

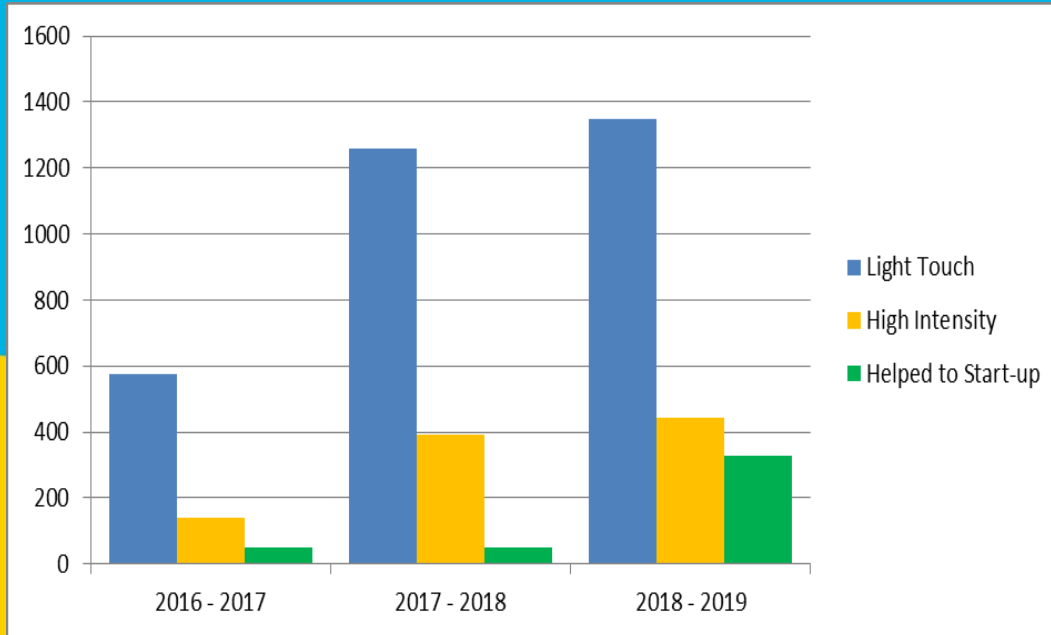
Swindon & Wiltshire Growth Hub

“Providing a single gateway for local business to access information, advice and guidance, whether starting or growing a business”

Update 2018- 2019

Swindon & Wiltshire Growth Hub

Offline Engagement



140 Intensive Assist 2016-2017
443 Intensive Assist 2018- 2019

49 Start-up 2016-2017
330 Start-up 2018- 2019

Swindon & Wiltshire Growth Hub

Digital Engagement

growthhub.swlep.co.uk

Total Unique
Visitors:
15,978



Social Media
followers:
2,500



Downloads:
9,671



S&W Community
Members:
831



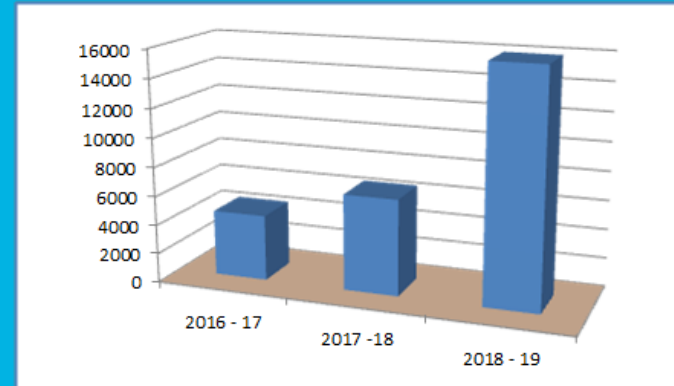
Number of
Knowledge Centre
resources:
813



News Hub
Newsletter
Distribution:
6,643



Online stats

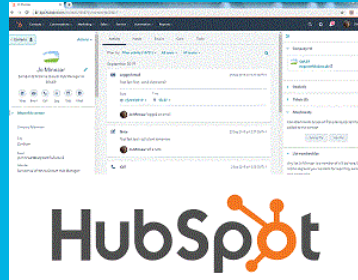


Swindon & Wiltshire Growth Hub

Highlights



Joint initiatives



CRM System



Get Ready for Brexit



Navigator service



Grantfinder/Cobra



Growth Hub Evaluation



Partnerships

Swindon & Wiltshire Growth Hub

.... some next steps

- Growth Hub Brexit Readiness Cluster
- Information Workshops
- Intelligent Insights
- Intelligent Feedback
- Governance
- Partnerships
- Growth Hub Community
- SME Competiveness Bid...

Swindon & Wiltshire Growth Hub

ESIF Growth Programme Bid “Enhancing the Competitiveness of SMEs”

European Regional Development Fund
Priority Axis 3 - Enhancing the Competitiveness of small and medium sized Enterprises

- £1.2m ERDF on offer - £2.4m project over 3 years
- Full Application submitted

Core requirements

- Start-up service
- Scale-up service
- Productivity focused (digitalisation)
- Start-up support for financially and socially excluded people – ‘inclusive growth’
- Closing supply chain gaps – Brexit response - rules of origin, customs, etc.

