

# NPS Survey of a sample of Growth Works clients

Survey Results: Quarter-11, 2023

GrowthCo Chair and SRO: Nigel Parkinson and Steve Clarke

October 2023



# Contents

1. GrowthCo Requirement and the Survey Questions	03
2. Survey Responder Pool	04
3. Survey Summary	05
4. Whole of service NPS	06
5. NPS by Service Lines and District Councils	07
6. Workforce / employment question	08
7. Support expectations question	09
8. Business growth question	10
9. Management time question	11
10. Qualitative digest – client comments	12
Appendices	16

# GrowthCo Requirement and the Survey Questions



## GrowthCo Requirement

- Gateley Economic Growth Services (GEG) is delivering a broad Business Growth Services contract for the Cambridgeshire and Peterborough Combined Authority (The Combined Authority) through its trading arm Growth Works, to support job creation and share prosperity.
- GEG has commissioned Impact Advisory Ltd to survey a sample of customers of the services provided by Growth Works using the NPS (Net Promoter Score) metric, at the request of the GrowthCo, the arm of The Combined Authority overseeing delivery of the services provided by GEG. The purpose of the survey is to determine satisfaction levels within a sample of customers of the services provided by Growth Works.
- Specifically, on a quarterly basis, in each survey both Growth Works and the GrowthCo require:
  - 40 customers to be surveyed in each sample pool
  - All Growth Works Service Lines to be included in the sample
  - All six Combined Authority partner areas to be covered
  - Quantitative and qualitative inputs from surveyed customers.
- Impact Advisory will manage delivery of the survey, summarise the findings from the data and interpret the qualitative feedback provided, in order to draw conclusions and highlight actionable insight where appropriate.

## The Survey Questions

1. Name
2. Work email address
3. On a scale of 0 (not at all likely) to 10 (extremely likely): How likely is it that you would recommend Growth Works to your friends, family, business associates or contacts for support, coaching and advice?
4. Which of our services did you use?
5. Where is your business based?
6. On a scale of 1 (very poor) to 5 (excellent): How would you rate our support developing your workforce / employment opportunities in CPCA?
7. On a scale of 1 (very poor) to 5 (excellent): Did our service support meet your initial expectations from when you registered for support?
8. On a scale of 1 (very poor) to 5 (excellent): How would you rate the impact of our service in accelerating or expanding your business growth plans in CPCA?
9. On a scale of 1 (very poor) to 5 (excellent): To what extent was the service a valuable investment of your time?
10. Thank you for your feedback. If you have any other comments you would like to provide, please do so here. (1250 characters).

# Companies Invited to Participate, and Survey Pool



## Companies Responded

The table below lists the companies that responded to the survey. The full list of companies invited to participate in the survey are listed in the appendix.

Company Name	Service Line	Company Name	Service Line
Active Food Systems Limited	Equity	EmmiTec Health	Inward Investment
Aseptika Ltd	Equity	Laila Health	Inward Investment
BiologIC	Equity	Robot Dental SA de CV	Inward Investment
Infersens	Equity	ROCarbon Labs	Inward Investment
Aker Health Tech	Growth Coaching	Tesu Health	Inward Investment
Bursting with Potential	Growth Coaching	Laura Luíza de Melo Oliveira	Inward Investment
Clip 'n'climb	Growth Coaching	Güven Future	Inward Investment
Directed Systems Ltd	Growth Coaching	Thornccliffe	Inward Investment
Loads4less Ltd	Growth Coaching	Automated Wire Bending Ltd	Skills
Ponko Limited	Growth Coaching	EML Electrical Contractors Limited	Skills
RnJ Fabrications Ltd	Growth Coaching	Galliford Try	Skills
The Hire Works	Growth Coaching	Hera Beauty Ltd	Skills
Argeron Medikal Arastirma Sanayi ve Ticaret A.S.	Inward Investment	Swimblender Limited	Skills
Cinema8	Inward Investment		

## Survey Responder Pool – Services and Locations

The table below lists the responses received by service line and by location.

Location	Responses
Cambridge	7
East Cambridgeshire	1
Fenland	2
Huntingdonshire	3
Peterborough	5
South Cambridgeshire	1
In the LEP but outside CPCA	8
<b>TOTAL</b>	<b>27</b>

Services	Responses
Growth Coaching	5
Equity Growth Investment	7
Capital Expenditure Grants	13
Inward Investment/Locate Cambridge	6
Growth Works with Skills	4
Growth Hub	2
<b>TOTAL</b>	<b>37</b>

- 27 responses were received from 27 companies located across the LEP and CPCA territory, as illustrated in the table opposite.
- Clients were invited to provide feedback on Growth Works services experienced (see appendix).
- Respondents were asked to identify all Growth Works services they had used and allowed to select as many as they liked which explains why there are more services selected than the number of respondents.

# Survey Summary



## Headlines

- 773 companies were invited to participate and share feedback. 27 persons had responded by 09:30 am, 28<sup>th</sup> September 2023 when the survey window closed
- Headline NPS is 44% (27 responses: Promoter = 17, Passive = 5, Detractor = 5). For context, most companies using NPS average scores of 31-50%
- Split by District Councils, from 'in the LEP but outside CPCA' (8) accounted for 30% of responses, followed closely by 7 responses from Cambridge. Every other District Council was represented
- Split by Service. Respondents were allowed to select one or more services they had benefited from, with the NPS for each Service Line as follows:
  - Skills = 75% NPS on 4 selections (0 detractors)
  - Growth Hub = 50% on 2 selections (0 detractors)
  - Coaching = 60% NPS on 5 selections (0 detractors)
  - Grants = 46% NPS on 13 selections (2 detractors)
  - Equity = 14% NPS on 7 selections (3 detractors)
  - Investment = 67% NPS on 6 selections (1 detractor)
- On the specific questions for Growth Works (star ratings from 1-5 as the options):
  - Question 6 = average rating 3.9 out of 5.0 (same as 3.9 last quarter)  
*How would you rate our support developing your workforce / employment opportunities in CPCA?*
  - Question 7 = average rating 3.8 out of 5.0 (down from 3.9 last quarter)  
*Did our service support meet your initial expectations from when you registered for support?*

- Question 8 = average rating 4.0 out of 5.0 (up from 3.8 last quarter)  
*How would you rate the impact of our service in accelerating or expanding your business growth plans in CPCA?*
- Question 9 = average rating 4.0 out of 5.0 (up from 3.9 last quarter)  
*To what extent was the service a valuable investment of your management time?*
- The positive comments outweigh the negative. The purely negative comment relates to 'Grants' and 'Equity'. There are complimentary name checks for Robin, Eliza (Skills) and Jing Chen (Inward Investment).

## Consideration

- Of the pool of 773 companies that Growth Works invited to participate in Quarter 11:
  - Investment listed 145 persons to be invited to participate with a response rate of 3%
  - Equity listed 23 persons to be invited to participate with a response rate of 17%
  - Grants listed 3 persons to be invited to participate with a response rate of 22%
  - Skills listed 119 persons to be invited to participate with a response rate of 4%
  - Coaching listed 585 persons to be invited to participate with a response rate of 1%
  - Growth Hub no longer participates, as agreed with the Growth Co SRO in Q6.

NB. Listed contacts as assigned per service line in HubSpot (some companies have multiple contacts listed hence a higher number of persons than companies).

# Growth Works achieved an NPS of 44% in the Quarter 11 Survey of Clients



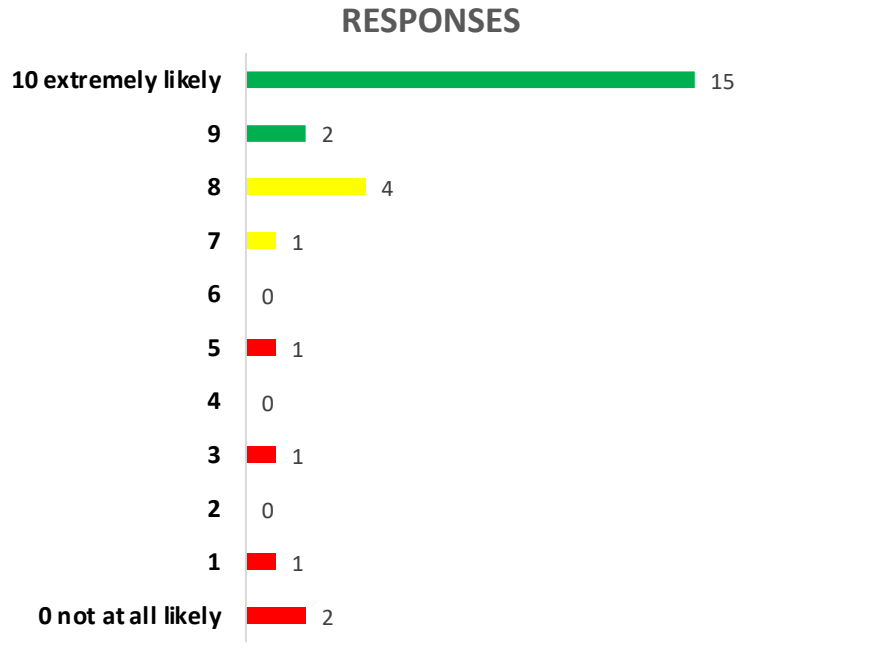
**44%**  
good

## A good result by global NPS standards

- The Growth Works Net Promotor Score for the Q11 Client Satisfaction survey is classed as ‘good’ and is above last quarter’s score of 36%
- There were 27 responses from 773 companies
- 17 promoters (63%) scored a 9 or 10 ‘out of 10’
- There are five detractors in the results. We recommend Growth Works leadership investigate the two ‘0, not at all likely’ scores, further.

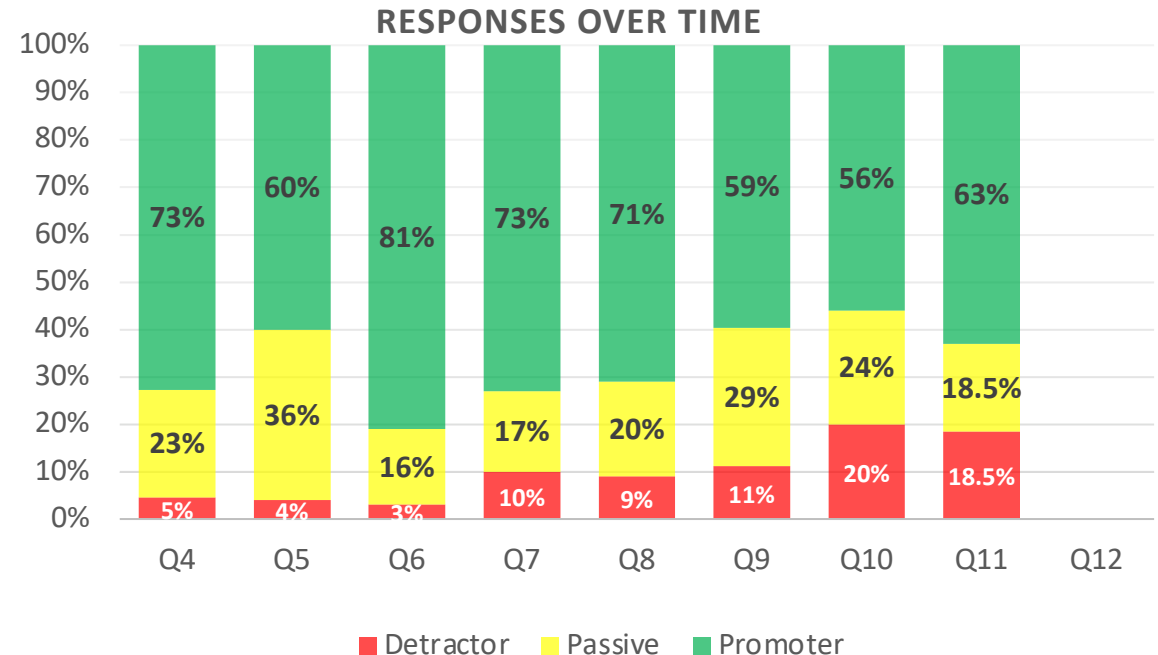
**Promoter 63%**  
**Passive 18.5%**  
**Detractor 18.5%**

## Q11 Responses



## Performance by quarter

- Over time the data presented here will highlight movement in the scores.



