

## Growth Hubs Update – Appendix A

### Appendix A

- **“Light touch”** – transactional interactions with Growth Hubs which do not consume significant dedicated resource. Examples:
  - telephone enquiries and basic signposting
  - face-to-face appointments (involving very light-touch diagnostics)
  - web-based interactions (e.g. contact form, user registration to members area, use of live chat, online diagnostic tools, message through social media) [note: only **interactive** actions should be counted – not **passive** actions like views of a web page]
  - Attendance at Growth Hub organised events, festivals, conferences or pop-ups etc. (NB these are large events that deliver high-level information around business support/advice options. They are not more intensive workshops.)
  - Other contact medium not listed above
- **“Medium intensity”** – interactions which use moderate Growth Hub resource (approximately 1-hour plus) and which broadly aligns with the point in the customer journey at which GH start collecting basic firm-level data. Example:
  - business diagnostic with Growth Hub advisor/ business attendance at a support workshop
  - referral to business support schemes and programmes (local and national)
- **“High intensity”** – interactions representing sustained support and using significant Growth Hub resource, broadly aligned to the EU 12-hour metric for “Enterprise Support”<sup>1</sup>. Examples:
  - businesses with managed accounts
  - services / support directly provided by Growth Hub

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