The following slides capture the findings from an Autumn 2007 Edcoms survey for BITC of 400 senior school leaders, split between from primary and secondary schools. The survey explores the extent of school engagement with private business, benefits of engagement to the school and to business, interest in greater engagement, and barriers to securing higher levels of business involvement. www.educationandemployers.org
Business in schools research findings (weighted data)

12\textsuperscript{th} November 2007
School profile

- A state Primary or infant school: 49%
- A state secondary school: 48%
- A state middle school: 2%
- Other: 1%

Base: All teachers (400)
Participant profile

- A head teacher, acting head teacher or principal: 50%
- A deputy head teacher, Assistant head or deputy principal: 25%
- Head or Coordinator of Department: 22%
- Head or Coordinator of Year or Key Stage: 4%

Base: All teachers (400)
Participant profile

Same data as previous slide in a different format

All teachers (400)

0% 20% 40% 60% 80% 100%

% of respondents

50 25 22 4

0% 20% 40% 60% 80% 100%

A head teacher, acting head teacher or principal

A deputy head teacher, Assistant head or deputy principal

Head or Coordinator of Department

Head or Coordinator of

Base: All teachers (400)
Regional profile

<table>
<thead>
<tr>
<th>Region</th>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>South West</td>
<td>25</td>
</tr>
<tr>
<td>South East</td>
<td>18</td>
</tr>
<tr>
<td>West Midlands</td>
<td>17</td>
</tr>
<tr>
<td>North West</td>
<td>12</td>
</tr>
<tr>
<td>East Midlands</td>
<td>8</td>
</tr>
<tr>
<td>London</td>
<td>7</td>
</tr>
<tr>
<td>Yorkshire and Humber</td>
<td>6</td>
</tr>
<tr>
<td>East of England</td>
<td>5</td>
</tr>
<tr>
<td>North East</td>
<td>2</td>
</tr>
<tr>
<td>Don't know</td>
<td>2</td>
</tr>
</tbody>
</table>

Base: All teachers (400)
Business involvement in your school

Q4
Q4. So firstly, could you know please tell me the names of up to five businesses who have become involved with your school in some way over the past two years.

All responses

<table>
<thead>
<tr>
<th>Number of businesses participants could recall</th>
<th>2007 responses</th>
<th>2004 responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 businesses</td>
<td>29</td>
<td>36</td>
</tr>
<tr>
<td>1 business</td>
<td>21</td>
<td>6</td>
</tr>
<tr>
<td>2 businesses</td>
<td>25</td>
<td>7</td>
</tr>
<tr>
<td>3 or more businesses</td>
<td>25</td>
<td>51</td>
</tr>
</tbody>
</table>

Open response
Base: All teachers in 2007 (400), all teachers in 2004 (225)
Q4. So firstly, could you know please tell me the names of up to five businesses who have become involved with your school in some way over the past two years.

Q4 cont. – responses from all primary and secondary schools

- **Tesco**: 20 primary, 7 secondary
- **Sainsburys**: 16 primary, 5 secondary
- **Local building firms**: 7 primary, 7 secondary
- **Barclays**: 5 primary, 2 secondary
- **Asda**: 5 primary, 2 secondary
- **Local football club**: 4 primary, 3 secondary
- **McDonalds**: 4 primary, 1 secondary
- **Nestle**: 4 primary, 1 secondary
- **Boots**: 5 primary, 1 secondary
- **Hotels**: 4 primary, 4 secondary

Base: Primary teachers (198), secondary teachers (193)
Q4. So firstly, could you know please tell me the names of up to five businesses who have become involved with your school in some way over the past two years.

