part in the survey were asked what support they would require if they were to consider starting a business or becoming self-employed. Finance featured strongly in the top four choices, directly in three of them – Financial Planning, Grants and Loans, Tax Advice – and indirectly in the other – Business Planning.

The information gathered in this evaluation will assist ebbs to both tailor its services but also to be able to use solutions to the problems in its promotional and advertising material.

Conclusion.

There is no doubt that ebbs has been very successful in its advertising and promotional activities.

It has also been successful in attracting and working with eb4u residents who are within the priority groups for employment purposes. While there are some groups that need further priority overall ebbs can be very pleased with its achievements.

The process of completing this evaluation has also provided useful information for the planning and development of future services.

**Andy Silsby
Serendipity Enterprising Solutions.**

Appendix

East Brighton Business Support (ebbs) questionnaire

To help us evaluate and improve our project we would kindly ask you to complete this short questionnaire - Please tick the boxes where appropriate.

Reply Ref:

Name (optional): _____ Postcode: _____ Employment

Status:

Please tick Unemployed

Self-employed Employed

if currently self employed ignore question 2

Full time Student

and answer question 3&4 from the point of view of when you started

1. Are you claiming any benefits or income support?

Please tick

Yes

^ If Yes, would you mind noting the benefits are you

No

currently claiming?

Job Seeker Allowance

Income Support (*Details here*

are for information Incapacity benefit

Disability Living-*purposes only*

- *please do not* Housing benefit

Allowance

answer if you do not want to) Carers Allowance Working Tax Credit

Other please state

2. Have you ever considered Self Employment?

Please tick

Yes No Would like further information to think about it

If you would please complete contact details at the end of this form

3. If you have considered Self Employment what barriers prevented you from starting up?

Please tick all that apply

Getting Finance

Losing Income

Confidence Losing

Security

Knowledge

No Support Fear of

Debt

Lacking skills

Other, No

business idea

Fear of Failure

please state

None

4. If you were to consider Self Employment / Starting your own business what type of support would you need?

Please tick as many as appropriate

Business Planning

Benefit advice Financial

Planning

Tax Advice Grants &

Loans

Accounts Training

Professional Services Marketing

advice

Mentoring Property

Search

Links to Business networks Other please state_

ebbs 2006 survey

5. Have you seen this logo?

Please tick

Yes No

If Yes where have you seen it?



6. How you heard of East Brighton Business Support (ebbs)?

Please tick

Yes No

If yes, How did you hear about ebbs?

Phone Directory

EBBS

Leaflet Business Directory

Internet Direct contact from

Referral from other organisation Advertisement

Please say which one

Other

Please state

7. Where would you look to find other business support services?

Please tick all that apply

Phone Directory

Leaflet Newspaper

Internet

Direct contact from EBBS

Yellow Pages Advertisement

From another organisation Other

Please say which one Please state

8. Do you know of / Have you used any of these business support services ?

[Heard about](#) [Used](#)

Brighton, Hove and Lewes Enterprise Agency Sussex Enterprise PRIME Fredericks Foundation Enham Sussex Innovation Centre Eastbourne Enterprise Agency (EDEAL) Prince Trust InBiz Tomorrows People Inland Revenue Working Links

9. Have you heard of eb4U (east Brighton for you) -the New Deal for Communities programme for east Brighton)?

Please tick all that apply

Yes No



ebbs 2006 survey

10. Were you aware that that eb4U funds east brighton business support (ebbs)?

Please tick

Yes No

Optional If you would like ebbs to contact you to discuss self employment options please give your details below

Name

Address


Post Code Phone


EQUAL OPPORTUNITIES MONITORING


Why ask for this information?

East Brighton is a diverse community including people of different ages, . from different ethnic backgrounds, with different needs ebbs wants to know who is involved in local projects to make sure that everyone has access to services and projects and that no-one is discriminated against.

Please circle the answer(s) you choose.

 **Are you:** male female

 **Age:** Under 18 19-29 30-39 40-49 50-59 60-69 70 and over Prefer not to say

 **Would you describe yourself as having a disability?**
Yes No Prefer not to say

 **Please tick one box from the list below which best describes :
your ethnic group***

*NB: These headings are adapted from the Commission for Racial Equality

Asian or Asian British Black or Black British White

Asian British Black British

Indian

White British Asian -

Black Caribbean

Pakistani

White Irish Asian -

Black African

Bangladeshi

Other White Asian -

Any other Black

Any other background

Background Asian -

Specify_____ Please Specify_____ background Please Specify_____ Please

Chinese or other South East Asian Dual Ethnicity Other

Chinese

White & Black Caribbean

Please Specify_____ Other

White & Black African Please

Specify _____ White & Asian

Backgrounds Please Specify _____ Prefer not to say Any other

Thank you for taking the time to complete this questionnaire

ebbs 2006 survey