



Measuring Impact

Using Summer Start-Up Festival 2021 delivered by
Welsh HE and FE institutions

Presenters:

Chris Bissex-Foster – The College Merthyr Tydfil

Stephanie Harding – Grwp Llandrillo Menai

What we measured?

84 responses were received

Eventbrite data

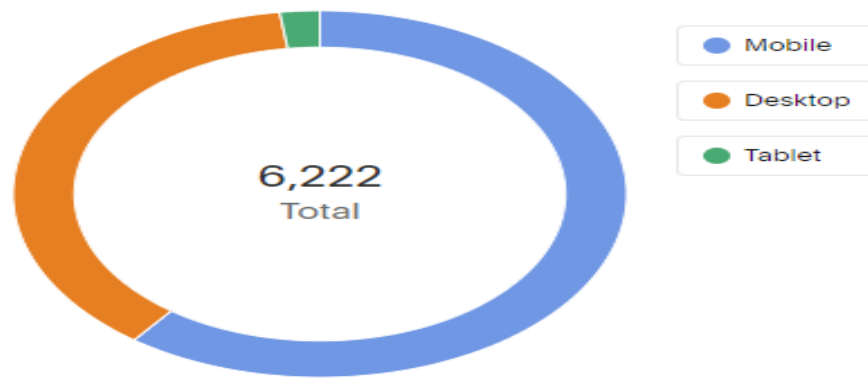
	2021	2020
Total Registrations	623	567
Student/Graduate	567	440
Staff/Partners	57	50
Eventbrite Page Views	3,117	3,357

Website data

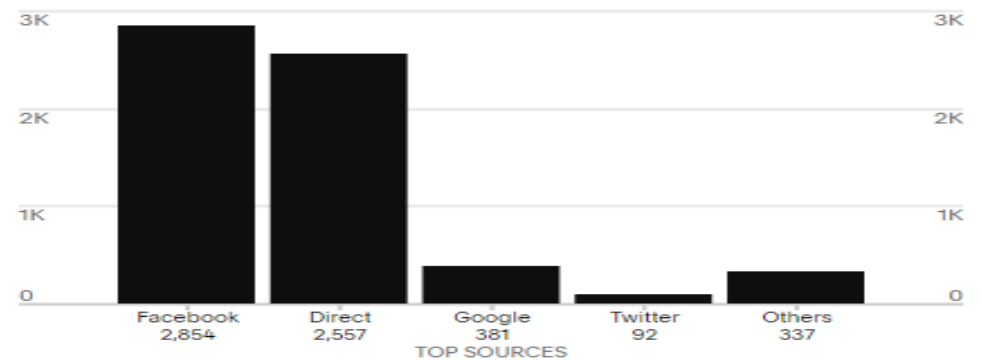
	2021	2020
Unique Visitors	5,133	6,473
Visits	6,221	5,426
Page Views	13,309	11,900
Resources Visits	447	862
Unique Visitors for Playback	109	N/A

What we measured?