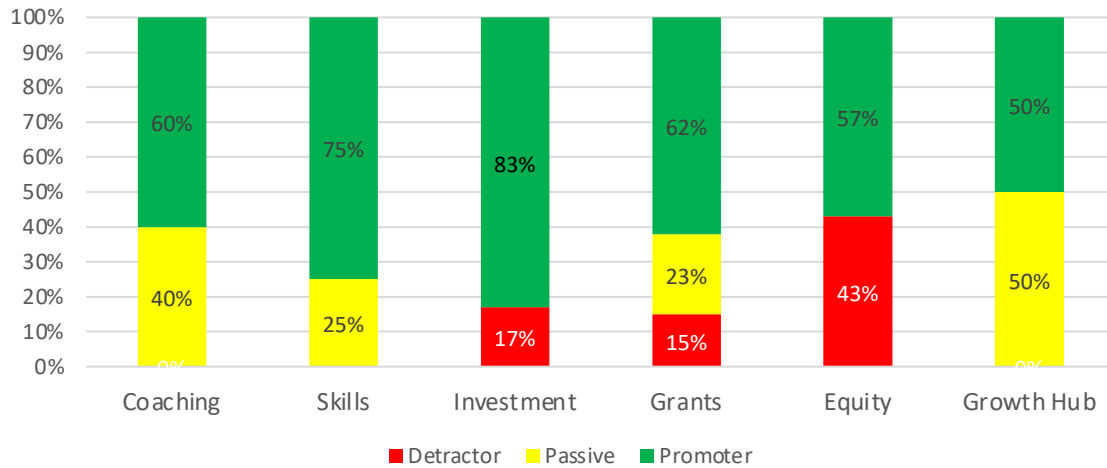
# NPS by Service Line and District Council



## Quarter 11 NPS – Service Line Scores

- The 27 respondents made 37 selections for service lines they stated as having engaged with
- Overall results show a ‘world-class’ NPS for Skills and Growth Hub, and an ‘excellent’ NPS for Growth Coaching and Investment. Grants scores a high ‘good’ NPS
- There are six detractors (with one respondent selecting two service lines), none are attributed to Coaching, Skills or Growth Hub.

NPS BY SERVICE

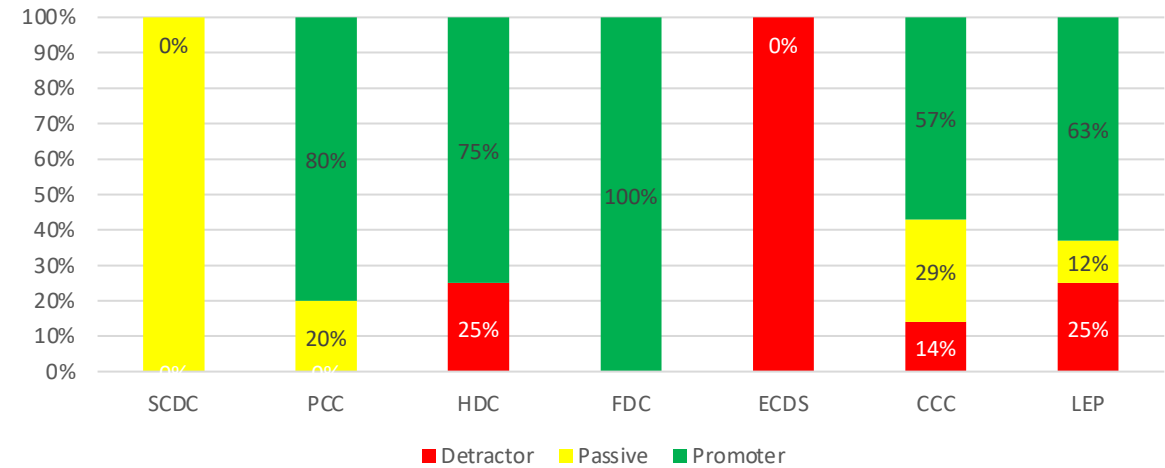


	Coaching	Skills	Investment	Grants	Equity	Growth Hub
NPS	60%	75%	67%	46%	14%	100%
Respondent Selections	5	4	6	13	7	2

## NPS – District Council Scores

- Cambridge and the LEP regions are well represented in terms of the number of respondents. Peterborough received an outstanding NPS
- The LEP region score were notably lower than other regions. South Cambridgeshire and East Cambridgeshire scores were from a very low base of one response per district.

NPS BY DISTRICT



	SCDC	PCC	HDC	FDC	ECDS	CCC	LEP
NPS	0%	80%	50%	100%	0%	43%	38%
Responses	1	5	3	2	1	7	8

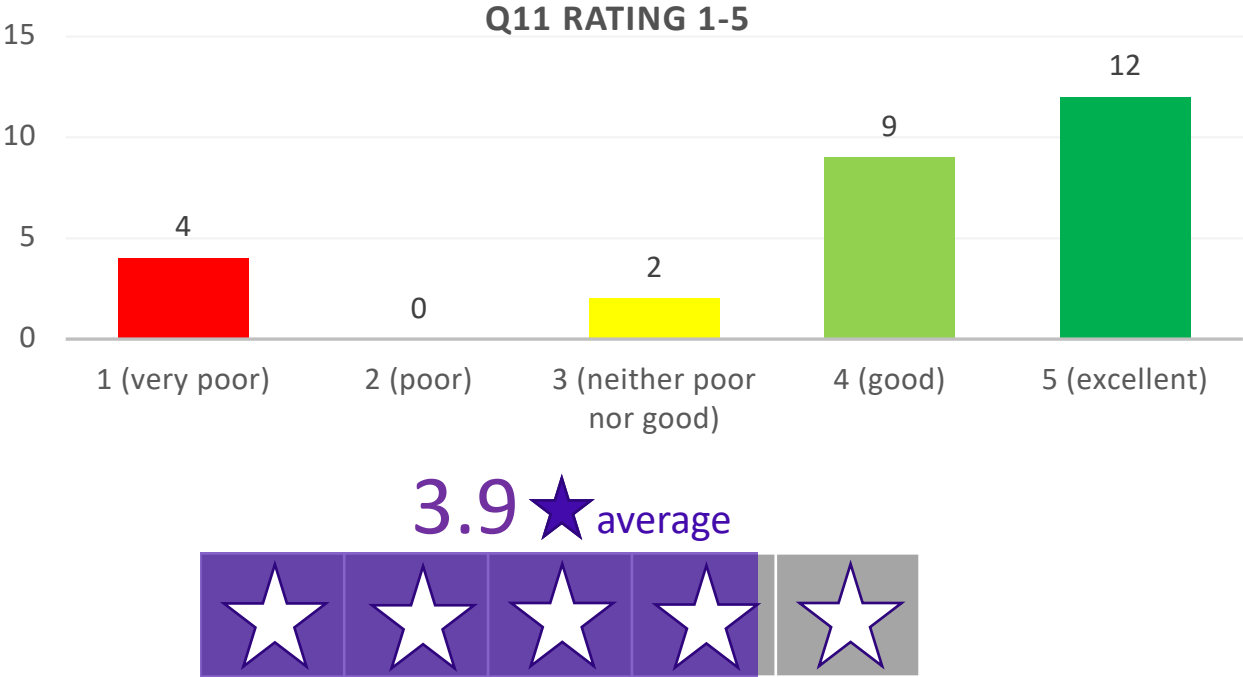


# On a scale of 1-5: How would you rate our support developing your workforce / employment opportunities in CPCA?



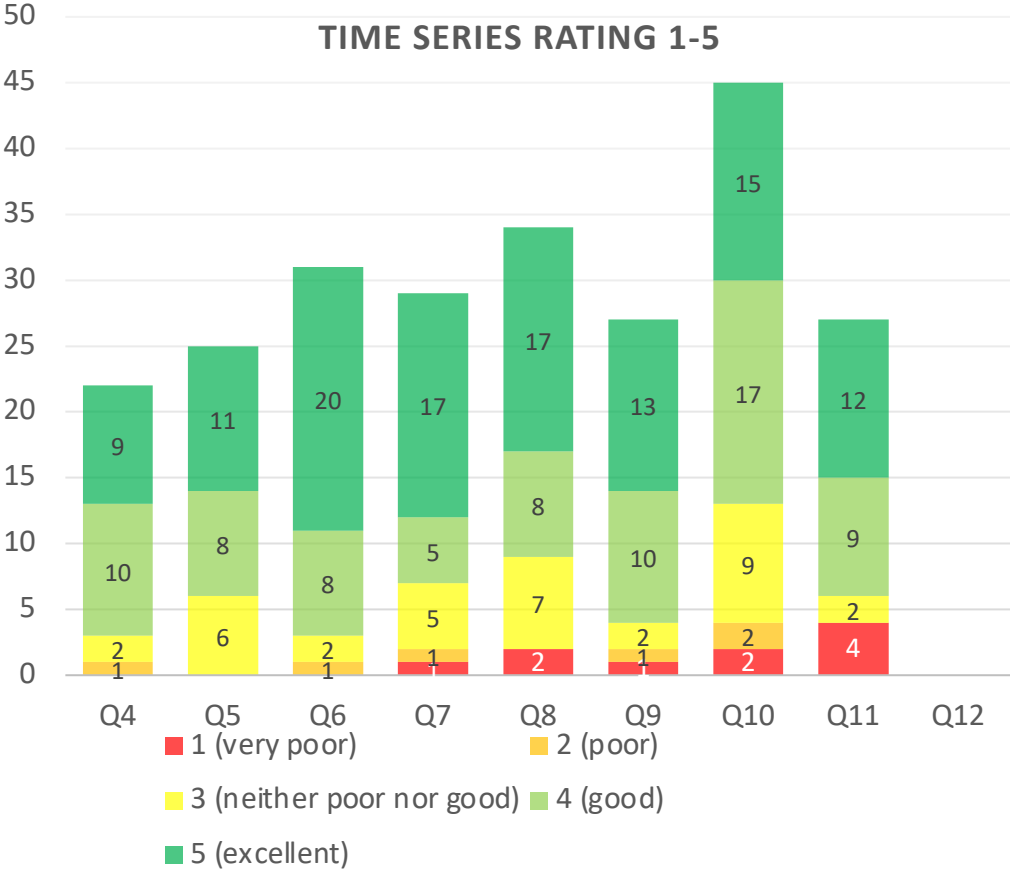
## Quarter 11 Performance

- Whilst 78% of responses rated good or excellent, it should be noted that as this is a mandatory question, so not everyone answering the question will have utilised the Skills service. Figures for the past seven quarters were 71% (Q10), 85% (Q9), 74% (Q8), 76% (Q7), 90% (Q6), 76% (Q5) and 86% (Q4).