Q4 cont. – responses from all respondents who names 3 or more businesses involved with their schools

<table>
<thead>
<tr>
<th>Business</th>
<th>% of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tesco</td>
<td>39</td>
</tr>
<tr>
<td>Sainsburys</td>
<td>35</td>
</tr>
<tr>
<td>Local building firms</td>
<td>11</td>
</tr>
<tr>
<td>Asda</td>
<td>11</td>
</tr>
<tr>
<td>McDonalds</td>
<td>9</td>
</tr>
<tr>
<td>Nestle</td>
<td>9</td>
</tr>
<tr>
<td>Hotels</td>
<td>8</td>
</tr>
<tr>
<td>Barclays</td>
<td>7</td>
</tr>
<tr>
<td>Boots</td>
<td>6</td>
</tr>
<tr>
<td>Local football club</td>
<td>5</td>
</tr>
</tbody>
</table>

Open response
Base: All teachers who could name three or more businesses their school was involved with (98)
Business involvement in your school

Q5
Q5. I’m now going to read out some ways in which businesses can become involved with schools and I’d like you to tell me which of them have applied to your school in the last two years.

- Off-site visits: 75%
- Work Experience: 67%
- Competitions: 63%
- Enterprise days: 52%
- Voucher/Redemption Schemes: 47%
- Sat on the Board of Governors: 46%
- Careers advice: 43%
- Sponsorships/additional funding: 43%
- Sponsored teaching materials: 43%
- After-School Clubs: 38%
- Mentoring: 34%
- Teaching support: 33%
- Business (senior management) support: 24%
- None: 3%

Multiple response
Base: All teachers (400)
Q5. I’m now going to read out some ways in which businesses can become involved with schools and I’d like you to tell me which of them have applied to your school in the last two years.

Q5 cont. – Responses from all primary schools

- Off-site visits: 58%
- Voucher/Redemption Schemes: 58%
- Competitions: 54%
- Sponsored teaching materials: 45%
- Work Experience: 41%
- Sat on the Board of Governors: 41%
- After-School Clubs: 36%
- Sponsorships/additional funding: 35%
- Teaching support: 29%
- Enterprise days: 21%
- Mentoring: 16%
- Business (senior management) support: 14%
- Careers advice: 6%
- None: 5%

Multiple response
Base: Primary school teachers (198)
Q5. I’m now going to read out some ways in which businesses can become involved with schools and I’d like you to tell me which of them have applied to your school in the last two years.

Q5 cont. – Responses from all secondary schools

- Work Experience: 95%
- Off-site visits: 91%
- Enterprise days: 85%
- Careers advice: 83%
- Competitions: 72%
- Mentoring: 54%
- Sat on the Board of Governors: 53%
- Sponsorships/additional funding: 50%
- After-School Clubs: 41%
- Sponsored teaching materials: 40%
- Teaching support: 38%
- Business (senior management) support: 35%
- Voucher/Redemption Schemes: 34%
- None: 1%

Multiple response
Base: Secondary school teachers (193)
Benefits

Q6
Q6. Following your school’s involvement with businesses over the last 2 years, overall, who do you think has benefited the most? Would you say it was..

- The school
- The business
- Both equally

% of respondents

Base: Primary teachers (198), secondary teachers (193)
Benefits

Q7
Q7. Why do you say that?

Responses from those who felt schools benefited most

- Work experience: 23%
- Additional resources/equipment: 22%
- Funding/financial support: 13%
- Pupils generally benefited: 12%
- Publicity: 6%
- School benefited from organisation expertise: 5%
- School benefited from voucher scheme: 5%
- Received help/support from businesses: 3%

Open response
Base: All teachers who thought their schools benefited the most (148)
Q7. Why do you say that?

Q7 cont. – responses from those who felt that their school and the businesses benefited equally

- **Publicity**: 25%
- **Work experience**: 22%
- **Two way partnership**: 17%
- **Additional resources/equipment**: 10%
- **School benefited from organisation expertise**: 10%
- **Funding/financial support**: 9%
- **Pupils generally benefited**: 7%
- **Received help/support from businesses**: 7%
- **The businesses have gained trade/custom**: 7%
- **School benefited from voucher scheme**: 2%

Open response
Base: All teachers who thought their schools and the businesses benefited equally (241)
Q7. Why do you say that?

Q7 cont. – responses from all primary schools

- Publicity: 24%
- Additional resources/equipment: 22%
- Funding/financial support: 16%
- Two-way partnership: 10%
- Work experience: 9%
- School benefited from organisation expertise: 8%
- Received help/support from businesses: 7%
- The businesses have gained trade/custom: 7%
- School benefited from voucher scheme: 6%
- Children generally benefited: 5%

Open response
Base: Primary school teachers (198)
Q7. Why do you say that?

