

Seedley & Langworthy Trust Enterprise Awareness Pilot 2008

Project Evaluation



Martin Halton
Research Manager

Seedley & Langworthy Trust
191, Langworthy Rd.
Salford
M6 5PW
www.seedleytrust.co.uk
www.srdseedley.org.uk

Contents

1. Introduction	3
1.1 Background information	3
1.2 Project aims & objectives	4
1.3 Key evaluation themes	4
2. Methodology	4
3. Findings	4
3.1 Client satisfaction survey	4
3.2 Course evaluation activity	4
3.3 Semi-structured interviews	5
3.4 Structured questionnaire – tutor feedback	8
3.5 Feedback from “speed networking” event	9
4. Project highlights & achievements	11
5. Key lessons learnt	11

Appendices

Appendix 1	Client satisfaction survey
Appendix 2	Semi-structured interview
Appendix 3	Structured tutor feedback
Appendix 4	Speed networking event

1. Introduction

1.1 Background information

The Seedley and Langworthy Trust (SALT) successfully applied for and were awarded DAF/NRF 2007/08 funding to deliver the above project. The project sought to work with local people and organisations in raising awareness and aspirations towards enterprise and self-employment.

SALT attempted to do this by facilitating a menu of learning modules to support learners' transition from the learning environment into further training or employment with embedded learning in:-

- Awareness workshops
- Knowledge transfer initiative – big idea sessions
- CV writing
- Creating and refining your own website
- Marketing skills
- Business planning
- 1-2-1 business plan & personal development sessions

(* highlighted below are photographs taken from learners participating in the Business Planning and Marketing Skills courses)



In addition to these learning modules, SALT facilitated 2 'market place' events – drawing in a range of local employment and enterprise providers to help raise awareness of opportunities into employment and enterprise and the support available.

(* below left – people being recruited to the programme & right discussing their business ideas at a speed networking event)



1.2 Project aims & objectives

The key aims and objectives of the project were to:-

- Raise awareness/aspirations of the benefits of self-employment/enterprise
- Strengthen training delivery and employment opportunities for local people
- Demonstrate the value of community-based training and business/employment support
- Support economic development in the local community by encouraging active and purposeful activity
- SALT to develop relationships with others delivering employment and business support
- Support development of additional advice surgeries at SALT's Community Resource Centre

1.3 Key evaluation themes

The project evaluation sought to support the key objectives of the main evaluation, using a range of data collection methods in order to assist with gathering an insight into the programme from a local perspective – highlighting how the project's impacted on the participants involved and the delivery organisation (SALT). SALT commissioned its in-house social research consultancy service to conduct the evaluation of this project.

2. Methodology

The evaluation adopted the following data collection methods to generate feedback and pursue the highlighted evaluation themes:-

- **Client satisfaction survey** (see Appendix 1)
- **Course evaluation activity** – “suggestion box” activity on key elements related to delivery of courses taken from the Client satisfaction survey
- **Semi-structured interviews** - with participants from a selected project sample (see Appendix 2)
- **Structured questionnaire** – to generate tutor/trainer feedback and perspective of the project (see Appendix 3)
- **Feedback from the “speed networking” event** (see Appendix 4 for more details about the event)

3. Findings

3.1 & 3.2 - Client satisfaction & course evaluation activity

3.1) Client satisfaction survey & 3.2) Course evaluation activity (based on 18 completed surveys and responses from question 3 of the survey)

N.B. respondents were asked to score the following themes/questions from 1 (unsatisfactory) to 5 (excellent) and list comments (taken from course evaluation activity)

Themes/questions	Total scores	Average score	Comments
Preparation for session/service			
How well were you	62/16	3.87	>good information & materials

prepared to get maximum benefit from the session/ service?			helped get maximum benefit from sessions >guidance has been very helpful >encouraging to know I can get some follow-up questions answered
Content of session/service			
Materials provided	85/18	4.72	>very good – if something was needed, it was provided for you
Trainer(s)	85/18	4.72	>trainers were so helpful and encouraged us to take our ideas forward >friendly, knowledgeable & interesting
Delivery method(s)	81/17	4.76	>the delivery was done well, we would ask questions without feeling silly >good, as not all students were of the same ability
Venue(s) used			
How suitable was the venue?	84/18	4.66	>The venue was very good – the staff were lovely, the food was great and the equipment of the highest specification
Was it easy to get to?	83/18	4.61	>yes-very local/accessible
Time of delivery			
Were the times of the session(s) appropriate?	81/18	4.5	>great – just long enough to get work done, but not starting too early or finishing too late
Progression			
How well did the project help you to find or access further support	85/17	5	>very helpful to know the course can be followed up with on-going advice and support >I have found it very helpful, I will definitely pursue my ideas

