

## **Enterprise Evaluation**

### **Why did we do this evaluation?**

Out of a planned total of 600 young people in Calderdale who had taken part in enterprise activity a subset who were looking to enter employment or enterprise received subsequent additional, concentrated careers information, advice and guidance via the SRIP Enterprise Project. A sample of beneficiaries of this additional support were asked to comment on this in order to assess its usefulness.

### **How did we do it?**

Email invitations were sent to 27 young people who had received this additional support. Respondents were asked to complete a short online evaluation. The sample group selected were young people who had received in-depth support in finding employment or exploring self-employment. These students were therefore better positioned to evaluate the full range of support offered.

It was decided to conduct the evaluation online for convenience of completion for the respondents and prompt return of the evaluation. The evaluation link was included within a personalised email to students that had supplied their email address as a suitable method of contact. Of the 27 young people contacted 8 responded, however 1 of these responses was invalidated leaving a remaining 7 valid responses.

### **What did it tell me?**

A general overview of the findings of the responses to the evaluation follow, and will be used to inform and shape sustainable working practices in the future. The specific questions asked and the statistical data of the findings are included in appendix A.

### Quality of Connexions Personal Adviser (Question 1)

On the whole respondents were very satisfied with the Connexions Personal Adviser who dealt with them. Ease of contact and approachability scored 100% which demonstrates that respondents felt able to access the Personal Adviser at their convenience and felt comfortable working with her. Areas such as helpfulness and ability to answer questions scored slightly lower at 86% and could perhaps indicate a need for the adviser to establish more accurately exactly what the client's needs are. There could also be a need to create greater clarity around the remit of help and support the adviser can offer in order to manage the student's expectations and clearer signposting to ensure that the student can access support from other more suitable professionals where necessary.

### Provision of Information (Question 2, 3, 4)

Overall, scores relating to information were very high. All of the respondents reported that the help and support they received had helped move them forward in finding further information to assist their area of interest. Of particular note was the fact that face-to-face information scores 100% satisfaction indicating that this remains an extremely effective way of engaging with and helping to inform young people. Paper information was also marked highly with 86% of respondents commenting that we provided this very well. This seems to reinforce that students continue to respond well to paper-based information. Phone and on-line based information, whilst still performing well, scored less highly in terms of how well we provide this information and suggests that more could be done to make these information formats more useful and engaging to its users.

Respondents scored the time they received the information and how easy it was to understand highly with 86% saying that it always met these criteria. In general fewer respondents (71%) were satisfied that the information they received was always what they needed. However, it may be worth noting that students may perhaps feel that the information provided will provide a 'quick-fix' in instantly answering all of their questions (including specialised detail) without the need for them to continue independent and more detailed research – a disparity that needs to be addressed.

### Skills Improvement (Question 5)

Respondent's comments were very positive in relation to the direct link between the help and support received via the project and increases in their skills base. All students felt that their skills had improved as a result. Skill areas of particular growth were researching topics and influencing others with 86% saying it had improved their skills in these areas very much. 71% of respondents stated that their skills had improved very much in communicating and negotiating with others and using their judgement. These types of skills are fundamental to each student's future progression opportunities. This level of marked improvement and self-awareness is an extremely positive result of the additional careers information, advice and guidance that these students received.

### Running your own business (Question 6, 7, 8)

The questions in this section were answered by two respondents who had received help and support in running their own business. It is unfortunate that more students who had received help for this reason did not respond, but they accounted for a smaller portion of the overall sample group and it is perhaps inevitable therefore that fewer responses would be obtained from this group. However, both were completely satisfied that the help and support they had received had been useful.

The two respondents were also asked to comment on the Calderdale Enterprise Social Network forum. The site had been used by one of the respondents who reported that the format and resources within it were useful. The other had not used the site, but added an additional comment to explain that this was due to limitations on their time and other priorities, not that the concept of the site was not useful.

### Exploring employment opportunities (Question 6, 9)

More respondents of the overall sample group were supported in exploring employment opportunities and their responses account for the greatest proportion of the evaluation feedback. 100% of those respondents who were assisted in exploring employment opportunities comment that they found the help and support they received useful in securing employment. This again reinforces the positive impact the additional careers information, advice and guidance has had on the progress of the young people who received it.

### What are the learning points?

- Improved explanation and outlining of the role of the Connexions Personal Adviser – what it can provide and where additional specialist support may be needed and/or additional research/engagement by the young person. This may help manage the realism of expectations of the students.
- Greater exploration of client's needs and clearer signposting to ensure that students can access support from other more suitable professionals where necessary.
- How to help students to understand that information available is not bespoke and supplementary research may need to be carried out in order to meet their needs. In doing this students may well increase their critical thinking skills.
- Increased marketing of online and phone-based services with further explanation about the benefits that these formats can offer.

**Appendix A: Questions Asked on the Enterprise Evaluation - Including Results**

**1. Was the Connexions Personal Adviser who dealt with you**

	<b>Very</b>	<b>Quite</b>	<b>Not at all</b>
<b>Easy to contact</b>	100%		
<b>Approachable</b>	100%		
<b>Helpful</b>	86%	14%	
<b>Able to answer your questions</b>	86%	14%	

Additional comments about this question:

Hannah Ritchie was my Connexions Personal Adviser and I felt that she did a great job in helping me.

**2. Was the information you received**

	<b>Always</b>	<b>Sometimes</b>	<b>Never</b>
<b>Given to you at the right time</b>	86%	14%	
<b>What you needed</b>	71%	29%	
<b>Easy to understand</b>	86%	14%	

**3. Has the support you received helped you to find further information**

<b>Yes</b>	<b>No</b>	<b>Do not need</b>
100%		

**4. How well did we provide you with information**

	<b>Very well</b>	<b>Quite well</b>	<b>Not at all well</b>	<b>Did not receive</b>
<b>Face-to-face</b>	100%			
<b>Online</b>	71%	29%		
<b>Over the telephone</b>	71%	29%		
<b>Paper-based</b>	86%	14%		

**5. Has receiving help and support helped you to improve your skills in the following areas**

	Very much	Quite a bit	Not at all
Communicating with others	71%	29%	
Researching topics	86%	14%	
Negotiating with others	71%	29%	
Influencing others	86%	14%	
Using your judgement	71%	29%	

**6. Was the help you received**

	Yes
To run your own business	29%
To explore employment	71%

Additional comments about this question:

However, I have since not had as much time as I would hope due to other commitments to look further into the information I was given

**7. Was the help and support you received useful in running your own business**

Yes	No	Did not need help
100%		

Additional comments about this question:

I have not had enough time and have had more important commitments

**8. Did you find the format and resources on the Calderdale Enterprise Social Network site useful**

Yes	No	Did not use site
50%		50%

**9. Did you find the help your received exploring employment opportunities useful in helping you find employment**

Yes	No	Did not need help
100%		