Q7 cont. – responses from all secondary schools

- **Work experience**: 35% of respondents
- **Publicity**: 12%
- **Two way partnership**: 12%
- **Pupils generally benefited**: 12%
- **School benefited from organisation expertise**: 8%
- **Additional resources/equipment**: 7%
- **Funding/financial support**: 4%
- **Received help/support from businesses**: 4%
- **The businesses have gained trade/custom**: 3%

Open response
Base: Secondary school teachers (193)
Benefits

Q8
Q8. Do you feel that the way businesses have worked with your school in the last 2 years has always, sometimes or never been beneficial to your school?

<table>
<thead>
<tr>
<th>Response</th>
<th>% of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Always</td>
<td>53</td>
</tr>
<tr>
<td>Sometimes</td>
<td>41</td>
</tr>
<tr>
<td>Never</td>
<td>6</td>
</tr>
</tbody>
</table>

Base: All teachers (400)
Q8. Do you feel that the way businesses have worked with your school in the last 2 years has always, sometimes or never been beneficial to your school?

Q8 cont. – Responses by schools who felt they were the beneficiaries of business involvement in their schools

<table>
<thead>
<tr>
<th></th>
<th>The school</th>
<th>Both equally</th>
</tr>
</thead>
<tbody>
<tr>
<td>Always</td>
<td>67</td>
<td>46</td>
</tr>
<tr>
<td>Sometimes</td>
<td>33</td>
<td>44</td>
</tr>
<tr>
<td>Never</td>
<td>9</td>
<td>0</td>
</tr>
</tbody>
</table>

% of respondents (Base=400)

Single choice
Base: Teachers who felt the school benefited most (151), teachers who felt the school and businesses benefited equally (238)
Benefits

Q9
Q9. To what extent does the involvement of businesses in your school help your students improve their XXXX? Would you say it helps a lot, a little, not very much or not at all?

![Bar chart showing the percentage of respondents for various skills.]

- **Functional skills**: 81%
- **Communication skills**: 80%
- **Engagement in their learning through real life examples**: 78%
- **Creative thinking skills**: 75%
- **Contextual understanding/wider applicability of their subjects**: 69%
- **Enterprise skills**: 69%
- **Attainment**: 68%
- **Participation in extra curricular activities**: 60%
- **Employability**: 54%
- **Career development strategies**: 50%
- **Self-confidence and self-esteem**: 37%
- **None**: 3%

Multiple response
Base: All teachers (400)
Q9. To what extent does the involvement of businesses in your school help your students improve their XXXX? Would you say it helps a lot, a little , not very much or not at all?

Q9 cont. – Responses from primary schools

- Functional skills: 75%
- Communication skills: 69%
- Engagement in their learning through real life examples: 65%
- Creative thinking skills: 65%
- Attainment: 60%
- Participation in extra curricular activities: 59%
- Contextual understanding/wider applicability of their subjects: 52%
- Enterprise skills: 46%
- Self-confidence and self-esteem: 35%
- Employability: 25%
- Career development strategies: 18%
- None: 6%

Multiple response
Base: Primary school teachers (198)
Q9. To what extent does the involvement of businesses in your school help your students improve their XXXX? Would you say it helps a lot, a little, not very much or not at all?

**Q9 cont. – Responses from secondary schools**

- Enterprise skills: 92%
- Communication skills: 91%
- Engagement in their learning through real life examples: 90%
- Functional skills: 86%
- Contextual understanding/wider applicability of their subjects: 86%
- Creative thinking skills: 84%
- Employability: 84%
- Career development strategies: 82%
- Attainment: 73%
- Participation in extra curricular activities: 62%
- Self-confidence and self-esteem: 40%
- None: 1%

Multiple response
Base: Secondary school teachers (193)
Benefits

Q10
Q10. What business, if any, can you think of that have made a positive impact on schools in the UK? The businesses don’t necessarily have to have been involved in your own school.
Q10. What business, if any, can you think of that have made a positive impact on schools in the UK? The businesses don’t necessarily have to have been involved in your own school.