3.3 Semi-structured interviews (from interviews with 9 course participants)

Themes	Questions	Feedback
Involvement	<ul style="list-style-type: none"> What's been your involvement in the programme/which courses attended? 	>attended a range of courses/workshops including KTI big idea sessions, creating & refining your own website, marketing skills & business planning
Awareness	<ul style="list-style-type: none"> How did you become aware of the programme? 	>signposted through SALT & other agencies >through previous

		<p>attendance on SALT's media-related courses</p> <ul style="list-style-type: none"> >through previous engagement with SALT staff >Indirectly – looking for premises in the area and were told about SALT
	<ul style="list-style-type: none"> • What made you want to come onto the programme? 	<ul style="list-style-type: none"> >provide opportunities to pursue & develop ideas >provide a structure/focus to my business idea >been self-employed previously and enjoyed it >to network-meet new people >develop new skills & knowledge >be able to implement directly what I'd learn
	<ul style="list-style-type: none"> • Had you thought of starting a business or being self-employed before? 	<ul style="list-style-type: none"> >yes – had direct experience of business/self-employment >yes – awareness through family/friends running a business/being self-employed >never considered it until now
	<ul style="list-style-type: none"> • If so, what had been some of the barriers that had stopped you from pursuing this? 	<ul style="list-style-type: none"> >lack of confidence, knowledge & understanding of the process >bad previous experience-felt overwhelmed by it
	<ul style="list-style-type: none"> • To what extent has the programme/courses you've attended helped overcome these barriers/issues? 	<ul style="list-style-type: none"> >increased confidence, knowledge & understanding of the concepts & process >very much – they've provided more of a focus to my idea >provided more clarity >increased my self-awareness
Challenges	<ul style="list-style-type: none"> • Did you encounter any problems/challenges whilst attending the programme/courses? 	<ul style="list-style-type: none"> >lack of interest & support from job agency about attending courses >external pressure – threat of 'not actively' seeking a

		job whilst attending the courses
	<ul style="list-style-type: none"> • How did you overcome these challenges? 	>on-going support from the learners and SALT staff
Impressions	<ul style="list-style-type: none"> • What aspects of the programme did you enjoy and why? 	>people – networking aspect, assisted creative process >diversity of skills & experience >delivery – informal but informative >marketing – energetic pace & delivery of sessions >website – empowering, tangible benefits >business planning – allowed you to work through a process and give structure & focus to your idea >limited jargon – keep it simple/straightforward
	<ul style="list-style-type: none"> • What aspects didn't you like and why? 	>expectations - business planning-some learners not having a real business idea therefore affecting pace & delivery of sessions. >business planning sessions – quite intense/demanding over 3 sessions
	<ul style="list-style-type: none"> • How could the programme have been improved? 	>greater linkages between big ideas, marketing and business planning courses so that firmer ideas were brought and developed to the business plan sessions >possibly more sessions (business planning)
Impacts	<ul style="list-style-type: none"> • Has the programme helped you? If so, in what ways? 	>raised awareness & aspirations towards enterprise & self-employment >learned new skills >increased confidence >networking aspect – developed contacts & friendships

		>given direction to my business idea
	<ul style="list-style-type: none"> At what stage would you now describe yourself in terms of starting a business or becoming self-employed? 	>moved on slightly-more parts of the journey to go on >sharpened my attitude and perception of business >become more business minded >idea was quite abstract before – more realistic now >accelerated idea rapidly-hope to open business in June/July 2008
	<ul style="list-style-type: none"> How well did the project help you to find or access further support? 	>given me a clearer vision of how to move forward >good – real commitment to continue to support me with advice, guidance and signposting support >SALT given me lots of support
	<ul style="list-style-type: none"> What do you intend to do next? 	>complete my business plan & seek future finance & investment >immediate/short-term develop goals to submit funding bids and develop portfolio of work

3.4 Structured questionnaire – tutor feedback
Tutor feedback – Marketing skills

Question	Comments
1) Please outline the course(s) you've delivered as part of the programme	I have delivered the marketing portfolio course – a six week course aimed at talking a business from conception to designing a full marketing mix – i.e. full produce, pricing strategy, distribution strategy and promotional strategy.
2) Did you deliver the course(s) in the way you'd originally planned or did you have to adapt any parts of your delivery?	The students have all added so much to the development of each others ideas – which has been an absolute bonus.