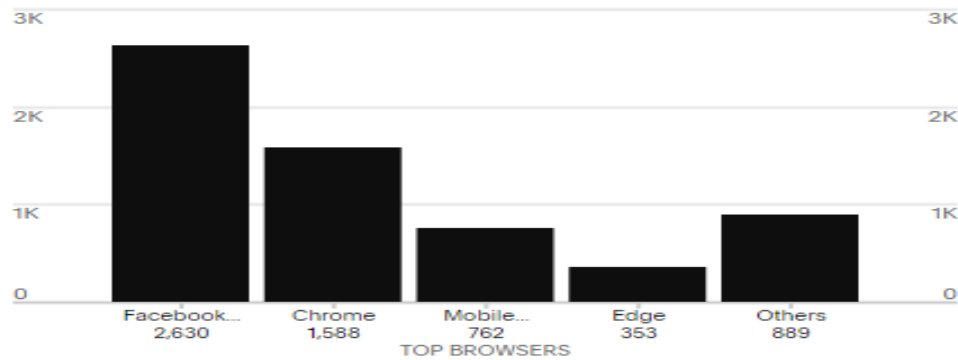
Top Devices by Visits



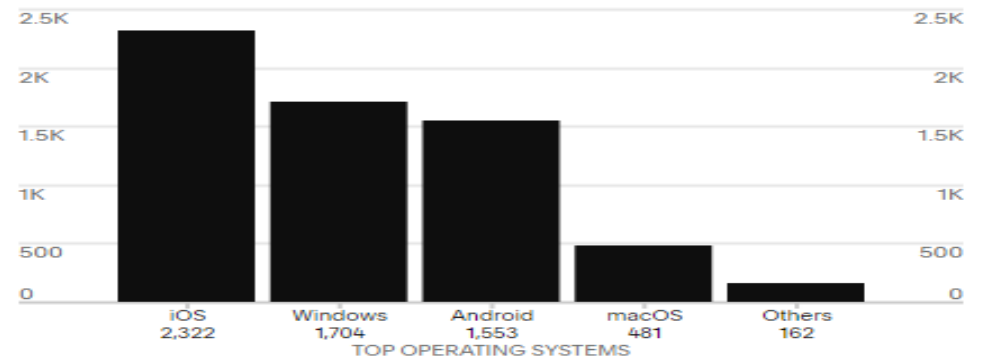
Top Sources by Visits



Top Browsers by Visits

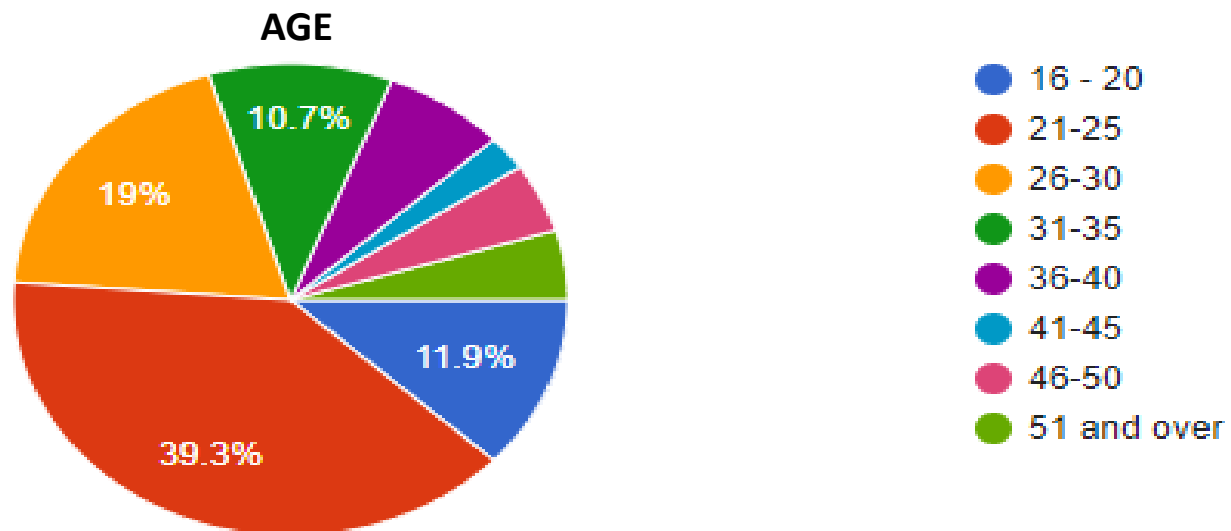


Top Operating Systems by Visits



What we measured?

	2021	2020
Current Students*	365	326
Graduate/Leavers*	142	247
Has a Business Idea	286	288
Currently Self-Employed	112	82
Selling Products/Services Online	92	62
Welsh Speaker	18	16
Additional Needs	14	9

