

# Export Cluster Programme feedback survey results

## Annex A: Online survey

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Further explanatory text has been added in [brackets] and the layout edited for clarity with the use of screen readers.

Available at: <https://www.gov.wales/export-cluster-programme-feedback-survey-results>



# Welsh Government Export Cluster Programme Survey

## 1. About the survey

This survey has been designed by Welsh Government analysts to evaluate the effectiveness and impact of the support provided to businesses (Cluster members) via the Welsh Government's **Export Cluster Programme**. The aim is to gather feedback from Cluster members about their satisfaction with the support provided by the Programme and suggestions for improvement, as well as information on the benefits they have experienced from taking part. The findings will be used to inform and shape decisions around the future direction of the Programme.

The survey is completely anonymous. You will not be identifiable from the information you provide - for more information about this, please see the **Research Privacy Notice**: [English](#) / [Cymraeg](#).

The survey should take no longer than 5-8 minutes to complete. Please answer as many questions as you can. Please click the "Finish Survey" button at the end of the survey to submit your response. You will not be able to re-enter the survey or edit your answers once you have submitted.

If you have any queries or difficulties while completing this survey, please contact Mair Smith by phone 03000 257342 or email [mair.smith007@gov.wales](mailto:mair.smith007@gov.wales).

## 2. Membership and business background

1. Please select which Cluster you are a member of:

- Clean Energy & Renewables
- Consumer Products
- High Value Manufacturing
- MedTech & Diagnostics
- Technology

2. What size is your business in Wales?

- 0-9 employees (micro)
- 10-49 employees (small)
- 50-249 employees (medium)
- 250+ (large)

3. For approximately how long have you been exporting?

- have not exported before
- less than 1 year
- 1-3 years
- 3-5 years
- more than 5 years

4. To what extent would you agree that the Cluster Programme has increased your confidence to export?

- Strongly disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree

## 3. Membership and business background

5. How did you hear about the Export Cluster Programme? (Please select all that apply)

- Welsh Government ITA (International Trade Advisor)
- Social media
- Cluster Manager/s
- An existing Cluster Member
- Word of mouth
- Conference or event
- Other (please specify):

## 6. Roughly how long have you been a member of the Cluster?

- 0-3 months - complete section 4 then exit survey
- 4-6 months - complete section 4 then exit survey
- 7-12 months - skip to section 5 to continue the survey
- More than a year - skip to section 5 to continue the survey

## 4. Recently joined the Programme

As you have recently joined the Export Cluster Programme we have just a few questions to ask you about your experience so far. After this page, you will be directed to the end of the survey.

## 7. To what extent do you agree or disagree with the following [three statements, based on the agreement scale (a-e)]:

- a) Strongly disagree
- b) Disagree
- c) Neither agree nor disagree
- d) Agree
- e) Strongly agree

1. Information about the Export Cluster Programme is clear and easy to understand
2. The sign up process was easy and straightforward
3. I look forward to taking part in Export Cluster Programme events/activities

Any comments:

8. If you have any further comments or suggestions for further improvements to the Export Cluster Programme, please note them here:

**(PAGE LOGIC – END SURVEY)**

## 5. Engagement

9. Are there any barriers to you participating in Cluster events/activities?  
(please select all those that apply)

- Resource constraints (e.g. time or financial constraints)
- The timing of events/activities
- The location of in person events/activities
- The content of events/activities is not always relevant
- Other (please specify):

Comment:

## 6. Satisfaction (1)

10. How satisfied are you with the service you have received from your Cluster Manager/s in terms of the following [three aspects based on the scale a-d]?

- a) Don't know / not engaged with
- b) Dissatisfied
- c) Neither satisfied nor dissatisfied
- d) Satisfied

1. Communication
2. Responsiveness
3. Accessibility (availability when needed)

If you have any comments about your experience of working with your Cluster Manager/s, please provide them here.

11. How satisfied are you with the following activities [four activities based on the scale a-d]?

- a) Don't know / not engaged with
- b) Dissatisfied
- c) Neither satisfied nor dissatisfied
- d) Satisfied

1. One to one support (e.g. helpline, e-mail support)
2. In person events with other Cluster members
3. Online events with other Cluster members
4. The Cluster newsletter

Any comments:

## 7. Satisfaction (2)

12. To what extent do you agree or disagree with the following [four statements, based on the agreement scale (a-e)]?

- a) Strongly disagree
- b) Disagree
- c) Neither agree nor disagree
- d) Agree
- e) Strongly agree

1. The Cluster Manager/s understand/s my business needs
2. The Programme is providing what I expected
3. The topics covered are relevant and useful to my export development
4. The export markets covered are of interest to my business

Any comments:

## 8. Issues

13. To what extent do you agree or disagree with the following [four statements, based on the agreement scale (a-e)]?

- a) Strongly disagree
- b) Disagree
- c) Neither agree nor disagree
- d) Agree
- e) Strongly agree

1. The other businesses within my Cluster are useful for me to know and engage with
2. The advice/guidance I have received is accurate and useful
3. Delivery of events/activities is engaging and effective
4. The Export Cluster Programme is proving beneficial to my export development

Any comments:

14. Have you had any difficulties, issues or problems when dealing with your Cluster Manager/s or wider Export Cluster Programme?

**Yes** - continue to question 15

**No** - skip to section 10

## 9. Issues explained

15. Please explain what the issue was, how it was resolved and to what extent you are happy with how the issue was managed.

## 10. Outcomes and impacts

16. Has the Export Cluster Programme enabled you to achieve any of the following? (please select all that apply)

- Overcome challenges to exporting
- Improve your export strategy/plan
- Increase your capability and skills to export
- Identify new market opportunities
- Export for the first time
- Enter a new market
- Develop new commercial partnerships
- Increase your existing export market share
- Increase your level of exports/ export turnover
- None of the above
- Other benefits (please specify):

17. Please explain how participation in the Export Cluster Programme (i.e. which particular activities) led to these benefits. Further details and evidence are very helpful in understanding and demonstrating the success of the Programme.

## 11. Additional comments

18. On the sliding scale of 0-10 below, how likely is it that you would recommend the Export Cluster Programme to another company?

**(where 0= extremely unlikely and 10= extremely likely)**

19. If you have any further comments or suggestions for improvements to the Export Cluster Programme, please note them here:

Please click the "Finish Survey" button to submit your response. You will not be able to re-enter the survey or edit your answers once you have submitted.

**END OF SURVEY**