



## Marine Leisure Innovation Survey

### SECTION 1

#### ABOUT ACTIVITIES THAT SUPPORT INNOVATION...

*Please read the following questions about innovative activities that your business may have conducted during 2006, 2007, and 2008.*

1. During 2006, 2007 or 2008 did your business **purchase any new equipment that supports innovation** (e.g. machinery, computer software or hardware)?
  - a. Yes
  - b. No
2. During 2006, 2007 or 2008 did your business **purchase training that supports innovative activities** (e.g. computer aided design training)?
  - a. Yes
  - b. No
3. During 2006, 2007 or 2008 did your business **conduct any internal research and development** to support new products or the improvement of existing products?
  - a. Yes
  - b. No
4. During 2006, 2007 or 2008 did your business **purchase external research and development** to support new products or the improvement of existing products (e.g. consultancy services)?
  - a. Yes
  - b. No
5. During 2006, 2007 or 2008 did your **business engage in, or purchase, design activities** for the development of new products or improving existing products (e.g. computer aided design)?
  - a. Yes
  - b. No
6. During 2006, 2007 or 2008 did your business **implement any marketing campaigns** to raise awareness of new products or improved products?
  - a. Yes
  - b. No
7. During 2006, 2007 or 2008 did your business **conduct any marketing research** with prospects and customers to support new products?
  - a. Yes
  - b. No
8. During 2006, 2007, or 2008 **how much budget** was allocated to implementing the above activities?
  - a. 2006 – < 10% turnover, between 11% and 25% turnover, > 25% turnover
  - b. 2007 - < 10% turnover, between 11% and 25% turnover, > 25% turnover
  - c. 2008 - < 10% turnover, between 11% and 25% turnover, > 25% turnover

## SECTION 2

### ABOUT NEW PRODUCTS OR SERVICES DEVELOPED BY YOUR BUSINESS

*Please read the following questions about new products or services, or improved products and services developed by your business during 2006, 2007, 2009.*

1. During 2006, 2007, 2008 did your business **launch any new or improved products, or services**, to market?
  - a. Yes
  - b. No
  
2. If you answered yes to question 1, **how many products or services did you launch?**
  - a. 2006 – enter quantity
  - b. 2007 – enter quantity
  - c. 2008 – enter quantity
  
3. If you answered yes to question 1, were these products or services:
  - a. ... developed solely by your business?
  - b. ... in collaboration with another business?
  - c. ... in collaboration with another organisation (e.g. University)
  - d. ... if you answered yes to c. please state what organisation you worked with
  
4. If you answered yes to question 1, **were these new products or services new to your market** (i.e. introduced to market before any competitors have introduced)?
  - a. Yes – new to market
  - b. No – only new to the business, already in existence with competitors
  
5. If you answered yes to question 1, did you **receive any grant aid** to support the development of these products or services?
  - a. Yes
  - b. No
  
6. If you answered yes to question 1, **what impact have the new products and services had on your company's revenue?**
  - a. Increased company revenue by 10% or less
  - b. Increased company revenue by 11% to 25%
  - c. Increased company revenue by more than 25%

## SECTION 3

### ABOUT YOUR BUSINESS AND ITS PROCESSES

*Please read the following questions about your business and its processes. The questions relate to innovative activities that have been applied to your business's processes and procedures to make your business more efficient and profitable:*

1. During 2006, 2007, or 2008 did your business introduce any **innovative marketing activities** to support business growth and improve profitability? Examples include:
  - *Customer relationship systems*
  - *Search engine optimisation programmes*
  - *Using social web applications to engage with customers (e.g. Facebook, Twitter)*
  - *Unique advertising campaigns or events*
  - *Email marketing*
  - a. Yes
  - b. No
  - c. If you answered yes to this question please enter a very brief overview of the activity that took place in the box below.
  
2. During 2006, 2007, or 2008 did your business introduce **any new processes or procedures in your operations (e.g. manufacturing) to improve efficiency and profitability?**
  - a. Yes
  - b. No
  - c. If you answered yes to this question please enter a very brief overview of the activity that took place in the box below.
  
3. During 2006, 2007 or 2008 did your business **introduce any new processes or procedures that would make your business more environmentally friendly?**
  - a. Yes
  - b. No
  - c. If you answered yes to this question please enter a very brief overview of the activity that took place in the box below.
  
4. During 2006, 2007 or 2008 did your business introduce **any new management techniques that would make a positive impact on efficiency and profitability?**
  - a. Yes
  - b. No
  - c. If you answered yes to this question please enter a very brief overview of the activity that took place in the box below.
  
5. During 2006, 2007 or 2008 did your **business introduce any new logistics or distribution strategies that would increase efficiency and increase profitability?**
  - a. Yes
  - b. No
  - c. If you answered yes to this question please enter a very brief overview of the activity that took place in the box below.

## SECTION 4

### ABOUT BARRIERS, INFORMATION AND COLLABORATION

*Please read the following questions about the barriers your business has experienced when implementing innovative strategies.*

1. Please rate the following barriers to innovation on the scale high barrier / low barrier
  - a. Market dominated by existing businesses
  - b. Innovation costs are high
  - c. Cost of finance
  - d. Availability of finance
  - e. Lack of qualified personnel
  - f. Lack of information on technology
  - g. Lack of information on markets
  - h. Perceived risk too high
  - i. Uncertain demand for innovative goods or services
  - j. UK Government regulations
  - k. EU regulations
  - l. Other [please specify in the box below]
  
2. When implementing innovative strategies how important is information from:
  - a. Consultants
  - b. Government or public research institutes
  - c. People within your business
  - d. Customers / clients
  - e. Suppliers
  - f. Competitors
  - g. Professional and industry associations
  - h. Universities or other higher education institutes
  - i. Conferences, exhibitions and trade fairs
  - j. Technical, industry or service standards
  - k. Scientific journals and publications
  
3. In order to develop new innovative products and services who would you prefer to collaborate with:
  - a. Customers / clients
  - b. Government or public research institutes
  - c. Other businesses within the marine leisure sector
  - d. Competitors
  - e. Consultants, commercial labs or private R & D institutes
  - f. Suppliers of equipment, materials, services or software
  - g. Universities or other higher education institutions
  - h. No collaboration required...
  - i. Other [please specify]