

## BEST Growth Hub progress update

Outputs listed below are 28 January 2018 – 28 January 2019 (unless stated otherwise):

1. **Number of engagements:** **1,836**  
Engagements defined as unique number of businesses that have had in-depth contact with the Growth Hub
2. **Diagnostics with business navigator:** **619**
3. **Medium intensity interactions:** **993**  
Defined as business receiving at least 3 hours of Growth Hub support
4. **High intensity interactions:** **110**  
Defined as business receiving at least 12 hours of Growth Hub support
5. **Referrals to external business support provider:** **1,143**  
Most common referral organisations:
  - LoCASE
  - South East Business Boost
  - Department for International Trade
  - Manufacturing Growth Programme
  - LEADER

### 6. Engagements per sector:

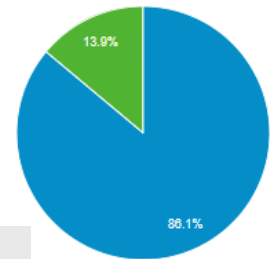
Sector code	Sector SIC code Heading	2016 Business population	Businesses supported YTD	Penetration rate
A	AGRICULTURE FORESTRY AND FISHING	2,250	38	1.69%
C	MANUFACTURING	4,660	227	4.87%
F	CONSTRUCTION	14,085	100	0.71%
G	WHOLESALE AND RETAIL TRADE, INCL. MOTOR TRADES	10,675	261	2.44%
H	TRANSPORTATION AND STORAGE	3,560	38	1.07%
I	ACCOMMODATION AND FOOD SERVICE ACTIVITIES	3,465	120	3.46%
J	INFORMATION AND COMMUNICATION	5,955	105	1.76%
K	FINANCIAL AND INSURANCE ACTIVITIES	1,465	22	1.50%
L	REAL ESTATE ACTIVITIES	2,535	31	1.22%
M	PROFESSIONAL SCIENTIFIC AND TECHNICAL ACTIVITIES	12,920	201	1.56%
N	ADMINISTRATIVE AND SUPPORT SERVICE ACTIVITIES	6,470	150	2.32%
P	EDUCATION	1,410	77	5.46%
Q	HUMAN HEALTH AND SOCIAL WORK ACTIVITIES	3,315	119	3.59%
R,S	ARTS ENTERTAINMENT, RECREATION AND OTHER SERVICES	4,340	275	6.34%
	<b>Average</b>	<b>77,105</b>	<b>1764</b>	<b>2.29%</b>

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

## 7. Google analytics to date:

- (a) unique users: 63,631
- (b) number of sessions: 97,083
- (c) Page views: 243,699
- (d) Most popular website pages by page views to date:

■ New Visitor ■ Returning Visitor



Page ?	Pageviews ?	Unique Pageviews ?
	243,703 % of Total: 100.00% (243,703)	180,585 % of Total: 100.00% (180,585)
1. /	57,554 (23.62%)	42,774 (23.69%)
2. /events/	19,000 (7.80%)	11,344 (6.28%)
3. /how-can-we-help-you/financing-a-business/grants/	9,404 (3.86%)	7,044 (3.90%)
4. /contact-us/	7,396 (3.03%)	5,412 (3.00%)
5. /how-can-we-help-you/starting-a-business/	6,244 (2.56%)	4,400 (2.44%)
6. /limited-liability/	5,430 (2.23%)	5,003 (2.77%)
7. /events/page/2/	5,100 (2.09%)	2,915 (1.61%)
8. /how-can-we-help-you/financing-a-business/	5,022 (2.06%)	3,953 (2.19%)
9. /how-can-we-help-you/starting-a-business/business-support-providers/	4,597 (1.89%)	3,073 (1.70%)
10. /news/	4,335 (1.78%)	3,010 (1.67%)

## 8. Penetration rates by Local Authority area:

	Business Count 2016	Unique Engagements YTD (28 Jan 18 - 29 Jan 19)	Penetration rates	Unique Engagements since inception (Oct 15 – Jan 19)	Penetration rates
Essex County	62140	1316	2.12%	2541	4.09%
Basildon	6995	165	2.36%	292	4.17%
Braintree	6580	138	2.10%	315	4.79%
Brentwood	4195	84	2.00%	161	3.84%
Castle Point	3255	70	2.15%	131	4.02%
Chelmsford	7665	237	3.09%	411	5.36%
Colchester	6825	126	1.85%	272	3.99%
Epping Forest	7485	91	1.22%	177	2.36%
Harlow	2750	37	1.35%	111	4.04%
Maldon	3295	100	3.03%	139	4.22%
Rochford	3505	115	3.28%	211	6.02%
Tendring	4315	89	2.06%	173	4.01%
Uttlesford	5275	64	1.21%	148	2.81%
Southend-on-Sea UA	7460	365	4.89%	714	9.57%
Thurrock UA	5720	121	2.12%	281	4.91%
<b>Total/Average%</b>	<b>75320</b>	<b>1802</b>	<b>2.39%</b>	<b>3536</b>	<b>4.69%</b>

**Priority areas for delivery (highlighted in orange):**

- Brentwood
- Colchester
- Epping
- Harlow
- Tendring
- 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 has been rolled out with each individual local authority. Activities have included; funding roadshows, networking events, regular drop-in days. This is now being reviewed in light of grant funding available.
- Business navigators attending networking events in these areas, especially with speaking opportunities to increase brand awareness.
- Digital marketing campaign – advertising on social media
- Working with partner organisations based in these areas to host joint events – taking a sector approach to help businesses to access new funding opportunities
- Communications with Councillors and MPs to make them aware of the services on offer.

**9. SEBB Engagements to date:**

- Grants awarded: **163**
- Grant funding awarded: **£1,075,943**
- Private sector Match leveraged: **£2,827,908**

Due to the success of the programme, the 30% grant is now fully allocated and closed to any new applications. A start up grant (with 100% funding) will be launched in the next month.

The SEBB workshop programme is being launched, with delivery across Essex, ensuring that all business have access to the programme. Courses range from; starting up a business, to digital marketing and getting your business online to accredited HR and project management courses.

**10. Twitter analytics to date:**

- |                                |                           |
|--------------------------------|---------------------------|
| a) Followers: 2,277            | c) Profile visits: 38,619 |
| b) Tweet impressions: 1,890,33 | d) Mentions: 3,130        |

**11. FB insights to date:**

Total Page Likes: 603



**12. Progress against KPI's (28 Jan 2018 – 28 Jan 2019)**

KPI	Definition	High	Medium	Low	BEST
Engagements <b>(SELEP KPI)</b>	"light touch" support definition provided by BEIS – unique businesses	1700	1500	1300	1,836
Diagnostics <b>(SELEP KPI)</b>	Diagnostics carried out – face to face or by phone	690	506	345	619
Medium Intensity's <b>(SELEP KPI) NEW</b>	"Medium intensity" – interactions which use moderate Growth Hub resource (1-hr +) ie. Diagnostic with a business navigator	850	700	550	993
High Intensity's <b>(SELEP KPI) NEW</b>	"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	110
Referrals made <b>(SELEP KPI)</b>	To external business support organisations	920	800	680	1,143
Scale up businesses supported <b>(SELEP KPI)</b>	Using definitions as stated in monitoring and evaluation by BEIS. Supported for medium intensity +	69	60	51	156
Satisfaction rating <b>(SELEP KPI)</b>	"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%