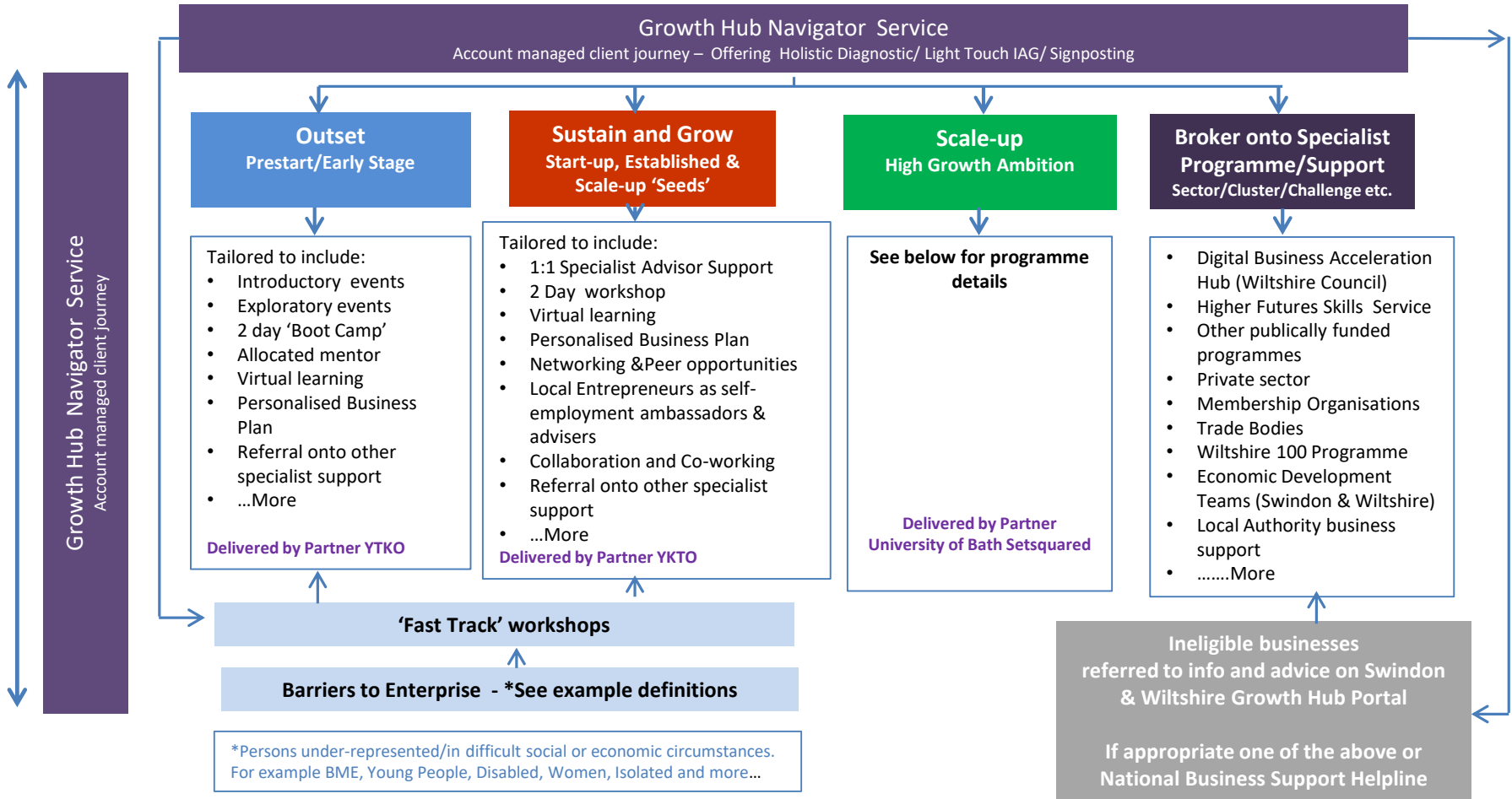
Delivery methods

- Mentoring scheme
- 1-2-1 support / assistance
- 1-to-many – workshops, etc.
- Diagnostic / information
- Grants and wider finance - access to investment partners

Growth Hub

- Add value to the offer – e.g.; diagnostic, signposting and referral services
- Complementary to the overall offer – and not creating a rival service

Swindon and Wiltshire Growth Hub Client Journey



What will it bring to the Growth Hub service?

- Face-to-Face
- Light touch IAG
- Diagnostic to explore all solutions available, also identify other opportunities
- Ongoing account management
- Enriched engagement with business communities we have not engaged with before including those facing 'barriers to growth'
- Scale-up focus
- 1 to many workshops/support
- Offer grants – accelerate growth
- Physical Growth Hubs including shared hub space
- No business exclusion – enable us to offer a universal service to all

Swindon & Wiltshire Growth Hub

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