Q9 cont. – Responses from primary schools

- Tesco: 40%
- Sainsburys: 27%
- Other: 15%
- Local football club: 5%
- BT: 4%
- Barclays: 3%
- Asda: 3%
- GlaxoSmithKline: 2%
- Waitrose: 2%
- Charities (Red Cross etc): 2%
- Co-operative/Co-Op Bank: 2%
- Trade Associations/unions: 2%
- Woolworths: 2%
- HSBC: 1%
- RM Computers/RM Software: 1%
- Natwest Bank: 1%
- Marks and Spencer: 1%
- BP: 1%

Open response
Base: Primary school teachers (198)
Q10. What business, if any, can you think of that have made a positive impact on schools in the UK? The businesses don’t necessarily have to have been involved in your own school.

Q9 cont. – Responses from secondary schools

- Tesco: 16
- Sainsburys: 12
- Microsoft: 6
- HSBC: 5
- McDonalds: 5
- BT: 4
- RM Computers/RM Software: 3
- Rolls Royce: 3
- Siemens: 3
- Barclays: 2
- Natwest Bank: 2
- Marks and Spencer: 2
- Armed forces - Amy/RAF/Navy: 2
- Local football club: 1
- Asda: 1
- GlaxoSmithKline: 1
- BP: 1

Open response
Base: Secondary school teachers (193)
Benefits

Q11
Q11. Which of the following benefits can businesses gain from getting involved with schools?

- Stronger links with the communities in which they operate: 96%
- Improved reputation: 92%
- Young people leaving school with the right skills for the workplace: 76%
- Employee skills: 75%
- Easier or better recruitment of staff: 61%
- Brand loyalty: 56%
- Employee loyalty: 49%
- None: 1%
Q11. Which of the following benefits can businesses gain from getting involved with schools?

**Q11 cont. – Responses from primary schools**

- **Stronger links with the communities in which they operate**: 96%
- **Improved reputation**: 92%
- **Employee skills**: 66%
- **Young people leaving school with the right skills for the workplace**: 64%
- **Brand loyalty**: 61%
- **Employee loyalty**: 43%
- **Easier or better recruitment of staff**: 42%
- **None**: 2%

All “yes” responses

Base: Primary school teachers (198)
Q11. Which of the following benefits can businesses gain from getting involved with schools?

Q11 cont. – Responses from secondary schools

- **Stronger links with the communities in which they operate**: 95%
- **Improved reputation**: 92%
- **Young people leaving school with the right skills for the workplace**: 89%
- **Employee skills**: 85%
- **Easier or better recruitment of staff**: 79%
- **Employee loyalty**: 56%
- **Brand loyalty**: 52%
- **None**: 1%

All “yes” responses
Base: Secondary school teachers (193)
Future needs

Q12
Q12. In terms of the amount you work with businesses in your school, in the future would you like to do…

- More: 87% of respondents
- The same: 11% of respondents
- Or less: 2% of respondents

Base: All teachers (400), primary school teachers (198), secondary school teachers (193)
Q13. In which of the following areas, if any, would you like to see businesses being more active?

- Sponsorships/additional funding: 93%
- Curriculum linked lesson resources/activities: 90%
- Gifted and talented programme: 90%
- Working with disengaged students: 88%
- Extended schools: 88%
- Invest in the school’s physical infrastructure: 83%
- Personalised learning: 82%
- Work-related learning (including vocational learning and the new Diplomas): 80%
- Work experience: 77%
- Pupil mentoring: 71%
- Business (senior management) support: 66%
- Teaching support: 66%
- Careers guidance: 66%
- Skills academies/centres of excellence: 60%
- None: 0%

All “yes” responses
Base: All teachers (400)
Q13. In which of the following areas, if any, would you like to see businesses being more active?

