

# PMG Stakeholder Survey

Conducted: May/June 2014

Results & Findings

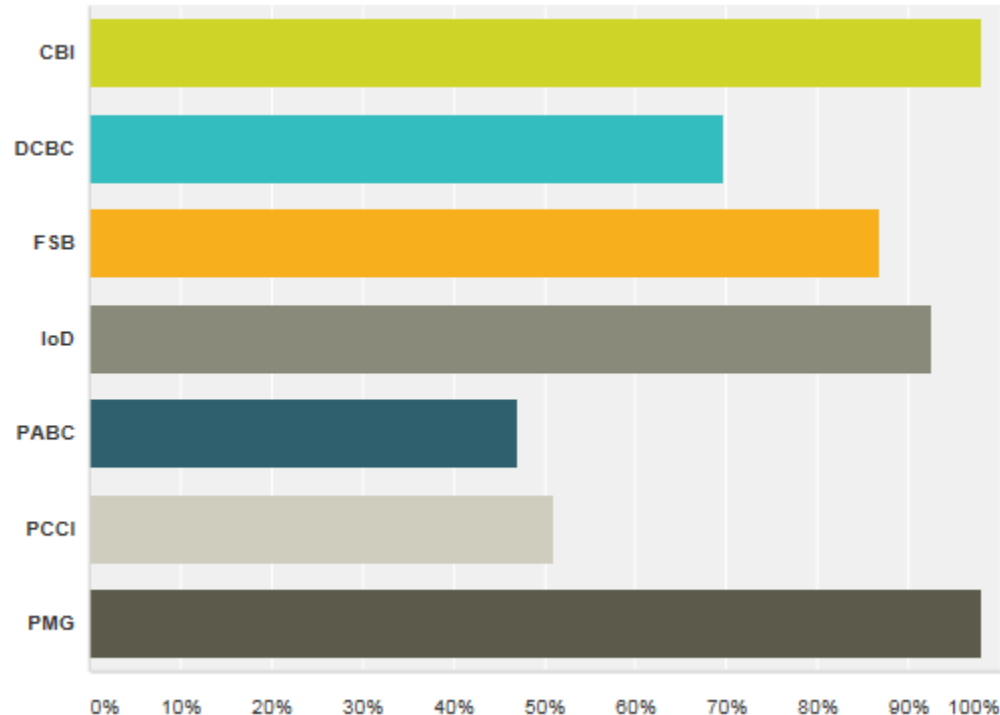
# Survey Details

- Issued to 99 stakeholders – 53% response rate
  - All non-members – all receive PMG newsletter
  - Legal practice partners and bankers
  - Gov't Department & Gov't Agency staff - BIS & Job Centre Plus; MAS etc
  - HE/FE Personnel
  - Strategic transport providers – e.g. rail and air
  - Other private sector representation bodies e.g. Chambers etc.