## Performance by Quarter

- Over time the data presented here will highlight movement in the scores.



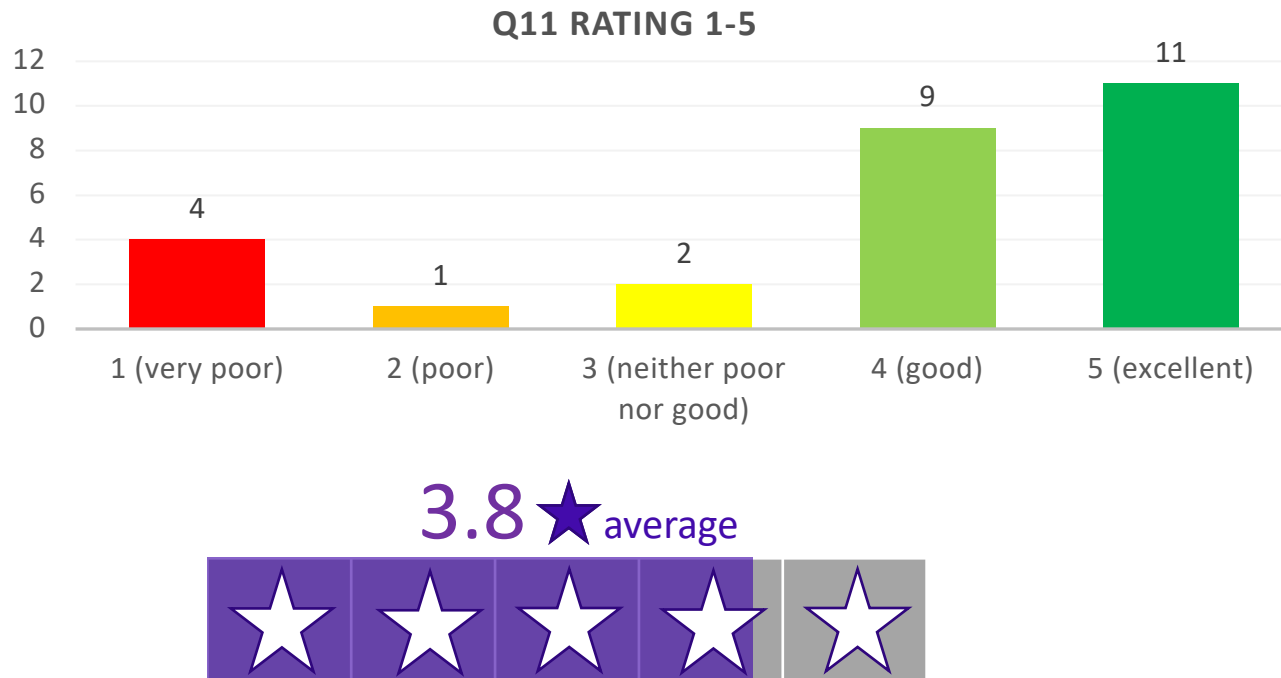


# On a scale of 1-5: Did our service support meet your initial expectations from when you registered for support?



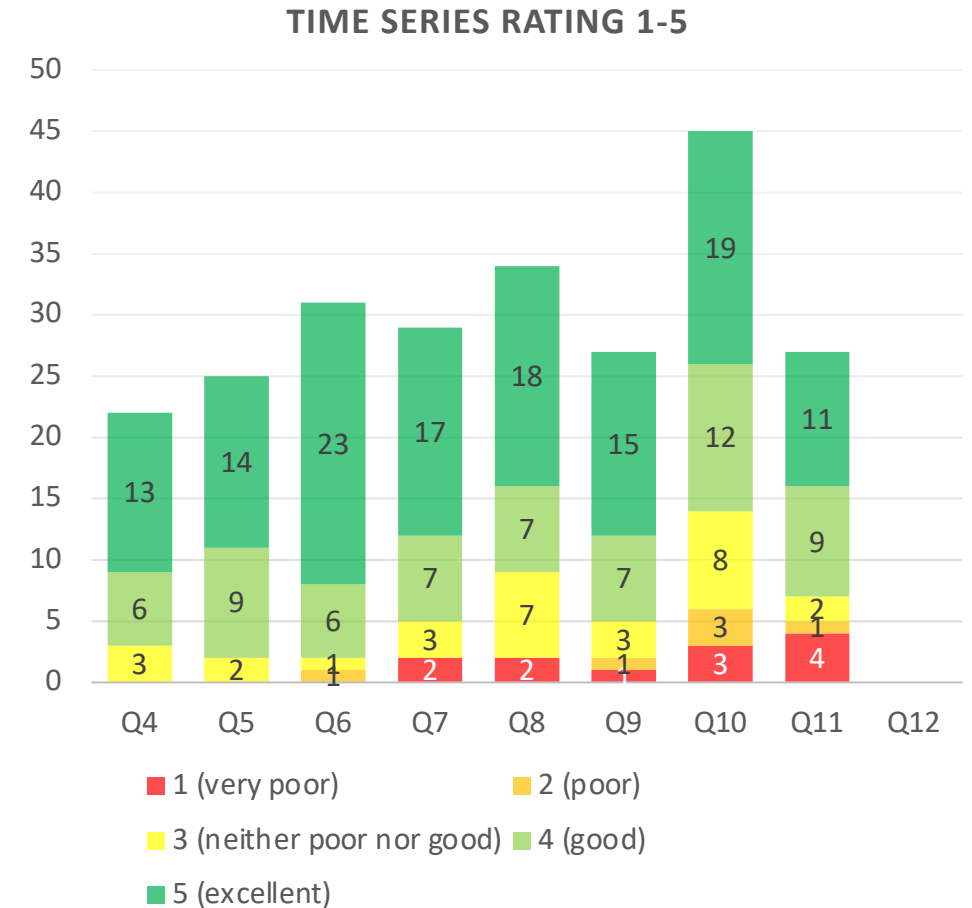
## Quarter 11 Performance

- 74% of responders rated Growth Works as 'good' or 'excellent' in meeting their initial expectations. Figures for the past seven quarters were 69% (Q10), 81% (Q9), 74% (Q8), 83% (Q7), 94% (Q6), 92% (Q5) and 86% (Q4).



## Performance by Quarter

- Over time the data presented here will highlight movement in the scores.

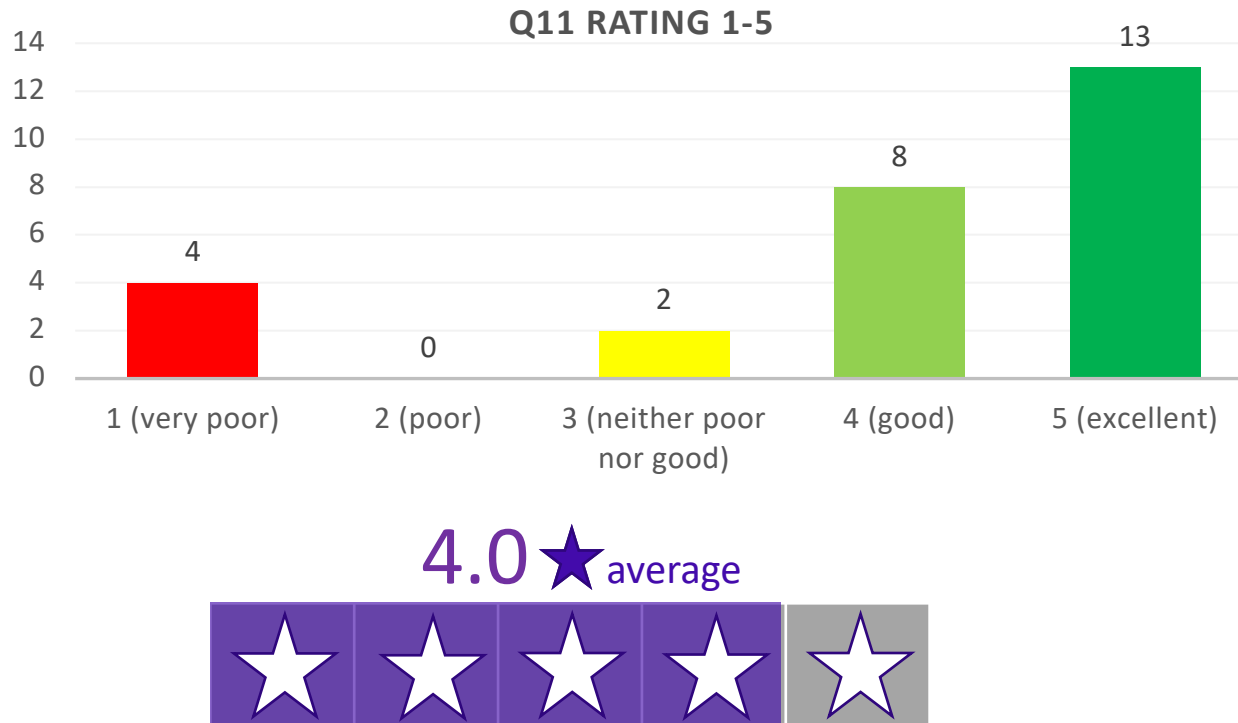


# On a scale of 1-5: How would you rate the impact of our service in accelerating or expanding your business growth plans in CPCA?