Q13 cont. – responses from primary schools

- Sponsorships/additional funding: 92%
- Curriculum linked lesson resources/activities: 88%
- Gifted and talented programme: 87%
- Extended schools: 86%
- Invest in the school's physical infrastructure: 84%
- Working with disengaged students: 81%
- Personalised learning: 80%
- Work-related learning (including vocational learning and the new Diplomas): 66%
- Teaching support: 66%
- Work experience: 61%
- Business (senior management) support: 57%
- Pupil mentoring: 55%
- Skills academies/centres of excellence: 51%
- Careers guidance: 42%
- None: 0%

All “yes” responses
Base: Primary school teachers (198)
Q13. In which of the following areas, if any, would you like to see businesses being more active?

<table>
<thead>
<tr>
<th>Area</th>
<th>% of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Working with disengaged students</td>
<td>96</td>
</tr>
<tr>
<td>Work-related learning (including vocational learning and the new Diplomas)</td>
<td>95</td>
</tr>
<tr>
<td>Work experience</td>
<td>95</td>
</tr>
<tr>
<td>Sponsorships/additional funding</td>
<td>94</td>
</tr>
<tr>
<td>Curriculum linked lesson resources/activities</td>
<td>92</td>
</tr>
<tr>
<td>Gifted and talented programme</td>
<td>92</td>
</tr>
<tr>
<td>Careers guidance</td>
<td>91</td>
</tr>
<tr>
<td>Extended schools</td>
<td>89</td>
</tr>
<tr>
<td>Pupil mentoring</td>
<td>88</td>
</tr>
<tr>
<td>Personalised learning</td>
<td>84</td>
</tr>
<tr>
<td>Invest in the school's physical infrastructure</td>
<td>83</td>
</tr>
<tr>
<td>Business (senior management) support</td>
<td>77</td>
</tr>
<tr>
<td>Skills academies/centres of excellence</td>
<td>71</td>
</tr>
<tr>
<td>Teaching support</td>
<td>66</td>
</tr>
<tr>
<td>None</td>
<td></td>
</tr>
</tbody>
</table>

All “yes” responses
Base: Secondary school teachers (193)
Future needs

Q14
Q14. In which of the following areas of the curriculum, if any, would you like to see businesses offering more support, if any?

- Science/Technology (incl. art) 94%
- ICT 92%
- Maths/numeracy 88%
- Enterprise 87%
- PE/Sports education 84%
- PSHEE (Personal, Social, Health, and Economic Education) 83%
- Modern foreign languages 82%
- Expressive arts (Drama/media studies) 80%
- Humanities (history, geography, RE) 77%
- English/literacy 75%
- Business studies 70%
- None 2%

All “yes” responses
Base: All teachers (400)
Q15. Where would you like to see businesses being less active in schools?

None/nowhere/don't want them to be less active/want them to be more active 60

Don't know/can't think of any 20

Advertising/marketing/promoting themselves/their products (general) 7

Other 5

Management/running of schools/financial budgeting 3

Teaching/learning/curriculum 2

Sponsorship 2

Promoting unhealthy/less healthy food/products 2

Funding 1

Career guidance 1

Open responses

Base: All teachers (400)
Q16. How easy or difficult has your school found organising effective business involvement for your school?

![Bar Chart]

- **All teachers**
  - Very easy: 2%
  - Quite easy: 31%
  - Quite difficult: 40%
  - Very difficult: 19%
  - Don't know: 7%

- **Primary teachers**
  - Very easy: 2%
  - Quite easy: 33%
  - Quite difficult: 32%
  - Very difficult: 23%
  - Don't know: 11%

- **Secondary teachers**
  - Very easy: 3%
  - Quite easy: 29%
  - Quite difficult: 48%
  - Very difficult: 16%
  - Don't know: 4%

*Single choice
Base: All teachers (400), primary school teachers (198), secondary school teachers (193)*
Q17

Support
Q17. What do you consider to be the biggest barriers to working with businesses?

- Finding the time to approach them: 79%
- Knowing what will appeal to businesses: 74%
- Lack of suitable staff to support business involvement: 72%
- Concerns about the appropriateness of what businesses provide: 68%
- Lack of appropriate local businesses: 68%
- Lack of long-term commitment from businesses: 68%
- Lack of interest from local businesses: 67%
- The quality of the support provided by businesses: 54%
- Schools and businesses speaking different languages: 54%
- None: 1%
Q17. What do you consider to be the biggest barriers to working with businesses?

