

BEST Growth Hub progress update

Outputs listed below are **1 April 2018 – 31 March 2019** (unless stated otherwise):

1. **Number of engagements:** **1,514**
Engagements defined as unique number of businesses that have had in-depth contact with the Growth Hub

2. **Diagnostics with business navigator:** **559**

3. **Medium intensity interactions:** **782**
Defined as business receiving at least 3 hours of Growth Hub support

4. **High intensity interactions:** **88**
Defined as business receiving at least 12 hours of Growth Hub support

5. **Referrals to external business support provider:** **1,317**

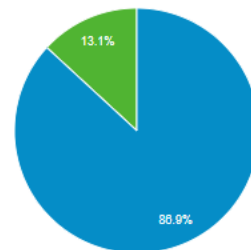
6. **Engagements per sector:**

Sector code	Sector SIC code Heading	2016 Business population	Businesses supported YTD	Penetration rate
A	AGRICULTURE FORESTRY AND FISHING	2,250	29	1.29%
C	MANUFACTURING	4,660	222	4.76%
F	CONSTRUCTION	14,085	96	0.68%
G	WHOLESALE AND RETAIL TRADE, INCL. MOTOR TRADES	10,675	216	2.02%
H	TRANSPORTATION AND STORAGE	3,560	37	1.04%
I	ACCOMMODATION AND FOOD SERVICE ACTIVITIES	3,465	89	2.57%
J	INFORMATION AND COMMUNICATION	5,955	91	1.53%
K	FINANCIAL AND INSURANCE ACTIVITIES	1,465	23	1.57%
L	REAL ESTATE ACTIVITIES	2,535	18	0.71%
M	PROFESSIONAL SCIENTIFIC AND TECHNICAL ACTIVITIES	12,920	167	1.29%
N	ADMINISTRATIVE AND SUPPORT SERVICE ACTIVITIES	6,470	129	1.99%
P	EDUCATION	1,410	65	4.61%
Q	HUMAN HEALTH AND SOCIAL WORK ACTIVITIES	3,315	108	3.26%
R,S	ARTS ENTERTAINMENT, RECREATION AND OTHER SERVICES	4,340	217	5.00%
	Average	77,105	1507	1.95%

7. Google analytics:

- (a) unique users: 21,644
- (b) number of sessions: 30,486
- (c) Page views: 64,525

■ New Visitor ■ Returning Visitor



8. Penetration rates by Local Authority area:

	Business Count 2016	Unique Engagements YTD	Penetration rates	Unique Engagements since launch	Penetration rates
Essex County	62140	1129	1.82%	2674	4.30%
Basildon	6995	142	2.03%	310	4.43%
Braintree	6580	129	1.96%	336	5.11%
Brentwood	4195	67	1.60%	173	4.12%
Castle Point	3255	61	1.87%	142	4.36%
Chelmsford	7665	202	2.64%	448	5.84%
Colchester	6825	108	1.58%	284	4.16%
Epping Forest	7485	70	0.94%	181	2.42%
Harlow	2750	32	1.16%	111	4.04%
Maldon	3295	100	3.03%	153	4.64%
Rochford	3505	93	2.65%	208	5.93%
Tendring	4315	67	1.55%	176	4.08%
Uttlesford	5275	58	1.10%	152	2.88%
Southend-on-Sea UA	7460	284	3.81%	734	9.84%
Thurrock UA	5720	92	1.61%	298	5.21%
Total/Average%	75320	1505	2.00%	3706	4.92%

Priority areas for delivery (highlighted in orange)

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:

- Working with intermediaries based in these areas – specifically the banks. Activities include: attending team meetings, delivering presentations to business managers, producing case studies of businesses referred by the banks, providing regular updates to be sent to all business banking team members
- Digital marketing campaign – advertising GH services on social media, specifically targeting these areas.
- Working with partner organisations based in these areas to host joint events – taking a sector approach to help businesses to access new funding opportunities (creative and digital, transport and logistics, data)

9. SEBB Engagements to date:

- Grants awarded and progressing: **168 businesses**
- Grant amount awarded: **£1,063,491**
- Private sector investment: **£2,749,109**
- 12 hours advice delivered: **51 businesses**

The 30% grant is fully allocated and closed to any new applications, a holding list is in operation.

A New Enterprise grant (with 100% match funding) has been launched and wave 1 is underway. There are currently 22 businesses at application stage with 5 already awarded. The SEBB workshop programme is taking place, 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. Progress against KPI's (1 Apr 2018 – 31 March 2019)

KPI	Definition	High	Medium (SELEP targets)	Low	BEST
Engagements (SELEP KPI)	"light touch" support definition provided by BEIS – unique businesses	1700	1500	1300	1514
Diagnostics (SELEP KPI)	Diagnostics carried out – face to face or by phone	690	506	345	559
Medium Intensity's (SELEP KPI) NEW	"Medium intensity" – interactions which use moderate Growth Hub resource (1-hr +) ie. Diagnostic with a business navigator	850	700	550	782
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	88
Referrals made (SELEP KPI)	To external business support organisations	920	800	680	1,317
Scale up businesses supported (SELEP KPI)	Using definitions as stated in monitoring and evaluation by BEIS. Supported for medium intensity +	69	60	51	156
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 (the % of businesses who answered satisfied or very satisfied)	90%	80%	70%	88%

11. Future reporting of outputs

Growth Hubs have received updated monitoring and evaluation criteria which changes the way that we report outputs. The new SELEP KPI's are listed below:

We can no longer count multiple light touch engagements, as we were asked to previously, we now have to count unique number of businesses who have received either light, medium or high intensity support. Therefore KPI's 2,3 and 4 are all subsets of KPI 1 listed below.

As we refer businesses (especially pre-starts) to the National Business Support Helpline, we have been asked to include the number of businesses supported by the Helpline. I will record this separately in the below table (in brackets):

	KPI	Definition	BEST
KPI1	Businesses supported	Unique number of businesses that have reached either light touch, medium intensity or high intensity (including national helpline support)	()
KPI2	Light touch intensity	Basic signposting or attendance at GH organised event (including national helpline support)	()
KPI3	Medium Intensity's	"Medium intensity" – interactions which use moderate Growth Hub resource (3hr +) ie. Diagnostic with a business navigator or workshop attendance	
KPI4	High Intensity's	"High intensity" – interactions representing sustained support and using significant GH resource, broadly aligned to the EU 12-hour metric for "Enterprise Support"	
KPI5	Scale up businesses supported	Using definitions as stated in monitoring and evaluation by BEIS. Supported for medium intensity +	
KPI6	Satisfaction rating	"How would you rate your overall satisfaction with the service / event? rated on a five-point scale: 1 = very dissatisfied 5 = very satisfied (the % of businesses who answered satisfied or very satisfied)	