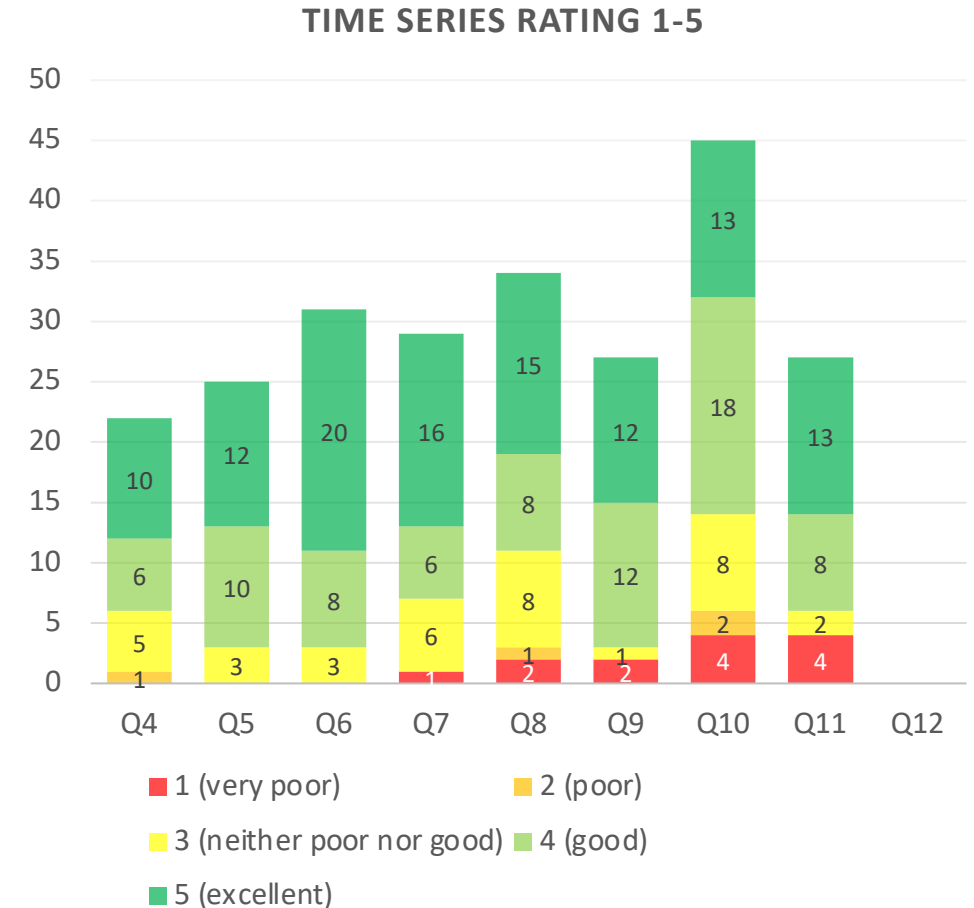
## Quarter 11 Performance

- 78% of survey participants rated the impact of Growth Works in accelerating or expanding their growth plans as 'good' or 'excellent'. Figures for the past seven quarters were 69% (Q10), 89% (Q9), 67% (Q8), 76% (Q7), 90% (Q6), 88% (Q5) and 73% (Q4).



## Performance by Quarter

- Over time the data presented here will highlight movement in the scores.

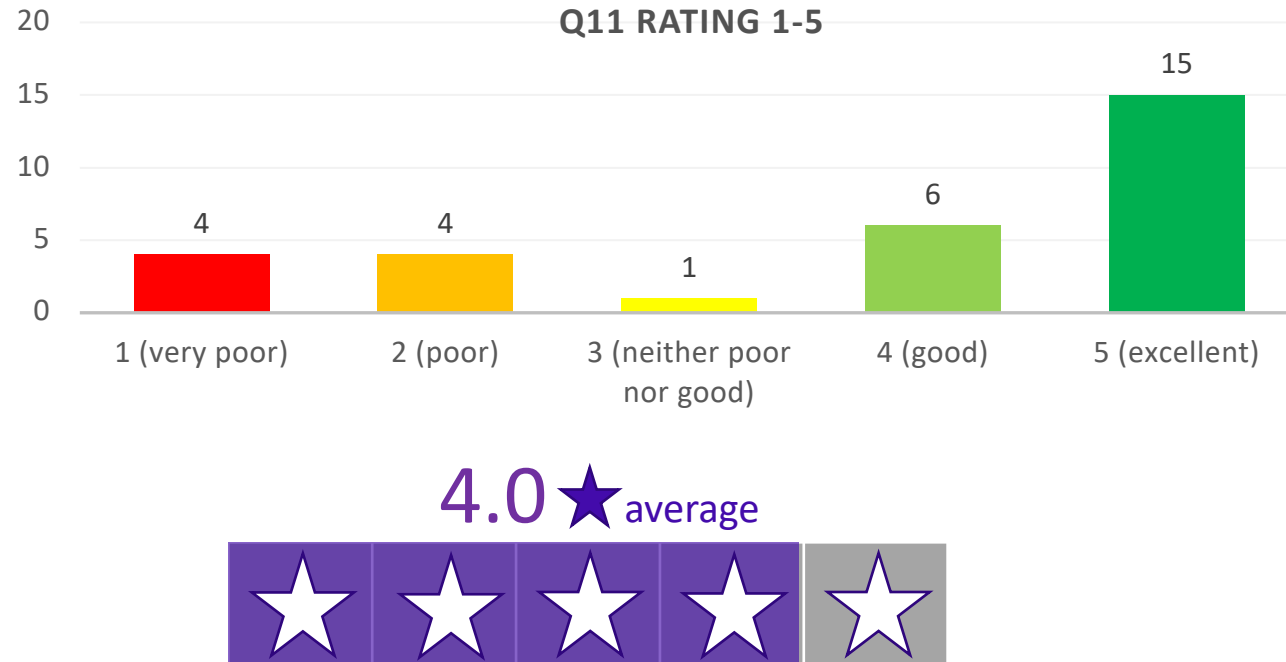


# On a scale of 1-5: To what extent was the service a valuable investment of your time?



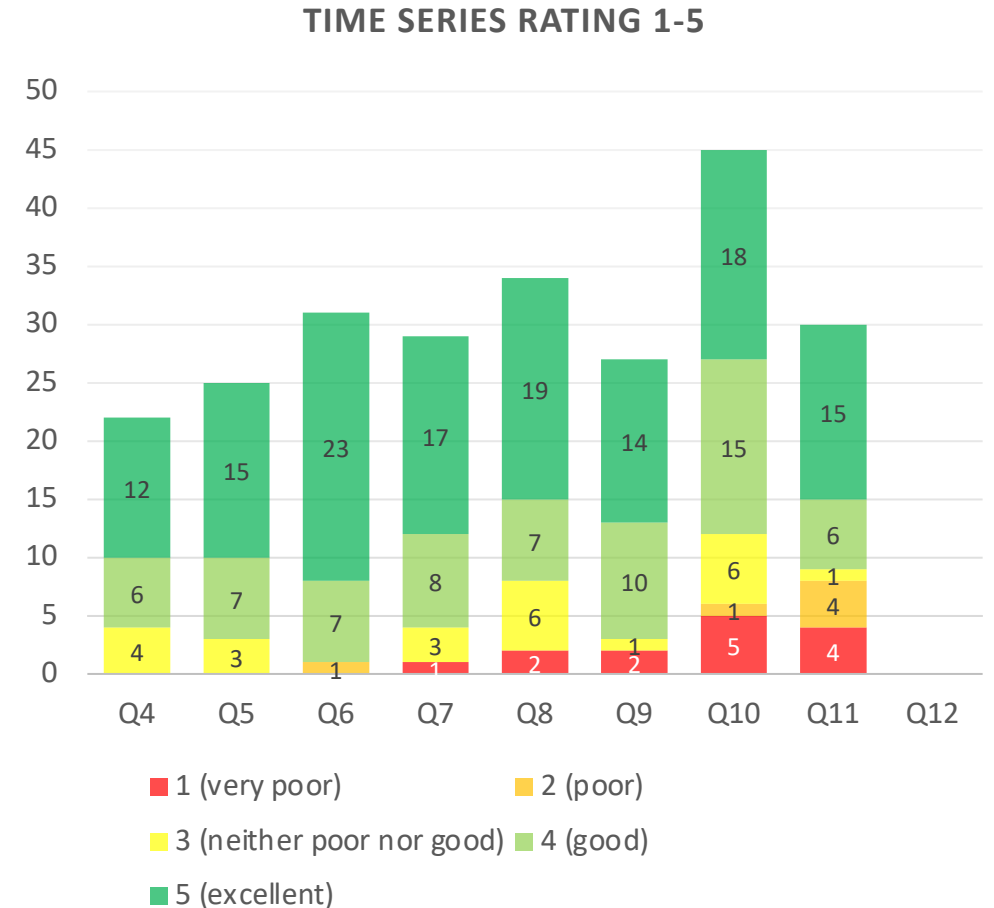
## Quarter 11 Performance

- 78% of respondents rated their engagement with Growth Works as a 'good' or 'excellent' investment of their management time. Figures for the past seven quarters were 73% (Q10), 89% (Q9), 76% (Q8), 86% (Q7), 97% (Q6), 88% (Q5) and 82% (Q4).



## Performance by Quarter

- Over time the data presented here will highlight movement in the scores.



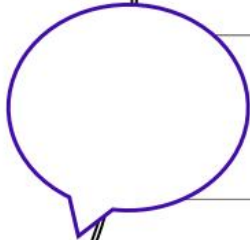
## What works well



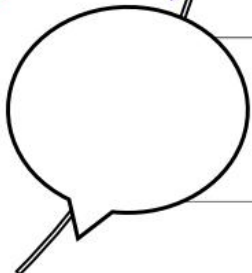
*“Robin was very helpful and we appreciate the support received.”*



*“It provided us with help funding business improvements that have been invaluable coming out of Covid, particularly as the leisure industry, which we operate in, was so affected.”*



*“I have always found everybody to be very helpful and approachable.”*

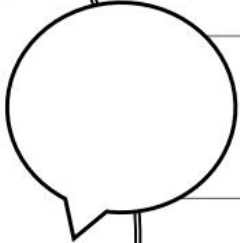


*“What a great initiative!”*

## What works well (continued)



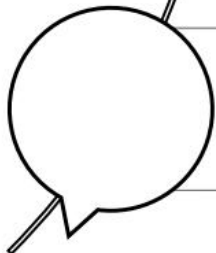
*“Fabulous service and support, my business has benefitted from the support and we have almost doubled our workforce and hope to apply for more funding to support our expansion plans due to increased orders, where we must grow with our customers demands on us as a trusted and quality supplier.”*



*“The equity investment has been invaluable to us - we are delighted to have such support the closure process following written confirmation of your intention to invest very cumbersome and tortuous.”*



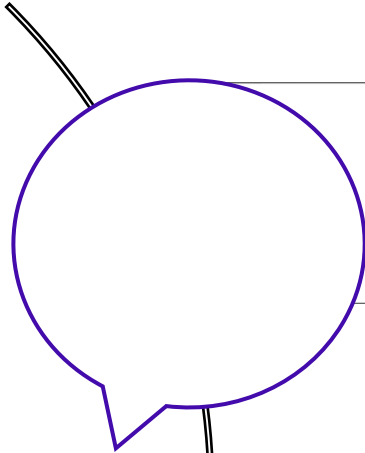
*“Extremely helpful. Thank you very much.”*



*“Jing Chen was extremely helpful for the introductory call! Now, she guided us to people in charge to discuss further. She is being so helpful.”*

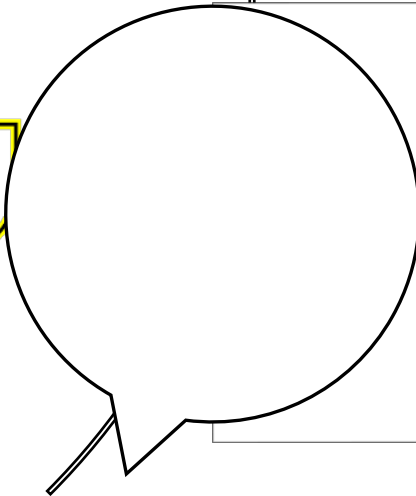
## Improvements to the service

“



*“Time will tell, I have had the initial appointment, it wasn't quite what I expected from the initial contact, but realise I may have been moved between stream or people. Also had to google CPCA as no idea what that acronym meant in the context of this survey.”*

”



