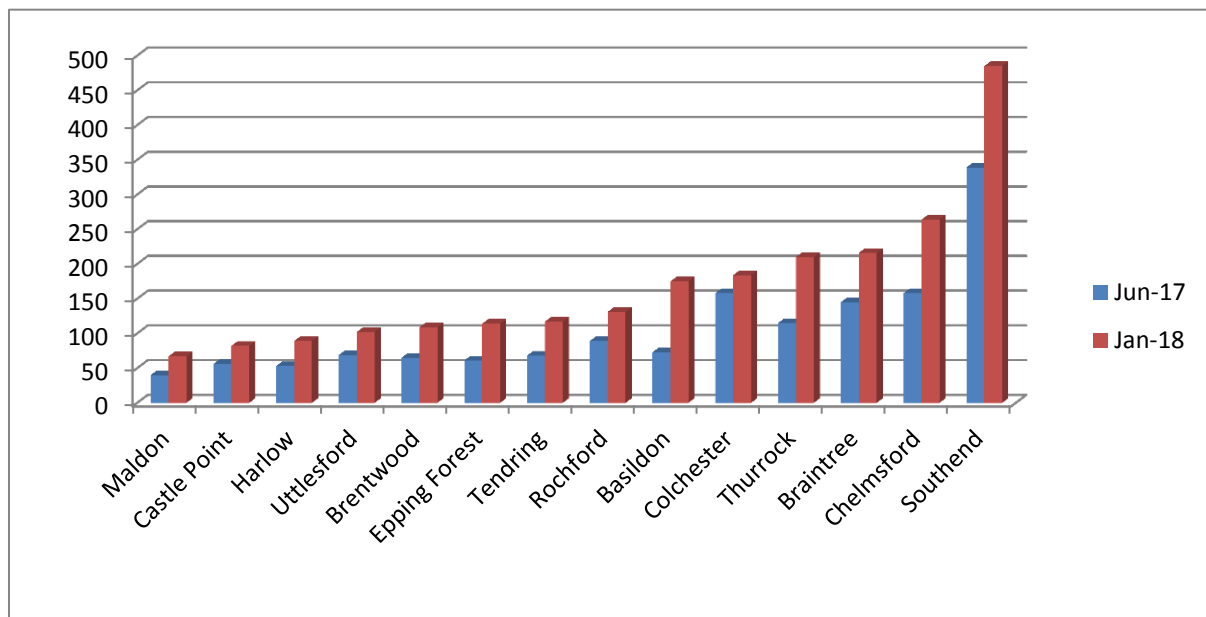


BEST Growth Hub progress update

Outputs listed below are to date (from Growth Hub launch Oct 2015) unless stated otherwise:

1. **Number of engagements overall:** **2,345**
Engagements defined as unique number of businesses that have had in-depth contact with the Growth Hub
2. **Diagnostics with navigator to date:** **922**
3. **Medium intensity interactions to date:** **1,535**
Defined as business receiving at least 3 hours of growth Hub support
4. **High intensity interactions to date:** **202**
Defined as business receiving at least 12 hours of growth Hub support
5. **Referrals to external business support provider:** **1,128**
Most common referral organisations:
 - a. NWES
 - b. LoCASE
 - c. South East Business Boost
 - d. Department for International Trade
 - e. Manufacturing Growth Programme
 - f. LEADER

6. Engagements by Local Authority area to date compared to June 2017:



7. Engagements per sector to date:

	BEST engagements	Business population	Penetration rate
REAL ESTATE ACTIVITIES	20	2535	0.79%
FINANCIAL AND INSURANCE ACTIVITIES	27	1465	1.84%
TRANSPORTATION AND STORAGE	31	3560	0.87%
AGRICULTURE FORESTRY AND FISHING	33	2250	1.47%
CONSTRUCTION	67	14085	0.48%
INFORMATION AND COMMUNICATION	101	5955	1.70%
PROFESSIONAL SCIENTIFIC AND TECHNICAL ACTIVITIES	110	12920	0.85%
EDUCATION	118	1410	8.37%
MANUFACTURING	142	4660	3.05%
ACCOMMODATION AND FOOD SERVICE ACTIVITIES	157	3465	4.53%
ADMINISTRATIVE AND SUPPORT SERVICE ACTIVITIES	179	6470	2.77%
HUMAN HEALTH AND SOCIAL WORK ACTIVITIES	189	3315	5.70%
ARTS ENTERTAINMENT, RECREATION AND OTHER SERVICES	479	4340	11.04%
WHOLESALE AND RETAIL TRADE, INCL. MOTOR TRADES	290	10675	2.72%
Average			1.75%

**other service activities = repair of goods, hairdressing and other beauty treatment, physical wellbeing activities

Highlighted in green are the priority sectors for Essex

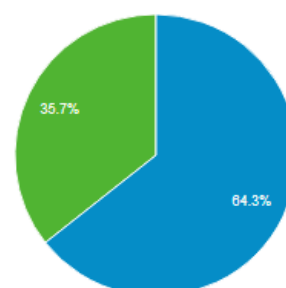
What measures are we taking, above our usual activity, to ensure that the BEST service is being delivered as a priority in the above listed sectors:

- Working with membership organisations such as EEF (manufacturing) to promote support available to their members
- Attendance at the Construction skills event with Essex County Council and delivering workshops to this group of businesses
- Work with partners to help deliver sector specific events
- Telemarketing campaign targeting specific sectors
- Work with partners to aid delivery of ERDF bids aimed at specific sectors

8. Google analytics to date:

- unique users: 40,909
- number of sessions: 603,601
- Page views: 172,078

■ New Visitor ■ Returning Visitor



(d) Most popular website pages by page views to date:

Page	Pageviews
1. /	44,993
2. /events/	13,776
3. /contact-us/	5,410
4. /how-can-we-help-you/starting-a-business/	4,774
5. /how-can-we-help-you/financing-a-business/grants/	4,770
6. /events/page/2/	4,009
7. /how-can-we-help-you/financing-a-business/	3,837
8. /news/	3,470
9. /how-can-we-help-you/starting-a-business/business-support-providers/	2,788
10. /events/page/3/	2,361

9. Penetration rates by Local Authority area to date:

	Business Count 2016	Engagements	Penetration rates
Essex County	62,140	1,650	2.66%
Basildon	6,995	175	2.50%
Braintree	6,580	216	3.28%
Brentwood	4,195	109	2.60%
Castle Point	3,255	82	2.52%
Chelmsford	7,665	264	3.44%
Colchester	6,825	184	2.70%
Epping Forest	7,485	114	1.52%
Harlow	2,750	89	3.24%
Maldon	3,295	67	2.03%
Rochford	3,505	131	3.74%
Tendring	4,315	117	2.71%
Uttlesford	5,275	102	1.93%
Southend-on-Sea UA	6,740	485	7.20%
Thurrock UA	5,720	210	3.67%
Total/Average%	74,600	2,345	3.08%

Priority areas for delivery:

- Basildon
- Brentwood
- Castle Point
- Epping
- Maldon
- Uttlesford

What measures are we taking, above our usual activity, to ensure that the BEST service is being delivered as a priority in the above listed areas:

- Carrying out a targeted marketing campaign in these specific areas. Which includes; targeted social media advertising, targeted digital advertising, telemarketing campaign
- Our next pop up café events will be held in Brentwood and Uttlesford.
- Business navigators are attending workshops in these areas to engage with businesses.
- Business navigators are also attending a variety of networking events in these areas to increase brand awareness.

10. Twitter analytics to date:

- a) Followers: 2,071
- b) Tweet impressions: 1,469,648
- c) Profile visits: 27,928
- d) Mentions: 2,047

11. FB insights to date:

Total Page Likes: 440

12. SEBB Engagements to date:

- Eligibility forms sent 488 in total of which 112 were for advice
- Eligibility forms returned 262 in total of which 101 were for advice
- Support assessment plans 107
- SAP Grant Relevance Confirmed 77
- Grants awarded 34 (£207,625)

13. Progress against KPI's 1 Jan 2017 – 1 Jan 2018

KPI	Definition	High	Medium	Low	BEST
Engagements * (SELEP KPI)	As per monitoring and evaluation definition provided by BEIS – unique businesses	950	800	650	
Diagnostics (SELEP KPI)	Diagnostics carried out – face to face or by phone	600	440	300	
Referrals made (SELEP KPI)	To external business support organisations including local authorities (where appropriate) and business support workshops	340	240	140	
Scale up businesses supported (SELEP KPI)	Using definitions as stated in monitoring and evaluation by BEIS	16	12	8	
Business attendance at GH organised events	Face to face workshops, webinars, Business show, pop up cafes, BEST GH organised networking events	1300	1000	700	
Unique web users	Google analytics	17,500	15,000	12,500	
Satisfaction rating (SELEP KPI)	“How would you rate your overall satisfaction with the service/ event? rated on a five-point scale - 1 = very dissatisfied 5 = very satisfied (satisfied or very satisfied)	90%	80%	70%	

* There is currently an issue with the CRM system on a SELEP wide level and therefore we can only report on unique number of businesses rather than individual engagements (where a business may have multiple engagements). Therefore this KPI has been adjusted slightly and the targets adjusted accordingly with SELEP.

The individual targets that have been set for BEST by SELEP are indicated in the medium (orange) column.

Measures we are taking to increase those KPI's that are not green:

- Google analytics – we currently have a marketing campaign underway which includes digital marketing and social media advertising which links through the BEST website
- Twitter followers – we are trialling some social media advertising for the first time
- Facebook likes – we are trialling some social media advertising for the first time
- Linked In followers - we are trialling some social media advertising for the first time

14. Progress against planned sustainability options:

1. **Workshops** – with business representatives paying a fee for 1-day, ½ day attendance.
 - Fee is currently low set at £10 for half a day and £20 for full day.
 - So far we have run 4 face to face workshops and 2 online workshops (free to attend)
 - We ask each attendee of the face to face workshops how much they would be willing to pay / how much they value the workshop at. Feedback has demonstrated so far that: on average businesses have said that they value the workshop at £47 for a 3 hour workshop and £54 for a 6 hour workshop.
 - Bookings for the Workshop programme have been slow. This could be due to a number of factors, but when we introduced a “January sale” where you can attend your first workshop for free, the booking numbers increased dramatically.

2. **Referrals** - private sector business support providers paying a fee for advertising their services via the growth hub website and communication channels (often described as the ‘advice-finder model’).
 - Have been working with East Sussex to develop the “advice finder” tool.
 - Development is underway to make this more interactive / easier for the end user and to offer the ability to charge for a premium listing as well as offering a basic free listing.
 - Researching other GH’s using similar tools and none currently charge for a listing on their directory
 - In talks with SELEP as to how this can be integrated fully into the new SELEP wide website

3. **Advice** – a chargeable model for businesses seeking intensive advice over and above the level currently funded via external sources (i.e. chargeable over certain number of hours support).
 - On 10th November we set up a more prominent page on our website detailing the support that we can provide for free and what the cost would be post this. To date we have had 91 unique page views detailing business support services and cost
 - During this time, we have received 1 enquiry re: ongoing mentoring that a business would be willing to pay for.