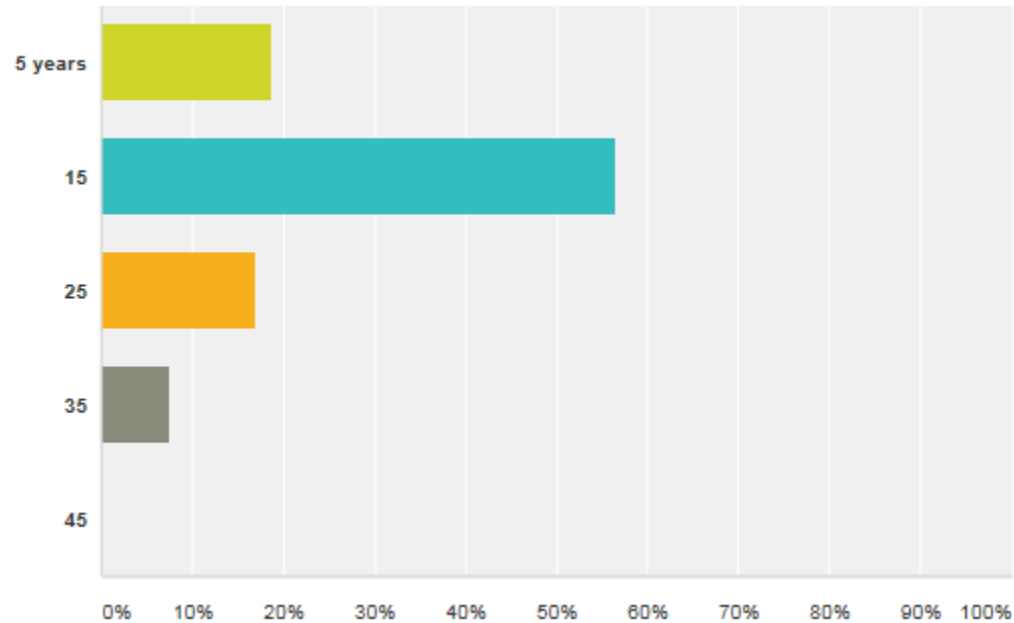
# Summary of Results

- The results showed some interesting perceptions.
- The PMG name is very well recognised (over 90%) and most respondents understand our role and purpose;
- Most think the PMG is a more recent creation than it is;
- Most think the sector employs more people locally than it does;
- Stakeholders understand the scale of our membership and the level of sector contribution to the local economy;
- There is confusion in Plymouth's standing as a manufacturing city both nationally and in southern England where we are #1.

# Q1: Which of the following business representation bodies do you recognise by their initials?

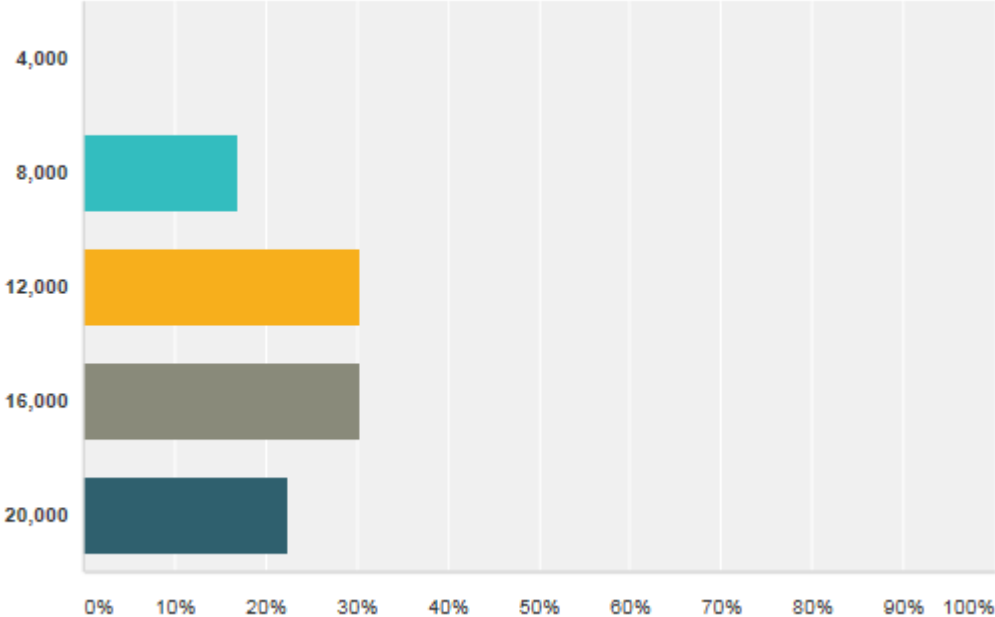


# Q2:For how many years has the PMG been in existence? A 35 years



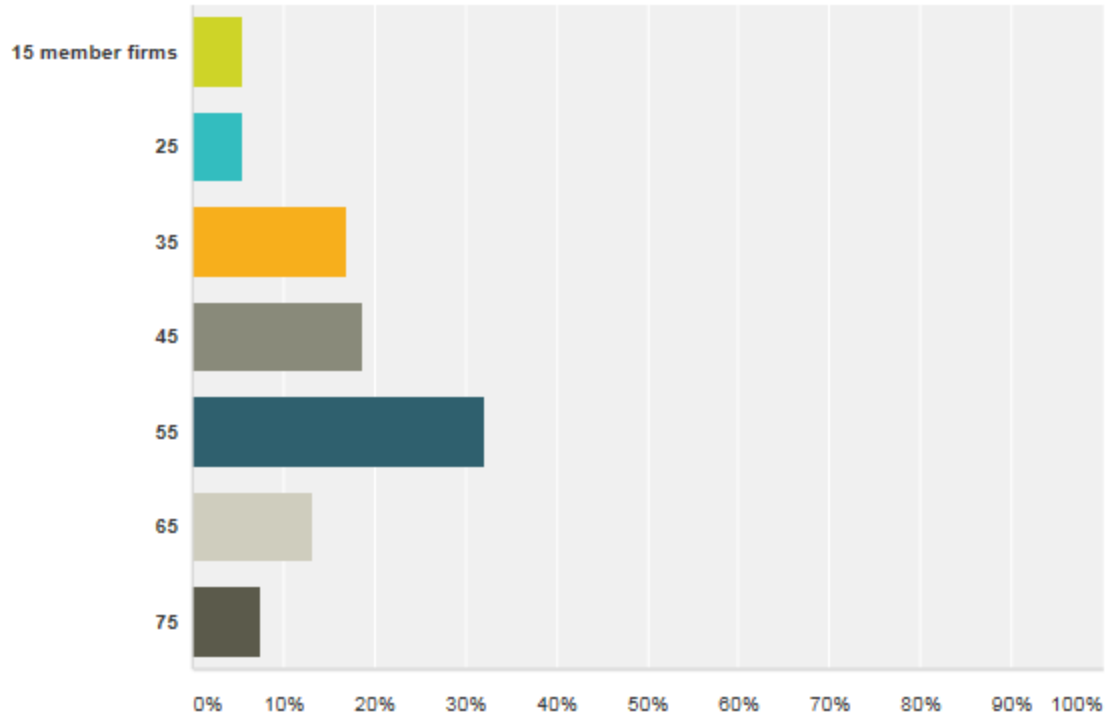
**Q3: Approximately, how many people are employed in the manufacturing & engineering sector locally in Plymouth?**