*“Obviously extremely grateful for the grant but it is a lot of work filling in the application. It obviously costs us a lot of money in wages for the time to fill in the application, so at the end of it, it's cost a lot. I would say it would be good to make the application process more simple, or even involve a zoom call with a small amount of paperwork to support may be a better idea. There is also a lot discrepancies throughout the application process. I completed a form that Robin gave me which obviously took a while only to be told by someone else that it was the wrong form, and had to start all over again. This kind of thing happened a lot. Can't recommend Robin either, he doesn't seem to want to really do any work. Eliza is amazing though.”*

## Complaints / concerns raised

“

”

*“We received capital grants a few years ago which were fantastic and we had lined up £250k of investment from the Growth Works Equity scheme. We were strongly encouraged to apply for new grants because excess funds were available and this was a very poor waste of time. It forced us also to choose between the grant or the equity. The equity proposition is very poor and needs to be structured in a way that is actually useful to growing companies. The service also deteriorated markedly.”*



# Appendices

- 1. List of companies invited to participate in this quarter's survey.**
- 2. Defining NPS and how the method calculates a score.**
- 3. Survey questions and response options.**

# List of companies invited to participate in this quarter's survey



Company Name	Service Line	Company Name	Service Line	Company Name	Service Line	Company Name	Service Line	Company Name	Service Line
AGN composites LTD	CapEx	Phantom Technology Limited	Equity	Adam Amiras Ltd	Growth Coaching	Apex Stone Ltd	Growth Coaching	Bespoke Developments Ketton LLP	Growth Coaching
Cambridge Organic Food Company	CapEx	Proptly	Equity	Adapt Biogas	Growth Coaching	Apleum Technologies	Growth Coaching	BGB Engineering Ltd	Growth Coaching
VIP-Polymers Limited	CapEx	SimSage (UK) Ltd	Equity	Adastra Development Ltd/Magic 2 Media Ltd	Growth Coaching	Arcade UK Ltd	Growth Coaching	BGG Entertainment Limited	Growth Coaching
Active Food Systems Limited	Equity	Spotta	Equity	Advance Furnace Technolgy	Growth Coaching	Arepas Station Cambridge LTD	Growth Coaching	Big Sky Company Limited	Growth Coaching
Alphamoon	Equity	VHS Logitech	Equity	Advanced Composites & Engineering Technology Ltd	Growth Coaching	Aristocaters	Growth Coaching	Big Smoke Productions	Growth Coaching
Aseptika Ltd	Equity	angliEAR	Grants	Aerotron Composites Ltd	Growth Coaching	Artisan Structures	Growth Coaching	BigBarn CIC	Growth Coaching
Best Little Building Co Ltd	Equity	Clarion	Grants	African Delight	Growth Coaching	Ashwood Chiropractic Clinic Ltd	Growth Coaching	BioGene Ltd	Growth Coaching
BiologIC	Equity	Playfords	Grants	Africfood	Growth Coaching	Atrium Fitness	Growth Coaching	Biscotti di Debora	Growth Coaching
BioZeroc	Equity	Thorlabs	Grants	Aios AI	Growth Coaching	Attica Bespoke Ltd	Growth Coaching	Bishopsgate Corporate Finance	Growth Coaching
BKwai	Equity	Vivid Q	Grants	Aker Health Tech	Growth Coaching	Automotive Retail Ltd	Growth Coaching	BizKit UK	Growth Coaching
Boutros Bear	Equity	Millworks	Growth Coaching	ALLTORQ LTD	Growth Coaching	Avant Manufacturing Limited	Growth Coaching	Bluechip Brand Solutions	Growth Coaching
Cambridge Future Tech	Equity	1st Access Self Storage	Growth Coaching	Alt Atlas Ltd	Growth Coaching	Avenue Farm Food Park	Growth Coaching	Bonacia	Growth Coaching
Deeptech Labs	Equity	4x4 Works	Growth Coaching	AltemisLab	Growth Coaching	Azarias Training Ltd	Growth Coaching	Borakis Greek Food	Growth Coaching
electronRx	Equity	52 North Health	Growth Coaching	AMC Garden Rooms	Growth Coaching	B Safe Electrical Servies Ltd	Growth Coaching	Bottleproof Cocktails	Growth Coaching
Enhanc3d Genomics	Equity	A W B	Growth Coaching	Amplify Creators Ltd	Growth Coaching	B&H Digital Ltd.	Growth Coaching	Brazen Foxx	Growth Coaching
GoAscendal	Equity	A&C FOOTBALL ACADEMY	Growth Coaching	Ampris Ltd T/A Brooks Wealth	Growth Coaching	Basck Ltd	Growth Coaching	Breakthrough Therapy Solutions	Growth Coaching
hapihemp	Equity	A2Com UK Ltd	Growth Coaching	Amps Wine Merchants	Growth Coaching	Bayco Ltd	Growth Coaching	Breathe Technology Ltd	Growth Coaching
Hubl Logistics Ltd - CoolRun Project	Equity	Aalbun	Growth Coaching	AN Transport Ltd T/A Limoscene Services	Growth Coaching	BBi Cambridge Ltd	Growth Coaching	Brewista Ltd	Growth Coaching
Immaterial	Equity	Abbey Sales and Lettings Ltd	Growth Coaching	Analytik Ltd	Growth Coaching	Be Fabulous	Growth Coaching	Bridgeway Security Solutions Ltd	Growth Coaching
Infersens	Equity	Ace Connections (East) Limited	Growth Coaching	Anglia CNC Engineering Ltd	Growth Coaching	Belvoir	Growth Coaching	Bright Advice	Growth Coaching
Monte Dourado Group	Equity	Activinsights	Growth Coaching	Anglian Lifts	Growth Coaching	Bernard Holmes Precision Limited	Growth Coaching	Brown and Ralph Ltd	Growth Coaching

# List of companies invited to participate in this quarter's survey (continued p2)



Company Name	Service Line	Company Name	Service Line	Company Name	Service Line	Company Name	Service Line	Company Name	Service Line
BUNKER48 LTD	Growth Coaching	Cambridge Sensoris Ltd	Growth Coaching	CHARLES AND DEAN LIMITED	Growth Coaching	Construction & Environmental Services Ltd	Growth Coaching	Dragonmobility Ltd	Growth Coaching
Bursting with Potential	Growth Coaching	Cambridge Smart Plastics	Growth Coaching	Charlton Recycled Autoparts Ltd	Growth Coaching	Contractrite	Growth Coaching	Drainage & Roofing Central Limited	Growth Coaching
Burwash Larder	Growth Coaching	Cambridge Stoke College Ltd	Growth Coaching	Chef de la Maison	Growth Coaching	Contrel Ltd	Growth Coaching	Dsquared	Growth Coaching
BusinessWatch Guarding Services	Growth Coaching	Cambridge Stove Installations LTD	Growth Coaching	Chiltern Distribution Ltd	Growth Coaching	Cooper Crew Ltd	Growth Coaching	DTS Solutions	Growth Coaching
Busy Bees Nursery	Growth Coaching	Cambridge United Football Club Ltd	Growth Coaching	chinar trade services ltd	Growth Coaching	Credenxia	Growth Coaching	DUA WHOLESALE LYD	Growth Coaching
C&R Holdings	Growth Coaching	Cambridgeshire Chambers of Commerce	Growth Coaching	Choice Windows Est 1991	Growth Coaching	Crimson Harvest Ltd	Growth Coaching	Dukels Ltd	Growth Coaching
C&R WISE AI LIMITED	Growth Coaching	Cambridgeshire Hotels Ltd T/A Dolphin Hotel	Growth Coaching	Cinema8	Growth Coaching	CRM Insights	Growth Coaching	EAST ANGLIAN FINE WELD LTD	Growth Coaching
C6 Bikes	Growth Coaching	Cambridgeshire Roofing	Growth Coaching	Cit digital	Growth Coaching	Crown Hall Farm	Growth Coaching	Echo Web Solutions Ltd	Growth Coaching
Cabinets Direct Ltd	Growth Coaching	Camnexus	Growth Coaching	City Furniture Clearance Ltd	Growth Coaching	DataConnectivity Ltd	Growth Coaching	Eclectic Recruitment	Growth Coaching
Cafe au Chocolat	Growth Coaching	Camp Tails Ltd	Growth Coaching	Clifford J Mottram & Sons Limited	Growth Coaching	DataMailDM Ltd	Growth Coaching	Ecotech Projects	Growth Coaching
Calmababy	Growth Coaching	Capital Lawyers	Growth Coaching	Cliniphy	Growth Coaching	Dawbarn & Sons Limited	Growth Coaching	Edward Stuart and Co Ltd	Growth Coaching
Cambridge Cleantech	Growth Coaching	Captivus Ltd.	Growth Coaching	Clip 'n'climb	Growth Coaching	Decoris Furniture Ltd t/a Sena Furniture	Growth Coaching	eeeb Ltd	Growth Coaching
Cambridge Country Club	Growth Coaching	Cardiology Devices Ltd	Growth Coaching	CMCL Innovations	Growth Coaching	DeepMirror	Growth Coaching	Eezybike Ltd	Growth Coaching
Cambridge Creative	Growth Coaching	Caremark Cambridge	Growth Coaching	CODENAME MEDIA LIMITED	Growth Coaching	Deptford Lionesses	Growth Coaching	EJ Software	Growth Coaching
Cambridge Econometrics Ltd	Growth Coaching	Caring Crew Ltd	Growth Coaching	Coffee World (UK) LTD	Growth Coaching	Digital Resilience UK	Growth Coaching	Ely Skip Hire	Growth Coaching
Cambridge Kinetics Ltd	Growth Coaching	CEG	Growth Coaching	Cognition Intelligence	Growth Coaching	Dimp450 Professional Services	Growth Coaching	Emmacy Limited	Growth Coaching
Cambridge Landscaping	Growth Coaching	Cell Guidance Syste	Growth Coaching	Collings Brothers	Growth Coaching	Directed Systems Ltd	Growth Coaching	Emotive AI Solutions	Growth Coaching
Cambridge Precision Ltd	Growth Coaching	Cell Guidance Systems Ltd	Growth Coaching	Commuter Films	Growth Coaching	Distinctive Developments Group Ltd	Growth Coaching	Energy clothing	Growth Coaching
Cambridge Regulatory Services Ltd	Growth Coaching	CFPro Ltd	Growth Coaching	Component Solutions for Indust	Growth Coaching	DocMe Technologies	Growth Coaching	EnerTherm Engineering Ltd	Growth Coaching
Cambridge Roofers	Growth Coaching	CFS Events Ltd	Growth Coaching	Concr	Growth Coaching	Dodd & Co	Growth Coaching	England Marketing Ltd	Growth Coaching
Cambridge Science Centre	Growth Coaching	Charis Grants Ltd	Growth Coaching	Concrete Renovations Ltd	Growth Coaching	Dodman Limited	Growth Coaching	Enocam	Growth Coaching

