

## **BEST Growth Hub progress update**

Outputs listed below are **1 October 2017 – 1 October 2018** (unless stated otherwise):

- 1. Number of Businesses supported: 1,867**  
 Business Supported defined as unique number of businesses that have had in-depth contact with the Growth Hub
  
- 2. Diagnostics with navigator: 621**
  
- 3. Medium intensity interactions: 912**  
 Defined as business receiving at least 3 hours of Growth Hub support
  
- 4. High intensity interactions: 102**  
 Defined as business receiving at least 12 hours of Growth Hub support
  
- 5. Referrals to external business support provider: 1,257**  
 Most common referral organisations:
  - NWES
  - LoCASE
  - South East Business Boost
  - Department for International Trade
  - Manufacturing Growth Programme
  - LEADER

### **6. Businesses supported per sector:**

Sector SIC code	2016 Business population	Engagements YTD (Oct 17-Oct 18)	Penetration rate
REAL ESTATE ACTIVITIES	2,535	37	1.34%
FINANCIAL AND INSURANCE ACTIVITIES	1,465	24	1.37%
TRANSPORTATION AND STORAGE	3,560	30	0.90%
AGRICULTURE FORESTRY AND FISHING	2,250	41	1.69%
CONSTRUCTION	14,085	82	0.58%
INFORMATION AND COMMUNICATION	5,955	101	1.65%
PROFESSIONAL SCIENTIFIC AND TECHNICAL ACTIVITIES	12,920	191	1.39%
EDUCATION	1,410	79	5.82%
MANUFACTURING	4,660	207	4.10%
ACCOMMODATION AND FOOD SERVICE ACTIVITIES	3,465	135	3.81%
ADMINISTRATIVE AND SUPPORT SERVICE ACTIVITIES	6,470	140	2.06%
HUMAN HEALTH AND SOCIAL WORK ACTIVITIES	3,315	137	3.92%
ARTS ENTERTAINMENT, RECREATION AND OTHER SERVICES	4,340	295	3.41%
WHOLESALE AND RETAIL TRADE, INCL. MOTOR TRADES	10,675	262	2.44%
<b>Average</b>	<b>77,105</b>		<b>2.02%</b>

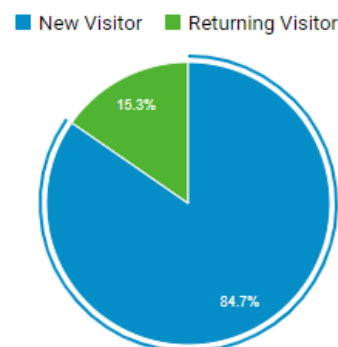
\*\*other service activities = repair of goods, hairdressing and other beauty treatment, physical wellbeing activities

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)
- Work with partners to help deliver sector specific events / workshops such as Lloyds manufacturing team
- Work with partners to aid delivery of ERDF bids aimed at specific sectors
- Attendance at sector specific events
- Advertising aimed at specific sectors

## 7. Google analytics to date:

- (a) unique users: 120,020  
 (b) number of sessions: 31,502  
 (c) page views: 71,552  
 (d) most popular website pages by page views to date:



Page		Pageviews
1. /		13,526
2. /events/		5,851
3. /how-can-we-help-you/financing-a-business/grants/		4,395
4. /limited-liability/		2,852
5. /contact-us/		2,071
6. /our-workshops/		1,982
7. /how-can-we-help-you/starting-a-business/business-support-providers/		1,614
8. /how-can-we-help-you/starting-a-business/		1,553

## 8. Scale Up business supported:

- Businesses supported: **127**  
(Accessed scale up advice, attended workshop, had diagnostic)
- Businesses currently accessing 12 hours advice: **21**
- Businesses about to start their 12 hours support: **11**
- Most common sectors:

Sector	Number of businesses
Agriculture, Forestry and Fishing	1
Manufacturing	11
Construction	2
Wholesale and retail trade; repair of motor vehicles and motorcycles	3
Accommodation and Food services	2
Professional, scientific and technical activities	4
Administrative and support service activities	5
Human Health and social work	3
Arts, Entertainment and recreation	1

