

BEST Growth Hub progress update

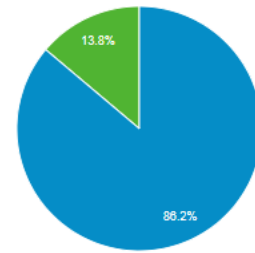
Outputs listed below are **25 February 2018 – 25 February 2019** (unless stated otherwise):

- 1. Number of engagements: 1,763**
Engagements defined as unique number of businesses that have had in-depth contact with the Growth Hub
- 2. Diagnostics with business navigator: 596**
- 3. Medium intensity interactions: 872**
Defined as business receiving at least 3 hours of Growth Hub support
- 4. High intensity interactions: 103**
Defined as business receiving at least 12 hours of Growth Hub support
- 5. Referrals to external business support provider: 1,415**
- 6. Engagements per sector:**

Sector code	Sector SIC code Heading	2016 Business population	Engagements YTD (Feb 18-Feb 19)	Penetration rate	Businesses supported to date	Penetration rate
A	AGRICULTURE FORESTRY AND FISHING	2,250	31	1.38%	63	2.80%
C	MANUFACTURING	4,660	231	4.96%	326	7.00%
F	CONSTRUCTION	14,085	100	0.71%	166	1.18%
G	WHOLESALE AND RETAIL TRADE, INCL. MOTOR TRADES	10,675	246	2.30%	508	4.76%
H	TRANSPORTATION AND STORAGE	3,560	32	0.90%	58	1.63%
I	ACCOMMODATION AND FOOD SERVICE ACTIVITIES	3,465	115	3.32%	232	6.70%
J	INFORMATION AND COMMUNICATION	5,955	103	1.73%	199	3.34%
K	FINANCIAL AND INSURANCE ACTIVITIES	1,465	22	1.50%	51	3.48%
L	REAL ESTATE ACTIVITIES	2,535	27	1.07%	50	1.97%
M	PROFESSIONAL SCIENTIFIC AND TECHNICAL ACTIVITIES	12,920	191	1.48%	327	2.53%
N	ADMINISTRATIVE AND SUPPORT SERVICE ACTIVITIES	6,470	143	2.21%	323	4.99%
P	EDUCATION	1,410	79	5.60%	170	12.06%
Q	HUMAN HEALTH AND SOCIAL WORK ACTIVITIES	3,315	123	3.71%	284	8.57%
R,S	ARTS ENTERTAINMENT, RECREATION AND OTHER SERVICES	4,340	263	6.06%	675	15.55%
	Average	77,105	1,706	2.21%	3432	4.45%

7. Google analytics to date:

- (a) unique users: 66,137
- (b) number of sessions: 100,431
- (c) Page views: 250,739



(d) Most popular website pages by page views to date:

Page ?	Pageviews ?	Unique Pageviews ?
	250,739 % of Total: 100.00% (250,739)	186,351 % of Total: 100.00% (186,351)
1. /	58,992 (23.53%)	44,038 (23.63%)
2. /events/	19,583 (7.81%)	11,714 (6.29%)
3. /how-can-we-help-you/financing-a-business/grants/	9,740 (3.88%)	7,311 (3.92%)
4. /contact-us/	7,512 (3.00%)	5,507 (2.96%)
5. /how-can-we-help-you/starting-a-business/	6,331 (2.52%)	4,466 (2.40%)
6. /limited-liability/	5,950 (2.37%)	5,486 (2.94%)
7. /events/page/2/	5,229 (2.09%)	2,996 (1.61%)
8. /how-can-we-help-you/financing-a-business/	5,114 (2.04%)	4,026 (2.16%)
9. /how-can-we-help-you/starting-a-business/business-support-providers/	4,765 (1.90%)	3,187 (1.71%)
10. /news/	4,392 (1.75%)	3,059 (1.64%)

8. Penetration rates by Local Authority area:

	Business Count 2016	Unique Business supported YTD (Feb 18 - Feb 19)	Penetration rates	Unique Businesses supported since inception (Oct 15 - Feb 19)	Penetration rates
Essex County	62140	1285	2.07%	2629	4.23%
Basildon	6995	159	2.27%	303	4.33%
Braintree	6580	141	2.14%	326	4.95%
Brentwood	4195	82	1.95%	165	3.93%
Castle Point	3255	66	2.03%	140	4.30%
Chelmsford	7665	242	3.16%	439	5.73%
Colchester	6825	129	1.89%	282	4.13%
Epping Forest	7485	82	1.10%	180	2.40%
Harlow	2750	33	1.20%	111	4.04%
Maldon	3295	100	3.03%	146	4.43%
Rochford	3505	105	3.00%	211	6.02%
Tendring	4315	81	1.88%	176	4.08%
Uttlesford	5275	65	1.23%	150	2.84%
Southend-on-Sea UA	7460	343	4.60%	727	9.75%
Thurrock UA	5720	109	1.91%	291	5.09%
Total/Average%	75320	1737	2.31%	3647	4.84%

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:

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|-------------------------|------------|
| • Grants awarded: | 170 |
| • Grant amount: | £1,110,145 |
| • Private sector match: | £2,902,723 |
| • 12 hours advice: | 32 |

10. Twitter analytics to date:

- | | |
|---------------------------------|---------------------------|
| a) Followers: 2,304 | c) Profile visits: 39,409 |
| b) Tweet impressions: 1,900,391 | d) Mentions: 3,250 |

11. FB insights to date:

Total Page Likes: 611

12. Progress against KPI's (25 Feb 2018 – 25 Feb 2019)

KPI	Definition	High	Medium	Low	BEST
Engagements (SELEP KPI)	"light touch" support definition provided by BEIS – unique businesses	1700	1500	1300	1,763
Diagnostics (SELEP KPI)	Diagnostics carried out – face to face or by phone	690	506	345	596
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	872
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	103
Referrals made (SELEP KPI)	To external business support organisations	920	800	680	1,415
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%

KPI's are subject to change: as Growth Hub's have now received the updated GH principles for 2019/20, SELEP will be setting new KPI's from the 1st April 2019, these are yet to be confirmed.