# List of companies invited to participate in this quarter's survey (continued p3)



Company Name	Service Line	Company Name	Service Line	Company Name	Service Line	Company Name	Service Line	Company Name	Service Line
Environ Group Ltd	Growth Coaching	Flit	Growth Coaching	GKS Plumbing Heating Bathrooms	Growth Coaching	Grounds Caf��	Growth Coaching	House of Luchini Limited	Growth Coaching
Escape	Growth Coaching	Fluid-em	Growth Coaching	Global Partnerships	Growth Coaching	GSH Holdings Ltd	Growth Coaching	HR Ready Ltd	Growth Coaching
Essential Oil Supplies Ltd	Growth Coaching	Forefront RF Ltd	Growth Coaching	GO Carew Ltd	Growth Coaching	Guided Innovation Ltd	Growth Coaching	HR Your Business Matters	Growth Coaching
Eunice Artisan Bakery Ltd	Growth Coaching	Fortus Ltd	Growth Coaching	Gogogo Intensive Peterborough Limited	Growth Coaching	Gurkha Durbaar	Growth Coaching	Hue - Brand Design Digital	Growth Coaching
European Commercial Vehicle Accessories Ltd	Growth Coaching	Fountain Fresh Imports Ltd	Growth Coaching	Gold Star Metal Traders	Growth Coaching	H2 Cyber Risk Advisory Services	Growth Coaching	Hummingbird video productions	Growth Coaching
Eurotech International Group	Growth Coaching	Freckleface Home Fragrance	Growth Coaching	Good Sense Research Limited	Growth Coaching	Haatch Ventures LLP	Growth Coaching	Hungry Scarecrow Ltd	Growth Coaching
Everglade Windows Ltd	Growth Coaching	Fridge Stores	Growth Coaching	Good Wills Law Ltd	Growth Coaching	Happyr Health	Growth Coaching	Hunt & Coombs Solicitors	Growth Coaching
Evolution Packaging Ltd T/A Naturepac	Growth Coaching	Friends Care Limited T/A Visiting Angels	Growth Coaching	Grabbit & Run Couriers Ltd	Growth Coaching	Harkie Global Ltd	Growth Coaching	Hunter Scientific Ltd	Growth Coaching
Excellence Health & Wellbeing	Growth Coaching	G CLEAN LTD	Growth Coaching	Grace Solutions Ltd	Growth Coaching	Harry Specters Ltd	Growth Coaching	hunts taxis ltd	Growth Coaching
FabricSmart Ltd	Growth Coaching	G H Security Systems	Growth Coaching	Grange Business Finance	Growth Coaching	Haywood Coatings	Growth Coaching	Hyhause	Growth Coaching
Face 2 Face HR	Growth Coaching	G. E. Norgan Limited	Growth Coaching	Granite 5 Ltd	Growth Coaching	Health Clubs at Home t/a GymKit UK	Growth Coaching	I S S I Ltd	Growth Coaching
Fasson PnD	Growth Coaching	Gallyon Gun and Rifle Makers	Growth Coaching	Grant Instruments (Cambridge) Ltd	Growth Coaching	Heartfelt Technologies	Growth Coaching	i4 automation ltd	Growth Coaching
Fays Flowers Ltd	Growth Coaching	Gas Tech Utilities Ltd	Growth Coaching	Granta Processors	Growth Coaching	Hegarty Solicitors	Growth Coaching	IAC ONE LTD	Growth Coaching
Feedback 360 Ltd	Growth Coaching	GB Design Engineering Ltd	Growth Coaching	Green Energy Switch	Growth Coaching	Highfield Event Group	Growth Coaching	ID Portal Limited	Growth Coaching
Feedback Fans	Growth Coaching	Geek Designs	Growth Coaching	Green Trumpet Design	Growth Coaching	Hillberry Kitchens LTD	Growth Coaching	Igenetics Ltd	Growth Coaching
Fen Technology Ltd	Growth Coaching	Geoff Glover Van Sales	Growth Coaching	GreenCity Solutions	Growth Coaching	Hilltop Retreat	Growth Coaching	Impact Resilience	Growth Coaching
Fidsters	Growth Coaching	George Barnsdale	Growth Coaching	Greenway Rethink Limited	Growth Coaching	Hings Group Ltd	Growth Coaching	Impra Charge	Growth Coaching
Figures UK Accountancy Services Limited	Growth Coaching	Gilberts Butchers	Growth Coaching	Greenwillows Associates Ltd	Growth Coaching	Hire Or Buy Group Ltd	Growth Coaching	Inflatebounce Ltd	Growth Coaching
Fink Projection Plastering Ltd	Growth Coaching	Girassol Community Care	Growth Coaching	Greenwood Homecare	Growth Coaching	Hochanda Global Ltd	Growth Coaching	Information Interface Ltd	Growth Coaching
Flach & Le-Roy Ltd	Growth Coaching	Girton Golf	Growth Coaching	Greenwoods GRM LLP	Growth Coaching	Homecare Essentials Ltd	Growth Coaching	Informetis Europe Ltd	Growth Coaching
Flagship Trucks Ltd	Growth Coaching	GKL Building & Civil Engineering Ltd	Growth Coaching	Grit Digital	Growth Coaching	Horizon Retail Marketing Solutions Ltd	Growth Coaching	Inivos Ltd (Test Labs UK Division)	Growth Coaching

# List of companies invited to participate in this quarter's survey (continued p4)



Company Name	Service Line	Company Name	Service Line	Company Name	Service Line	Company Name	Service Line	Company Name	Service Line
Innovate Media Ltd	Growth Coaching	JM Building Developments LLP	Growth Coaching	MedGenesis Ltd	Growth Coaching	Novahub Ltd	Growth Coaching	Pearce Sound & Lighting Ltd t/a Pearce Hire	Growth Coaching
Insight Associates	Growth Coaching	Julia Feilden Racing	Growth Coaching	Microbyte	Growth Coaching	Novalia Limited	Growth Coaching	Pellis Care Ltd	Growth Coaching
Insight Consultancy	Growth Coaching	Just Soil	Growth Coaching	MidCo Care Limited	Growth Coaching	NS Cambridge Ltd	Growth Coaching	PEM	Growth Coaching
Integrity Plus Ltd	Growth Coaching	Kalium Health Ltd	Growth Coaching	Mignon Technologies	Growth Coaching	Nuclera	Growth Coaching	Perfect Planner Company	Growth Coaching
Intergence	Growth Coaching	Katie Alice Ltd	Growth Coaching	Mobas	Growth Coaching	NUR GROUP LIMITED	Growth Coaching	Personal Care Regulatory Ltd	Growth Coaching
Investors in the Environment	Growth Coaching	KC Active	Growth Coaching	Mobas Ltd	Growth Coaching	OAKWOOD HOMES (PETERBOROUGH) LIMITED	Growth Coaching	Peterborough Bakery Limited	Growth Coaching
InvestSK	Growth Coaching	Keystone Marketing	Growth Coaching	Money Mover	Growth Coaching	Old Kent Road Financial Ltd	Growth Coaching	Peterborough Recliner Centre	Growth Coaching
IP21	Growth Coaching	Kirby Electrical Contracts Ltd	Growth Coaching	Monpet Extrusion Ltd	Growth Coaching	Omni Security	Growth Coaching	Peterborough Skills Academy	Growth Coaching
Ipswich Doggy Day Care Creche	Growth Coaching	Kiss & Makeup UK Academy Ltd	Growth Coaching	Morecomms (East Anglia) Ltd	Growth Coaching	Onelink Media LTD	Growth Coaching	PFW Holdings Ltd	Growth Coaching
IS-FLA Ltd	Growth Coaching	Klosen UK	Growth Coaching	Motiq	Growth Coaching	OPICO Limited	Growth Coaching	Phoenix - Ministry of Fitness	Growth Coaching
Isofast	Growth Coaching	Korbond Industries Limited	Growth Coaching	MSC Naturally	Growth Coaching	Optimum Patient Care	Growth Coaching	Photocentric	Growth Coaching
Ison Distribution	Growth Coaching	La Dante in Cambridge	Growth Coaching	Musketeer Solutions Ltd	Growth Coaching	Outlink	Growth Coaching	Photofabrication Ltd	Growth Coaching
Itexs Ltd	Growth Coaching	Lambda Energy Ltd	Growth Coaching	National Extension College	Growth Coaching	Owen & Partners Ltd.	Growth Coaching	Pico Technology	Growth Coaching
It's Pure Ltd	Growth Coaching	Lanai Outdoor Commercial Ltd	Growth Coaching	NB Business Growth Associates Ltd (Master)	Growth Coaching	P A Answer Ltd	Growth Coaching	Pioseer Ltd	Growth Coaching
IVORY	Growth Coaching	Landtec.uk	Growth Coaching	NB Studio	Growth Coaching	PA ANSWER LIMITED	Growth Coaching	Pipe&Cable Ltd	Growth Coaching
J D Williams (Glatton) Ltd t/a S C Robinson	Growth Coaching	Layrd Design	Growth Coaching	Nera Accounting	Growth Coaching	PACE DIGITAL SALES LTD	Growth Coaching	PJ Slater Scaffolding Services	Growth Coaching
Jade hill hairdressing	Growth Coaching	Le Mark	Growth Coaching	Neurobox Ltd	Growth Coaching	Pace Mechanical Handling Ltd	Growth Coaching	PlanPoint	Growth Coaching
James Whitaker - Specialist Furniture & Joinery Consultants	Growth Coaching	Lead Genera	Growth Coaching	Neutreeno Limited	Growth Coaching	Page Group	Growth Coaching	Plant Lipids	Growth Coaching
Jason's Cupcakes	Growth Coaching	LEADA Cambs CIC	Growth Coaching	New Meaning Foundation	Growth Coaching	Pantherella Ltd	Growth Coaching	Platters Catering Ltd	Growth Coaching
Jenna (UK) Ltd	Growth Coaching	Leep Accountants Limited	Growth Coaching	NJ Bistros Ltd	Growth Coaching	Paxt	Growth Coaching	Ponko Limited	Growth Coaching
Jigowatt	Growth Coaching	Letchworth Centre for Healthy	Growth Coaching	NODA	Growth Coaching	PB Solutions	Growth Coaching	Poro Technologies Ltd	Growth Coaching

