

## BEST Growth Hub progress update

Outputs listed below are 1 September 2018 – 31 August 2019 (unless stated otherwise):

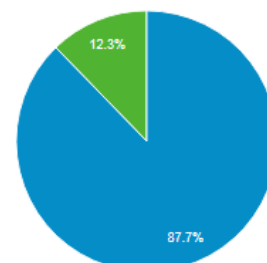
1. **Number of engagements:** **1157**  
Engagements defined as unique number of businesses that have had in-depth contact with the Growth Hub
2. **Diagnostics with business navigator:** **504**
3. **Businesses supported by National Business Support Helpline:** **564**  
This data is not included in any of the below unless stated
4. **Referrals to external business support provider:** **1301**
5. **Engagements per sector:**

Sector code	Sector SIC code Heading	2016 Business population	Businesses supported to date	Penetration rate
A	AGRICULTURE FORESTRY AND FISHING	2,250	67	2.98%
C	MANUFACTURING	4,660	357	7.66%
F	CONSTRUCTION	14,085	177	1.26%
G	WHOLESALE AND RETAIL TRADE, INCL. MOTOR TRADES	10,675	546	5.11%
H	TRANSPORTATION AND STORAGE	3,560	63	1.77%
I	ACCOMMODATION AND FOOD SERVICE ACTIVITIES	3,465	235	6.78%
J	INFORMATION AND COMMUNICATION	5,955	221	3.71%
K	FINANCIAL AND INSURANCE ACTIVITIES	1,465	59	4.03%
L	REAL ESTATE ACTIVITIES	2,535	51	2.01%
M	PROFESSIONAL SCIENTIFIC AND TECHNICAL ACTIVITIES	12,920	341	2.64%
N	ADMINISTRATIVE AND SUPPORT SERVICE ACTIVITIES	6,470	334	5.16%
P	EDUCATION	1,410	175	12.41%
Q	HUMAN HEALTH AND SOCIAL WORK ACTIVITIES	3,315	293	8.84%
R,S	ARTS ENTERTAINMENT, RECREATION AND OTHER SERVICES	4,340	710	16.36%
	<b>Average</b>	<b>77,105</b>	<b>3,629</b>	<b>4.71%</b>

### 6. Google analytics:

- (a) unique users: 22,800
- (b) number of sessions: 31,119
- (c) Page views: 64,407

■ New Visitor ■ Returning Visitor



## 7. Penetration rates by Local Authority area:

	Business Count 2016	Businesses supported YTD	Penetration rates	Businesses supported since inception	Penetration rates
Essex County	62140	875	1.41%	2778	4.47%
Basildon	6995	107	1.53%	325	4.65%
Braintree	6580	111	1.69%	350	5.32%
Brentwood	4195	49	1.17%	178	4.24%
Castle Point	3255	48	1.47%	149	4.58%
Chelmsford	7665	154	2.01%	464	6.05%
Colchester	6825	89	1.30%	294	4.31%
Epping Forest	7485	48	0.64%	191	2.55%
Harlow	2750	29	1.05%	114	4.15%
Maldon	3295	75	2.28%	157	4.76%
Rochford	3505	62	1.77%	218	6.22%
Tendring	4315	54	1.25%	183	4.24%
Uttlesford	5275	49	0.93%	155	2.94%
Southend-on-Sea UA	7460	198	2.65%	741	9.93%
Thurrock UA	5720	72	1.26%	308	5.38%
<b>Total/Average%</b>	<b>75320</b>	<b>1145</b>	<b>1.52%</b>	<b>3827</b>	<b>5.08%</b>

### 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.
- Marketing campaign to target specific geographical areas and sectors.
- 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)

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

- 30% Growth Grants awarded: **168 businesses**
- Growth Grant amount awarded: **£1,063,491**
- Private sector investment: **£2,749,109**
- 12 hours advice delivered: **64 businesses and 43 individuals**
- 100% New Enterprise Grants (NEGs) awarded: **25**
- NEG amount awarded: **£44,715**
- Number of NEG applications being progressed: **24**

The 30% grant is fully allocated and closed to any new applications, a holding list is in operation. Business on the holding list have been contacted to offer grant funding using



recycled grant funds where businesses haven't used their full grant allocation or have withdrawn from the process once their grant has been 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.

## **9. Brexit feedback:**

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

- 22% of businesses think that Brexit will affect them (feedback from 204 businesses)
- Of the above 86% 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:

- Increase in costs (concerns around tariffs, increasing costs of imports due to weak £)
- Costs of paying an intermediary / purchasing software for customs declaration
- 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”

## **Brexit support includes:**

- Organising events with partner organisations including Department for International Trade
- Promote Brexit business advice resources through dedicated web page: - <http://www.bestgrowthhub.org.uk/prepare-for-brexit/>
- Carrying out business monitoring and research: the effects of Brexit and business preparations
- Referring businesses to relevant information incl. technical notices, checklists and diagnostic tool
- Upskilling the business navigator team:
  - HMRC webinars; importing / exporting, EORI numbers, data protection
  - SELEP training day on 13<sup>th</sup> September

## 10. New Growth Hub KPI's:

Growth Hubs received updated monitoring and evaluation criteria, effective from 1<sup>st</sup> 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. The below table provides definitions of these.

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. These are recorded separately in brackets.

Reporting period: 1 September 2018 – 31 August 2019

	<b>KPI</b>	<b>Definition</b>	<b>BEST</b>
KPI1	Businesses supported	Unique number of businesses that have reached either light touch, medium intensity or high intensity  (including National Business Support Helpline support)	1157  (1721)
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)	218  (782)
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	868
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”	69
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)	157
KPI6	Satisfaction rating	The % of medium / high intensity businesses who answered satisfied or very satisfied to the question: “How would you rate your overall satisfaction with the service / event?”	91.7%