## 9. Penetration rates by Local Authority area:

	Business Count 2014	Unique Businesses supported YTD (Oct 17 - Oct 18)	Penetration rates	Unique Businesses supported since inception (Oct 15 - Oct 18)	Penetration rates
Essex County	63,205	1,321	2.09%	2339	3.70%
Basildon	7,240	189	2.61%	278	3.84%
Braintree	6,550	132	2.02%	294	4.49%
Brentwood	4,480	90	2.01%	149	3.33%
Castle Point	3,345	66	1.97%	122	3.65%
Chelmsford	7,760	239	3.08%	376	4.85%
Colchester	7,005	136	1.94%	255	3.64%
Epping Forest	7,725	92	1.19%	165	2.14%
Harlow	2,780	32	1.15%	101	3.63%
Maldon	3,325	80	2.41%	115	3.46%
Rochford	3,650	115	3.15%	195	5.34%
Tendring	4,300	89	2.07%	158	3.67%
Uttlesford	5,045	61	1.21%	131	2.60%
Southend-on-Sea UA	7,460	351	4.71%	632	8.47%
Thurrock UA	5,505	144	2.62%	269	4.89%
<b>Total/Average%</b>	<b>76,170</b>	<b>1,816</b>	<b>2.29%</b>	<b>3,240</b>	<b>4.14%</b>

Business supported = a business who has received meaningful support through either a diagnostic, attendance at a GH event / workshop, referral, support with a grant application etc.

### Priority areas for delivery (highlighted):

- Brentwood
- Castle Point
- Colchester
- Epping
- Harlow
- 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:

- North Essex strategic plan being developed with each individual local authority. Activities to include; funding roadshows, networking events, regular drop-in days
- Carrying out a targeted marketing campaign in these specific areas. Which includes; targeted social media advertising, targeted digital advertising
- Development of grant funding roadshows, which will be drop-in event with the business navigators. This will be advertised via a leaflet drop on industrial estates 1 week before the event, attendance at networking groups and advertising.
- Business navigators are also attending a variety of networking events in these areas to increase brand awareness.

## 10. SEBB (South East Business Boost) Engagements to date:

- Support assessment plans **329** (stage where project eligibility is assessed)
- Grants awarded **120**
- Grants amount awarded **£783,363**
- Private sector match leveraged **£2,135,971**
- Grant pipeline **87**

## 11. Twitter analytics to date:

- a) Followers: 2,213
- b) Tweet impressions: 1,841,126
- c) Profile visits: 36,054
- d) Mentions: 2,880

## 12. FB insights to date:

Total Page Likes: 564

## 13. Progress against KPI's (1<sup>st</sup> Oct 17 – 1<sup>st</sup> Oct 18)

KPI	Definition	High	Medium	Low	BEST
Engagements (SELEP KPI)	"light touch" support definition provided by BEIS – unique businesses	1700	1500	1300	1867
Diagnostics (SELEP KPI)	Diagnostics carried out by a business navigator – face to face or by phone	690	506	345	621
Medium Intensity's (SELEP KPI) NEW	"Medium intensity" – interactions which use moderate Growth Hub resource (1-hr +) ie. Diagnostic with a business navigator, workshop attendance	850	700	550	912
High Intensity's (SELEP KPI) NEW	"High intensity" – interactions representing sustained support and using significant GH resource, broadly aligned to the EU 12-hour metric for "Enterprise Support"	85	70	55	102
Referrals made (SELEP KPI)	To external business support organisations	920	800	680	1257
Scale up businesses supported (SELEP KPI)	Using definitions as stated in monitoring and evaluation by BEIS. Supported for medium intensity +	69	60	51	127
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%	88%

KPI's are being finalised with SELEP. Therefore the above is subject to change following on from the October GH working group meeting, where KPI's will be agreed. The two KPI's that SELEP have suggested, that we were not reporting against previously, have been included (number of businesses receiving medium and high intensity support).

At least a 15% increase on last year's KPI's has been applied to each category, apart from those marked with \*