# List of companies invited to participate in this quarter's survey (continued p5)



Company Name	Service Line	Company Name	Service Line	Company Name	Service Line	Company Name	Service Line	Company Name	Service Line
Precise Component Manufacture Ltd	Growth Coaching	RAYSAF GLOBAL LIMITED	Growth Coaching	Rutland Water Cycling Ltd	Growth Coaching	Smile OralCare	Growth Coaching	Stamford telephone	Growth Coaching
Precision Moulded Products (Essex) Ltd	Growth Coaching	reach cambridge	Growth Coaching	Rxcelerate	Growth Coaching	Snaxgroup	Growth Coaching	Stanground Carpets & Flooring	Growth Coaching
Premier Chemicals Ltd	Growth Coaching	Rebecca Orde	Growth Coaching	Sacrewell	Growth Coaching	Snowtap	Growth Coaching	S-Tech	Growth Coaching
Premier Plus	Growth Coaching	Red Shoes Accounting Services	Growth Coaching	Safapac Limited	Growth Coaching	Soak Rochford	Growth Coaching	Stir Cambridge Limited	Growth Coaching
Premier Voice & Data	Growth Coaching	Reed Autos t/a Ponko	Growth Coaching	Safeguard Glazing Supplies Ltd	Growth Coaching	SocialB	Growth Coaching	Stobbs (IP) Ltd	Growth Coaching
Pristine Automotive Ltd	Growth Coaching	Reef Zlements	Growth Coaching	Safety Rocks Limited	Growth Coaching	Socrates Software Ltd	Growth Coaching	Studio#74 hair and beauty	Growth Coaching
Pro-Carbon Racing	Growth Coaching	Regal Joinery	Growth Coaching	Saffan Ltd t/a CBS Automotive	Growth Coaching	Softwood Self-Publishing	Growth Coaching	Sun Bear Biofuture	Growth Coaching
Pro-Dig Europe Limited	Growth Coaching	Reliance Care Services Ltd	Growth Coaching	Saragusta Spirits Co. Ltd	Growth Coaching	Soham Security Products Ltd	Growth Coaching	Supersense Technologies	Growth Coaching
Productive Design Ltd	Growth Coaching	Revelare Limited	Growth Coaching	SB Refrigeration	Growth Coaching	Solution Fabrication	Growth Coaching	Ta Bouche	Growth Coaching
Property Video Solutions	Growth Coaching	RGE Capital Limited (RGE Group)	Growth Coaching	scholars punting cambridge	Growth Coaching	SOMETHING TO LOOK FORWARD TO LIMITED	Growth Coaching	Taylor Vinters	Growth Coaching
Protiomix Limited	Growth Coaching	rita giordano	Growth Coaching	Science Resources Foundation	Growth Coaching	Sowden Wallis	Growth Coaching	Tensor Systems Ltd	Growth Coaching
Prototype Projects	Growth Coaching	RnJ Fabrications Ltd	Growth Coaching	Scudamores Punting Company Ltd	Growth Coaching	Special Machining	Growth Coaching	Tente Castors Ltd	Growth Coaching
Pulpex	Growth Coaching	Roan Fabrication Ltd	Growth Coaching	Seeded Marketing Ltd	Growth Coaching	Spectra Displays	Growth Coaching	Test And Research	Growth Coaching
Pure Resourcing Solutions Ltd	Growth Coaching	Robin Road Ltd	Growth Coaching	Shoplight Ltd	Growth Coaching	Spectrum Courses Limited	Growth Coaching	The Beauty Loft Ely	Growth Coaching
PuriFire Labs	Growth Coaching	Rocket Global Ventures Limited	Growth Coaching	Shume	Growth Coaching	Sphere Fluidics	Growth Coaching	The Brands Dealer Ltd	Growth Coaching
PurpleXtra Limited	Growth Coaching	Rolman World UK Limited	Growth Coaching	Signet	Growth Coaching	Spiegl Press	Growth Coaching	The College of Animal Welfare	Growth Coaching
Purrmetrix	Growth Coaching	Rossdales LLP	Growth Coaching	Ski Exchange Ltd (The)	Growth Coaching	Spoonstruck	Growth Coaching	The Filling Station	Growth Coaching
Qualitetch Components Ltd	Growth Coaching	Round Peg Cambridge Ltd.	Growth Coaching	Skilltech Solutions Ltd	Growth Coaching	STAAH Europe Ltd	Growth Coaching	The First Mailing Co Ltd	Growth Coaching
Quest Leadership	Growth Coaching	RT Joinery Services Ltd	Growth Coaching	Skylark Garden Centre	Growth Coaching	Stallions Trade Services Ltd	Growth Coaching	The George and Dragon	Growth Coaching
raise the steaks	Growth Coaching	Runesilk Ltd	Growth Coaching	Smart Accounting & Business Se	Growth Coaching	Stamford Bespoke Kitchens Ltd	Growth Coaching	The Green Man Public House	Growth Coaching
Rapid Image UK	Growth Coaching	Rutherford Punting Cambridge	Growth Coaching	Smart Manufacturing Alliance	Growth Coaching	Stamford Delight	Growth Coaching	The HackSpace Ltd CIC	Growth Coaching



# List of companies invited to participate in this quarter's survey (continued p6)



Company Name	Service Line	Company Name	Service Line	Company Name	Service Line	Company Name	Service Line	Company Name	Service Line
The Hebden School of Dancing Ltd.	Growth Coaching	Town and Country Law East Anglia Ltd	Growth Coaching	Visualise Aesthetics	Growth Coaching	Wysing Arts Centre	Growth Coaching	QR Shield	Growth Hub
The Hire Works	Growth Coaching	Tradelink Direct	Growth Coaching	Vital Pulse Therapeutics	Growth Coaching	Yasir Ali	Growth Coaching	SJC Property Developments	Growth Hub
The Lamp Company	Growth Coaching	Tsien (UK) Ltd	Growth Coaching	Volador FlyTech	Growth Coaching	Yellow Kiosk	Growth Coaching	start up	Growth Hub
The Oliver Twist	Growth Coaching	TurfTrax	Growth Coaching	Volmary Ltd	Growth Coaching	YellowNest Ltd	Growth Coaching	The Barbers Den	Growth Hub
The Potting Shed Deli	Growth Coaching	TwistersGym	Growth Coaching	Vuala Ltd	Growth Coaching	You Develop	Growth Coaching	The Fenland Group Ltd	Growth Hub
The Recovery Hub Cambridge trading as The Edge Cafe	Growth Coaching	UK Aprons Ltd	Growth Coaching	Waller Transport Services Ltd	Growth Coaching	Your Motoring Limited	Growth Coaching	Äřizgi Teknoloji Elektronik Tas. ve Äœert. A.Äž.	Inward Investment
The Small Business Awards	Growth Coaching	UK CORPORATE SPORTS & EVENTS LTD	Growth Coaching	Walsoken Black Bear Ltd	Growth Coaching	Your Telemarketing Ltd	Growth Coaching	Aabasoft	Inward Investment
The Structural Battery Company	Growth Coaching	UK Gym Equipment Ltd	Growth Coaching	Watergull Orchards	Growth Coaching	Avocet Staffing Ltd	Growth Hub	Adaptis Technologies	Inward Investment
The Taproom	Growth Coaching	UNCHARTED INDUSTRIES LIMITED	Growth Coaching	Waterworx Plumbing and Heating Services Limited	Growth Coaching	Bakers Best Ltd	Growth Hub	AGON Biotechnology LLC	Inward Investment
The White Hart	Growth Coaching	Underpin Marketing	Growth Coaching	Welch group	Growth Coaching	Bathroom Gods	Growth Hub	Algeha	Inward Investment
THERMOTEKNIK SYSTEMS LTD	Growth Coaching	Unlimited Success Ventures Ltd	Growth Coaching	Welland Power Ltd	Growth Coaching	Cambs PAT UK Ltd	Growth Hub	AQB Solutions Limited	Inward Investment
Thetford Farm Estates	Growth Coaching	Unmatched Digital Limited	Growth Coaching	Welovemanfood Ltd	Growth Coaching	CB Self Storage Ltd	Growth Hub	Argeron Medikal Arastirma Sanayi ve Ticaret A.S.	Inward Investment
Thomas & Young	Growth Coaching	Uno Lusso	Growth Coaching	Wesellandbuyvehicles.com	Growth Coaching	Charliskas Nail bar	Growth Hub	Asko Holding	Inward Investment
Tills Innovations Ltd	Growth Coaching	Uptech Ltd	Growth Coaching	Westfield Patterns UK Ltd	Growth Coaching	Dutchie & Grill Restaurant	Growth Hub	Avay Biosciences Pvt Ltd	Inward Investment
Timesource Ltd	Growth Coaching	Valdi Ltd	Growth Coaching	Whittlesey Tyre Centre	Growth Coaching	Hadithi Ltd	Growth Hub	Averywell Limited	Inward Investment
Timmy grill and desserts limited	Growth Coaching	Varysian Ltd	Growth Coaching	Will and Probate Services	Growth Coaching	ihover drones	Growth Hub	Batoi Systems	Inward Investment
Titan Motorsport & Automotive Engineering Ltd	Growth Coaching	VDM (Velocity Design & Marketing)	Growth Coaching	WINYARD ENGINEERING	Growth Coaching	Little Explorers Montessorri Ltd	Growth Hub	Behavidence	Inward Investment
TM Tronix Ltd	Growth Coaching	Vetstream Ltd	Growth Coaching	Wisbech Hospitality Enterprises Limited	Growth Coaching	MA Motors St Neots	Growth Hub	Beit	Inward Investment
To The Moon and Back Foster Care	Growth Coaching	VHS Cleaning Services Ltd	Growth Coaching	WLP	Growth Coaching	Mooret Ltd	Growth Hub	Beynex	Inward Investment
Top Dog Catering Ltd	Growth Coaching	virtualdesigncloud	Growth Coaching	Wondrous	Growth Coaching	NBM Business growth	Growth Hub	Bio-T Biotechnology Solutions and Production	Inward Investment
Toppers Hair Designs Ltd	Growth Coaching	Vision Architectural Glazing Ltd	Growth Coaching	Woodleyside IT Ltd	Growth Coaching	Optima Stainless Ltd	Growth Hub	Biyomod	Inward Investment



# List of companies invited to participate in this quarter's survey (continued p7)



Company Name	Service Line	Company Name	Service Line	Company Name	Service Line	Company Name	Service Line	Company Name	Service Line
Bloocell Health Technology	Inward Investment	Dronamics	Inward Investment	HuDian Data Technology	Inward Investment	Larkai Healthcare Pvt Ltd	Inward Investment	Pitaya Irrigation	Inward Investment
Blue Shark Purification	Inward Investment	DRONEQUBE	Inward Investment	Hudson River Biotechnology	Inward Investment	LLEAF Pty Ltd	Inward Investment	Pollective	Inward Investment
Born Digital	Inward Investment	DVM	Inward Investment	Hyperplan	Inward Investment	Loop DX	Inward Investment	Potski Media	Inward Investment
BosonQ Psi	Inward Investment	Ecosea Farming	Inward Investment	iGene	Inward Investment	Lua Biosciences	Inward Investment	Prathista Industries	Inward Investment
Bundle of Rays	Inward Investment	Edmonton Limited	Inward Investment	IM Branding	Inward Investment	MedLogic	Inward Investment	Quantis Bio	Inward Investment
CALiGRA Ltd	Inward Investment	eFeed	Inward Investment	InnAccel Technologies	Inward Investment	Medrics	Inward Investment	Quin AI and Technology	Inward Investment
Cellsway	Inward Investment	EinNel Technologies	Inward Investment	Inno Green Tech Co.,Ltd.	Inward Investment	Meticuly	Inward Investment	Rapid Response Revival	Inward Investment
CMR Surgical	Inward Investment	Elixir AI	Inward Investment	InspireHUB Canada	Inward Investment	Microneedle Industrial	Inward Investment	Redleaf Technologies	Inward Investment
Cognitive	Inward Investment	EmmiTec Health	Inward Investment	Intera Health Products Co. Ltd.	Inward Investment	Nanode Battery Technologies	Inward Investment	replantin'	Inward Investment
Co-Lab	Inward Investment	Essro Limited	Inward Investment	Interact Technologies	Inward Investment	Neo Auvra A.S.	Inward Investment	Rescript	Inward Investment
Cushman & Wakefield	Inward Investment	Estare Tech	Inward Investment	Ionic Health	Inward Investment	Newseal Minerals and Coatings Ltd.	Inward Investment	Robot Dental SA de CV	Inward Investment
Cyber Secured India	Inward Investment	EyeCheckup	Inward Investment	Jade Autism	Inward Investment	Nexential	Inward Investment	ROCarbon Labs	Inward Investment
Cyber Sierra	Inward Investment	Farma Inova doo	Inward Investment	Jij	Inward Investment	NousQ	Inward Investment	Rockwool	Inward Investment
Cydef	Inward Investment	FarmLabs Agriculture Technologies	Inward Investment	JUNO LTD	Inward Investment	Nuclear Threat Initiative	Inward Investment	Ronds Technologies	Inward Investment
Daejin Advanced Materials Inc	Inward Investment	ForFarming	Inward Investment	Kemet Group	Inward Investment	OatMlk	Inward Investment	Sense AI Company Limited	Inward Investment
Datagusto	Inward Investment	Fyma	Inward Investment	KeyZell	Inward Investment	Opine Infotech	Inward Investment	Sino Biopharm	Inward Investment
DeepCytes	Inward Investment	Gene Bio Medical	Inward Investment	Kleanbus	Inward Investment	OpInstruments GmbH	Inward Investment	Sleepon	Inward Investment
Department for Business and Trade	Inward Investment	Greenjets	Inward Investment	KuartisMED Medical	Inward Investment	Orbiba Robotics	Inward Investment	Sparkling Sake Brewery	Inward Investment
Diligram	Inward Investment	Grengine (Growing Greener Innovations Inc.)	Inward Investment	KUPE	Inward Investment	Paragraf	Inward Investment	Standigm	Inward Investment
Dispersa	Inward Investment	Hekimanne Inc.	Inward Investment	Laila Health	Inward Investment	ParityQC	Inward Investment	Syncdata	Inward Investment
Doktar	Inward Investment	HELÄ°KS ARGE VE BÄ°YOTEKNOLOJÄ° SANAYÄ°	Inward Investment	Lakshya	Inward Investment	Pigro	Inward Investment	Syngene International	Inward Investment