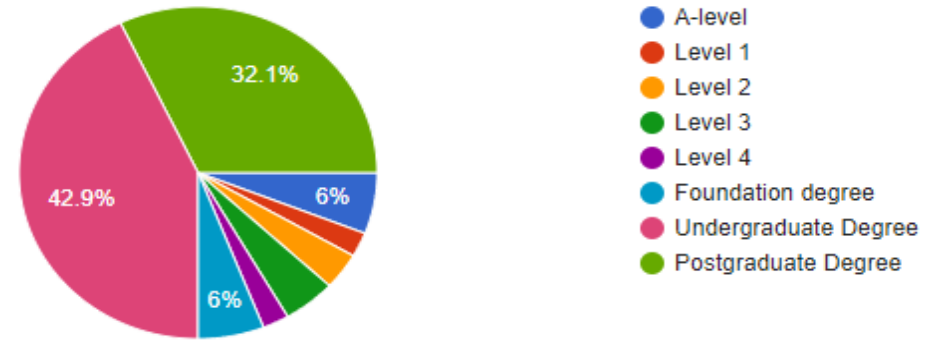


What we measured?

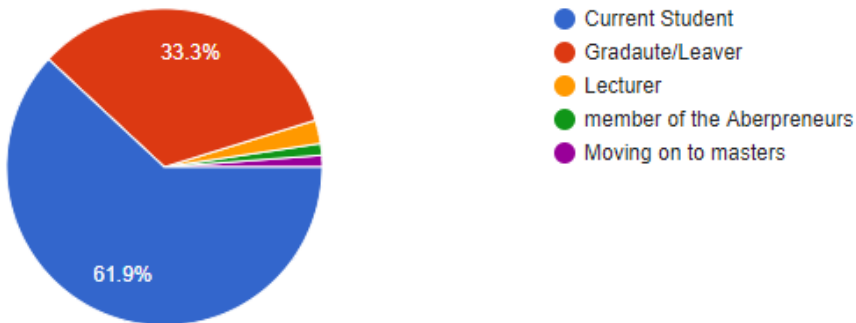
GENDER



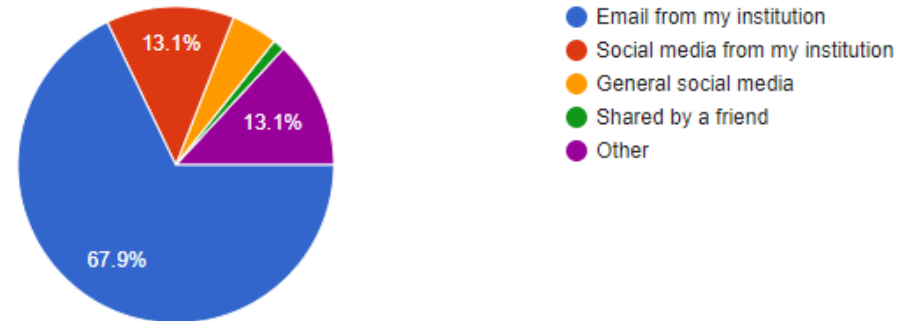
LEVEL OF STUDY



CURRENT STATUS



HOW DID YOU HEAR ABOUT US?



OTHER QUESTIONS WE ASKED

QUESTION	POSITIVE RESPONSE
• Did you join the Facebook Community Group?	54%
• Do you plan to watch sessions again?	98%
• Did you engage in Q&A?	60%
• Did you make new connections?	51%
Will they be of benefit?	47%
• Have you gained confidence?	79%
• How did you rate our event?	94% at 4/5 or 5/5
• Do you intend to start a business in next 3 years?	84%
• Are you already trading?	10.7%
• Will you contact your Enterprise Champion?	38.1%
• Do you need further support from Big Ideas Wales?	85%
• Are you interested in further opportunities?	83%

OPEN RESPONSES

Mostly Positive

Facebook was
quieter and not
appropriate forum

Wanted more
opportunity to
network

Problems with
sessions in
Welsh

Some
sessions
overlapped

Your Task

Given the information we have shared with you in the previous slides, how do you think we could improve “measuring the impact of the intervention” in readiness for next summers start-up week?

In order to do this:

1. Return to conversation mode (you will automatically be put on a table with other people).
2. Appoint a spokesperson who will feed back your suggestions (the task chairs will come to your tables and collect the names of the spokespeople).
3. You have ten minutes to complete the task.
4. When you return to the main stage the task chairs will give the spokespeople the ability to speak to the floor



Summary of lessons learnt



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