



Survey Requirements

1. Company:

Full name of your company

Address

Town

Post code

County

Telephone

Company website url

Other offices: do you have offices/studios in other locations of the UK? If so, where

Is the office in the South West your main office?

2. About your Business:

What is the name of your company head?

What is their job title?

What year was your company founded/launched in the UK?

What is your primary business sector?

What market sectors/verticals does your company target?

3. Financial:

This year, in a change to last year's table, companies will now be ranked by their fee based revenue* generated in the South West (we'll still ask you for your total turnover, but the chart will focus on the fee based bit). Collating the figures in this way will give us a much clearer and fairer picture of the revenues generated by the creative industries across our region.

So if you're part of a larger group of companies or have multiple UK offices alongside your general national turnover you'll also need to tell us what fee based revenues are generated by your South West office/s.

*Fee based revenue refers to what your company/agency turnovers excluding any major out cost such as media spend, print or costs of production. In other words the fees you bill clients in return for your direct services.

Total fee based income 2009/2010 period (generated from offices based in the South West)

Projected or audited

Total turnover 2009/2010 period (generated from offices based in the South West)

Projected or audited

If you are part of a network or parent company group, please include your entire company turnover 2009/2010 period from across the UK

Total fee based income 2008/2009 period (generated from offices based in the South West)

Projected or audited

Total turnover 2008/2009 period (generated from offices based in the South West)

Projected or audited

If you are part of a network or parent company group, please include your entire company turnover 2009/2009 period from across the UK

4. Personnel:

How many staff do you currently employ in the south west?
How many are permanent staff?
How many are freelance Staff?
Approximately what is the gender split among your permanent staff?
List any key staff hires (name and job title) in the past year. Please say why these are significant.

5. Key Challenges:

What historically have been the 3 main challenges to business growth in the South West?
- Business support
- Access to finance
- Economic downturn
- Recruitment
- Location
- New Business

List 3 of the key challenges your business is likely to face in the next 12 months?

- Business support
- Access to finance
- Economic downturn
- Recruitment
- Location
- New Business

6. More about your Business:

Most significant past and current projects. Please answer these questions in as much detail as possible supporting claims with figures where available.

List the most significant projects from your last financial year explaining what made these significant.

What was your best new business win/commission of the past year and why?

Parent company: If you are owned by a parent company, is that parent also owned by another company? If you are an offshoot of a traditional advertising agency, include this also

Professional relationships:

What other companies are you formally affiliated to?

Which other regional companies do you work closely with?

Memberships:

Which are you a member of?

Bristol Media

Cornwall Media Focus

Gloucestershire Media Group

Plymouth Media Group

Swindon Media Group

Wessex Media

South West Design Forum

Creative Bath

Bristol Music Foundation

Are you also a member of any other professional trade body, association, organization or network? If so which?

7. Nominations:

Which one other creative company in the South West do you most respect? *(This information will be used to rank agencies by the esteem in which they are held by their peers.)*

Which individual within the South West Creative Industry do you most respect? *(This information will be used to rank people who are most respected by their peer).*

8. Contacts:

Main contact name, phone, email
Second contact name, phone, email