# List of companies invited to participate in this quarter's survey (continued p8)



Company Name	Service Line	Company Name	Service Line	Company Name	Service Line	Company Name	Service Line	Company Name	Service Line
TARSENS R&D LTD.	Inward Investment	Mynd Therapeutics	Inward Investment	Blackpoint Media Ltd	Skills	Fogsons Electrical Limited	Skills	Logic Safety Solutions	Skills
Tekmann	Inward Investment	Optalysys	Inward Investment	BOFI Racing LTD	Skills	Galliford Try	Skills	LOTE TREE COUNSELLING LIMITED	Skills
Tesu Health	Inward Investment	Werover	Inward Investment	Brave Agency	Skills	GANADORES LIMITED	Skills	Love Me Afro Hair	Skills
TNA Therapeutics	Inward Investment	24 7 Care Support	Skills	Bretts Transport	Skills	Giocoguado	Skills	Love Realty Ltd	Skills
Trio Pharmaceuticals	Inward Investment	A Smile A Day Photography	Skills	CambsCuisine	Skills	Gladstone District Community Association	Skills	Maccasports	Skills
Ultimate Battery Company	Inward Investment	Access to music	Skills	Centrado Trading Limited	Skills	Glo Golf LTD	Skills	Manor Packaging	Skills
Uniqgene	Inward Investment	ACTION Coach	Skills	Christ's college	Skills	Headway Cambridgeshire	Skills	Mardies Contract Services Ltd	Skills
Unique Norfolk Venues	Inward Investment	Aebi Schmidt UK	Skills	CILS	Skills	Hegira Design Ltd	Skills	Meonems Impulse Training	Skills
VenPep Solutions	Inward Investment	Agile Care Services Ltd	Skills	COLOPLAST	Skills	Hera Beauty Ltd	Skills	Mimeo Ltd	Skills
ViaWant London Digital Marketing Consultancy	Inward Investment	Alrose Products Ltd	Skills	Creative Remedy	Skills	Howdens	Skills	My Smart Group	Skills
Weather Trade Net	Inward Investment	AM Fresh Group	Skills	Cross Keys Homes Ltd	Skills	Huntingdon MENCAP Society Limited	Skills	NeneGate School	Skills
Wiagro	Inward Investment	Anglia Translations Ltd	Skills	Display Technology	Skills	IDASH SOLUTIONS LIMITED	Skills	Next Real Move Estate Agents	Skills
Xforia	Inward Investment	Anglian Compressors and Equipment Limited	Skills	EML Electrical Contractors Limited	Skills	Ideal World	Skills	NFamily Club	Skills
Yellow Beast (Pty) Ltd t/a Nosetsa	Inward Investment	Arena Event Services Group Limited	Skills	Energy Evolution Limited	Skills	Ideal World Ltd	Skills	Optimum Electrics	Skills
Yidan Prize Foundation	Inward Investment	Artsylaser Ltd	Skills	Evolving Networks	Skills	Ink Imaginarium	Skills	Ora Labora	Skills
Zibrio	Inward Investment	Automated Wire Bending Ltd	Skills	Fenmarc Produce Ltd	Skills	Inspire Education Group	Skills	Paragon Skills	Skills
Astron Elektrik	Inward Investment	Baking angels	Skills	FFN Mobile Services Ltd	Skills	Inspired Martial Arts	Skills	Parson Drove Pre-school	Skills
Cerberos Works Ltd	Inward Investment	Barracudas Activity Holidays	Skills	Fishy Business	Skills	Kenley Group Investments Limited	Skills	PCML	Skills
Cipla	Inward Investment	Be You Consultancy & Coaching	Skills	Flagship Partners	Skills	Kingfisher Commons	Skills	Performance Teachers	Skills
Easy Rice AI	Inward Investment	Black Equity Organsation	Skills	Fleet Milne	Skills	LEUZE ELECTRONIC LIMITED	Skills	Peterborough College	Skills
Finansystech	Inward Investment	Black Top Coaching Limited	Skills	Floorspan Contracts	Skills	Lifting Equipment Engineers Association Ltd	Skills	Peterborough Environment City Trust	Skills

# List of companies invited to participate in this quarter's survey (continued p9)



Company Name	Service Line	Company Name	Service Line	Company Name	Service Line	Company Name	Service Line	Company Name	Service Line
Phoenix People Consulting	Skills	Swimblender Limited	Skills						
Pure Heart	Skills	The Coffee Hive Peterborough Limited	Skills						
Quattro-Tech	Skills	The Willcox Collective	Skills						
Quy Mill	Skills	Toddlers Inn	Skills						
Rapidrop global	Skills	Travis Perkins Plc	Skills						
RB Consultancy	Skills	TRB Lightweight Structures Limited	Skills						
RB Services	Skills	Trust Homecare	Skills						
Rosy Roof Conservatories Ltd	Skills	TVS Supply Chain Solutions	Skills						
S & D BOOKMAKERS LIMITED	Skills	Veterinary Business Development Ltd	Skills						
S4 Engineering Ltd	Skills	Vibrant Colour	Skills						
Sarah Payne Studios Ltd	Skills	Wisbech Community Development Trust	Skills						
SAVVY	Skills	Woodcraft Tree Services Ltd	Skills						
Scudamore's	Skills	YASMINistration LTD	Skills						
Seahorse Swim School	Skills	Yealand Fund Services	Skills						
Serenity loves	Skills	YMCA Trinity	Skills						
Setchfield Services Ltd	Skills	YouTech Solutions Limited	Skills						
Setchfield VA Services	Skills	Zitco	Skills						
Shelford Rugby Club	Skills								
Siamo	Skills								
Softwerx	Skills								
SOVEREIGN (PETERBOROUGH) LTD	Skills								

# Defining NPS and how the method calculates a score



## Net Promotor Score

- Net Promoter Score (NPS) is a widely accepted approach to gauging client and/or customer levels of satisfaction, but it is not a perfect methodology and it has its critics
- In its purest form, NPS asks a single question, and in the context of the Growth Works / GrowthCo requirement, it has been determined as,  
*“On a scale of 0-10: How likely is it that you would recommend Growth Works to your friends, family, business associates or contacts for support, coaching and advice?”*
- NPS asks the responders to rate on a scale of 0-10, where scores have the following values:
  - 0-6 = Detractor (would not promote you, many reasons possible)
  - 7-8 = Passive (indifferent, but not antagonistic either)
  - 9-10 = Promoter (will actively promote you to others)
- The NPS is calculated by subtracting the number of detractors from the number of promoters. It can be expressed as a whole number or a percentage and range from +/- 100
- A positive NPS (above 0) is considered “good,” an NPS of 50-69 is considered “excellent,” and anything 70 and above is considered “world-class.” Based on global NPS standards, any score above can be interpreted to mean that the majority of the customer base selected to participate at a particular moment in time (the time of the survey) is more loyal.

## Example NPS Calculation

- Company A surveys 2,000 clients and secures 1,500 responses.
- The scores are aggregated as follows:
  - 431 = Detractors (431/1,500 = 28.73%)
  - 276 = Passive (276/1,500 = 18.40%)
  - 793 = Promoter (793/1,500 = 52.87%)
- The aggregated scores are converted:
  - 28.73% = Detractors (431/1,500)
  - 18.40% = Passive (276/1,500)
  - 52.87% = Promoters (793/1,500)
- The NPS is calculated as follows:
$$\begin{array}{r} 52.87\% \text{ (Promoters)} \\ -28.73\% \text{ (Detractors)} \\ \hline \text{NPS} = 24.14\% \text{ (Net Promoters)} \end{array}$$
- Passives are not factored into the NPS calculation.

# Survey questions and response options



Q#	Question	Answer Options
1)	Full name	Text box
2)	Work email address	Text box
3)	On a scale of 0 (not at all likely) to 10 (extremely likely): How likely is it that you would recommend Growth Works to your friends, family, business associates or contacts for support, coaching and advice?	NPS method, where: A score of 0-6 = Detractor A score of 7-8 = Passive A score of 9-10 = Promoter
4)	Which of our services did you use?	Checkbox: Growth Coaching, Equity Growth Investment, Capital Expenditure Grants, Inward Investment/Locate Cambridge, Growth Works With Skills, Growth Hub, More than one service.
5)	Where is your business based?	Multiple choice: Cambridge, East Cambridgeshire, Fenland, Huntingdonshire, Peterborough, South Cambridgeshire, in the LEP but outside CPCA.
6)	On a scale of 1 (very poor) to 5 (excellent): How would you rate our support developing your workforce / employment opportunities in CPCA?	Star rating on a scale of 1-5 (1 = very poor to 5 = excellent)
7)	On a scale of 1 (very poor) to 5 (excellent): Did our service support meet your initial expectations from when you registered for support?	Star rating on a scale of 1-5 (1 = very poor to 5 = excellent)
8)	On a scale of 1 (very poor) to 5 (excellent): How would you rate the impact of our service in accelerating or expanding your business growth plans in CPCA?	Star rating on a scale of 1-5 (1 = very poor to 5 = excellent)
9)	On a scale of 1 (very poor) to 5 (excellent): To what extent was the service a valuable investment of your time?	Star rating on a scale of 1-5 (1 = very poor to 5 = excellent)
10)	Thank you for your feedback. If you have any other comments you would like to provide, please do so in the box provided.	Comments limited to 1,250 characters

# Chris Doutney Managing Director Impact Advisory Ltd

[cdoutney@impact-advisory.co.uk](mailto:cdoutney@impact-advisory.co.uk)

[www.impact-advisory.co.uk](http://www.impact-advisory.co.uk)

+44 (0)7881 278717

