

BEST Growth Hub progress update

Outputs listed below are 31 October 2018 – 30 October 2019 (unless stated otherwise):

1. **Number of engagements:** **1201**
Engagements defined as unique number of businesses that have had in-depth contact with the Growth Hub
2. **Diagnostics with business navigator:** **489**
3. **Businesses supported by National Business Support Helpline:** **569**
This data is not included in any of the below unless stated
4. **Referrals to external business support provider:** **1252**
5. **Engagements per sector:**

Sector code	Sector SIC code Heading	2016 Business population	Businesses supported YTD	Penetration rate
A	AGRICULTURE FORESTRY AND FISHING	2,250	18	0.80%
C	MANUFACTURING	4,660	216	4.64%
F	CONSTRUCTION	14,085	82	0.58%
G	WHOLESALE AND RETAIL TRADE, INCL. MOTOR TRADES	10,675	173	1.62%
H	TRANSPORTATION AND STORAGE	3,560	51	1.43%
I	ACCOMMODATION AND FOOD SERVICE ACTIVITIES	3,465	62	1.79%
J	INFORMATION AND COMMUNICATION	5,955	91	1.53%
K	FINANCIAL AND INSURANCE ACTIVITIES	1,465	27	1.84%
L	REAL ESTATE ACTIVITIES	2,535	13	0.51%
M	PROFESSIONAL SCIENTIFIC AND TECHNICAL ACTIVITIES	12,920	125	0.97%
N	ADMINISTRATIVE AND SUPPORT SERVICE ACTIVITIES	6,470	83	1.28%
P	EDUCATION	1,410	38	2.70%
Q	HUMAN HEALTH AND SOCIAL WORK ACTIVITIES	3,315	72	2.17%
R,S	ARTS ENTERTAINMENT, RECREATION AND OTHER SERVICES	4,340	148	3.41%
	Average	77,105	1199	1.56%

6. Google analytics:

- (a) unique users: 23,581
- (b) number of sessions: 32,109
- (c) Page views: 67,86

7. Penetration rates by Local Authority area:

	Business Count 2016	Businesses supported YTD	Penetration rates	Businesses supported since inception	Penetration rates
Essex County	62140	942	1.52%	2894	4.66%
Basildon	6995	107	1.53%	332	4.75%
Braintree	6580	121	1.84%	371	5.64%
Brentwood	4195	56	1.33%	178	4.24%
Castle Point	3255	47	1.44%	151	4.64%
Chelmsford	7665	163	2.13%	483	6.30%
Colchester	6825	101	1.48%	327	4.79%
Epping Forest	7485	48	0.64%	197	2.63%
Harlow	2750	39	1.42%	115	4.18%
Maldon	3295	74	2.25%	159	4.83%
Rochford	3505	68	1.94%	223	6.36%
Tendring	4315	65	1.51%	197	4.57%
Uttlesford	5275	53	1.00%	161	3.05%
Southend-on-Sea UA	7460	187	2.51%	765	10.25%
Thurrock UA	5720	72	1.26%	323	5.65%
Total/Average%	75320	1201	1.59%	3982	5.29%

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 business centres based in these areas to engage with their tenants and organise drop-in events, networking sessions etc.
- Targeted marketing campaign focussing on specific geographical areas and sectors.
- Working with partner organisations to host joint events – taking a sector approach to help businesses to access new funding opportunities (creative and digital, transport and logistics, data)

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

- 30% Growth Grants awarded: **171 businesses**
- Growth Grant amount awarded: **£1,138,192**
- Private sector investment: **£2,778,138**
- 100% New Enterprise Grants (NEGs) awarded: **44**
- NEG amount awarded: **£80,421**
- Number of NEG applications being progressed: **14**
- 12 hours advice delivered to businesses: **136 businesses**
- 12 hours advice delivered to pre-starts: **101 pre-starts**

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

9. Brexit feedback:

At BEST Growth Hub we have been asking businesses for feedback on Brexit as part of our diagnostic process:

- 18% of businesses think that Brexit will affect them (feedback from 305 businesses)
- Of the above, 93% have said that it will have a negative impact on their business

Main sectors who have stated that they will be negatively affected are manufacturing and logistics, although others include; retail, IT and professional services.

General concerns raised by businesses:

- Increase in costs - concerns around tariffs, costs of imports due to weak £
- Impact on the supply chain – both in terms of costs and delays
- General business confidence is low – businesses / customers are holding off on orders as they are worried to commit – lots of customers are “waiting to see what happens”

Week commencing 28th October, government announced a pause on all Brexit preparation campaigns. Prior to this, we were supporting businesses to prepare for Brexit in a number of different ways, some of which I have outlined below.

Brexit support included:

- Hosted events with partner organisations including Department for International Trade – 2 x events in High Ongar and Colchester aimed at business who export
- Circulation of Brexit comms toolkit to local authorities and business support providers to raise awareness (use of #EssexBrexitHelp)
- Promote Brexit business advice resources through dedicated web page: <http://www.bestgrowthhub.org.uk/prepare-for-brexit/>
- Co-ordination of all Brexit related events on BEST GH website
- Carrying out business monitoring and research: the effects of Brexit and business preparations and feeding this information to various central government departments and Essex County Council
- Referring businesses directly to relevant information incl. technical notices, checklists and diagnostic tool
- Producing Brexit factsheets for businesses in particular sectors
- Undertaking a telemarketing campaign to make businesses aware of the steps they need to take to prepare themselves for Brexit
- Organised a Brexit partnership meeting to provide a co-ordinated suite of support locally. This included; business support providers and membership organisations.

10. New Growth Hub KPI's:

Growth Hubs received updated monitoring and evaluation criteria, effective from 1st April 2019, which changes the way that we report outputs.

We are no longer required to count multiple light touch engagements, but now each unique business supported within the reporting period, is classified by the intensity level of support received – either light touch, medium or high intensity. This could be a changing status as businesses receive further support.

As we refer businesses (especially pre-starts) to the National Business Support Helpline, we are required to include the number of businesses supported by the Helpline. These are recorded separately in brackets. Reporting period: 30 October 2018 – 30 October 2019

	KPI	Definition	SELEP KPI's	BEST
KPI1	Businesses supported	Unique number of businesses that have reached either light touch, medium intensity or high intensity (including National Business Support Helpline support)	1200	1201 (1770)
KPI2	Light touch intensity	Businesses who have received support who are classified as "light touch intensity" – ie. Basic signposting or attendance at GH organised event (including National Business Support Helpline support)	500	278 (847)
KPI3	Medium Intensity's	Businesses who have received support who are classified as "Medium intensity" – interactions which use moderate Growth Hub resource (3hr +) ie. Diagnostic with a business navigator or workshop attendance	625	855
KPI4	High Intensity's	Businesses who have received support who are classified as "High intensity" – interactions representing sustained support and using significant Growth Hub resource, broadly aligned to the EU 12-hour metric for "Enterprise Support"	75	68
KPI5	Scale up businesses supported	Businesses with the aspiration and potential to increase their turnover by at least 50% over the next 3 years and have at least 5 full time staff currently. (businesses who are medium / high intensity only)	125	147
KPI6	Satisfaction rating	The % of medium / high intensity businesses who are satisfied or very satisfied when asked the question: "How would you rate your overall satisfaction with the service?"	92%	92%