Q17 cont. – Responses from primary schools

- Finding the time to approach them: 86%
- Lack of suitable staff to support business involvement: 80%
- Concerns about the appropriateness of what businesses provide: 80%
- Knowing what will appeal to businesses: 79%
- Lack of interest from local businesses: 71%
- Lack of appropriate local businesses: 69%
- Lack of long-term commitment from businesses: 69%
- Schools and businesses speaking different languages: 63%
- The quality of the support provided by businesses: 62%
- None: 1%

All "yes" responses
Base: Primary school teachers (198)
Q17. What do you consider to be the biggest barriers to working with businesses?

Q17 cont. – Responses from secondary schools

- Finding the time to approach them 72%
- Knowing what will appeal to businesses 69%
- Lack of appropriate local businesses 66%
- Lack of long-term commitment from businesses 65%
- Lack of suitable staff to support business involvement 64%
- Lack of interest from local businesses 61%
- Concerns about the appropriateness of what businesses provide 55%
- The quality of the support provided by businesses 46%
- Schools and businesses speaking different languages 45%
- None 1%

All “yes” responses
Base: Secondary school teachers (193)
Q17. What do you consider to be the biggest barriers to working with businesses?

Q17 cont. – Responses from teachers who stated their school found organising business involvement in their schools quite/very easy

- Finding the time to approach them: 75% of respondents
- Lack of suitable staff to support business involvement: 68% of respondents
- Knowing what will appeal to businesses: 64% of respondents
- Concerns about the appropriateness of what businesses provide: 62% of respondents
- Lack of long-term commitment from businesses: 59% of respondents
- Lack of appropriate local businesses: 57% of respondents
- Lack of interest from local businesses: 51% of respondents
- Schools and businesses speaking different languages: 49% of respondents
- The quality of the support provided by businesses: 48% of respondents
- None: 4% of respondents

All “yes” responses
Base: Teachers who stated their school found organising business involvement in their school quite/very easy (132)
Q17. What do you consider to be the biggest barriers to working with businesses?

Q17 cont. – Responses from teachers who stated their school found organising business involvement in their schools quite/very difficult

- Finding the time to approach them: 79%
- Knowing what will appeal to businesses: 79%
- Lack of interest from local businesses: 77%
- Lack of appropriate local businesses: 75%
- Lack of suitable staff to support business involvement: 75%
- Lack of long-term commitment from businesses: 73%
- Concerns about the appropriateness of what businesses provide: 71%
- The quality of the support provided by businesses: 57%
- Schools and businesses speaking different languages: 56%
- None: 0%

All “yes” responses
Base: Teachers who stated their school found organising business involvement in their school quite/very difficult (239)
Support

Q18
Q18. How useful would the following be in helping schools set up successful relationships with businesses?

- Training for businesses on how to work with schools: 89%
- A dedicated business partner to offer advice/support to the school: 88%
- A designated business advisor: 83%
- Training provided to every school: 78%
- A national agency responsible for identifying and promoting opportunities for businesses to work with schools: 77%
- Government/local authority guidance on how to work with businesses: 71%
- None: 2%

All “very/quite useful” responses
Base: All teachers (400)
Q18. How useful would the following be in helping schools set up successful relationships with businesses?

Q18 cont. – Responses from primary schools teachers

- Training for businesses on how to work with schools: 89%
- A dedicated business partner to offer advice/support to the school: 85%
- A designated business advisor: 80%
- A national agency responsible for identifying and promoting opportunities for businesses to work with schools: 76%
- Government/local authority guidance on how to work with businesses: 75%
- Training provided to every school: 72%
- None: 4%

All “very/quite useful” responses
Base: Primary school teachers (198)
Q18. How useful would the following be in helping schools set up successful relationships with businesses?

Q18 cont. – Responses from secondary schools teachers

- A dedicated business partner to offer advice/support to the school: 91%
- A designated business advisor: 85%
- Training provided to every school: 85%
- A national agency responsible for identifying and promoting opportunities for businesses to work with schools: 79%
- Government/local authority guidance on how to work with businesses: 67%
- None: 1%

All “very/quite useful” responses
Base: Secondary school teachers (193)