

2.0. ANNEX 2.

In this Annex are copies of the following field survey related documents:

- (i) Letter of invitation to participate in the research (2000) survey;
- (ii) Reminder letter (2000) survey;
- (iii). Letter of invitation to participate (2007) follow-up survey.

(i) Letter of invitation to participate in the research (2000 survey)

Mr S Ang... Private and confidential
Chief Executive

Survey Of Knitting Exporters 6 November 2000

I am writing to invite your firm to take part in this Bradford University sample survey of UK knitting exporters which I am conducting, with sponsorship from the Knitting Industries' Federation*. Its direct aim is to extend existing knowledge about export practices and their effectiveness, in the very difficult trading conditions which the sector is now experiencing. But the main results from the study will also be applied, in part through UK Fashion Exports, to assist further the industry's export effort.

The survey is being carried out by means of the attached questionnaire. As you will see, it requests not only factual information about the company and its activities but also, and very importantly, your own expert opinion on a range of key current issues in exporting. The document could not have been shorter without being superficial in its treatment of vitally important aspects of your business. It has, however, been carefully designed for ease of completion through the form and variety of the response options given. Moreover, many of the answers appear unlikely to require a reference to records.

This project is a continuation of the extensive export promotion work which I conducted, with and on behalf of the knitting industry, through NEDO's Knitting EDC in the past. More specifically, it will update, in a much more fraught trading environment, my 1988/89 study of the industry's export practices and their effectiveness. Now, as then, all of the company data provided will be seen by me only, treated as **strictly confidential** and used only in a form that will obviate the identification of any firm. Thus I hope you will not consider it discourteous that there is no mention of your company's name on the form.

I shall be much obliged if you will complete and return the enclosed questionnaire, within the next two weeks. That will contribute to the success of this important research project in three key ways: it will provide the valuable, accurate and systematic information required; it will ensure that the widest range of experience is tapped; and it will help to protect the integrity of this sample of firms as a proxy for all UK knitting exporters. You will know that the validity of a statistical sample such as this declines very steeply with refusals to participate — because replacements cannot be made.

To all participating sample firms I shall be happy to send a summary of the main findings. As a further token of appreciation, all returned questionnaires will be entered into a raffle and thereafter a donation of £25.00 will be made to the favourite charity of the winner. I hope you will see your way to participate. Should you need any further information, clarification or assistance please contact me by telephone, fax or e-mail and I will respond rapidly.

With anticipatory thanks — and I shall look forward to hearing from you.

Yours sincerely
Owen Murphy MA (Oxon) FIMgt MCIPD

* Which will, I understand, commend the study to its members in its next Newsletter.

(ii) Reminder letter (2000 survey)

Private and confidential

Dear Mr.....

Survey Of UK Knitting Exporters 2001

I am writing with a gentle reminder about my recent invitation to your firm to take part in the Bradford University study of UK knitting exporters which I am conducting, with sponsorship by the Knitting Industries' Federation. As you may recall from my original letter, the main findings of this research — from which no firm will be identifiable — will be used, in part through UK Fashion Exports, for the benefit of UK knitting exporters. Main findings will also go to each responding firm. But the data provided by each of the latter is again being treated as strictly confidential. It will be seen only by me.

Because it is not possible, with the resources available, to survey all of the UK knitters who export, the present study is using a very carefully drawn statistical sample to represent all exporters. You will know that the validity of the sample approach depends crucially on obtaining a high response rate from the selected firms. Less often fully appreciated is the fact that it is not possible to bring in substitutes for firms that decline to take part. And if there is any significant level of non-response from the chosen firms, the validity of the sample approach is undermined. Thereafter any conclusions reached can be taken as applying only to participating firms and not to all UK knitting exporters.

A reduced response, given these constraints, affects not only the overall value of the research but also the amount of credence that can be given by official bodies to the problems and obstacles found to be faced by exporters. The questionnaires returned to date indicate clearly that such problems and obstacles are common, not least among smaller firms. From this practical viewpoint, the fullest possible response is needed -eg-to ascertain whether identified real problems are specific or general.

From the above I hope it is clear why your help is so important to the success of this research. I shall be greatly obliged if you can now lend it by completing and returning the survey questionnaire, a further copy of which is enclosed, together with an SAE, for your convenience. I hope you will be able to spare the estimated 20-25 minutes required to make your indispensable contribution. I would have picked a better time for this research had that been possible.

If I do not hear from you in the next 10-14 days I will take the liberty of giving you a ring, in the hope that I may be able to provide any clarification or other assistance that might prove helpful.

With advance thanks.

Yours sincerely

Owen Murphy MA (Oxon) FIMgt MCIPD

(iii) Letter of invitation to participate (2007 follow-up survey)

Private and confidential

.....
Managing Director

10 December 2006

Final Stage Survey Of Knitting Exporters

I am writing to invite your firm again to help us by taking part in this second and final stage of the Bradford University sample survey of UK knitting exporters which I am conducting, with sponsorship from the Knitting Industries' Federation.

The first stage, to the effectiveness of which your firm had made a full and valuable contribution, was completed in Spring 2001. The direct aim of this second-stage survey is also to extend existing knowledge about export practices and their effectiveness, in the very difficult trading conditions which the sector is now experiencing, by building on the extensive information obtained from knitting firms surveyed in stage 1. Again the generalised main results from the study will be applied, in part through UK Fashion Exports, to assist further the industry's export effort.

As you will see, the enclosed final stage survey questionnaire requests not only factual information about the company and its relevant activities but also, and very importantly, your own expert opinion on a range of key current issues in exporting. Now just over half the length of the first one, the document could not have been shorter without being superficial in its treatment of vitally important aspects of your business. It has, however, been carefully designed for ease of completion through the form and variety of the response options given. Moreover, many of the answers appear unlikely to require any significant reference to records.

This project is a continuation of the extensive export promotion work which I conducted, with and on behalf of the knitting industry, through NEDO's Knitting EDC in the past. Now, as then, all of the company data provided will be seen by me only, treated as **strictly confidential** and used only in a form that will obviate the identification of any firm. Thus I hope you will not consider it discourteous that there is no mention of your company's name on the survey form.

I shall be much obliged if you are able to complete and return the enclosed questionnaire, within the next two weeks. That will contribute to the success of this important research project in three key ways: it will provide the valuable, accurate and systematic information required; it will ensure that the full range of expert experience is tapped; and it will help to protect the integrity of this sample of firms as a proxy for all UK knitting exporters. You will know that the validity of a statistical sample such as this declines very steeply with refusals to participate — because replacements cannot be made. Your repeat participation now is, if anything, even more important. Second stage responses from the firms originally surveyed will transform the original cross-sectional project into a much more informative and valuable longitudinal study.

I hope you will see your way to participate. Should you need any further information, clarification or assistance, please contact me by telephone or e-mail and I will respond rapidly. In any case, do please let me know if you would like to have a copy of our assessment of the knitting sector and its prospects, which will be available in January.

I was very pleased to find that your firm continues to thrive despite the turbulent trading conditions.

With anticipatory thanks — and I shall look forward to hearing from you.

Yours sincerely

Owen Murphy MA (Oxon) FCMI MCIPD
Tel: 0207 373 9549
E-mail: opmurphy@globalnet.co.uk