



‘Spring’ - a prototype website to understand the barriers and enablers to communicating with SMEs in Cornwall

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Why did we develop 'Spring'

- There are approximately 22000 registered businesses in Cornwall
- One of the key challenges is how to communicate to them at scale
- Currently businesses subscribe to Cornwall Chambers, FSB or other networks
- We wanted to understand what media they engage with most and what made business owners consider changing behaviour
- We used a small sample to get in-depth views and experience from this sector



Some of the things we have investigated

- Whether businesses use websites to access information
- What are the barriers of using a website to engage business owners?
- What do you need to provide to engage them?
- How to deliver the information?
- How to present this information
- Whether there is a need for the ‘personal touch’?



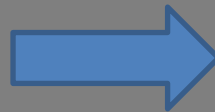
What styles of information have we tried using with Spring?

- Short video clips on 'expert' tips
- Diagnostic tools
- Podcasts
- Articles
- Downloads
- Interactive tools
- 'Ask the expert'
- Checklists
- Templates



The topic..... Responsible Business Practice


- Managing People
- Healthier Staff
- Greener business and connecting with your community
- Health, safety and welfare



Ask us a question and get help for your business

What do I have to do ▼ **when it comes to**
good practices in line management? ▼

Go >

 CLICK ON THE 2 ARROWS TO CREATE YOUR OWN QUESTION....and then "GO" will take you to the answer

The content on our site is provided for general information only. It is not intended to amount to advice on which you should rely...see 'about the project' for our full disclaimer.

Say Hi to Spring

We hope you enjoy the SPRING project website and that what you find over the next 3 months will benefit your business.

Register and complete the short online survey to get full access to the website. This gives us data about ways to communicate with small business in Cornwall and Devon (see 'about the project' for more info).

Explore Spring for articles, quotes and case studies, downloads, policy templates and checklists, FAQs, top tips and "ask the expert", videos, podcasts, calendar events and interactive tools...

Feel free to email us with any comments. In October, we will send everyone a short follow-up survey to see what was helpful about the site. That's it!

What are the barriers to using a website for business support?

- **Time...**to be well spent not wasted
 - Too much information overwhelms
- **Confidence**
 - Need an expert to help with **decision making** – ‘am I doing the right thing?’
- **Feeling isolated** – ‘what do I do now?’
 - I’m stuck!
 - What do others do?
 - Help me to do this...

How do we address the barriers....?

What people want

- People are **task focused** - want **specific** information to answer a query quickly and easily
- **Trust in the source of info:** being **up-to-date** and **reliable** is key
- Keen to **learn from their peers**



How do we address the barriers....?

Ways to Deliver information:

- **Simple stepping stones** – not an overload of information in one place
- **A range of ways to navigate information** – to be able to see where they are going and where they have been
- **Connect regularly with users** - via prompts and updates
- **Short and specific video content** supported by text
- **Short online courses** related to topics of interest
- **Case studies** to learn from other SMEs



Role of the expert (human factor)

- Being able to ask questions **online / by phone**
- **On-going** service available to support decision making
- Give them confidence – a sounding board
- Reassurance – be able to ask any question no matter how simple
- Facilitator – connecting with others and shared learning



**If you would like to view the full
report....**

Go to www.ecehh.org/



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days!)**

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