**A: 12k**



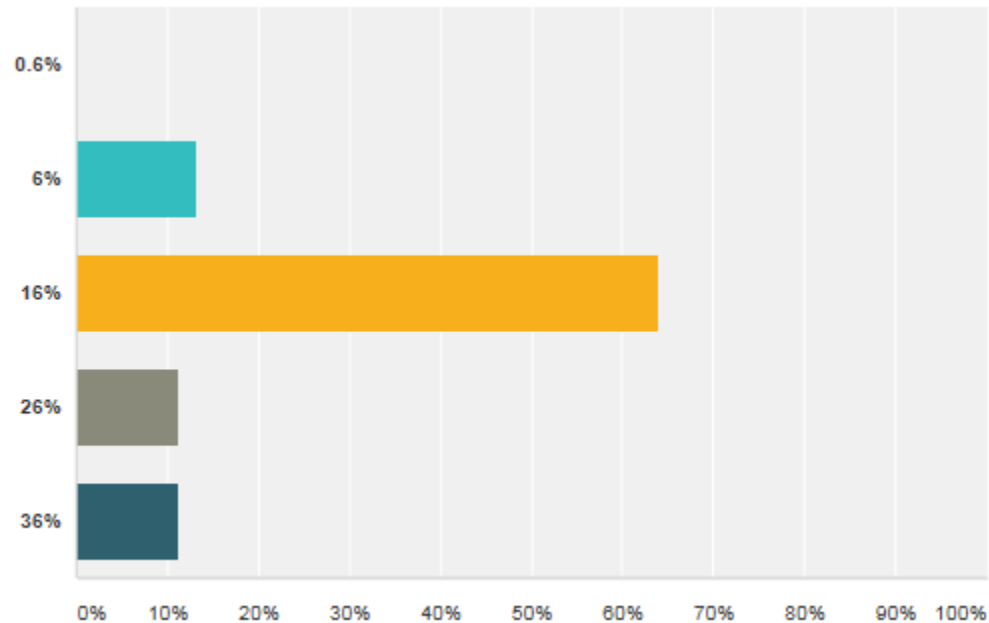
# Q4: How many members does the PMG have?

A: 55 (at the time of the survey)