<p>3) What have you learned about what worked and what didn't work on the course(s)?</p>	<p>I have learned to translate all marketing terminology and explain everything in simple and easy to understand plain English. All students have gone away with a clear understanding of the marketing process.</p>
<p>4) What impact/difference have the course(s) you've delivered made?</p>	<p>They have given the students confidence to believe in themselves and their ideas. They have given them more inward focus to think about their own / business presentation styles. I hope that long term they have empowered people to go forward and achieve their vision.</p>
<p>5) If you were delivering the course(s) again, are there any aspects you'd do differently?</p>	<p>I would think about setting up work experience tasters in the fields the individuals were thinking of getting into.</p>
<p>6) Would you be interested in delivering similar courses in the area in the future?</p>	<p>Yes – absolutely!</p>

3.5 Feedback from the “speed networking” event

This event was the second ‘market-place’ event hosted by SALT towards the end of the programme that sought to bring together both course participants and other local people interested in self-employment and enterprise with local business and enterprise agencies. The event provided opportunities for networking and for focused discussion around potential business ideas (see Appendix 4).

A total of 20 people attended the event, comprising of a fairly even mixture of entrepreneurs and representatives from local business support agencies. Participants were given the opportunity to provide feedback in relation to the following questions:-

- What were your initial expectations?
- Did the event meet your expectations? (and)
- Would you want to attend any future/similar events?
- Any other comments?

What people said – Entrepreneurs

My expectations of the networking evening were that I would meet like-minded people involved in the arts or in creating their own small business.

The event exceeded my expectations in that there were several people there from organisations. Many of these people seemed genuinely interested in helping the local community, providing advice & support and not just paying lip service. As a direct result of this event I am now looking at doing some training courses that will benefit the theatre enormously & have also been penciled in for a local radio interview which will raise the profile of the theatre.

I would most definitely be interested in attending this and similar events in the future to both gain more information for me & to pass on any skills & knowledge that I've picked up along the way

I feel that the event was well structured but future events need to take into account time scales. It would have been useful if we had been able to carry the meeting on longer, to give us all a chance to chat informally after the speed networking

A massive thank you to all involved, especially Linda for getting it up and running and for being so strict with the whistle.



The event was very friendly and I felt comfortable with the venue.

I wasn't sure what to expect at first but the very nice refreshments made it easy to talk to everyone and introduce ourselves.

The event did meet my expectations and more so as the evening went on.

The invited guests for us to speak made it very welcoming. This was not Alan Sugar and the Apprentice.

I didn't find the questions about my business were ever received in a negative response.

I was encouraged to hear that I could apply for a start up grant. Salford 100.

I felt that it was very encouraging and that I would be backed up in my new venture.

I have felt that the course has helped me to put my ideas into a future reality.

I have been encouraged to look into marketing my product so it can be a realistic business venture.

A future event would be very helpful to people starting up businesses.

A really well thought up and supported course.

Representatives from business & enterprise support agencies

I thought it went well, informal, relaxed and with a variety of support agencies future contacts for everyone. A future event would be useful.

Thanks for inviting me to the speed networking event on Monday.

Here are my thoughts:-

I found it really interesting and useful to meet other people who are developing their ideas in the community and felt encouraged by their enthusiasm and would be glad to attend another one.

I didn't know what to expect but I would like to see it continue to develop further perhaps inviting some local established entrepreneurs or local media people to share their experiences as well.

It was a good turnout and helped to build bridges.

I look forward to the next one!

4. Project highlights & achievements

The project has recorded a number of significant highlights and achievements both from a participant (learner perspective) and an organizational (delivery perspective) some of which are highlighted below:-

- Expressions of interest in training – 80
- Numbers of participants – 75
- Numbers who've attended training courses – 27
- Referrals to other pilots for complementary training – 10
- SALT facilitated 2 'market-place' events developing its approach to partnership working
- Learners have experienced positive learning experiences through involvement in the programme – raising awareness, confidence and skills in enterprise, employment prospects and education prospects
- Website training has given learners the opportunity to develop their own websites (some of the websites set-up by participants on the training – www.rossmccormack.com , www.salfordartstheatre.co.uk , www.deeselecta.co.uk & www.irinacarroll.com)
- Networking aspect identified by learners as being particularly important
- Internal group support – friendships have been formed
- New and strong relationships between SALT employees and participants have been forged

5. Key lessons learnt

Highlighted below are some of the key lessons learnt from delivering this project:-

- Training delivery could be strengthened by frequent meetings between facilitators to discuss content, review progress and participant benefit engagement. SALT, however, has been able to demonstrate its wide range of skills through staff and board member involvement on this project and will aim to utilize these skills to offer on-going/future support to learners.

- Soft outputs were difficult to capture and timescales too tight to capture long-term benefits of taking part in the pilot. Sensitivity of information and personal circumstances in accessing the training were key features in this instance.
- Basic skills difficult to implement given a) level of trust needed and b) participants time commitment to training.
- Level of support, physical and emotional required by participants exceeded expectations. Demonstrated we need to be aware of a number of contributing factors such as fear of change, failure, threat of losing benefits & family and peer pressure that effect participants opportunities and abilities to fully engage with such programmes.

All of the participants have declared that they want to have continued involvement with SALT. Some are already planning a social event as well as supporting the organisation of a 'celebration event' for the pilot which will also be a platform for showcasing participants' skills and business ideas.

At least five people are volunteering with the Seedley & Langworthy Events Group to support a local annual community event across Langworthy and Ordsall this July. And one participant is gaining experience as a volunteer in our resource centre at SALT whilst accessing IAG training alongside our staff.

Appendices

Appendix 1 - Building Bridges Enterprise Engagement & Support Pilots

Client Satisfaction Survey

Your comments are important to us because they help us improve our services.
Please complete this short form in an honest and constructive way.

1. Please give name of project or organisation delivering/that delivered the service:

2. Not all clients will complete/have completed the project. If applicable to you, please tell us why.

3. Please score the following from 1 (unsatisfactory) to 5 (excellent) and list comments you may have.

Preparation for session/service	Score	Comment
How well were you prepared to get maximum benefit from the service?		
Content of session/service	Score	Comments
Materials provided		
Trainer(s)		
Delivery method(s)		
Venue(s) used	Score	Comments
How suitable is the venue?		
Was it easy to get to?		
Time of delivery	Score	Comments
Are the times of the session(s) appropriate?		
Progression	Score	Comments
How well did the project help you to find or access further support		

3. Please tell us what aspects of the service you found most and least useful.

5. Please tell us if and how you will take forward what you have learned and how it will help you in developing your enterprise idea.

6. Please record below (and overleaf if necessary) any suggestions you may have for the way this session could be improved. You may wish to include issues that you feel have not been covered and should be included in future.

Thank you.

Appendix 2 - Enterprise Engagement & Support Pilots – 2008

Project evaluation

Method – semi-structured interviews

Questions framework

1) Involvement

- What's been your involvement in the programme/which courses have you attended?

2) Awareness

- How did you become aware of the programme?
- What made you want to come on to the programme?
- Had you thought of starting a business or being self-employed before?
- If so, what had been some of the barriers that had stopped you from pursuing this?
- To what extent has the programme/courses you've attended helped overcome these barriers/issues?

3) Challenges

- Did you encounter any problems/challenges whilst attending the programme/courses?
- How did you overcome these challenges?

4) Impressions

- What aspects of the programme did you enjoy and why?
- What aspects didn't you like and why?
- How could the programme have been improved?

5) Impacts

- Has the programme helped you? If so, in what ways?
- At what stage would you now describe yourself in terms of starting a business or becoming self-employed?

6) Progression

- How well did the project help you to find or access further support?
- What next?

Appendix 3 Enterprise and Engagement and Support Pilots – 2008

Project evaluation – “Neighbourhood Enterprise in Seedley and Langworthy” – A
Neighbourhood Enterprise Project

Tutor feedback

Question	Comments
1) Please outline the course(s) you've delivered as part of the programme	
2) Did you deliver the course(s) in the way you'd originally planned or did you have to adapt any parts of your delivery?	
3) What have you learned about what worked and what didn't work on the course(s)?	
4) What impact/difference have the course(s) you've delivered made?	
5) If you were delivering the course(s) again, are there any aspects you'd do differently?	
6) Would you be interested in delivering similar courses in the area in the future?	

FREE!! *SPEED* *NETWORKING!*

Are you interested in being self-employed?

Are you in the process of becoming self-employed?

Are you already self-employed and want to sell your wares?

oOo

Do you offer business support training?

Can you offer self-employment legislation advice?

Can you offer financial or Benefits advice?

oOo

Might you be able to provide opportunities for local entrepreneurs?

oOo

You can make a short presentation – 5 mins max and/or

Meet and talk to other participants in
5 minute rotation

VENUE:
THE LANGWORTHY CORNERSTONE
AUDITORIUM
31ST MARCH 2008
6-8 pm

Arrive by 5.30 pm for buffet and refreshments

For more info or to book your place

Linda_robson@sali.org.uk

0161 737 9918