# Q5: What proportion of the local economy does the manufacturing sector represent?

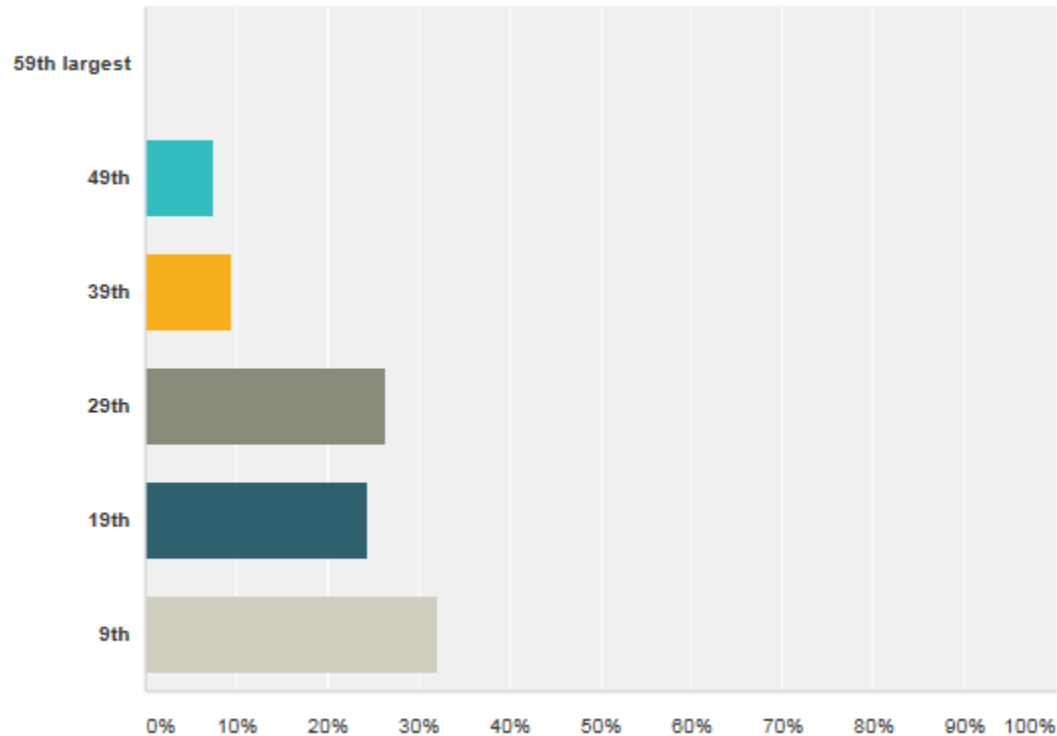
A: 16% of GVA





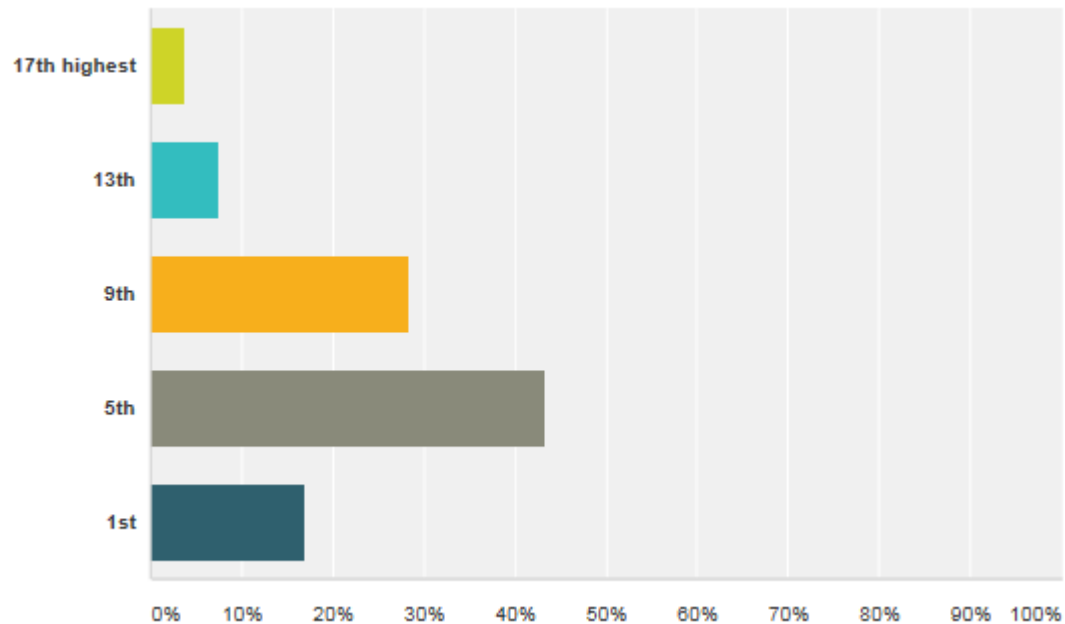
**Q6: Out of all the UK's 65 largest cities, where do you think Plymouth ranks in terms of the size of its manufacturing sector expressed as a proportion of the local economy?**

**A: 19<sup>th</sup>**



**Q7: This time we're only going to consider the 17 largest cities in the whole of the south of England from the SW to the SE (i.e. beneath the Midlands). Again, in terms of concentration of manufacturing employment, where do think Plymouth ranks?**

**A: 1<sup>st</sup>**



**Q8: Which of these roles do you think the PMG performs for the benefit of its members?**

**A: All apart from acting as a training and/or funding provider**

